CSUSB
MAGAZINE
50 YEARS of making a difference
CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO | fall 2015
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Over 50 years, the profound impact of a new college in inland Southern California is seen in the stories students tell of why they came, and how they changed.
From the moment Inland Empire residents pull onto the freeway, CSUSB is part of the landscape. With large billboards along freeways, street banners along University Parkway and Northpark Boulevard, and a new state-of-the-art electronic marquee, all signs point to the university’s 50th anniversary celebration.

On campus, the anniversary features more than 150 events, highlighted by sidewalk paw prints, half-century history banners along sidewalks and large signage on building entrances.

Small epiphanies

She could easily be your average 22-year-old college student, binge watching the Netflix series “Pretty Little Liars” on her free time. That is, when she has it.

With a dual major in communication studies public relations and mass media concentrations, as well as a dual minor in marketing and recording arts at Cal State San Bernardino, time for Amanda Fernandez is a luxury.

Yet Fernandez still finds time to juggle the responsibilities of being president of the student DJ club, working at events on and off campus, and recently accepted a promotion to student operations manager at CSUSB’s Coyote Radio, where she works part-time.

In October, the Rancho Cucamonga resident won the “best student media representative” award from the Inland Empire Media Awards. Her dedication and endurance at Coyote Radio extends beyond the walls of the John M. Pfau Library basement studios.

At age 11, she was diagnosed with lupus – an inflammatory disease caused when the immune system attacks its own tissues – and had no choice but to adjust to a lifestyle change.

“I was super active when I was little, basketball was my life,” said Fernandez. “Just hearing that, I was like, ‘whoa, what’s going to happen now?’ They started me on chemotherapy and medication right away, and it was just a big shock to me. I couldn’t play sports anymore because I was so tired and weak. I just remember hating life.”

Until recently, having lupus was something she had kept to herself. During her last major flare-up, she disclosed her medical condition to her boss, Coyote Radio manager Lacey Kendall.

“I kind of realized having lupus and going through everything, I can be an inspiration to other people,” said Fernandez. “Media is so powerful, being in media and being that light and voice that someone else needs, I have the courage for that. I hope to inspire not just those that have lupus, but others going through a struggle.”
At Cal State San Bernardino on Oct. 22, more than 700 citizens of Southern California sat in Coussoulis Arena considering the insights of the first Muslim woman and first Iranian to receive a Nobel Peace Prize. Shirin Ebadi spoke of ways to fight Islamic fundamentalism, but she could never have foreseen the tragedy that was about to visit San Bernardino just six weeks later.

Hosted by the CSUSB Center for Islamic and Middle Eastern Studies, Ebadi’s appearance was a signature moment in the year-long 50th anniversary celebration at CSUSB. On Dec. 2, it also became a moment of poignancy. At 11 a.m. that day the Inland Regional Center, a San Bernardino facility that serves clients with a disability, was attacked by two terrorists who killed 14 and wounded 22 in a rampage.

Ebadi was the first woman to achieve chief justice status in Iran. But after the Islamic Revolution, she, along with other women judges, was dismissed from the bench in February 1979. She was demoted to serving as a clerk in the very court over which she had once presided. Later, she petitioned for early retirement and obtained her lawyer’s license in 1992. In 2003, she was awarded the Nobel Peace Prize for her efforts to promote democracy and human rights. ISIS, which Ebadi said was a branch of the Taliban, has used misguided Islamic ideology, she said. But simply deploying military troops was not the way to defeat such a terrorist organization.

“Experience has taught us that won’t get anywhere doing this,” Ebadi said. “After the tragic events of Sept. 11, the Taliban were attacked and the fight still continues.”

She believes that, over time, knowledge and education will be more effective in combating radicals. She encouraged modern Muslims to speak out against them. “Throw books, not bombs,” she said.

“Ideology has to be corrected. Give voice to moderate Muslims.”

Ebadi also believes that “strengthening Islamic studies centers at universities” also is a good weapon in fighting twisted ideology.

“Publish and translate modern Muslim’s books. Invite modern Muslims to your universities and provide them with loudspeakers. The fundamentalist Islamic governments and terrorist Islamic groups do not like modern Muslims. They don’t let their voices be heard by the rest of the people in the world.”

With so many mischaracterizations of Muslims floating about, Ebadi described today’s practitioner of Islam. “A modern Muslim is someone who respects his or her own religion, but does not forget the time that he or she lives in. We don’t ride camels like we did 1,400 years ago to go from one place to another. We get on a plane and travel. The same thing is true about other conditions in our lives and how we view our lives. The modern Muslim is one who respects human rights.”

Above all the remembrances of the 14 who died during the shocking Dec. 2 terrorist attack at the Inland Regional Center in San Bernardino was that each of the victims, in his or her own way, had left a light for the world to see. Co-workers, friends and families had described them as remarkably kind, or quick with a smile, giving, warm or funny.

When the current interim provost and vice president of academic affairs, Juan Delgado, attended the university from 1979-1982, he found that the "teachers were always around during office hours," available to students for one-on-one counseling or help. Small class sizes and the fact that students, faculty and staff shared the same cafeteria and parked in the same parking lot, fostered a culture of teacher accessibility that often gave students the extra boost they needed. Despite the tremendous growth that CSUSB has sustained – leaping from college to university status in 1984 – that availability persists.

Elizabeth Grimes, who attended another university for two years before coming to CSUSB, enrolled in the M.P.A. program for Information Assurance and Security Management and graduated in 2015. One faculty quality impressed her more than any other. "The relationship," she said, "the professors had with us, and finding, 'Okay, what are you good at? What can we teach you more?' That is just so different from any other university." And now, this past summer, the direct involvement of her instructors in her professional development played a key role in her securing a job in the Office of the Inspector General in Washington, D.C.

Students, such as sociology major Mike Mejia, recognize the passion of CSUSB faculty. He originally chose another institution to study at, but meeting the faculty and staff from the sociology department persuaded him to choose CSUSB.

"I know that the professors on this campus love teaching and helping students," Mejia said. What President Pfau incorporated into the genetic make-up of the school has been handed down to each successive president. Evans, Karnig and Morales each picked up the double strand of teaching and scholarship and have transmitted it to the following generation.

For five decades, the university has recruited faculty from world-class institutions, such as Columbia, Harvard and Yale to assemble an innovative, award-winning faculty. It has culled from those institutions faculty who hold their own among their peers, but who also nourish within themselves a deep desire to teach and develop each student who comes into their classrooms every day. The fire that ignites the faculty of Cal State San Bernardino has produced graduates who face their futures with confidence and purpose. Their passion for excellence in teaching and personal attention ensures that the pedigree of CSUSB's students will remain strong in the years to come.

Clare Van Loon, of Redlands, Calif., is a freelance writer who has written for CSUSB Magazine and other area publications.
California State College at San Bernardino holds its first classes Oct. 5, greeting 293 students and 93 faculty and staff, under the direction of its first president, John M. Pfau.

Richard Bennecke is elected as the new college's first ASB president. The St. Bernard is chosen as the official mascot, and the new school colors are blue and brown, which represent the skies over the natural color of the San Bernardino Mountains.

On June 10, the new college holds its first commencement as 59 students become the first graduates.


The campus hosts its first “homecoming,” a barbecue cookout for alumni. Eric Burdon, The Middle Earth and the Youngbloods perform in the CSCSB gym.

M.A. in education becomes Cal State San Bernardino’s first graduate program.

The campus hosts the Black Cultural Festival, which draws 500 local high school students and soul singer Billy Paul.

CSCSB students participate for the first time at the Model United Nations conference in New York City, representing Kuwait.

Leta Adler is named a professor of sociology, making her the first female full professor at CSCSB.

As CSCSB celebrates its 10th anniversary, it breaks ground for the Creative Arts Building.

Enrollment: 4,017
1976
Construction begins on the $860,576 Student Union building.

1977
The library acquires its 250,000th volume.

1978
The 15,000-square-foot Student Union opens.

1979
Humorist Richard Armour speaks in the Recital Hall.

1980
The November Panorama Fire destroys the Shipping and Receiving Warehouse and severely damages the campus’s cooling towers. Enrollment: 4,669

1981
Robert O’Brien in sociology becomes the first to receive the campus’s new Outstanding Professor Award.

1982
Anthony H. Evans assumes the helm as the second president of California State College at San Bernardino.

1983
Students approve a referendum by a 2-to-1 vote to double their instructionally related activities fee to $20 to fund a CSCSB intercollegiate athletics program. Anthropology professor Frances Berdan is named Outstanding Professor at CSCSB. Two months later, she is named one of just two outstanding professors for the entire CSU system.

1984
In the same year that the college officially becomes a university, CSUSB competes in its first season of intercollegiate athletics as NCAA Division III program under its first athletic director, Reggie Price, and new mascot, the Coyote.

1985
CSUSB purchases equipment that will allow the university to teach – via television – students in the Coachella Valley. Enrollment: 6,513

1986
CSUSB opens a Palm Desert satellite campus called the Coachella Valley Center. Psychology professor Diane Halpern is named one of the two Outstanding Professors in the entire California State University system. The university’s new radio station, KSSB, begins broadcasting.

1987
On May 26, jazz trumpeter Freddie Hubbard performs in the university’s Recital Hall. Five days later, Nobel Prize winner in chemistry, Glenn T. Seaborg, speaks in the university’s Upper Commons, addressing arms control during President Lyndon Johnson’s administration.

1988
The chartering of Delta Sigma Phi fraternity marks the birth of the Greek system at CSUSB and is charted nationally.

1989
The university makes a major change in its curriculum with a shift from 5-unit course credits to 4 units. After strong Santa Ana winds knock several campus employees off the decks around the Pfau Library, the campus installs protective guardrails around the building’s perimeter.

1990
CSUSB celebrates its 20th anniversary with a gala at the National Orange Show. The Pfau Library acquires its 500,000th volume. Enrollment: 11,927

1991
The new University Hall building opens, housing the College of Arts & Letters, classrooms and faculty offices. Coyote Athletics moves up to NCAA Division II, and men’s soccer gives the university its first CCAA championship in university history.

1992
Jack H. Brown Hall opens to the School of Business and Public Administration, mathematics and computer science departments. On the mall south of the Pfau Library, the university holds its first double commencement ceremony on June 12.

1993
The university’s Model United Nations team wins an Outstanding Delegation Award in New York City for the second straight year.

1994
The City of Palm Desert donates 200 acres of land for the establishment of a permanent branch campus of Cal State San Bernardino in the Coachella Valley, while on the main campus, Coussoulis Arena opens as part of the new health and physical education complex. Enrollment: 11,957

1995
### 1996
The Robert V. Fullerton Art Museum opens as part of the university’s new Visual Arts Building. CSUSB changes its school colors from sky blue and brown to black and a richer blue.

### 1997
Albert K. Carnig takes his seat as the university’s third president. CSUSB golf team member Scott Householder becomes the university’s first national champion in an individual or team sport, capturing medalist honors in the NCAA Div. II championships. The team finishes third in the tournament.

### 1998
“ACTION AT THE LATHE,” CSUSB English professor Peter Farischi's sixth book of poetry, is one of five finalists chosen for a National Book Award.

### 1999
CSUSB is named a Hispanic-Serving Institution by the U.S. Department of Education, paving way for receipt of a $2 million grant to stage off-campus courses for historically underserved students.

### 2000
Men’s basketball earns its First CCAA title, advancing to the NCAA Division II West Region semifinals. At the Chicago Field Museum, biology professor Stuart Sumida leads the CSU system’s contribution to restoring “Tux,” the largest T-rex fossil ever unearthed.

### 2001
The first honorary doctorate in CSUSB history is awarded to Benson Hower, M.D., whose collection of Egyptian antiquities has been loaned to the campus’s Fullerton Art Museum.

### 2002
The College of Social and Behavioral Sciences Building opens. The Mary Stuart Rogers Gateway Building opens as the first permanent structure for the Palm Desert Campus.

### 2003
The student union is renamed the Santos Manuel Student Union, to honor the Native American leader who led the Serrano tribe to safety in the San Bernardino Mountains above Highland in the 1800s.

### 2004
A new literary center is established on campus thanks to a donation from Jim and Judy Watson of Watson and Associates.

### 2005
Coyle men’s basketball makes history by setting a record with its sixth straight CCAA conference championship. Jori De Guzman graduates from CSUSB with a bachelor’s in computer science. He is 15 years old.

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No one said it would be easy. Still, we’ve winnowed to 50 a handsome set of CSUSB alumni who’ve made a mark in the world. (Okay, we know that all of our “alumnii” have absorbed a special kind of knowledge simply by coming to CSUSB. But it’s our 50th anniversary and we just wanted to do the 50 thing.) So read, and if you know more of these special alumni, let us know at CSUSBmag@csusb.edu.

1967
Lois Carson (B.A. English 1967), retired executive director, Riverside County

1968
Ellen Weisser (B.A. English 1968), vice president, Nestle, Neton Pharmaceuticals, chairperson, CSUSB Philanthropic Foundation

1971
Jean Pfeiffer Leonard (B.A. English 1971), state Assembly member

1972
Wilmer Amina Carter (B.A. Biology 1972), retired executive vice president, Network Pharmaceuticals

1973
Jean Pfeiffer Leonard (B.A. History 1973), judge, Juvenile Court, County of Riverside

1974
Nicholas Coussoules (B.A. Geography 1974), president, CEO, BlueWater Consulting

1975
John Williams (B.A. Administration 1975), State Farm Insurance, archivist,gold medalist, Summer Olympic Games, 1972

1976
Khalid Ahmad (B.A. Biology 1976), vice president, MRV Communications

1977
Robert Bouttier (B.A. Management science 1977), president, CEO, Automobile Club of Southern California

1978

1979

1980
Bruce Mills Jr. (M.B.A. Finance 1980), CEO, ProAmerica Bank

1981
Kerrick Bubb (M.B.A. Business administration 1981), president/financial planner, KWB Wealth Managers

1982
Deborah Crowley (B.A. Accounting 1982), partner, CPA, Eddie & Payne

1983
Elise Trumyan (B.A. Political science 1983), general counsel, UC Irvine, College of the Law

1984

1985
John Eaton (B.A. Business administration 1985), executive program manager, State of California

1986
Toni Robinette (B.A. Liberal studies, English 1986) former professional bodybuilder, three-time Mr. Olympia, Zane Experience School (Retired)

1987
Jean Stephens (B.A. Communications 1987), president, CEO, Appannagari GnanaDev

1988
Lex Reddy (B.A./M.S. Business management/health services administration 1988/1992), CEO, RSM International

1989
Michael Deavney (B.A. History, Economics, social sciences 1989/1993), president总裁 Total Casino Solutions

1990
Kristen Rager, (B.A. Chemistry 1990), assistant laboratory director, State of California, Bureau of Forensic Services

1991
Mark Gutierrez (B.A. Accounting 1991/1995), partner, Ernst & Young LLP

1992
Tae-Wook Chun (B.S. Biology 1992), staff scientist, National Institute of Allergy and Infectious Diseases

1993
Shawn DeWitt (B.S. Marketing 1993), director of marketing operations, Corrado Brewing Company

1994
Lou Monville (B.A. Communication, professional writing 1994), chair, Cal State University Board of Trustees, vice president, O’Reilly Public Relations

1995
Lex Reddy (B.A./M.S. Business administration 1995), CEO, RSM International

1996
Nerissa Concepcion Safie (B.S. Chemistry 1996), physician, Trinity Women’s Health

1997
Carey Davis (M.B.A. Business administration 1997), mayor, City of San Bernardino

2000
Amy Brophy Laughlin (M.A. Curriculum and instruction 2000), Hansen School, Anaheim, 2014 California Teacher of the Year

2001
Appannagari GnanaDev (M.B.A. Business administration 2001), executive program manager, Anosh Real Estate Medical Center associate medical director, chairman, AMMC Department of Surgery, founding president and CEO, California University of Science and Medicine (Cal Med)

2002
Kerrick Bubb (M.B.A. Business administration 2002), Board of Supervisors chair, County of San Bernardino

2003
Ramona Sanderson (B.A. M.A. Chemistry, Biochemistry 2003), forensic chemist, Drug Enforcement Agency, Southwest Laboratory

2004
Paul Cook (M.P.A. Public administration 2004), U.S. congressman

2005
Jadah Talafas (B.S. M.S. Computer science 2005/2007), software development manager, Microsoft Corporation

2006
Shelbi Wilson Fields (M.A. Educational administration 2006), teacher, Lincoln High School, 2006 California Teacher of the Year

2011
By Sam Romero

In 1965, a high-caliber college appeared almost out of nowhere on the lonely, arid and beautiful foothills of the San Bernardino Mountains. It has become a game changer for tens of thousands of the region’s young. It has meant that high school graduates don’t necessarily need to leave home and spend money on housing, a parent doesn’t need to travel far or to move and uproot the family to chase a dream, the dream for a college degree can live and breathe and see a happy beginning.

“Cal State San Bernardino educates the working population of our region, and it has since the 1960s,” says Paul Granillo, president of Inland Empire Economic Partnership and a 1991 graduate of the university with a bachelor’s degree in history. “It’s been a place that people like me, who were the first in their family to go to college, went. That’s an incredibly important role, and it is, I think, foundational to the region.”

Granillo is one of more than 90,000 CSUSB alumni over the university’s 50 years whose hard-earned degrees have been printed in tears and sweat, and changed their lives in ways they would have never imagined. Aside from family, he treasures his college days more than anything. “Best five years of my life,” he says. “I wasn’t in a hurry to leave.”

A volunteer for the CSUSB Student Ambassadors Society, Granillo saw and gobbled up a steady diet of opportunities. He met the likes of former New York Gov. Mario Cuomo, Olympian Rafer Johnson and U.S. Representative and activist Bella Abzug.

“All these people that are historical, because I was involved in leadership at the university, I was able to meet and spend time with.”

The university’s ability to evolve with the changing needs of the region and, at the same time, play a major role in changing the region is no accident. John Pfau, the first president of California State College at San Bernardino, had wanted to “create an elite school for every person,” says CSUSB history professor emeritus and founding faculty member Ward McAfee, “and that dream has maintained itself over the university’s 50 years.”

Cal State San Bernardino in 1965 was a conundrum. “The campus looked like a small elementary school that had yet to be finished,” says McAfee, thinking about the day he and his wife drove down the bumpy dirt road and saw the college for the first time. “I mean, those three original buildings, and the wind was whipping over them. We said,

THE CSUSB DIFFERENCE

Changing lives of students, their professors and the donors who support them

By Sam Romero

In 1965, a high-caliber college appeared almost out of nowhere on the lonely, arid and beautiful foothills of the San Bernardino Mountains. It has become a game changer for tens of thousands of the region’s young. It has meant that high school graduates don’t necessarily need to leave home and spend money on housing, a parent doesn’t need to travel far or to move and uproot the family to chase a dream, the dream for a college degree can live and breathe and see a happy beginning.

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Even in his busy administrative role as dean for undergraduate studies, Milton Clark (right) made time to work directly with students. Here he helps Sara Ayala with her class schedule.

"This is where we came?" … But John Pfau made it seem like a college because of his strong educational philosophy.” It seemed like a real college to Milton Clark, too. In the late 1960s, he attended San Bernardino for a year and then transferred to another college in his second year. But it just felt too easy. The idea of what college should be to Clark had already been cast, shaped by the rigor of an Ivy League-like curriculum at Cal State San Bernardino. With that strong image in mind and the fact that his family strained to pay for his college away from home, Clark returned to the San Bernardino campus.

He was an English major dyed-in-the-wool. "When I got here as an undergraduate and I realized that they would pay people to read books and talk about them, I said, ‘You’ve got to be kidding!’ He finished his B.A. in English in 1972, went on to earn his master’s at the University of California, Riverside, and began teaching part-time at Cal State San Bernardino while he worked on a Ph.D. Clark taught for more than 20 years at the university, then moved into administration, serving as dean and then associate vice president for undergraduate studies.

"The thing that mattered to me," Clark says, speaking of his days as a student at San Bernardino, "was that people made me feel welcome, and made me feel like I could succeed, even though no one in my family had gone to college." The connection with students, the desire to see them succeed, Clark believes, has been a "hallmark of the university" and a cornerstone in the university’s drive to change students’ lives for the good.

Jose Rivera (B.A. communications studies 2009, M.A. communications studies 2011), CSUSB lecturer in communication studies

I was helping my father – my father has a cabinet business. … My father’s a very, very hard-working person. That’s one of the traits he instilled in me. I just remember seeing him one day lifting these massive cabinets by himself! … I just remember seeing that and asking myself, "Dad’s been doing this forever. A, did he come to this country so that I could do the exact same thing that he’s doing … and B, do I really want to be doing this when I’m in my early 50s? … I am first-generation. My parents emigrated here from Mexico, so I’m the very first, actually the first in my family, even in my extended family on my mother’s side, to finish college.

Pat (M.A. in reading and language arts, 2010, CSUSB Palm Desert Campus) and Ward Fredericks, donors. Established fellowship to support Ed.D. program at PDC.

WARD: We have a deep emotional connection with scholarships generally. I got scholarships when I was at university, and that was the only way I could have completed my education. And so I was so grateful for the opportunity that it really changed my life.

I think the decision to give this scholarship in support of the doctoral students here is really a great expression of support of the development of this [PDC] campus.

PAT: The majority of the people working on this degree are here. They work here, they live here, and they’re going to give back here. And that to us is extremely important. … This is why we give scholarships. … The education that we received gave us the opportunity to have a great life, and I would like to afford that opportunity to others as well.

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PAT: The majority of the people working on this degree are here. They work here, they live here, and they’re going to give back here. And that to us is extremely important. … This is why we give scholarships. … The education that we received gave us the opportunity to have a great life, and I would like to afford that opportunity to others as well.
says Toni Robinette, who earned bachelor’s degrees in liberal studies and English from the university in 1987 as well as two teaching credentials— all of it a full 20 years after she’d finished high school. “I feel like it was a very nurturing environment for me as a prospective teacher.” She leaned on that support while in the internship program at CSUSB. Determined, Robinette began approaching schools for a full-time position as an intern. But at one job interview, she recalls, one middle school principal was unimpressed. “‘I will not hire you,’” Robinette remembers her saying, “‘You will not be successful. You will be a failure because you haven’t done your student teaching.’” Robinette sat there, stunned. “Somebody will hire me,” she told the principal after collecting herself, “and I will be a really good teacher, and I think you will be sorry that you missed this opportunity to hire me.”

Then she stood up, shook the principal’s hand, walked to her car and cried. She never found out if that principal regretted it. After graduating from college, it took Sheil 10 years to grasp who she was and plug in. “I don’t know what to do with my degree. After graduating from college, I had a good education, I still was clueless.” She had it easy. “Well, I was accepted … Really, when you have the B.A., you feel like it was a very nurturing environment for me as a prospective teacher.”

Sheil grew up on the East Coast and earned good grades in school. “Students who look like me, they think, ‘Oh, well she had it easy.’ Well, in some ways I did. But in other ways I was just as lost as they are. And so when they come here and they don’t know what they want to major in, that’s where I come in really strong. I get them, because even though I had good grades and I had a good education, I still was clueless.” She had no idea what to do with her degree. After graduating from college, it took Sheil 10 years to grasp who she was and plug in. So when Sheil teaches now, she “begins with the end in mind.”

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Robinette says, “Being here has allowed me to take the gifts that I have and really put them out there on the table for the students.” Sheil teaches now, she “begins with the end in mind.”

Communication studies professor Astrid Sheil, who came to the university seven years ago, says, “Being here has allowed me to make the gifts that I have and really put them out there on the table for the students.”

Reaching for the meaningful also is what has deepened the personal ties for donors to Cal State San Bernardino and has often changed them as well.

Jim and Judy Watson’s passion for the university lit in the early 2000s. That’s when Jim noticed the work CSUSB was doing to raise the academic aim and achievement of the region’s young. “It touched what was very important to me,” says Jim, who is co-president with his wife of Watson and Associates Development Corp. in Seal Beach. Growing up in a lower-middle income home in Compton, Jim struggled with reading soon after his father died when Jim was just 6 years old. The couple’s first gift to CSUSB was born from that experience and went to the university’s literacy program, which was renamed the Watson and Associates Literacy Center.

California State University, San Bernardino enhanced my leadership skills. As an under-graduate student I was able to lead the student body at CSUSB toward founding the first African American Recognition for Graduating students. I am a charter member of the Pi Beta Delta Chapter of Alpha Kappa Alpha Sorority, Inc. I served as president of the African Student Alliance (formerly Black Student Union). As a native and resident of San Bernardino for 46 years, I highly recommend this great university!!

When I grew up on the San Manuel Indian reservation, there were three mobile homes … Back then, the tribal government survived on less than $300 a year for a total annual budget. So education is something that’s dear to me, because if it wasn’t for the education components and achievement that Cal State San Bernardino (provided) in getting my degree … I wouldn’t be where I’m at today.

One in my family had ever graduated from college before. So I was the first in our family that graduated with a degree … My dad was pretty influential in my life. I was set to go in the service. He said, “No, no, you can always do that.” He said, “They’re opening a new university right up here on the north end … Go put an application in and see what happens.” Well, I was accepted. Really, when you have the B.A., somebody said, no one can ever take that away from you. … I was in the Army. It led me to officer’s school. It’s been kind of the key to the life path.”

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CSUSB’s Palm Desert Campus is proof of a change that occurs in a community when it spires a void. In the mid 1980s, Dick Oliphant, mayor of Indian Wells at the time, was moved by the long distance valley residents had to travel to pursue a four-year degree. Oliphant, like many in the region, had become more and more aware that the long distance was resulting in a “brain drain” in the Coachella Valley. Once valley students left for college, they usually left for good. He began talking about it to CSUSB. The university responded and in 1986 it opened a branch campus in the Coachella Valley.

But the push for higher education didn’t stop there. In the 2000s, Oliphant, his building capital campaign co-chair Betty Barker and his wife, Jan, began making personal calls, convincing valley citizens was an “easy sell,” he says. “Selling education is like selling motherhood. … They took ownership in this university.” Area cities, foundations and private citizens teamed up, went to work and amassed more than $35 million to begin building a permanent campus in the low desert, shortening the drive and widening the dreams of those who, like many who attend the San Bernardino campus, are the first in their family to earn a college degree. In September 2014, the Palm Desert Campus greeted its first freshman class, marking its birth as a four-year institution. Now the campus is the domain of young learners and lifelong learners alike.

“I’ve always had this dream that we needed a four-year university,” Oliphant says. “We have lots of cultural and social opportunities, but very few educational opportunities beyond the community college level. And this solved that problem, it filled that hole, and our desert now is better for it.”

Judy Rodriguez Watson had her own learning obstacle to overcome in dyslexia. But a love of art overtook her at 14 after a trip to Europe, and in 2010, following years of her and her husband’s support of CSUSB in time and money, the university’s public art program was named after her. It wasn’t an honor she had ever sought, and when the university told her that it wanted to name the program after her, Judy balked. But as she thought about how much it meant to her to have the program carry her Spanish surname and what that might mean to other Hispanic women, her mind began to change. It all grew from her simple upbringing in the L.A. suburb of Lynwood, and her father’s notion “to make the world a better place, and to do what you can to help others, when you can, if you can and where you can,” she says.

“What we found here in San Bernardino,” says Judy, “we found a home. The friendships that we’ve made here, the people that we’ve met have welcomed us with open arms. We’ve developed these deep friendships that will last a lifetime for us.”

The story of personal change among university supporters is happening on a larger scale in the Coachella Valley, where, amid the arid and beautiful desert landscape, history is repeating itself.

Ted Alejandre (B. A. public administration, 1988, M.A. in education, 1993, superintendent of San Bernardino County Schools)

I felt that Cal State provided a welcoming opportunity, a supportive environment. So the confidence evolved … I always felt like I could talk to my instructors. I felt like I had a special relationship, one that was comfortable, one that was accepting. … I also met my wife, Barbara, at Cal State.

Linda Bennecke (B.A. sociology 1969), editor pro-tem of Communique, the first student newspaper, and Richard Bennecke (B.A. political science 1967), first ASB president. Both members of founding student body class.

I think that was one of the greatest things that I had an opportunity to be part of the launching of this great institution.

CSSB made me … Fearless. Fearless to face challenges. That no obstacle is too big to overcome. … You need to figure out a way to get from point A to point B. let’s figure out a way to do that. … And you keep kind of working at it until you get the job done.

A better person. … I appreciate at that point in my life, being given an opportunity to do something, to launch a program, to plant a seed and watch the plants grow. … I am who I am today because of it.

In an area where wildlife still roams, the presence of deer seemed natural at Chancelor’s Park near campus, even though these particular deer were sculptural representations born among other mediums used in the Judy Rodriguez Watson Public Art Program.

Linda:

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Richard:

I appreciate at that point in my life, being given an opportunity to do something, to help launch a program, to plant a seed and watch the plants grow. … I am who I am today because of it.
Easing the load

Two CSUSB alumni moved to make work and college a less frenzied affair.

At Kraemer and Jim Stockman had been thinking about it for some time, and everything about who they were and the work they did had been pointing to it. Pat was now the vice president for research at Westmount Asset Management, a Los Angeles investment firm, and she had always drawn great energy from working directly with people to help them save for retirement or maybe for college. For Jim, his consultant work supported small business, and he loved that he could help mom and pop companies improve their operations or Internet presence.

So the day Duke Graham, former development director for the College of Natural Sciences at Cal State San Bernardino, said the word “scholarship” to Pat at the end of a lunch meeting, the lights went on.

“'You mean I can give a scholarship,' she asked. Absolutely, Duke answered. Duke’s mention of a scholarship was more a casual, parting remark than anything else. His lunch with Pat was intended just to get to know about her and her husband, both CSUSB alumni. But the incidental became the inspirational, and last summer the couple established the Pat Kraemer and James Stockman Scholarship with a generous bequest that will leave 25 percent of their estate to the university. Their decision to set up this scholarship for science, technology, engineering and mathematics majors as well as business majors is a direct descendent of their own experiences.

Thirty years ago, Pat and Jim were that young couple starting out, figuring out how to go to college, work and set a steady course for their lives.

“It was hard,” says Jim, who knew he wanted to earn a degree even though no one in his family — not siblings, parents, nieces, nephews, uncles, aunts, grandparents — had ever earned a degree. In Pat’s family, it was the opposite; everyone had a degree.

Young, independent and resolute, the one thing Pat and Jim knew was that they could not afford to put both of them through school at the same time.

Pat went first. While Jim worked full time, Pat worked part time at Long’s Drugs, where her bosses flexed with her schedule. She and Jim became a couple in 1980, married in 1982 and she finished her B.S. in mathematics in 1985.

When it came time for Jim’s turn a few years later, he was apprehensive. He’d completed about a year of college before he met Pat, but hadn’t been to school for six or seven years.

“At that point, it was, ‘Okay, I can go back to school and I’m going to go to school with all these 18- and 19-year olds and I’m 28. And that was kind of a weird thing.’” He laughs about it now, but he graduated in 1993 at the “advanced” age of 32 with his B.A. in business and public administration.

When Pat first told Jim that she and Duke had talked about scholarships at lunch, Jim wasn’t quite ready to jump aboard. But he came around, and as he and Pat enjoyed the serene Hawaiian hills and balmy oceans one vacation in late 2014, they got serious about a will and trust. The contact with Duke months earlier had come at just the right time, says Pat.

“We want to help people in the position that we were in,” Jim says, “because we know how hard it was to work and go to school full time.”

For that reason, Jim and Pat have set up the scholarship for students who work a certain number of hours every week. The scholarship will one day help two or three students a year and is continuing. So as long as recipients maintain a 3.5 GPA, the scholarship could see them through their entire education at CSUSB.

“You feel more of a connection that you’re actually personally helping people,” says Pat of her work at Westmount. The same is true of the couple’s gift to CSUSB students.

“And doing it at some place like Cal State,” says Jim, a college “that really helped us in the position that we are now.”

Pat completes the thought. “And it all started here at Cal State — getting a degree.”
Butterflies typically arrive in spring and summer. But since the fall academic quarter, they have become year ‘round residents at Cal State San Bernardino, and, hopefully, off campus.

It’s not a new species of butterfly, but a yearlong campaign called 50 Acts of Kindness featuring colorful origami versions of the winged insects. Through the paper butterflies, the task of students, faculty and staff at CSUSB is to pollinate kindness on and off campus as the university celebrates its 50th anniversary.

CSUSB’s Office of Community Engagement and artist Annie Buckley, an associate professor of art who originated the “Pollinating Kindness: Good Deeds Anonymous,” a participatory art project, are working together on the 50 Acts of Kindness campaign that has brought Buckley’s project to campus.

“We were actively looking for something to do for the university’s 50th anniversary,” said Diane Podolske, director of the community engagement office. “And so we have adopted ‘50 Acts of Kindness’ as our celebration of the 50th anniversary.” The campaign officially launched during the annual volunteer fair on Oct. 1.

In handmade origami butterflies, messages are tucked inside each butterfly with an act of kindness to perform. Many are simple and free, such as smiling at five people or giving five sincere compliments during the day, or writing letters of appreciation. Some may want to donate to a charity, or even make sack lunches for the homeless as an act of kindness.

The butterflies are being left at various places for the taking. The community engagement office is making butterfly trees that will be at various university events – and those who take one are essentially given the task to perform the act of kindness written on the butterfly’s message. The deed can be repeated by the recipient who is given the butterfly and its message (hence the pollinating kindness idea), or left somewhere for someone else to pickup, or the butterfly can be kept as a reminder to do acts of kindness for others. Of course, no one is obligated to pick up a butterfly and perform an act of kindness, but the hope is that many will, said Podolske.

Buckley, who started the Community-based Art Initiative at CSUSB, said she had been moving toward a point where her art and community work merge. And historically, there has always been some form of art that was community-based or participatory, versus art being solely something to look at to appreciate. More recently, there has been a move toward participatory art with an activist piece, she said. The Pollinating Kindness project came from that.

While the project was launched in September 2014 at the Offramp Gallery in Pasadena, Buckley also encouraged people to participate wherever they lived.

True to the wide-ranging spotty pollinating nature of the butterfly, one version of the project emerged a few months later around Christmastime in New Orleans. Buckley’s aunt, Linda Armantrout, the volunteer coordinator for a Louisiana hospice, introduced the project to give hope to patients. From there, it spread to churches and assisted-living facilities and schools. Other related projects involved using the butterflies to help raise money for a library and books for youth in Zimbabwe.

“I want to make art that actually, literally can have an impact,” Buckley said. “Let’s just make things super direct and for sure it will make an impact.”

In September, the butterflies helped pollenate kindness at the California State University Board of Trustees. News of the CSUSB project reached Trustee J. Lawrence Norton, and he wrote to CSUSB President Tomás Morales, asking if a butterfly tree could be brought to a trustee meeting. Not one, but a tree for each of the trustees was presented during their meeting. ☥

A compliment, a helping hand as ‘material for art’

By Alan Llavore

Butterflies typically arrive in spring and summer. But since the fall academic quarter, they have become year ‘round residents at Cal State San Bernardino, and, hopefully, off campus.
While the Mustang first motors onto the American car scene in April 1964, the car’s official birth year is 1965.

In July, folk musician Bob Dylan stirs up controversy when he breaks out an electric guitar at the Newport Folk Festival in Rhode Island.

In St. Louis, the 630-foot-tall inverted catenary steel Gateway Arch is completed.

Canada says goodbye to the Union Jack, replacing the flag with the Maple Leaf.

Physician, scholar, philosopher and musician Albert Schweitzer dies in Gabon in September, seven months after appearing on the cover of LIFE Magazine.

A new combination television-telephone gets some buzz at the International Radio Exhibition in Stuttgart, West Germany.

Kellogg’s introduces Apple Jacks.

President Lyndon B. Johnson signs the Voting Rights Act prohibiting voting discrimination against minorities.

On Sept. 9, Dodger southpaw Sandy Koufax pitches his fourth major league no-hitter, a perfect game against the Chicago Cubs. The Cubs’ pitcher, Bob Hendley, throws a one-hitter in a losing effort.

The cost of a first-class stamp is 5 cents.

Deaths:
Singer Nat King Cole, poet T.S. Eliot, filmmaker David O. Selznick, journalist Edward R. Murrow, and political leaders Adlai Stevenson and James Lovell.

Births:
Comedian Chris Rock, model and actress Brooke Shields, Canadian hockey legend Mario Lemieux, Michael Dell, founder of Dell Inc. and “Harry Potter” author J.K. Rowling.

Just one minute into the first round, heavyweight champ Muhammad Ali beats Sonny Liston, dropping the challenger with a quick hard right to the jaw on May 25.

In literature, Sylvia Plath publishes “Ariel, The Uncollected Poems,” Ralph Nader publishes “Unsafe at Any Speed,” which charges the auto industry with resisting calls to make cars safer, and Alex Haley publishes “The Autobiography of Malcolm X,” a book begun before the civil rights leader was assassinated on Feb. 21, 1965, in New York City.

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The March of Time

Over these 50 years, the number of CSUSB alumni has swelled to more than 90,000. The first graduating class in 1967 saw 59 students earn degrees. Today, the university graduates an average of 4,000 students annually. Seventy-four percent of the university’s graduates live in San Bernardino and Riverside counties.

As the campus grew in the ‘60s, tour guides would add to their scripts, “Welcome to California State College at San Bernardino. The campus is 432 acres, or two-and-a-half times the size of Disneyland.”

The university has had four presidents – John Pfau, Anthony Evans, Albert Karrig and its current President Tomas Morales. (If you’re really into numbers and unusual trivia, notice that the number of letters in the last names of each successive president rises by one, starting with Pfau at four.) The new campus in 1965 welcomed 293 students. Opening the school year last fall, CSUSB reached a milestone when it surpassed the 20,000-students mark for the first time at 20,026.
Scheherazade weaves spellbinding tales in an attempt to prevent her husband, the cruel ruler Shahryar, from executing her. Will her tales of love, lust, comedy, and dreams be enough to stay her cruel husband’s blade? March 11-20, 2016. CSUSB Barnes Theatre. (909) 537-5884 or theater.csusb.edu for tickets. April 9 and 10, 2016 at CSUSB Palm Desert Campus. (760) 341-6909 for ticket information.

LECTURE
18 "Fixing the Past or Inventing the Future: Education at a Crossroad," Yong Zhao, professor and presidential chair and director of the Institute for Global and Online Education, College of Education at University of Oregon. Lecture part of CSUSB College of Education Speaker Series. Santos Manuel Student Union Events Center. 3 p.m. Free admission. Free parking in Lot D and Parking Structure East. (909) 537-5210.

CONFERENCE
30 7th Annual Latino Education and Advocacy Days Summit. "Black Brown Indigenous Unity." Santos Manuel Student Union Events Center. 8 a.m.-5:30 p.m. Free admission with online registration at leadsummit.csusb.edu.

MUSIC
22 CSUSB College of Social and Behavioral Sciences Celebration of Excellence. Includes induction of alumni, friends, and supporters into college Hall of Fame. SMSU Events Center, 6-9 p.m. For tickets, call (909) 537-5550.

SPECIAL EVENT
24 "Don Pasquale a la Tarantino." Performing Arts Recital Hall. 7:30 p.m. Students with I.D. $6, senior citizens $9, and general admission $11. Parking $6. Music.csusb.edu or (909) 537-5516 for ticket information.

TEAHTRE: OPENING NIGHT
1 "The Arabian Nights," by Mary Zimmerman. For 1,001 nights the young maiden

JUNE

26 CSUSB Pride Center’s annual Pride Prom. For couples of all sexual orientations to celebrate accomplishments. A night of music, dance, food and festivity. Santos Manuel Student Union Fourplex, 8-11 p.m. Free. 18-and-over. Parking 56. Facebook.com/CSUSBPrideCenter or (909) 537-5963.

MUSIC
4 Alumni Showcase. An evening featuring CSUSB alumni, band, choir and orchestra. See music.csusb.edu or call (909) 537-5963 for ticket information. Parking 56.

COMMENCEMENT
16, 17, 18, 19 June at Citizens Business Bank Arena in Ontario. See commencement.csusb.edu for tickets and time information.
Change Service Requested

If you do not wish to continue receiving this mailpiece or you are getting more than one copy, please call us at 909.537.5006.

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.