Barbara Flores
Takes the ABCs of Literacy Down a Fresh Path

Celebrating Our Past, Creating Our Future with President Karnig's Inauguration
INSIDE FRONT COVER

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
History in the Making

Cal State, San Bernardino faculty and staff invite you to be a part of this historic event, the presidential installation, which celebrates the university’s accomplishments since it opened in 1965 and looks ahead to what will distinguish Cal State into the next century.

An April 30 ceremony will mark the inauguration of Albert K. Karnig as the third president of Cal State, San Bernardino. The community is invited to attend the 4 p.m. event in Coussoulis Arena which will feature the pageantry of an academic procession. The program will be followed by an open reception to which the campus and community are invited, too. Make your reservations for the ceremony at (909) 880-5078. More information about the inauguration ceremony is available from the Office of University Relations at (909) 880-5004.

April 30, 1998, 4 p.m.
Coussoulis Arena
880-5078

The Inauguration of
Albert K. Karnig
Third President of the University

Inaugural Week Activities at Cal State, San Bernardino

SATURDAY, APRIL 25, 6:30 P.M. — Dinner Dance. Association of Latino Faculty, Staff and Students Scholarship/Graduate Banquet and Dance. Keynote address by Dr. Judith Valles, Mayor of the City of San Bernardino, Upper Commons. For more information call (909) 880-5099.

SUNDAY, APRIL 26, 3:00 P.M. — Art Tour. “Collector's Comments on Egyptian Antiquities at CSUSB.” Lecture by W. Benson Harer, M.D., followed by a tour of the Harer Collection of Egyptian Antiquities, Robert V. Fullerton Art Museum. For more information call (909) 880-5102. For your viewing pleasure, the Robert V. Fullerton Art Museum is open daily featuring special and permanent collections. For hours of operation or current exhibit information call (909) 880-7373.

MONDAY AND TUESDAY, APRIL 27 & 28, 9:00 A.M.—4:00 P.M. — Colloquium and exhibition. Faculty projects and activities related to teaching strategies and innovations aimed at promoting learning, Pfau Library, Rooms 13, 14 and 15. For more information, call (909) 880-7424.


THURSDAY, APRIL 30, 9:30 A.M.—3:00 P.M. — Campus-community symposium. “Setting the Agenda for Collaborative Efforts in the 21st Century,” Student Union Events Center. For more information call (909) 880-5038.

THURSDAY, APRIL 30, 4:00 P.M. — Installation Ceremony. CSU Chancellor Charles Reed joins other dignitaries in installing President Albert K. Karnig, the third president of CSUSB, The Coussoulis Arena. Reception immediately following. For more information call (909) 880-5078.

FRIDAY, MAY 1 — Greek Alumni Reunion. For more information call (909) 880-5234.

SATURDAY, MAY 2 — Coyote Corral '98. University open house featuring exhibits, entertainment, educational activities, campus barbecue, fun for kids, alumni reunions and more. For more information call (909) 880-5008.
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Since the age of six she wanted to be a teacher. She also became a revolutionary.

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24 SPRING CALENDAR
A 20-year retrospective art show, Career Connection fair, Presidential Inauguration and campus open house, known as Coyote Corral, pack the spring events calendar.

What researchers have found, says CSUSB literacy professor, Barbara Flores, is that children don't have to know their alphabet first to learn how to read and write their way.

One of a handful of universities with a foundry, Cal State gives students and faculty the opportunity to craft a bronze medallion for President Karnig's inauguration.

Spruced up for spring, the campus hosts Coyote Corral—a family favorite.
An education professor at Cal State and an applied sociopsycholinguist, Barbara Flores has written a series of Spanish books for children that now numbers 200.
Barbara bent down. She lifted the box of clothes and stretched her arms about it as best a seven-year-old could. Her grandmother was firm. “Go put those on the neighbor’s doorstep, but don’t knock,” she’d say. And Barbara would go and place the clothes on the doorstep without knocking. And her grandmother would say another time, “Go take this pot of soup to the neighbor’s and don’t knock,” and then, “Go get the pot,” when the neighbors were done with it.

“But how do you know the pot’s there?” Barbara would ask.

“It will be there. Just pick it up.” And so Barbara would go get the pot without knocking.

She’d ask her grandmother, “Why can’t I knock?”

“Because you don’t want to embarrass them just because they don’t have as much as we do,” the answer would come. “It’s better to give than to receive. They don’t need to know who gave it. The one who knows is you.”

And so was spun the material for a story, a story that has become a little book, a soldier, one of many who march for Barbara Flores. She is, in her own right, a revolutionary like her father’s grandmother, a little book, a soldier, one of many who march for Barbara Flores.

She is, in her own right, a revolutionary like her father’s grandmother, a little book, a soldier, one of many who march for Barbara Flores. She is always amazed. As have been teachers and school districts around America and in Latin and South America, where she, CSUSB professor Esteban Diaz and others have taken the program.

In 1999, she and Diaz head for Peru to deliver a keynote speech at the Fourth Annual Literacy Congress for the Americas on how children become literate and biliterate. But training teachers in a couple dozen cities around the Americas is not the goal for Barbara, who is slightly puzzled. “Nationally, I don’t know,” she says, wondering how she can get the program to more educators. She draws a breath, puts her hands to her face and rubs deliberately as if to summon an answer from the Goodmans, the Einsteins of sociopsycholinguistics. Maybe, she says, through training videos and “cadres” of teachers sharing the knowledge. Another way might be to become president of the National Council of Teachers of English, a good post for which she was nominated two or three years ago after serving as elementary chair. She declined, respectfully, however. Influential positions, school children and teachers will always be there. Her 10-year-old daughter, on the other hand, could be 20 and off the next time Barbara blinks, off to her own revolutions.
Strategic Plan Propels Research, Partnerships with Community

The university is moving ahead with a three-prong strategic plan that emphasizes a "learning community" philosophy in future approaches to scholarship and partnerships with surrounding communities. An additional goal of the plan is to create the right kind of campus environment to make the new undertaking successful. "Most of us in academe know little to nearly nothing about cognitive and behavioral principles that underlie learning," says President Kamig, who expects Cal State to be at the frontier of research on how learning is accomplished. In addition, the university will study university-community partnerships to see whether such connections are mutually beneficial.

Occasion of Inauguration Adds Pomp to Campus

Inland Empire citizens who want to witness history in the making are invited to attend the installation of the university's third president, Dr. Albert K. Kamig, on April 30. The 4 p.m. ceremony in Coussoulis Arena will be followed by an open reception.

Occasion of Inauguration Adds Pomp to Campus

The ceremony will feature an academic procession and the presentation of three distinguished achievement awards to Ernest Robles, founder of the National Hispanic Scholarship Fund; Paul Woodruff, consultant former state lawmaker and a CSUSB alumnus; and Yolanda Moses, president of CUNY, The City College of New York and a CSUSB alumna also.

New Chancellor at Helm

The Chancellor of the State University System of Florida, Dr. Charles Reed, became the chief executive of the CSU system, succeeding Barry Munitz, March 1.

While in Florida, "Chancellor Charles Reed performed the job with uncommon skill," reported The Miami Herald. "(He) deserves praise for doing a difficult job well and for broadening the opportunity of all Floridians to obtain the best education possible."

"The partnership that Reed forged with the business world will this year bear private grants of more than $750 million to the (Florida) system," noted The Gainesville Sun. "More importantly, Reed has helped to firmly establish the system's pivotal role in the development of Florida's economic future."

Locally, The Los Angeles Times reported, "The tasks in which Reed most distinguished himself during his 11 years as Florida State (University System) chancellor—meeting the needs of an ethnically diverse student population despite declining expenditures and explosive enrollment growth—are similar to those awaiting him at Cal State. And Reed succeeded better than CSU in controlling tuition hikes during the economic downturn of the early 90s."

Sergeant Lauded for His Contributions to Safety

Public Safety sergeant Manuel Castro was recognized at the Golden Apple banquet of Education Roundtable in February for his outstanding service to the campus. The banquet honors faculty and staff from CSUSB, San Bernardino Valley Colleges and the San Bernardino city schools each year.

Castro has been on the university police force since 1992 and is primarily responsible for ensuring that the campus remains a safe and comfortable place in which to work and learn, notes Dennis Kraus, university police chief.

"In his aim to preserve the educational environment at Cal State, Castro consistently has produced the highest number of vehicle and pedestrian stops, citations and arrests," Kraus reports. "It is no coincidence that the greatest drop in crime during 1997 occurred during Sgt. Castro's shift."

Castro also serves as the Public Safety Department's property and evidence custodian—a duty he volunteered to take on. He designed a property management system and manual after cataloguing more than 1,000 pieces of evidence and arranging for legal disposition of eligible property.

Campus Launches 911 System

The campus's Public Safety Department has incorporated a 911-emergency answering system into its dispatch services, so that officers can quickly locate and send assistance when needed.

"With 911 the Public Safety dispatcher can immediately identify the location of an incoming call, record the call and make immediate transfers to San Bernardino fire or police, depending on our needs. This greatly improves response time," states Sgt. Brian Bodily of the university police.

"The project was started several years ago and has been completed with the hard work of many people, on and off campus," he adds. The university's telecommunications and public safety departments worked with GTE and NEC to install the system.
Francisca Beer and Tom Geurts (Accounting & Finance) and Brian Watts (Public Administration) are the recipients of a mini-grant from the university to study international investors and their institutional frameworks. Geurts and M.B.A. student Hilary Nolan published the article, “Does Real Estate Have a Place in the Investment Portfolio of Tomorrow?”, in the Review of Business last summer. Meanwhile, Watts is back on campus after spending nearly a year abroad. He served as a visiting professor on the Faculty of Law at the University of Lapland, Finland during its summer of 1997 Master of Comparative Law Program. He went on to visiting professorships at the International Management School (Intermas), Malente, Germany and Fachhochschule Fulda in Fulda, Germany.

A motivational perspective on organizational disposition processes intrigued Fred Hebein (Marketing) enough to apply for a mini-grant from the university to study its prospects. He was among 41 faculty who received funding from Cal State to pursue faculty research interests.

Yasha Karant (Information & Decision Sciences) and colleagues Jeff Thompson (Biology), Kerstin Voigt and Arturo Concepcion (Computer Science) are the principle faculty behind a National Science Foundation decision to add CSUSB to the very high performance Backbone Network Service, allowing scientists across the country to collaborate and share powerful computing and information resources. Cal State is one of only three CSU campuses included in the 29 institutions just added to the network, bringing the total number of institutions approved for connections to 92. Karant also is the recipient of a mini-grant from the university to study specific technology associated with a local-area-network backbone computer system.

Victoria Seitz (Marketing) is the author of two articles: “Acculturation and Direct Purchasing Behavior Among Ethnic Groups in The U.S.: Implications for Business Practitioners” in the Journal of Consumer Marketing and another she co-wrote with a CSUSB M.B.A. student, Djoko Handoko, in the Applied Marketing Science section of the Journal of Marketing Practice on “Market Similarity and Advertising Standardization: A Study of the U.K., Germany and the U.S.” Students in her advertising class are participating in the national student advertising competition run by the American Advertising Federation. This year’s sponsor is Hallmark, for which the students will design advertising campaigns and present them in April. In addition Seitz has established a merchandising lab for Cal State business students. Some of the first stock in the lab features apparel from Guilty and Bone Active. Seitz works directly with retail outlets and vendors to secure donated goods for the lab. Her dream is to create a “students’ closet” eventually that would help outfit individuals in appropriate business attire.

The Institute of Applied Research, run by Barbara Sirotnik (Information and Decision Sciences) and Shel Bockman (Management), collaborated with UCR faculty to conduct a “quality of life” survey for the Inland Empire. The results showed residents to be generally satisfied with their standard of living here and most concerned about crime.

Kenneth Thygerson (Accounting & Finance) co-authored the text, The Financial Institutions Internet Sourcebook, with Gary Lewis Evans.

Bob Wilson (Information & Decision Sciences) will conduct some information mapping through the use of interdisciplinary technology with the help of a mini-grant from Cal State.
SCIENCE EDUCATION STANDARDS DRAFTING UNDERWAY

As the principle investigator for an approach to revising science education standards for K-12 grades in California, Bonnie Brunkhorst (Science, Mathematics & Technology Education/Geological Sciences) and Cal State’s Institute for Science Education are at the hub of work that also involves the Associated Scientists.

Brunkhorst is among the leaders of the group known as the Science Coalition, which is being assisted in its work by the National Academy of Sciences, the American Association for the Advancement of Sciences, American Chemical Society and the American Physical Society. Last fall the news media reported much contention about the revision process. In February, as the groups worked cooperatively, Brunkhorst said her associates were “anxious to proceed with genuine interest in serving all of California’s students to at least the level of standards held by the National Academy of Sciences.”

Lynne Diaz-Rico (Educational Psychology & Counseling) is coordinating a bilingual/bicultural language recovery program for the San Manuel Band of Mission Indians with the assistance of funding from the university for her research.

Creating a Cal State consortium for international students teaching in Baja California, Mexico is the goal of Rosalie Giacchino-Baker (Learning, Literacy & Culture) through the award of a mini-grant from the university.

Thom Gehring and Carolyn Eggleston (Educational Policy & Research) are co-recipients of the educator of the year award from the Southern California Chapter of Juvenile Court, Community and Alternative School Educators associates.

Irv Howard (Educational Policy & Research) completed his 10th year as program chair for the Annual Middle School Conference and Exhibit, which was held in Palm Springs this year. He is the president-elect for the California League of Middle Schools and he oversees a grant from the Carnegie Foundation for the Middle Schools Project, which provides funding for middle school programs. In addition, he’s in the midst of designing a master of arts degree in middle school education and planning his third documentary on middle school youth. His prior two programs have aired on PBS.

Todd Jennings (Learning, Literacy & Culture) is the author of the book, Restructuring for Integrative Education: Multiple Perspectives, Multiple Contexts.

Barbara Larrivee (Learning, Literacy & Culture) will study teacher perceptions of the effectiveness of collaborative co-teaching under a mini-grant she received from Cal State.

Presenting an alternative school model that takes into account the implications of cognitive development theory and spiritual psychology is the goal of Robert London (Learning, Literacy & Culture) as he works with a mini-grant he’s received from the university.

Jeffrey McNair (Educational Policy & Research) is researching natural supports provided in the community to individuals with disabilities with the intent of writing a book on the topic.

Gary Negin (Educational Policy & Research) is a Fulbright Scholar at the Hebei Institute of Technology in China.

David Stine (Leadership, Curriculum & Instruction) is president of the California Associates of Professors of Educational Administration.

Nena Torrez (Leadership, Curriculum & Instruction) has designs on increasing the success of emergency permit teachers in California through a research project she’s conducting with the help of funding from the university.
Rosalind Bresnahan (Communication Studies) is conducting field research with the help of a mini-grant from the university. She'll be looking into political communication that occurred in Chile between 1973-1990.

Kathryn Ervin (Theatre Arts) is studying the American theatre with the help of a mini-grant from the university. Specifically, she's looking at the documentary performance and its emergence out of the oral tradition of the African Diaspora.

Peter Holliday (Art) is the recipient of a mini-grant from the university to study nilotic imagery in Roman domestic settings.

The creation of photographic works by Sant Khalsa (Art) for the research collection of The Center for Creative Photography at the University of Arizona is being assisted by a mini-grant from the university. She has a 20-year retrospective exhibit of her work on display in the university art gallery in the Robert V. Fullerton Art Museum from April 9-May 15.

Chris Naticchia (Philosophy) will conduct an examination and critique of strategies for defending liberalism with the benefit of a professional development grant from the university.

Terri Nelson (Foreign Languages) is the recipient of a faculty professional development mini-grant from the university for her work on student modeling strategies in intermediate-level writing activities.

Renee Pigeon (English) is the recipient of a teaching award bestowed by the Education Roundtable, a consortium of educational institutions and the San Bernardino city mayor’s office. Honored at a February banquet, Pigeon was recognized for her expertise in Renaissance literature. Currently she’s working on a 17th century romance that will be published as part of a series in early English prose fiction.

Dolores Tanno (Communication Studies) is the co-author of the texts, Communication and Identity Across Cultures and Politics, Communication and Culture.

Aurora Wolfgang (Foreign Languages) will be on sabbatical next year under a fellowship from the National Endowment for the Humanities. She will be working on her book, Furiously Female: The Novel and Feminine-Voice Narratives in France, 1730-1782. In addition, she'll be working as a scholar in residence in Brittany, France next fall as part of a grant from the Borchard Foundation. Her tour there will give her access to rare 18th-century collections that will assist her with background for her book.

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**PRESIDENTIAL MEDALLION CAST**

A presidential medallion, to be presented at the inauguration of Dr. Albert Karnig on April 30, was crafted by art student, David Ashby, whose design was selected by the Installation Committee from several entries in a competition that was open to current CSUSB students and alumni.

The medallion is a composite of three images: The campus seal is at the center of flames rising from a torch. This motif is placed on a horizontal oval shape which acts as a background and is formed to suggest emanating rays from the light of the torch.

The medallion was cast in silicon bronze which was heated to 2150°F before it was poured.

Then the metal was subjected to an extensive finishing process to reveal the detail in the seal and to give the metal various degrees of luster ranging from a high polish to a satin glow, from bright areas to areas of darkness. Loops also were silver-soldered to the back of the medallion to which a ribbon or sash will be attached in order to hang the ornament over the shoulders and around the neck of the president.
Klaus Brasch (Biology) organized and chaired the region's first technology symposium that brought educators and business people together to witness the transfer of academic research into practical applications. More than 200 attended the day-long event, which involved 25 faculty from Cal State, mostly from the School of Natural Sciences. President Karnig made a keynote address and several CSUSB science faculty made research presentations. Additional sessions involved discussions of community outreach, technology transfer and venture capitalists, among other issues, Brasch reports.

The event was part of several initiatives by CORE21, a science/technology consortium of all Inland Empire colleges and universities, to infuse the regional economy with opportunities for high-tech, high-wage jobs. Cal State is a founding member of CORE21.

Does the obesity hormone “leptin” cause fatty liver? That will be examined by Richard Fehn (Biology) with assistance from the university in the form of a faculty professional development mini-grant.

Arlo Harris (Chemistry) passed away November 27, 1997. A long-time faculty member at Cal State and resident of San Bernardino for many years as an emeritus professor, Harris had moved to Ohio to spend his retirement years.

Michael Loik (Biology) is the co-author of two recent papers. He combined talents with alumnus Travis Huxman on “Reproductive patterns of two varieties of Yucca whipplei (Liliaceae) with different life histories” for the International Journal of Plant Sciences. And he collaborated with John Harte of UC Berkeley on “Changes in water relations for leaves exposed to a climate-warming manipulation in the Rocky Mountains of Colorado,” which was published in Environmental and Experimental Botany.

Sally McGill’s (Geology) inspections of the San Andreas fault in East Highland reveal that the most recent movement at that spot occurred in 1670, not 1812, as some have speculated. Reports that an earthquake on the San Andreas in Wightwood in 1812 also ruptured along San Bernardino and Highland are not borne out by her research, which is supported by the California Earthquake Center. She’ll return to the scene this fall to detect the most recent activity on that portion of the fault and to detect how frequently this area has experienced large quakes in the past 1,000 years. Cal State students are assisting with her field work.

Chetan Prakash (Mathematics) will take a Bayesian approach to Neo-Darwinian perceptual evolution in a study that’s funded by a university professional development grant.

Brett Stanley (Chemistry) will research a model design for the optimization of experimental conditions for the packing of reversed-phase high performance liquid chromatography columns through a professional development grant he received from the university.

Featured in the April issue of Discover magazine for his finding of a unique fossil that pre-dates the dinosaurs by 50 million years, Stuart Sumida (Biology) is continuing his study of findings in Utah, where he unearthed the bipedal reptile. His reinterpretation of the late-Paleozoic Age fossils there will be assisted by a faculty professional development mini-grant from the university.

The production of tumor-specific molecules from T-cell receptor expression systems will be examined by Gerald Thrush (Biology) with the advantage of a faculty professional development grant from the university.

Tim Usher (Physics) reports that the first students to major in the applied physics option at Cal State will be completing their programs this fall. In the meantime, he presented a paper, “A simple model for the suppression of ferroelectric switching in KDP crystals damaged by ionizing radiation,” at the American Physical Society meeting in Los Angeles in March.
Yu-Chin Chien (Psychology) will examine the role of universal grammar in second-language acquisition by comparing Chinese- and Spanish-language students' interpretation of pronouns. Her work is underwritten by a mini-grant from the university.

An assessment of the Riverside County Teen Violence Reduction Program will be conducted by Gloria Cowan (Psychology) with the assistance of a professional development grant from the university.

Cynthia Crawford (Psychology) will take a look at the long-term effects of chronic amphetamine treatment during early development upon the dopamine-receptor functioning in the brain under a professional development grant from the university.

A professional development grant from the university is aiding Stuart Ellins (Psychology) with his study of the social transfer of conditioned food aversion in coyotes.

Diane Halpern (Psychology) is being honored with another national teaching award. This time the American Psychological Foundation is giving her the 1998 Distinguished Teaching in Psychology Award. Criteria for the latest honor include research on teaching, development of effective teaching methods, materials and innovative curricula and courses as well as performance as a teacher. She will pick up the award at a national conference in San Francisco in August.

Stacy Nagel (Psychology) is researching triadic adolescent friendships and their effect on adult psychological wellbeing and behavior through a professional development grant from the university.

Eric Nilsson (Economics) will conduct an empirical study of democracy and capitalism with the help of a professional development grant from the university.

Peter Robertshaw (Anthropology) continues to study the evolution of complex societies in Bunyoro-Kitara, Uganda with the help of National Science Foundation grants totaling more than $145,000.

Nancy Rose (Economics) serves on the board of directors for the National Jobs for All Coalition, which assembles educational material and “works with Congress to promote job creation and jobs at living wages,” she says, adding that her associates in the New York-based group include notable academics and high-profile progressive citizens, such as Pete Seeger and Ossie Davis.

Diane Halpern is being honored with the 1998 Distinguished Teaching in Psychology Award.
**ROGERS' SCHOLARS DISTINGUISH CAMPUS**

Among the nearly 700 students at CVC are 18 recipients of scholarships from the Mary Stuart Rogers Foundation, which has been recognizing the academic work and civic service of Cal State students in the Low Desert for several years now. Each year the students are acknowledged at a banquet during which the benefactor, John Rogers, has a chance to meet the high achieving individuals.

This year’s scholars include six graduate students. They are M.B.A. candidates Annette Caunedo and Robert Ware; Deanne Drewett, Glenda Haislip and Debbi Ware, who are seeking a multiple-subject credential; and Kenya Williams, specializing in reading education. Juniors and seniors involved in the scholarship program are liberal studies majors Becky Duran, Peggy Gill, Connie Leon, Maria Rocha and Rosa Zaragoza; psychology majors Marie Gardner, Maria Garza and Melissa Wheeler; business and accounting majors Anita Holden, Rowena Siamen and Alen Velagic; and English major Christine Newkirk.

**LIFELONG LEARNING CONTINUES AT CVC**

The benefits of learning in retirement are attracting more than 100 people to the CVC campus this year. That’s more than triple the number of individuals who signed up for the first Learning in Retirement program classes just a year ago, notes coordinator Dan Madick. Participants serve as the faculty for eight study/discussion sessions—double the number of offerings when the program started, he notes. The program is patterned after the peer-learning programs begun in the 1960s. CVC is among more than 300 college and university campuses to be offering this alternative to citizens.

Leaders are needed for subjects that will be taught in 1999. Proposed fields of study include archaeology, history, medicine and social studies.

**$500 SCHOLARSHIPS GO A LONG WAY**

More than two dozen CVC students are benefitting from $500 scholarships per quarter this year to assist them in reaching their goal of becoming bilingual teachers. A Riverside County Bilingual Teacher Recruitment Program is funneling scholarships into CVC as a means of addressing California’s bilingual teacher shortage. Nearly three dozen students will receive the monies in spring quarter.

The class-size reduction mandate in the state plus California’s increasing bilingual population is accelerating the demand for more bilingual teachers. The funding from the Office of Education in Riverside County also provides a teacher education preparation class this summer covering culture and schooling, which is a required course for both multiple- and single-subject credentialed teachers.

**TIRELESS EFFORTS RECOGNIZED**

When Cal State’s human resources department called for nominations for outstanding employees last year, a glowing summary of Tina Howe, administrative operations analyst at CVC, and her accomplishments topped the entries. So Howe, along with public safety sergeant Manuel Castro (see Cal State Update on page 4), have been recognized at campus and community events for her contributions.

As part of the CVC staff since 1991, Howe has been a model of dedication and loyalty. From the student who has trouble registering for classes or the new professor who needs an orientation to the single parent with child care concerns or a class that’s suddenly become too big for its accommodations, Howe is there to help.

Her responsibilities include managing the facilities and equipment, administering the budget, supervising support staff, addressing faculty needs, purchasing all goods and materials, coordinating special programs, arranging for student activities, responding to a wide variety of questions about admissions, registration and financial aid and relating effectively to prospective donors and key members of the local community.

“Shes’s always equipped with a warm smile, concerned voice and a solution,” remarks Peter Wilson, dean.
REC SPORTS HAS SOMETHING FOR YOU

Cal State's Department of Recreational Sports provides a variety of recreational programs, services and opportunities for the campus community. All programs and services offered by the department are free of charge for all current students, faculty, staff and alumni association members.

Some of the services include:

FITNESS CENTER:
A full-service Fitness Center, which is located at the basement of the HP Building in room HP-009. Equipped with state-of-the-art exercise machines, the Fitness Center also offers a sound system and TV/VCR to make visits more enjoyable. The center's hours are Monday through Friday with times varying quarterly.

AQUATICS:
There are two swimming pools located behind the Coyote Den. The pools are scheduled for recreational hours during the fall, spring and summer quarters. The pool is closed during the winter quarter.

OPEN GYM:
Open gymnasium time is featured both in the Coyote Den and the Coussoulis Arena. Jogging, basketball, open free play, and volleyball are just a few of the activities that students can participate in during this period. In general, open gym is offered seven days a week. Daily calendars are posted at both gym locations for customer convenience.

INTRAMURAL SPORTS:
Intramural sports, tournaments and leagues are offered for flag football, soccer, basketball, floor hockey, softball and basketball. Future leagues may include: individual and team tennis, baseball, rugby and golf. Individual players as well as teams may participate in all intramural programs.

To participate in intramural sports, present a current CSUSB quarter ID, and a current CSUSB student ID or Alumni Association card.

Spring and summer schedules of activities are being developed. For more information, call (909) 880-5235. — Frank Guerrero

COYOTE SPRING SPORTS CALENDAR

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<td>14</td>
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<td>Softball</td>
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<td>Women's Tennis</td>
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<td>U.S.I.U., 1:30 p.m.</td>
<td>Cal State, Los Angeles, 7:30 p.m.</td>
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<td>Baseball</td>
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<td>Cal Poly, Pomona, Noon</td>
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<td>Softball</td>
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<td>University of Hawaii - Hilo, 2/4 p.m.</td>
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<td>Softball</td>
<td>Baseball</td>
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<td>U.C. Riverside, 2/4 p.m.</td>
<td>Cal State, Dominguez Hills, 3 p.m.</td>
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Walk for Women's Athletics
California State University, San Bernardino

Walk Aims to Keep Up with Expanding Athletics Program

Sports enthusiasts throughout the Inland Empire will join in support during the second annual Walk for Women, which will benefit women’s athletic scholarships at Cal State, San Bernardino. The event takes place in late May.

"Intercollegiate athletics for women continues to grow at a tremendous pace throughout the country," says Curt Apsey, CSUSB's director of athletic development, "and, in order for Coyote athletics to compete with other schools at the Division II level, financial support is needed." Sponsorship benefits and opportunities for those interested are as follows:

1. Recognition at the walk as a presenting sponsor on three different radio stations.
2. Name and logo on walk brochures mailed to the San Bernardino Area Chamber of Commerce and local business friends of Coyote athletics, and distributed throughout the community by all volunteers.
3. Name and logo on all walk t-shirts worn by walk participants and sponsors.
4. Sponsor sign (2x4) featured at the walk on the day of the event.
5. Public address announcement at Coyote home basketball games during the 1998-99 basketball season.
6. Recognition in 1/4-page color ad in The Sun newspaper on Sunday before event and Sunday following the event.
7. Opportunity to set up a kiosk during the event.
8. Invitation for four to Saturday Champagne Brunch following the event.

With a donation of $2,500, the Presenting Sponsor will receive benefits 1-8 with their logo on the front of the t-shirts and will be featured in a 1/4-page newspaper ad. The Gold Sponsor, at a donation of $1,500, includes benefits 3-8, with an invitation for two people to attend the brunch. They also will receive their logo on the back of the t-shirts. The Silver Sponsor, with a donation of $500, will receive benefits 3, 6, 7 and 8 with an invitation for one person to attend the brunch and their logo on the back of the t-shirts. The Bronze Sponsor, with a donation of $250, will receive benefits 4 and 6.

For more information concerning sponsorships or participation in the 1998 Walk for Women, call the Athletic Development Office at (909) 880-5049.

COYOTE ATHLETIC ASSOCIATION GIFT LEVELS AND BENEFITS

<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
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<tr>
<td>Grad Club</td>
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<td>Newer Club</td>
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<td>Grand Club</td>
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<td>Full Moon Club</td>
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<tr>
<td>Scholar Club</td>
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COYOTE SPRING 1998


digimak
In 1994, the BankAmerica Foundation approved a grant of $50,000 to the School of Business and Public Administration to support Cal State’s Business Access and Opportunity Program. This program helps many deserving students from low-income, under-represented groups to pursue a degree in business or in economics. The $50,000 pledge was paid over a three-year period, dependent upon the additional matching gifts and pledges made by other banks, financial institutions, and foundations. Recently, a pledge of $6,000 by First Bank of Palm Desert helped the School of Business & Public Administration successfully complete the $50,000 match required in order to receive the funds from the BankAmerica Foundation.

The School of Business and Public Administration would like to thank the following participants for their help in culminating a successful campaign:

- Arrowhead Credit Union
- Bank of America
- Business Bank of California
- Citizen Business Bank
- First Bank of Palm Desert
- First Interstate Bank
- High Desert National Bank
- Inland Community Bank
- Life Bank
- Redlands Federal Bank
- Riverside National Bank

“We would also like to thank David and Hope Altman, Cal State alumni who have contributed $500 in making this program a success,” remarks Elizabeth Fields, development director for the school. The Altmans’ gift will be matched by Dean Witter Reynolds, Inc.

“I recognize that my educational experiences at CSUSB have contributed to my business success and I am grateful that I am at the stage at which I can enhance the probability of success for others,” said David Altman.

### HONORS PROGRAM GIVEN A BOOST

BOLSTERING THE BRIGHTEST—Cal State benefactor Joseph Bailey (left) is encouraging development of honors students. President Kamig indicates they are students that the university wishes to increasingly attract.

The need to enhance the educational experiences of honors students at Cal State attracted the attention of retired physician Joseph Bailey, who has given $25,000 to the university’s Honors Program. “The honors students represent the best and the future of the region,” states Jacques Benzakein, who oversees the Honors Program.

Bailey’s contribution will go toward the development of mentoring activities and modules on intellectual and ethical issues, management and public relations, and leadership activities such as goal setting, decision making, problem solving, conflict resolution, assertiveness training and team building.

### BANKAMERICA FOUNDATION MATCHING PROGRAM COMPLETE

Library benefactor, Anna Jane Andrews, is expanding her contribution to the university through a Charitable Remainder Trust (CRT), while another couple, Dr. John and Jean Harrie, have established a CRT that will benefit the university wherever the need is greatest. Adding more than $100,000 to the trust that she and her husband, Herbert, established prior to his death, Andrews is expanding upon the prior generosity the couple had shown on behalf of the Pfau Library which led to the naming of the walkway area surrounding the new wing as Andrews Plaza.

Meanwhile the Harries, formerly of San Bernardino, have made a gift of residential property. Their son, Michael, received a B.A. in biology from Cal State in 1978.

The manner in which the Andrews and Harries planned their estate has some advantages that might translate for other donors as well, notes Mike Tracey, executive director of development. “Charitable Remainder Trusts (CRTs) can be very beneficial to a donor in terms of tax, retirement and estate planning. CRTs often reduce taxes and increase income for donors who want to dispose of highly appreciated assets, such as real estate, stocks and bonds.”

Donating an asset to Cal State and establishing a Charitable Remainder Trust can help an individual avoid inheritance tax and reduce capital gains taxes, he adds, while receiving an immediate tax deduction and generating significant income.

“This can all be done with the donor maintaining control over the assets of the trust and the payout received, subject to IRS rules and regulations, of course,” Tracey says.

At the end of the trust the remaining assets go to the CSUSB Foundation, benefiting the university and, ultimately, the students who attend the institution.

The Development Office at Cal State will work with your financial planner, accountants and attorneys to review the potential benefits of a charitable trust for you and your family.

More information is available from Tracey at (909) 880-5005 and Judith Rymer, vice president for university relations (909) 880-5004.
FORMER HUMANITIES DEAN LEAVES ESTATE TO CSUSB

by Desiree T. Langer

He was a man whose true devotion was to the students. The impression of P. Richard Switzer will forever be seen on the campus of Cal State, San Bernardino, believes Dr. Jacques Benzakein, chair of foreign languages. This because, through his generosity, Dr. Switzer has left our campus more than just his knowledge; he gave his life to the students.

After Switzer’s death in 1995 from diabetes, it was discovered that he had left his entire estate to CSUSB. In his will he gave the university library his extensive collection of 4,000 books, including French first editions, manuscripts and opera records. More notably he donated the balance of his estate to the Department of French specifically for the creation of scholarships for students of French to study in France. “They will soon be meeting on how the scholarships will be set up,” said Benzakein.

Prior to coming to CSUSB in 1970, Switzer was one of the top three professors of French at the University of Wisconsin, in his home state. Upon arriving at Cal State, Switzer was appointed Dean of the School of Humanities. In the late ‘80s Switzer became a full-time professor of French. Switzer retired from CSUSB as a professor of French in 1993.

Dr. Switzer’s true love was 19th century French literature. He was a scholar of Francois Rene de Chateaubriand—the “Father of Romanticism”—and playwright, Eugene Scribe. Switzer earned his doctorate in 1955 at the University of California, Berkeley. Among his numerous accomplishments, including his mastery of the Italian language, Switzer published several books mainly about 19th century French literature including a French dictionary.

As a decorated veteran, Switzer had the honor of being buried at the Veteran’s Cemetery in Riverside in recognition of his service during WWII in Europe from 1943 to 1946. A “tremendous professor,” P. Richard Switzer will be remembered here at Cal State, San Bernardino for many years to come for his generosity to the students and for his scholarship in French language and culture.

CVC BENEFITS FROM GENEROUS GIFT

Florence Rigdon, who has contributed $25,000 to the campaign to raise money for the construction of permanent facilities in Palm Desert.

A native of Idaho, Rigdon is well known as an avid watercolor artist and active member of several desert community organizations. She has committed her efforts toward developing additional educational opportunities for residents of the area.

“Florence’s true pioneer spirit is reflected by her interest and participation in the development of the new facilities for CVC,” says Peter Wilson, dean. “We are deeply grateful for her support and enthusiasm.”

CVC BENEFITS FROM GENEROUS GIFT

The Coachella Valley Center’s private fund-raising efforts received a boost from prominent desert resident, Florence Rigdon, who has contributed $25,000 to the campaign to raise money for the construction of permanent facilities in Palm Desert.

A native of Idaho, Rigdon is well known as an avid watercolor artist and active member of several desert community organizations. She has committed her efforts toward developing additional educational opportunities for residents of the area.

“Florence’s true pioneer spirit is reflected by her interest and participation in the development of the new facilities for CVC,” says Peter Wilson, dean. “We are deeply grateful for her support and enthusiasm.”

Business Partners

The Faculty & Staff of the School of Business and Public Administration at California State University, San Bernardino would like to thank Business Partners Members for their dedication and support! (members as of 2/98)

American Express Financial
Arrowhead Credit Union
Aztec Concrete Accessories, Inc.
Bank of America
Bayless Accountancy Corporation
Burrtec Waste Industries, Inc.
C&M Wood Industries, Inc.
Coho Industries, Inc.
Chrysler
Citizens Business Bank
City of San Bernardino
Economic Development Agency
Columbia Steel
Community Bank
Community Hospital of San Bernardino
Consumer Credit Counseling Service of Inland Empire
Davis & Graber Insurance Services, Inc.
Desert Community Bank
DMJM Architecture Firm
Edie and Payne
Enterprise Funding Corporation
Enterprise Rent-A-Car
Ernst & Young
First Bank of Palm Desert
First Federal Savings & Loan Association of San Bernardino
Food Industries Sales Club of Riverside & San Bernardino Counties
Foot Hill Independent Bank
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Gırken Consulting
Gorton Thorines Securities, Inc.
Greiner, Inc.
GTE California

HMC Group
Inland Empire Business Journal
JKH Marsh & McLennan
Kaiser Permanente
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McGladrey & Pullen
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MWB Copy Products, Inc.
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Dr. Nabil Razzouk
Redlands Federal Bank
Robert Half International, Inc.
Running Real Estate
Cathedral Canyon Country Club
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San Manuel Indian Bingo & Casino
Dr. Victoria Seitz
Sierra Wholesale Hardware, Inc.
Soren McAdam Bartells
Southern California Edison
Staley Minerals, Inc.
Stater Bros. Markets
Swenson Accountancy
The Gas Company
The Press-Enterprise
The San Bernardino County Sun
Union Bank of California
United Postal Service
Vavrinek, Trine, Day, and Vavrinek
Vicenti, Lloyd & Stutzman

For information on how to join Business Partners contact the School of Business & Public Administration’s Development Office at (909) 880-5771.

More information is available from Cynthia Bird, professor of accounting and finance, at (909) 880-5764 or from Fields at 880-5771.

BUSINESS PARTNERS CREATES SCHOLARSHIP

A $1,000 Business Partners Scholarship is being created by the School of Business and Public Administration executives’ group.

“This scholarship will be awarded to an undergraduate student majoring in business administration with a concentration in accounting, finance, information sciences, management or marketing,” explains Elizabeth Fields, development director for the school.

Criteria for the award include an overall grade-point average of 3.0 and residency in either San Bernardino or Riverside County. The recipient needs to be enrolled in at least eight units per quarter and active in a student organization attached to the business school, Fields adds.

The first Business Partners scholarship will be awarded during the year-end banquet for the School of Business and Public Administration on June 5.

More information is available from Cynthia Bird, professor of accounting and finance, at (909) 880-5764 or from Fields at 880-5771.
The role of the CSUSB Career Center is evolving by continuing to provide a diversity of opportunities and expanding community partnerships. Hundreds of employers and more than 100 school districts have sought the assistance of the Career Center, contributing to an extremely active year, states Patricia Rodgers Gordon, director.

Employers in business, industry, and government are registered for the annual Career Opportunities Fair on April 15. The event will be held from 10 a.m. to 2 p.m. in the Student Union Events Center. Last year more than 85 employers and 1,400 students, alumni, and members of the general public attended. With an aggressive marketing strategy, the fair will be even more successful this year.

The On-Campus Recruitment Program has proven to be an effective way for employers to screen new college graduates and alumni for full-time career positions. On-campus interviewing is ranked as number one among the top 10 recruiting methods used most often by employers when recruiting new college graduates according to Recruiting Trends, an annual survey published by Michigan State University.

Graduates completing the bachelor's or master's degree in any academic major, as well as alumni are encouraged to participate. This program provides an opportunity for students and alumni to access national, international, state, and local employers. Employers represent a variety of industries, including those in accounting, retailing, insurance, financial services, food service, pharmaceuticals, utilities, and consumer products. In addition, government offices at both the federal and state levels participate.

The Career Center offers an array of services for CSUSB alumni, notes Gordon, who encourages alumni to call the center at (909) 880-5250.
NEW COORDINATOR OVERSEES RECREATIONAL SPORTS

Frank Guerrero is the new coordinator of recreational sports at Cal State. Guerrero, who received both his bachelor's of science and his master's degrees from California State University, Los Angeles, comes to Cal State with extensive knowledge in recreational administration. His experience in the field spans nearly a quarter of a century. During this time, he

providing recreational programs and services for various cities including Brawley, Indio, Redlands, Colton and San Bernardino.

In addition to his responsibilities at Cal State, Guerrero is actively involved in his community. He is an adjunct faculty member for San Bernardino Valley College, where he teaches mathematics. He is also an accomplished baseball and softball umpire, officiating high school games and weekend recreational leagues. A major league baseball pitching hopeful, Guerrero is married and has two daughters.

For more information on recreational sports, call (909) 880-5235 and see page 11 for details.

50-Something and Living in the University Residence Halls

By Ericka Nunez

If more than two-thirds of Cal State, San Bernardino's students are considered "nontraditional, returning students," then a peek inside the life of one such student might give a sense of the university experience for this large group.

A transfer from Riverside Community College, Eileen Mahler was married for 27 years and raised two sons before going back to school. "In my day," she says with a smile, "at 21, you were expected to get married and have kids... and that's just what everybody did." Now divorced, Mahler says that her decision to go back to school stemmed just what everybody wanted to be, not what others wanted her to be.

A psychology major, Mahler has adapted quite well to her new life as a student. She lives in the residence halls, is a student assistant for the Housing Office, a member of the Serrano Village Food Committee and was recently appointed treasurer of the Serrano Village Association. The association is the governing body of the Residence Halls. As far as living in the dorms goes, Mahler says it's one of the best decisions she could have made.

"When I chose to live in the halls, my friends and I thought the idea was hysterical, but as I looked closer, I realized that for both financial and convenience purposes, student housing was the best option for me."

Mahler admits that it took a lot of effort to sacrifice many of her possessions and keep only what could fit in her room. But she knows she has done the right thing. "It's almost like I'm at a resort," she laughs. "I have all my meals prepared for me, I have access to the Internet and computers in the library. I've got nothing but school to think about and the best thing? Somebody else cleans the bathroom. Compared to my friends, I'm living the good life!"

When asked about her first day of school, Mahler replied, "The first day of school was pretty scary. I didn't really know what to expect, so I braced myself for anything that I might encounter. I was in a situation that was totally foreign to me. Surprisingly, my first day went pretty well. It has now been two quarters since she started at Cal State and Mahler says that the only thing that was a little difficult was having instructors that were no older than her sons. "To me, people are all individuals in certain bodies. I just accepted the fact that these instructors, regardless of their age, were teaching me something that I didn't already know and moved on."

This exceptional woman offers inspirational advice to those who are considering going back to school. "When we shove ourselves back and keep ourselves back from our dreams," says Mahler, "we're unhappy. Go forward in the areas that are positive and make you feel fulfilled. You need to fulfill your dreams."

"There are people my age who are just winding down," Mahler states, "I'm just beginning."
THE CAL STATE CAREER CONNECTION

THE NEW PATH TO GETTING A PROMOTION

by Robin Ryan

Scott Thompson spent 12 years working hard for his employer believing that all he had to do was put his nose to the grindstone and he'd get ahead. When he read all the career advice on needing more education, he gave up nights and weekends and earned an M.B.A. But with no promotion two years later, Scott re-evaluated the supposed career ladder that seemed broken for him.

Scott's problem is like many other people's—there are too many political agendas involved with some companies' promotion policies. After some career counseling, Scott began to job hunt outside his company. Today, the biggest raises and promotions often come from jumping ship and finding a new employer willing to pay what you're worth. In Scott's case, it was a major management jump and a $20,000 salary increase when he found a new job.

After years of working with thousands of career counseling clients and interviewing hundreds of employers, I noticed that a new pattern for career success has developed. I call this the "AAA Approach to Promotions." The "A"s stand for Attitude, Actions, Achievement. Let me explain a bit. Your attitude determines your fate. You must visualize your success and believe it's achievable. Fear and rejection are part of the process of moving ahead, so you must take risks to get the better jobs. Your disposition, your work ethic, and your ability to accomplish results are primary components that will aid you.

You'll never get ahead without taking some action. You must explore options—and as I've highlighted in Scott's case, some of the best job moves are with other companies. Take initiative and develop a written-out action plan that will help you reach your goals. Don't expect someone else to point the way. You are in charge and responsible for your own career success nowadays (or lack thereof). Your interests and skills will change over time. Every day new fields and opportunities are opening up that might be a terrific fit with a brighter future. Welcome change.

Lastly, those who achieve the most dream big. They set high goals for themselves and obtain the necessary skills, training and education to get to where they want to go. They do the research and get an accurate picture of exactly what their skills are worth to employers. On the job, they produce quantifiable results, so they have plenty of examples and evidence to discuss with employers. They are not deadweight nor are they waiting for someone to tell them what to do. High achievers demonstrate initiative, resourcefulness and seek to make improvements all the time. They master the important self-marketing techniques needed to write good resumes and cover letters. Lastly, they negotiate their salary, and most times obtain a much higher salary than the original offer. (Scott negotiated $8,000 more than was first offered.)

So dream big, set goals, write out your action plan and remember the future is what you make it. Robin Ryan is a Seattle career counselor and bestselling author of five books including her new career coach series: 24 Hours to Your Next Job, Raise or Promotion; Winning Resumes; Winning Cover Letters. To learn more about her career coaching services or to order her books, we invite you to attend the Cal State Career Connection on Wednesday, April 15. (See ad on page 23 for more details.)
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
- access to on-campus computer labs
- discount coupons for California amusement and recreation parks
- ASI Box Office privileges
- reduced price admission to university theatre, music, art and Coussoulis Arena events
- Coyote athletic event discounts up to $20
- health, dental and vision insurance
- Cal State magazine subscription
- Arrowhead Credit Union membership

Membership Options:

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<th>New Graduate</th>
<th>$14</th>
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<tr>
<td>(Class of '98)</td>
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<tr>
<td>Annual</td>
<td>$20</td>
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<tr>
<td>Joint Annual</td>
<td>$30</td>
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<tr>
<td>Two-year membership</td>
<td>$35</td>
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</tr>
<tr>
<td>Installment Joint</td>
<td>$150/yr 3 yrs.</td>
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"CSUSB provided me with a wonderful education and the opportunity for a great start in my chosen career. It's important for each of us to give something back to our university because that will enable Cal State to do more for our community. The Alumni Association is a growing network that advances not just CSUSB but its alumni and the community. And that benefits all of us.

— Terri J.W. Carlos, B.A. Management 1985
Staff and Marketing Analyst
City of San Bernardino Employment and Training Agency

The CSUSB Alumni Association exists to serve and unite Cal State, San Bernardino alumni for the purpose of advancing the university and its community.

Name__________________________ Previous name__________________________
Home address_________________ New address?
City___________________________ State__________ Zip__________
Home telephone________________ Work telephone________________
Degree________________________ Class year__________ Major________________
Employer_______________________ Position___________________________ New?
Work address___________________
Fraternity/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 photo with your update.)

____________________________________________________________________
____________________________________________________________________
Tickets to the barbecue and microbrewery beer garden must be purchased in advance. All other activities, including the End of the World Party, are free.

Invitations with event details will be mailed to all addressable alumni and friends. For additional information or to volunteer for Coyote Corral '98, please contact your Alumni Association by e-mail at alumni@wiley.csusb.edu or call us at (909) 880-5008.

Coyote Corral '98 is brought to you by the CSUSB Alumni Association and Associated Students, Inc.

The Student Union Program Board
The Press-Enterprise
Sysco
Foundation Food Services
Coca-Cola
National Orange Show
Riverside Brewing Company

Greek Alumni!
See old friends at a reunion planned just for you. Your special gathering takes place the night before and will include dinner, dancing and more. Details are forthcoming.
1960s

H. Ben Jacques, B.A. English 1969, an assistant professor in the Department of English and Communications at the Massachusetts College of Liberal Arts in North Adams, was recently granted tenure. He joined the college in 1990 and teaches writing, public relations and journalism classes.

1970s

J. Michael Davis, B.S. geography 1976, is an environmental manager for Bechtel Corporation in Riverside. He manages environmental work for major civil engineering projects in the U.S. and worldwide. Currently he is involved in a project for improvements to the transportation system in Sri Lanka.

Jagannath Glassman, B.S. biology 1976, runs a private practice in psychiatry and psychoanalysis in La Jolla. He also counsels patients at Scripps Medical Center, inmates at the county jail and individuals with trauma and dissociative disorders.

Richard Hallett, B.A. anthropology 1972, is employed at Rim of the World High School as a coordinator for the "school to career" program which provides students with internship opportunities. He also works as a special education resource specialist and is the advisor for Interact, a high school co-ed club.

Steve Hesse, B.A. history 1971, is the vice president of circulation for MediaNews Group, the eighth largest newspaper company in the U.S. Steve is the past president and chairman of the board for the Midwest Circulation Management Association. He is a member of United Way, the Newspaper Association of America and the Better Business Bureau.

Jennifer Jaime, B.A. liberal studies 1977, is the principal at Zimmerman and Smith Elementary Schools in Bloomington. She is involved with California Early Literacy Learning (CELL) and trained a CELL team at CSUSB.

Charlotte Naugle, M.A. educational administration 1977, is the coordinator for Peacebuilders, an intervention program that teaches children nonviolent strategies for solving problems. Charlotte implemented the program at Wilson Elementary which is now considered a national model for the Peacebuilders program. Charlotte, who is active with the California Reading Association and has taught writing courses at CSUSB, will retire from the Colton School District after 27 years.

Cheryl Smith, B.A. social science 1975 and M.B.A. 1977, is Humboldt State University's new dean of enrollment management. Cheryl served as CSUSB's associate vice president for enrollment services and director of outreach services from 1990-97. For 15 years prior to that, she was director of admissions at the university.

1980s

Mary Carranza, B.S. management science 1986 and B.A. information management 1991, works as a senior acquisition specialist for Paradigm Technology Inc. at Hanscom Air Force Base in Massachusetts. Mary is a member of the Society of Logistics Engineers, Alpha Kappa Pi business sorority and the Catholic Alumni Club of Boston. She and John J. O'Callaghan will wed in September.

Ann Davis-Schultz, M.A. education 1980, is the coordinator of grant funded programs for the Redlands Unified School District. Ann is active in several organizations including Kiwanis, theYWCA, Delta Kappa Gamma, the Redlands Assistance League and the Girl Scouts. She recently received an outstanding leadership award for her efforts in creating a tobacco-free San Bernardino.

Denise Evans-Bonnell, B.A. political science 1983, is a world-class traveler, leading tourists on safari adventures. This August will mark her fourth visit to Africa. She has had two articles published about Africa and plans to write a travel book. Denise is a member of the East African Wildlife Society, The Diane Fosse Gorilla Fund and is a frequent visitor and volunteer of the San Diego Zoo and Wild Animal Park. If you are interested in joining Denise this August for an African Adventure, contact her at (714)-653-0364.

Maria E. Gonzalez, B.A. sociology and B.A. anthropology 1984, B.A. English 1996, is working at the Ministry of Agriculture in Caracas. She gives her special thanks to all the professors who helped give her a great education. She says: "I'm really glad I chose Cal State and I am very proud of being a Cal State alumna."

Michael J. Gordon, M.B.A. 1987, earned ROP Teacher of the Year distinction in 1996-97. For the past 12 years, Michael has taught ROP sales and merchandising and various other business courses for the Rialto Unified School District at Eisenhower and Rialto High Schools.

Wende Hester, B.S. accounting 1988, is the chief financial officer for the Falcon School District in Colorado. She is a member of the Association of School Business Officials.

Lee Roberts, B.A. biology 1974 and B.A. economics 1975, is the president and chief operating officer for FileNet Corp., a Costa Mesa-based software company currently ranked 32nd largest in the world. Formerly with IBM as a worldwide marketing and sales vice president, Lee was recruited by FileNet to help negate its claim to the increasingly competitive document-imaging software market. FileNet makes software and computer storage systems for scanning text, pages, images, graphics and other documents and letting users archive, manage and access them electronically. Since Lee took over FileNet's daily operations, company stock has rebounded from a low $9-1/2 to $30-1/2. Lee plans to grow FileNet 35% annually with a goal of $500 million in sales. Already Lee has boosted the company's sales force by 25% and is looking to add 100 new sales, engineering and service personnel in the months ahead.

When not remaking FileNet, Lee is active athletically, competing in triathlons and marathons. He also enjoys skiing and mountain climbing.
Robert Kennedy, M.A. national security studies 1988, is the founder and chief engineer of Ultimax Group, a company comprised of nine engineers that consult one another on nuclear and political work and peaceful science projects. He recently completed the mass production, distribution and marketing of a CD-ROM space encyclopedia. The CD, which is about the Russian Space Program, was featured in Astronomy, Popular Science, Microtimes and Space News. In 1994, he was chosen as a Congressional Fellow to serve on the House Subcommittee on Space under the guidance of Congressman George Brown. Robert is a member of the American Society of Mechanical Engineers, is active in space societies and in 1991 was chosen as the "Young Engineer of the Year" by the Society of Manufacturing Engineers International Honors and Awards Committee.

Phil King, B.S. environmental studies 1982, is a fire captain with the San Bernardino City Fire Department. He works in a municipal fire department where he supervises the engineers, paramedics and firefighters in emergency and non-emergency work.

Julie Acton Kirsch, B.A. marketing 1985 and M.B.A. 1986, is the chief operating officer for Pacific IBM Employees Federal Credit Union in San Jose. She is a member of the American Marketing Association, Bank Marketing Association and numerous leagues and credit unions within the executive arena. Julie lives in Walnut Creek with her husband and two young sons.

Todd Landry, B.S. accounting 1988, is a CPA with Eadie and Payne. Recently, he was promoted to manager and is based in the Ontario office. Todd specializes in individual and corporate tax compliance, litigation support and estate tax planning. He also is in charge of the firm's Computer Consulting Department.


Erma J. Nichols, M.A. educational counseling 1988 and M.A. educational administration 1991, is the coordinator of Child Welfare and Attendance for the Moreno Valley Unified School District. She also works with other schools to develop safe schools programs. She is a member of the Association of California School Administrators and Delta Sigma Theta.

"If you have candy to unwrap, please do so now," is part of the announcement you'll hear in English and Spanish before every performance of Paul Simon's The Capeman on Broadway. The voice is CSUSB alumna Frankie Ocasio, theatre arts 1989, who has been a stage manager with the production since auditions in Puerto Rico. Most Cal Staters know Frankie by his first stage name, Ian Ocasio. While a Cal State student, Frankie honed his leadership, teamwork and interpreting skills—all of which he's used in his successful transition to Broadway. "I must be active, always thinking and challenged in any role I play in theatre," says Frankie. He started his theatrical career as a dancer and actor and now his work encompasses every role that a theatrical production has to offer. In addition to stage managing Broadway productions, Frankie hopes one day to direct.

Laura Plass, M.A. educational administration 1984, is the superintendent for the Culver City Unified School District. She follows her motto of "Do It Now" by immersing herself in community organizations such as Delta Kappa Gamma and chairing the American Heart Association. Her professional affiliations include the American Association of School Administrators and the National Education Association.

Caryl D. Smith, B.A. criminal justice 1989 and M.A. educational counseling 1991, is the coordinator for Victor Valley College's Extended Opportunity Program and Services which offers assistance to economically and educationally disadvantaged students. He is a member of NAACP.

Patricia Stevenson, B.S. biology 1982, is a nuclear medical technician at San Ramon Regional Medical Center. She is a hospice volunteer and a member of the Society of Nuclear Medicine. Pat is married to Bill Stevenson, B.S. computer science 1984, who is a network systems manager at Scopus Tech, a small software company in Emeryville. Bill was instrumental in designing computer network architecture for his new office.

Linda Ann Summers, B.A. business administration 1983, was appointed by Governor Pete Wilson as deputy director of the Office of Base Retention at the Trade and Commerce Agency. Linda has served as the director of the office of defense affairs for the Department of Economic Development with the State of Texas and president of Summers and Associates, a San Bernardino consulting firm. Previously, Linda worked as assistant director and clerk of the Inland Valley Development Agency in San Bernardino. She is president of the California Defense Facilities Marketing Association (CDFMA), past vice president of the Southern California chapter of the CDFMA and a member of the City Clerks Association of California Government.
Olympiad. He also coaches the school's track team. Lisa and Russell would like their Cal State friends to know that they now live in San Pedro.

Robert Haase, B.S. geography and environmental studies 1993, is a research assistant at UC San Diego. He also works with the U.S. Department of the Interior and the U.S. Fish and Wildlife Service, and he has published some work on biogeography.

Timothy Higdon, B.S. geography 1997, works with Traffic Operations Services for Caltrans as the park and ride coordinator in San Bernardino and Riverside counties.

Greg Leos, B.A. psychology 1992, was promoted recently to assistant vice president of sales and marketing for JCB International Credit Card Company in Los Angeles. JCB Card is the fourth most issued credit card in the world and is primarily used in the US by Japanese tourists. Greg has created marketing and promotional programs for JCB Card at Rodeo Drive, Desert Hills Outlets, Santa Monica Place/Third Street Promenade and Westwood. Greg also is a freelance writer and has written articles on music and film for Entertainment Today and Campus Circle Newspaper. He recently completed an interview with the band HÜM which appears on the cover of the February issue of Campus Circle.

William Lindquist, B.A. English 1993, is working as a correspondent with The World, the largest newspaper on the Southern Oregon coast. He has helped form the South Coast Writers Conference and taught a class called "Getting Published" for a local community college.

Carol Lowe, B.S. physical education 1991, ran in the 22nd annual Marine Corps Marathon in Washington, D.C. "The Marathon of Monuments" is the fourth largest marathon in the U.S. and stretches 26.2 miles. Lowe and service members from other nations contributed towards the overall success of the event.

Iris Magee, M.A. mathematics 1995, teaches mathematics at Citrus Community College of Glendora. She is a member of the Phi Lambda Theta educational sorority, the California Community College Mathematics Association and is actively involved in her church.

Donald W. Mazoja, B.A. political science 1993, is an attorney with the law firm of Klute & Pennell in San Bernardino. He specializes in insurance defense. Donald earned his law degree from Western State University College of Law in Fullerton in December of 1996. He was married in June 1996.

Barry McClennen, M.P.A. 1994, is the assistant city manager for Moreno Valley. He oversees the development of the city's new library program and he is a member of the Moreno Valley Noon Rotary Club, the Society of Public Administrators and the Moreno Valley Chamber of Commerce.

Stevie K. Messerli, M.P.A. 1990, has been elected to a three-year term on the Board of Directors of the American Academy for Park and Recreation Administration. Steven has served as executive director for the Lake County Forest Preserves in Libertyville, Illinois since 1991. Under his leadership, the Lake County Forest Preserve was named a finalist for the prestigious NPRA Gold Medal Award in 1996 and 1997.

Christina Morrison-Park, B.S. geography and environmental studies 1996, is a firefighter with the U.S. Forest Service, Angeles National Forest in Valyermo.

Falk Muller-Vernee, MBA. A. 1992, is employed by the DDV Group in Bonn, Germany. The DDV Group is a leading provider of specialized consulting services relating to European telecommunications and media industries.

Michael Ortiz, B.A. biology 1993, was hired recently by the County of Riverside as a communicable disease specialist. He works in the HIV/AIDS department and does HIV/AIDS testing and counseling in various clinics throughout the county.

David Reed, B.S. accounting and finance 1991, is an accountant for Life Bank, doing "a little bit of everything." David was a member of the Accounting Association and Beta Alpha Psi while at Cal State.

Karen Saffie, B.S. environmental studies 1994, is an interpretive specialist for the U.S. Forest Service in Mentone.

Paige Satter, B.A. arts management 1992, has moved from Washington to San Diego and is working with the La Jolla Chamber Music Society.

Katherine Scott, B.A. mathematics 1994, is an employee of TRW in the radiation and space engineering section. Katherine is a member of the American Mathematical Society, Women in Mathematics and the Big Sisters of Los Angeles. Recently she spoke with Cal State students on "Life After College: Something to Look Forward To!"

Shelley Skaggs, B.A. communications 1994, K.A. is the project manager for Pacificare Broker Development in Cypress. Shelley is a member of Meeting Professionals International. Jeff Walcher, B.S. environmental studies 1992, is a validation specialist with IDEC Pharmaceuticals Corporation in La Jolla. He is involved in the development of a new product that could eliminate chemo-therapy in treating cancer.

Sandra Smith, B.S. geography 1995, is an architecture and engineering operations manager for SBA Inc. in the Costa Mesa field office. She is working on the Pacific Bell Mobile Service's new digital wireless system, Personal Communication Systems (PCS). Sandra is working with 36 jurisdictions throughout Orange, San Bernardino and Riverside Counties as well as several state and federal agencies.

Troy Adams, B.A. marketing 1992, hopes to become the second African-American driver to compete in the NASCAR Supertruck series. "I'm trying to lay a pathway down for minorities in racing," said Troy. Historically, motor racing has been a difficult sport for minorities to break into, largely because they can't compete financially, explained Troy. Encouraged by a second-place finish last summer in his first main event at the Orange Show Speedway, Troy hopes to have sponsors with the Supertruck series' second race on April 4. Troy owns Speed Zone, a race driving school, and is operations manager for his family's Riverside go-kart track where he grew up working. He volunteers for the Ronald McDonald House and started a foundation at his family's track to get underprivileged kids into motor racing as a motivational tool.
Join university faculty and staff as well as dignitaries and civic leaders for the installation of Albert K. Karnig as the third president of Cal State, San Bernardino. The ceremony will celebrate the university’s accomplishments since it opened in 1965 and look ahead to what will distinguish Cal State into the next century.

**The Inauguration of Albert K. Karnig, Third President of the University**

April 30, 4 p.m.

seating begins at 3 p.m.

Coussoulis Arena

Reception immediately following is open to the campus and community.

Information: 880-5078

To help us with our planning, please indicate your interest in attending by calling the information number.
John Wilkerson, B.A., administration 1992, is anticipating his graduation from law school at Gonzaga University in Spokane and expects to specialize in family or criminal law. John interns with a local law firm and is the technical editor of The Law Review.

Amanda Williams, B.A., liberal studies 1997, is a first-grade teacher at Sandia Elementary in Apple Valley.

Shannon Woodland, B.A., human development 1993, ATI, is an associate management technical specialist for Computer Sciences Corp. at Edwards Air Force Base. She is a member of the LUPUS Foundation and is active in efforts to pass legislation that will help increase research for a cure.

Teresia LaFleur-Campbell, B.A., social sciences 1996, married Dennis W. Campbell December 21. She works as the assistant to the dean at George Mason University and says they both miss the west coast weather.

Raina Michelle Mladenoff, B.A., management 1994, married Giovanny Arteaga on October 18 in Pasadena. She works as a human resource assistant.

Amy Kathleen Ramirez, B.A., liberal studies 1996, married Randall Betten on December 27 in Dana Point. Amy is employed as a teacher with the Fontana Unified School District.

Anita Roybal, B.S., physical education 1990, and Glen Cooley were married December 27, 1997 in San Bernardino.

Summer Lynn Hutchinson, B.A., human development 1994, married Donald Brent Kowalski on October 4 in Yucaipa. Summer is employed as a sales representative by R.S. Hughes in Riverside.

Summer Shelton, B.A., marketing 1994, married Eric Leigh Selby on October 4 in San Bernardino. Summer is employed as a customer service representative by Home Savings of America in Riverside.


Leticia Tinoco, B.S., biology 1994, married Ron Kising October 25 in San Bernardino. She is employed as a teacher by the Colton School District.

Austin Dean Schmude, born on December 6, 1996, to Dean and Denise Lea Schmude (B.S., environmental health science 1976).

If you care about your professional future, then this is for you.

The Cal State Career Connection
for students, alumni and friends

Whether you're new to the job market, on your way up or looking for a career change, you won't want to miss these networking opportunities and career workshops designed to help you get the job you really want!

CAREER OPPORTUNITIES FAIR
Network and discuss your career options with more than 80 area employers, representing business, industry and government.

RESUMÉS FOR RESULTS
Does your resume' capture the attention of an employer in 10 seconds? Let an executive who makes hiring decisions answer that for you. Bring your resume' to this interactive workshop which will be conducted by Chris Ahearn, CSUSB alumnus and regional vice president of sales for Moore Document Solutions.

24 HOURS TO YOUR NEXT JOB, RAISE OR PROMOTION
Best-selling author and career expert Robin Ryan will cover career killers to avoid, the AAA approach to getting promoted, the best ways to land a job, and her proven formula for successful salary negotiations.

USING THE INTERNET AND THE WORLD WIDE WEB IN YOUR JOB SEARCH
Anyone looking for a job will benefit from this session. CSUSB alumna Mary Nemnich, employment specialist and co-author of Using the Internet and the World Wide Web In Your Job Search, will show you how to use the Internet to land your next job.

JOB SEARCH: THE HIDDEN JOB MARKET
The best jobs aren't always advertised through "normal channels." In fact, 85% of all jobs are hidden. Robin Ryan, one of the country's foremost authorities on what it takes to get a job, will share ways that you can break into the hidden job market and find the job you really want.

For additional information, contact the CSUSB Alumni Office at 909-880-5008 or by e-mail at alumni@wiley.csusb.edu

Sponsored by the CSUSB Alumni Association and the CSUSB Career Center with the support of PE.net

Robin Ryan is considered the country's leading authority on job search and hiring. She is the author of the best-selling book 60 Seconds and You're Hired! and the manual Job Search Organizer: Everything You Need to Land Your Next Job Faster.

Her newest books include: 24 Hours to Your Next Job, Raise, or Promotion; Winning Resumes; and Winning Cover Letters.

Chris Ahearn, a CSUSB alumnus and president of CSUSB's Alumni Association, is regional vice president of sales for Moore Document Solutions. Moore, which employs 19,000 people worldwide, is the leading global partner helping companies communicate through print and digital technologies.

Mary B. Nemnich is a CSUSB alumna and an employment specialist with the California Employment Development Department. She co-authored Using the Internet and the World Wide Web In Your Job Search and she produces the award-winning TV show Job Connection, which matches employers with job seekers.

REGISTRATION: Admission to the Career Opportunities Fair is FREE.
RESERVATIONS ARE REQUIRED for all career workshops. Call the Alumni Office at (909) 880-5008. Workshop materials are complimentary.
Like art, plays, music, talks on thought-provoking topics? 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.)

**APRIL**

**CAREER FAIR.**
Network and discuss career options with more than 80 area employers from business, industry and government. Bring resumes. 10 a.m.-2 p.m., Student Union Events Center. Afternoon and evening workshops on resumes, how to get jobs, raises or promotions; using the Internet in your job search and on the "hidden job market." Reservations required for workshops. Free admission. Call 880-5008 for reservations or more information.

**ENVIRONMENTAL FAIR.**
Twelfth Annual Environmental Expo. Family event includes performances by environmental magician Paul Cash, Toxic Jazz and storyteller and musician Mark Lynn, as well as recycled art show, Smogbusters club drive, teacher workshops, multimedia fair and Nature Bowl competition. 9 a.m.-4 p.m., Coussoulis Arena and other venues. Free. 880-5681.

**MAY**

**COYOTE CORRAL.**
The Coyote Corral end-of-year celebration features a barbecue, "bite-size" plays, Kids' Korral, vendors and other exciting events. Call 880-5008 for major venues and event times.

**SESAME STREET LIVE.**
"Elmo's Coloring Book." A new Broadway-style stage spectacular for the young at heart. Fun-filled lessons will be taught by all of your "Sesame Street" friends. May 14 at 7 p.m.; May 15 and 16 at 10:30 a.m. and 7 p.m.; May 17 at 1 p.m. and 4 p.m., Coussoulis Arena. Golden Circle seating $17; adults $12.50 and children $11 for loge seating; adults $10 and children $8.50 for balcony seating. 880-7360.

**DIVERSITY CONFERENCE, FESTIVAL.**
"Hearts and Minds: Excellence through Diversity." Two-day event features Thomas Parham, assistant vice chancellor for counseling and health services at the University of California, Irvine on May 29, and Samuel Betances, professor of sociology from Northeastern Illinois University on May 30, as keynote speakers. Both 9 a.m., Student Union Events Center. Also features food court, workshops, research presentations, music, ballet folklórico. Free. Various venues on campus. Call 880-5687 for specific event information.

**JUNE**

**MUSIC.**
CSUSB Symphonic Band. Rob Dunham, conductor. Includes performance of "Festival Overture" by Shostakovich and Williams' "Symphonic Suite." 8:15 p.m., Recital Hall in Creative Arts Building. General admission $5, students and senior citizens $3. 880-5859.

**MUSIC.**
CSUSB Concert Choir and Chamber Singers, CSUSB Chamber Orchestra featuring Haydn's "Missa St. Joannis de Deo," and Bach's Miserere VI "Lobet den Herrn." Tamara Harsh and Rob Dunham, conductors. 4 p.m., Recital Hall in Creative Arts Building. General admission $5, students and senior citizens $3. 880-5689.

**COMMENCEMENT.**
CSUSB's thirty-second annual graduation ceremonies. 880-7050.
1. CSUSB crew-neck sweatshirt — $36.95
   sizes M, L, XL, XXL.
   Specify white or navy

2. Cal State Coyote t-shirt — $11.50
   sizes S, M, L, XL, XXL.
   White or ash

3. CSUSB hooded sweatshirt — $41.95
   sizes M, L, XL, XXL.
   Specify white or navy
   Both with Coyote-blue lettering

4. CSUSB embroidered applique sweatshirt—$32.95
   Sizes S, M, L, XL, XXL.
   Specify navy, maroon or black

5. Cal State official seal alumni mug—$5.75
   Specify black or cobalt blue
   Printed with the official seal

6. Cal State alumni window sticker—$4.99
   Vinyl and removable

Cal State alumni t-shirt w/seal—$11.50 (not shown)
   Sizes S, M, L, XL, XXL.

Cal State alumni license plate frame—$6.95 (not shown)

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