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CHANGING THE MASTER PLAN: SOME SUGGESTIONS (PART I)

A few months ago I testified at a special panel convened by State Senator Dede Alpert, chair of the Senate's Education Committee. The committee's purpose was to consider comments from various educators about revising the California Master Plan for Higher Education, developed in the 1960s.

It's now time to update the plan and look toward educating new generations of college students in the 21st Century. I want to share some perspectives regarding what I hope will be contained in the new plan.

As I suggested to the committee, education is the only fuel that can power our state's economic engine while simultaneously propelling us toward a greater degree of social justice. Without increasingly high levels of education and broad distribution of the fruits of that education, California's future is apt to be overcast, not bright. We need to find new avenues to advance the skill development and social mobility of students drawn from all groups in our population.

In this issue, I'll focus on three critical areas: (1) Tidal Wave II (or the “baby boomlet”); (2) A seamless system of K-18 education; and (3) Student fees and the levels at which they should be set. In the next issue of the CSUSB Magazine, I'll convey some additional thoughts.

Tidal Wave II

This is a catch-all phrase for the enrollment increases that will result from the “echo” of the baby boom generation, immigration from other states and abroad, as well as greater participation by historically under-represented groups. For CSU's campuses alone, we anticipate up to another 130,000 students—roughly a 35 percent increase—over the next decade. That's equivalent to a flood-tide of 9 or 10 new Cal State, San Bernardino-sized campuses in just 10 years!

In order to cope with this welcome but daunting growth, we need to focus on access for all qualified students and the availability of upper-division and graduate programs at convenient locations. The CSU system will need new funding sources to develop branch centers similar to our satellite campus in Palm Desert and new distance-learning initiatives like ours in Blythe at Palo Verde College and Victor Valley College in the High Desert.

In addition, we must develop distance education capabilities to accommodate site-bound students, especially in professional graduate programs; and we're fortunate to have received a $1.8 million U.S. Department of Education grant to promote distance education mechanisms.

More offerings across the day and evening, on Saturdays, and stronger summer enrollments will make better use of our facilities. We may need to bite some bullets to accomplish these needed changes, but they're all vital elements if we are to fully educate the California of the future.

A Seamless K-18 Educational System

A centerpiece of any strategy is a seamless, interactive and solution-oriented system for all levels of education. As you know from reading the daily papers, many of our elementary, middle and high schools are facing grave challenges. University solutions have been of the Band-Aid variety, including English/writing and math proficiency exams and a patchwork of remedial courses.

The real solutions lie in greater collaboration among the various parts of our educational system. One key step was last year's consolidation of entrance criteria between the CSU and UC systems. Another is the eventual end of “social promotion.” There is also promise in smaller class sizes, raising teacher salaries and increasing teacher accountability.

But we must start even earlier with prenatal care and good nutrition for pregnant mothers. Young parents should be taught the importance of holding, speaking to and reading to preschoolers. Children must come to school knowing such fundamentals as colors, numbers and the alphabet. And all preschoolers must have some exposure to technology so that the computer literacy gap is not already great when they reach kindergarten.

Once in school, these children must learn to read by the end of third grade, do simple arithmetical computations in elementary school, and have some exposure to science programs no later than middle school.

Certain subjects and concepts are simply more easily learned at specific ages. Sometimes, in fact, we willfully ignore what we know about these stages to the detriment of our children—as in the introduction of a second language! It's obvious that young children learn languages easily. But—with dreadful results—we continue to wait until high school to expose students to a second language!

Universities must continue to strengthen their teacher preparation, renewal and development programs. To meet Tidal Wave II and class-size reduction requirements, we must also increase the number of well-prepared teachers who can enter the classroom. Moreover, universities need to work ever more closely with K-12 systems to learn first-hand about the problems classroom teachers encounter, to assist in identifying deficiencies and to formulate interventions.

CONTINUED ON PAGE 23
UPDATE ON CAL STATE’S STRATEGIC PLAN

The following are some of the ways the university is meeting the objectives set in its strategic plan.

Learning—creating, applying and exchanging knowledge

Partnerships—engagement in community partnerships

A second symposium of Cal State’s Community-University Partnership institute on April 17 informed leaders in the region about projects the university has engaged in. Among those 24 working relationships, which CUP has provided some grant funding for, are an analysis of regional economic development to introduce an innovative strategy for business growth, citizenship and career skills development, an early childhood intervention program at the regional medical center, development of an Inland Empire environmental quality paradigm and several health- and arts-related programs.

Campus Environment—engages members in the life of the university

The university’s third annual diversity conference, held May 10, brought pioneering educator Jane Elliott, author of “Brown Eyes, Blue Eyes,” to campus and offered attendees a wide array of workshops. Topics included heterosexual privilege, communicating to diverse groups, resisting racism and multicultural awareness through the art of indigenous peoples. The day-long conference also included a film festival and brief presentations on research being explored by faculty, staff and students.

HANKIN WINS McADAM AWARD, SELECTED FOR LEADERSHIP PROGRAM

Not only the lead author of an award-winning book that’s becoming a standard text in financial management classes around the country, Jo Ann Hankin (University Advancement) is also among an elite group of 50 women selected to participate in Leadership California 2000 Annual Issues Program.

Hankin’s book, Financial Management for Nonprofit Organizations, has earned the Terry McAdam Book Award from the Alliance for Nonprofit Management for being the best new nonprofit book released in 1998-99. According to the national review committee, Hankin’s book articulates a new perspective that “every nonprofit management decision is a financial one with far-reaching implications. The book is an invaluable desk reference to keep close by and to use frequently.”

Hankin says that was their goal. “We wrote the book to help improve the performance of nonprofit agencies, to help them maximize their fundraising activities and make the best use of the funds they have raised,” explains Hankin. “I am both honored and surprised to have won the award. It's fun and thrilling to be able to go to Amazon.com and find my book listed.”

Hankin’s involvement in Leadership California is the result of a highly selective process that taps senior-level executive women from corporations and nonprofit industries for a year-long educational program focusing on California’s complexity. Seminars are held on the state’s political landscape, diversity, economy and outlook for the future. Participants are expected to apply knowledge gained from the sessions toward influencing the betterment and prosperity of the State of California.
INTERNATIONAL PARTNERSHIPS—President Albert Karnig (right) exchanged gifts during the campus visit of Tsung-Sung Lin, president of the Jin-Wen Institute of Technology in Taiwan. Cal State has agreed to provide instruction in English as a second language for Taiwanese students who wish to pursue a master's degree in education.

KOREAN, TAIWANESE UNIVERSITIES CEMENT TIES

Language training and other programs benefiting both international and local students are being ensured by recent agreements Cal State has forged with universities in Korea and Taiwan.

Sixty Korean students are expected to be studying the teaching of English on the CSUSB campus this summer as a result of an arrangement the university has made with Dankook University in Seoul, Korea. Lynne Diaz-Rico (Education) serves as the coordinator of the program, which will also send local students to Korea on occasion. Study in the 18-month degree program results in master's degrees in education with an emphasis in teaching English as a second language.

Two groups of nearly 150 students from the Jin-Wen Institute of Technology in Taipei, Taiwan, with interests in the travel/tourism industry and English-language training, also will study at Cal State this summer. CSUSB has signed a five-year agreement with the 15,000-student institute that will set “the foundation for many more exchanges between our two universities,” said Jan Jackson, dean of extended learning.

OUR “GOLDEN” COLLEAGUES—
The Outstanding Professor for this year, David Riefer (back, left) joined his psychology department colleague Laura Kampfer, winner of the San Bernardino Mayor's Education Roundtable “Golden Apple Award” for outstanding teaching (front, left), at a community banquet held in March to honor their achievements. Also recognized at the Golden Apple Awards dinner were Shaun Geer, systems analyst for the Pfau Library (center) and Khalil Daneshvar, programmer analyst for Enrollment Services (front, right), both of whom were named the campus’s outstanding employees at the fall Convocation. President Albert Karnig (back, right) presented them with Golden Apple trophies and the banquet program included video profiles on their contributions to Cal State.
INTERNET MAKES REGISTRATION, LIBRARY USE EASIER

Lining up fall classes—particularly for students who live a distance from campus—just got easier as the university began to use the Internet as a tool for registration. At about the same time, the university’s Pfau Library announced an upgrade of its website to deliver better service to students, faculty and the community.

WebReg, the university’s new registration system, is much like the previous telephone system in that it “walks” students through the enrollment process, asking for student identification. Students are encouraged to have a worksheet of classes and alternates before they launch the website registration process, although, “It really should be easy for students because it needs little or no instruction to get through,” comments Lydia Ortega, director of records, registration and evaluation.

The upgrade of the campus library’s homepage is intended to make the service faster, particularly for off-campus users, because graphics have been removed to make downloading time swifter, says Johnnie Ann Ralph, university librarian. The site hyperlinks to a number of government sites and offers a “virtual” tour of the Pfau Library to acquaint patrons with resources. Look for the site at <www.lib.csusb.edu>.

SUPER TUESDAY—Political science and history students were privy to the insights of former presidential candidate and Governor of Massachusetts Michael Dukakis, who visited campus March 7 when California was running its presidential primary. His appearance was organized by Mike LeMay (Political Science), seated in the background. Students were urged by Dukakis to vote and consider public service despite the negative campaigns that are launched at politicians.

BUSINESS RESOURCE CENTER OPENS—Cal State’s new Community Advancement Resource Enterprise (CARE) opened at Arrowhead Credit Union offices in south San Bernardino this winter as part of the university’s commitment to small business development. Through the center, Cal State will extend consultation, research and business referral services as well as provide educational activities. Participating in the ribbon cutting were (from left) Kevin Kragenbrink, associate director of the Inland Empire Center for Entrepreneurship at Cal State; Anne Benjamin, senior vice president, Arrowhead Credit Union; President Albert Karnig; Rachel Baronick, deputy district director for the Small Business Administration; Jim Rogers, chair of the management department at CSUSB; and Mike Stull, executive director of the Inland Empire Small Business Development Center.

TRANSITIONS

• Long-time librarian, Pola Patterson, died of cancer January 3. Her 21 years of service in the Pfau Library included work in acquisitions, automation and at the reference desk.

“...Helping people came naturally to Pola; she was cheerful, upbeat and concerned about others, even at the end,” commented one colleague.

• A retired U.S. Air Force officer, Patterson had been stationed throughout Europe during her 13-year military career. She is buried at Riverside National Cemetery.

• Nadine Chavez is serving as the interim director of the Educational Opportunity Program (EOP) since the passing of long-time director, Taft Newman. Formerly the assistant director of EOP, Chavez now represents the campus at statewide meetings and oversees the daily operations of the office.

Her community work includes mentorship for the Puente Project and service on the advisory committee for EOP, both at San Bernardino Valley College. She holds an M.A. in educational counseling from CSUSB.

• Professor emeritus Richard Saylor (Music) married Juliana Aoenig on April 22, 2000.
BUDDING POETS HEAR FROM THE BEST

When you’re among the best, you can’t keep your talent hidden in San Bernardino—even if it is the biggest county in the United States.

Juan Delgado, professor of English, is an example. He was awarded the Whittenberger Fellowship in poetry, giving him a $3,000 prize and whisking him off to Albertson College in Idaho to teach the art of writing good poetry. He spent two weeks in late June tutoring 60 of Idaho’s best and brightest high school students in the art of verse.

And his summer held yet another out-of-state teaching opportunity. Delgado was selected to participate in a Hispanic writers’ retreat at “La Casita de Writers,” a renowned summer workshop run by writer Rudolfo Anaya at his home in Gomez Springs, NM. Delgado spent another two weeks encouraging and training young writers in that program.

In 1994 Delgado was the winner of the Contemporary Poetry Series prize sponsored by the University of Georgia.

The staff and docents of the Robert Y. Fullerton Art Museum are meeting with local educators to develop educational materials based on objects from the Harer Family Trust Collection of Egyptian Antiquities. Sixth-grade and high school art teachers have been invited from Inyo, Mono, Riverside and San Bernardino counties to attend several sessions over a six-month period, during which time they will meet with the collector, Dr. Benjamin Harer, a museum benefactor and owner of one of the world’s largest privately-held collections of Egyptian artifacts. The program, Encounter Art, is also sponsored by The California Arts Project, which has an office on the Cal State campus.

An emphasis in dispute resolution will be offered in the new master’s degree program in communication, notes coordinator Fred Jandt (Communication). His department joins the M.B.A. and M.P.A. programs in the College of Business and Public Administration for an interdisciplinary collaboration to give students an opportunity to focus on dispute resolution theories, methodologies and practice. Communication courses include Communication in Conflict, Mediation Theory & Practice, a seminar in Conflict and Conflict Resolution, Intercultural Peacemaking and Advanced Mediation Skills.

Cal State’s Creative Arts Building, erected in 1977, soon will bear the name of “Performing Arts Center” to show more clearly the variety of activities that take place in the complex. It includes the 250-seat Recital Hall, where dance and musical performances are staged, and a 150-seat auditorium, where theatrical events typically take place.
SECURITIES ANALYSIS LAB FIRST IN STATE

The new Arrowhead Lab for Securities Analysis at Cal State is providing a one-of-a-kind experience for business students to learn "real-time" trends in financial markets and securities trading. Established with more than $130,000 in funds from several sources, the lab was launched Feb. 14 with a $27,600 contribution from Arrowhead Credit Union in San Bernardino and a matching contribution from the university budget, reports Mo Vaziri, director of the facility. In addition the university installed $52,000 in computer equipment and the College of Business and Public Administration, where the facility is housed, outfitted the lab with $14,000 in instructional equipment and furniture. The Department of Accounting and Finance and NASDAQ also funded the facility with $4,000 each.

Since the lab opened, additional gifts have been received: $150,000 in software, known as Expo, from the Leading Market Technology Corporation. The gift is a comprehensive professional markets analysis and research tool used by professional institutional investors. Another in-kind gift, valued at $20,000, came from Trader Training Corporation of Denmark and permits lab users to access professional foreign exchange trading and simulation software typically used by commercial banks. Closer to home, Citizens' Business Bank has become the first member of the Executive Advisory Board with a contribution of $5,000.

The direct experience of an everyday trading room with "real-time" data from around the world is unparalleled in California, where Cal State is the first to establish the service, Vaziri says, adding that a half-dozen East Coast universities have implemented a similar facility. Quotes from major exchanges are displayed electronically on the wall, just like in the trading rooms of brokerage firms.
Teachers and prospective teachers working on their credentials are finding some of the red tape cut at CASE, the Credentialing Assistance and Support for Education office in CSUSB’s Chaparral Hall.

Melody Neill, named CASE director last year, says the office has geared up to serve its clients better. “We have over 7,000 active files,” she says, pointing to a wall of folders stored in the large office. “We’ve added two new staff members and a front counter operations manager to speed our services.”

CASE now has 10 full-time staff members, including three credentialing analysts, and three additional part-time student staffers at the counter. Neill adds that the office is now open until 6 p.m. on weekdays, and until 8 p.m. during the first two weeks of the academic quarter.

“Many of our students are already in the classroom, and they can come here only after school. We found we needed more late afternoon and early evening service hours.”

The office added a lobby computer so clients can access their own admissions files by computer. This allows them to keep abreast of individual progress, conditions to meet and new departmental developments.

“Our whole focus is to be service-oriented,” concludes Neill.

The master’s degree in educational administration is now being offered in four off-campus locations in addition to the main campus, reports Cheryl Fischer. Enrollment has doubled in size over the past three years and now has 350 students enrolled in classes offered in Coachella Valley, Moreno Valley, Upland and Victorville as well as the main campus. The program includes creative scheduling of one night per week for one class and a second class held over a weekend period.

Recognized for her long-standing contributions to the field of special education, Louise Fulton was honored by the Riverside County Office of Education Superintendent of Schools last May. In addition to her authorship of the Transitions Curriculum, which is the most widely used school-to-work curriculum in the United States, Fulton has conducted long-term research on more than 800 at-risk and special education students and secured funding for several initiatives in the transitions program effort.

Nearly 1,100 first- and second-year teachers are being served by Cal State’s Beginning Teacher Support and Assessment (BTSA) program, which coordinates four county education offices’ efforts at helping 52 school districts acculturate new teachers, with the goal of helping them stay in the profession. Associate Dean Iris Rigs is among the Cal State team that provides seminars for professional growth and measurements for teaching success, along with activities for the participants. She was featured in a KCSB-TV3 public access program, Education Roundtable, in which the accomplishments of the BTSA program were discussed. The program has been shown in both San Bernardino and Riverside counties.

The Science Olympiad was created in 1983 in Michigan and Delaware to increase interest in science as an alternative to traditional school science fairs and single-discipline tournaments. Some events are based on individual achievement, but all events involve teamwork, group planning and cooperation through hands-on participation.

Cal State hosted the sixth annual Inland Area Science Olympiad in February, bringing together middle and high school students in a competition covering the topics of earth sciences, biology, physics, chemistry and introductory engineering, reports Jan Woerner (Science, Math & Technology), director. The Science Olympiad was created in 1983 in Michigan and Delaware to increase interest in science as an alternative to traditional school science fairs and single-discipline tournaments. Some events are based on individual achievement, but all events involve teamwork, group planning and cooperation through hands-on participation.
MATH PROFS TEST NEW FORMULA FOR ALGEBRA SUCCESS

It may be the best understood and most well established equation known among professors of college algebra today: Low interest and high fear equals low retention and success rates.

Walk into almost any of these classrooms, survey the students and it’s easy enough to spot the head scratching. But in a determined effort to change that stubborn equation, four Cal State professors are putting their own technological spin on the subject.

“College algebra is a problem course,” says Davida Fischman, a Cal State math professor who, along with CSUSB professors Peter Williams, Terry Hallett and Dan Rinne, created a new program with money from the university and, most recently, $175,000 from the National Science Foundation (NSF).

Unsatisfied with the current stock of computer programs they had sampled in their search for a better way to teach algebra, the four professors developed their own software. “It had to be more interactive,” says Hallett. “The others were, in many cases, ‘books’ on screen.”

In essence, the new program is a scaled-down personal teaching assistant. Students, for example, can take a formula and show it on a graph (a transitional task often difficult for students) and the program will correct their work on the spot. Available to anyone who has Internet access, the program is more comprehensive than most, say its creators. It has a search engine, links, offers demonstrations and examples of math problems and has the text students need. So, say the professors, it can supplement or replace a textbook.

“And then there’s the issue of students’ ability to concentrate,” adds Fischman. “I’ve found that it’s more common to find a student persevering on a question that he finds difficult if he’s in front of a screen than if he’s just sitting at a desk.” Is that the television generation factor in operation? She thinks so. “It has the element of immediate feedback without having to go back and ask for help all the time.”

Yet help is still welcome.

Ironically, the software seems to be fostering more social contact rather than isolating its users. More than in a traditional setting where students are at desks with books in front of them, the students, Fischman says, are talking to each other more freely as well as asking more questions of their teachers.

“One thing,” says Williams, who also is the chair for the math department, “is that students are staying in the class, so that the attrition rate is not as high.” Students can take the class for an A, B, C grade or for no credit. For that reason many feel less obliged to stay the course to the final. Typically in in-class lessons offered with CSUSB professors.

Fischman and her colleagues are now taking a look at possible publishers for their program. And the $175,000 NSF money will be used to develop similarly structured precalculus software and go toward adding variety to their algebra program. One goal is to incorporate projects more closely related to students’ majors, which can range from accounting to English, or chemistry to criminal justice. The “lack of relevance” to their major is a main contributor to students’ lukewarm or even terror-stricken response to algebra.

“The individual chunks aren’t detailed enough yet,” Rinne says about the improvements to the program. “So now we need to go back and expand the pieces to include other things in terms of exercises and the text.”
NATIONAL U.N. TEAM CONTINUES STRAIGHT WIN STREAK

Make it five out of six years that the National Model U.N. team at Cal State has captured a coveted Outstanding Delegation award—one of seven given to competitors throughout the world each year. Some of the same Cal State students can revel in the fact that they helped the university grab its tenth-straight title at the Model Arab League competition regionally as well. Both teams were coached by Ralph Salmi (Political Science).

Going head-to-head against 190 colleges and universities from around the world in April, the Cal State Model U.N. team represented former Soviet Union republic, Uzbekistan. The team also won an award in the newly established category of Outstanding Position Papers. Cal State is one of only four or five schools worldwide that consistently has won delegation awards over the last several years.

Meanwhile, last year’s award-winning Model U.N. team, which represented Saudi Arabia, traveled to see the country firsthand at the invitation of Saudi leaders who set up a faculty-student exchange agreement with Cal State, San Bernardino. The Saudi Gazette covered the visit and observed that the Cal State students “agreed that they had learned so much more by visiting the Kingdom and seeing for themselves the excellent facilities provided to the people by the State, especially health and education.”

National immigration expert Elliott Barkan (History/Ethnic Studies) was featured as part of a National Public Radio series on the Immigration and Naturalization Service. He was recently elected vice president and future president of the Immigration and Ethnic History Society, a worldwide organization that focuses scholars across disciplines on the topics of immigration and ethnicity. Barkan has been serving as the association’s book review editor for its Journal of American Ethnic History for the past 15 years.

A five-year campaign to increase economic literacy among K-12 students was unveiled last November during a conference attended by California Council on Economic Education (CCEE) executive director and CSUSB economics professor, Jim Charkins. Held at the CSU Chancellor’s Office in Long Beach, the announcement was made by Delaine Eastin, the California State Superintendent of Public Instruction, and the CCEE. Charkins also heads up the university’s CCEE center on campus. The organization provides economics education materials for K-12 teachers.

Cal State’s Behavioral Health Institute has kicked off a new campaign to fight youth smoking. The “Say Something” campaign encourages store clerks and others to question the potential sale of tobacco to minors because studies show such interventions cut sales to teens in half, says Gwenn Norton-Perry, project coordinator. The institute is one of the leading institutions in the state conducting research on illegal sales of tobacco to youth.

Chalk up two more major faculty distinctions for the Department of Psychology this year. Professor David Riefer was named the university’s Outstanding Professor, bringing to six the number of psychology faculty who’ve captured the top honor given to instructors over the past 20 years. He is an expert in memory and cognition and has developed a sophisticated, mathematical model of memory storage and retrieval. His colleague, Laura Kampfner, was recognized as the campus’s Outstanding Teacher, which is celebrated by the community-based consortium, Education Roundtable. Her dedication to teaching and advising as well as working to develop the Human Development curriculum were noted among her accomplishments. They’re pictured on page 4.

Research by Geraldine Stahly (Psychology) was noted in a Los Angeles Daily Journal article regarding new laws protecting domestic violence survivors. Her study of California divorces indicated that men accused of battering were just as likely to win child custody as men who were not accused and these men were winning about half of the time.
ARCHITECTURE OF FIRST BUILDING ON NEW CAMPUS UNVEILED

The gateway building for the new CVC campus on Cook Street and Frank Sinatra Drive will be a three-story U-shaped edifice that surrounds a courtyard. Designed by Lee, Burkhart, Liu Inc., of Santa Monica, the 23,000-square-foot classroom and faculty office complex will include 16 classrooms—one of which will seat 120 students—and three laboratories, many of which will house advanced computer technology. The building houses a distance learning production studio/control room as well, affording the region the ability to have education services delivered to outlying communities, stated Peter Wilson, dean. A Student Union and bookstore also are included in this first facility for the new Cal State campus in Palm Desert.

“Our enlarged facilities will allow Cal State to offer both an expanded set of programs and enhance students’ educational experiences,” President Albert Karnig said.

Two additional buildings are yet to be funded through the private capital campaign that Cal State is conducting to establish a permanent university presence in the Coachella Valley. Approximately $18 million remains to be raised.

ACCOUNTING SCHOLARSHIP AWARDED

Barbara Cabrera of Palm Desert is the recipient of the Desert Hospitality Accountants’ Association scholarship. The $1,500 award is presented to accounting professionals working in the hospitality industry who are pursuing formal educational goals. Cabrera is the assistant comptroller at Del Webb’s Sun City in Palm Desert and is a full-time graduate student enrolled in the Coachella Valley Campus’ M.B.A. program.

HISPANIC M.B.A. HOPEFULS TARGET OF SCHOLARSHIPS

Hispanic students pursuing master’s degrees in business administration (M.B.A.) are eligible for scholarships available through California State University at both its Coachella Valley and San Bernardino campuses.

The National Society of Hispanic M.B.A.s (NSHMBA) 2000 Scholarship Program will award $300,000 in scholarships this year to qualifying graduate students. The application deadline is July 15, 2000. The scholarships range from $2,000 to $5,000 and one for $10,000. They are awarded on a competitive basis to full-time and part-time graduate students. Scholarship applicants must be of Hispanic ethnic parentage and will be evaluated on academic achievement, community service, financial need, a written essay and letters of recommendation.

Scholarship applicants must be accepted into an M.B.A. program for the fall of 2000. Both the main campus in San Bernardino and Cal State’s Coachella Valley Campus offer qualifying graduate programs for NSHMBA scholarship recipients. The application deadline for these graduate programs is July 1, 2000.

Application for NSHMBA scholarships may be made online at www.nshmba.org/scholarship. Further information is available by calling toll-free (877) 467-4622.

Application for Cal State scholarships may be made online at www.csusb.edu. For information about the Coachella Valley Campus’ M.B.A. program, call (760) 341-2883, or log on to their website at www.cvc.csusb.edu.
Extended Learning

CAL STATE ALUMNUS BECOMES LANGUAGE INSTRUCTOR

“It’s like coming full circle,” says Joel Harris, visiting professor from Yasuda Women’s University, who is teaching Japanese 101 after taking it as a Cal State student back in 1989.

Harris graduated from CSUSB in 1989 with a bachelor’s degree in French. He also began a certificate program in TESOL (Teaching English as a Second/Other Language). While still a student, he team-taught a class for the American Culture & Language Program (ACLP) with Cal State professor, Dr. Jacques Benzakein.

Thus began Harris’s new adventure in Japan. Because of the success of his first class and Cal State’s sister-school relationship with Yasuda Institute of Education in Hiroshima, Harris was offered a temporary teaching position at Yasuda Women’s University. The College of Extended Learning, which operates the International Extension Programs (IEP) and ACLP, has had a relationship with Yasuda since 1988, resulting in the Yasuda Center for Extended Education being built on the campus in 1995.

“I remember first being in Japan and trying to speak some Japanese, but French would come out,” says Harris. “I still find that reading and writing French is easier than speaking it, but it’s the opposite in Japanese.”

He stayed for a year and a half, then returned to Cal State to complete his master’s degree in English Composition and TESOL.

While working on his master’s, Harris again taught for ACLP in its STAYS (Study Abroad for Yasuda Students) program. The STAYS students are all sophomore English majors from Yasuda, who come to Cal State to study English and American culture for six months.

While completing his master’s degree and teaching for STAYS, Harris married his Japanese sweetheart, Eriko. When they returned to Japan, they lived with Eriko’s mother and grandmother, “which was total immersion in Japanese for me,” says Harris. “But also a great learning experience.”

While teaching at Yasuda, he co-authored an ESL handbook, Write About It, Talk About It, with another Yasuda instructor. “We wanted materials that we could use specifically with our students at Yasuda Women’s University. For example, they talk about a given topic briefly. Then they write about it (freewriting and later on revised drafts). Finally, they share their writing with their classmates,” he said.

Harris is back at Cal State for a year as a visiting professor where he is teaching Japanese 101, along with a couple of extension courses on Japanese culture. “It’s nice to be close to family again,” he said, “but I look forward to returning to Japan. It really is my home now.”

Before returning in late August, the Harrises hope to travel to New York and Chicago, as well as host some friends from Japan.

SUMMER SESSION UNDERWAY

The 2000 Summer Session catalogs are now available. Copies were mailed to current CSUSB students and campus departments and can be picked up at the College of Extended Learning, the Pfau Library and the Coyote Bookstore.

While Summer Session is coordinated by the College of Extended Learning, it is an integral part of the campus year-round academic program, and, as such, Extended Learning relies on the expertise of the various campus departments.

Summer Session registration is available through telephone registration, TRACS. New students must submit a summer TRACS Request Form before registering. Almost all of the university’s academic programs are offered during five sessions:

- Session I: June 21 - Aug. 1
- Session II: August 2 - Sept. 11
- Session III: June 21 - Aug. 30

For more information on these and the two other summer sessions or a free catalog, call Extended Learning at (909) 880-5975.

INTERNATIONAL EXTENSION PROGRAMS (IEP)

The office has just started a workplace English program for IKEA Wholesale, Inc., in Ontario. The course was designed by IEP for warehouse workers who are in need of English-language training. The course is offered on-site for two hours each week. Currently there are 21 employees participating.

FIRST IECCE CONFERENCE

"Building Bridges to the Future: Connecting the Academy to the Entrepreneurial Community in the New Millennium" was the theme for the conference, facilitated by the College of Extended Learning. About 100 business leaders from the Inland Empire came to campus, along with faculty and staff. According to conference chairperson Kevin Kragenbrink, "The first IECCE conference laid a foundation for Cal State, San Bernardino to build strong, effective and lasting bridges between the university and the Inland Empire’s business community.

"Thanks to the many entrepreneurs and business and community leaders who joined us in this conference, we now have a solid sense of direction for the future of our relationships with the regional business community," said Kragenbrink. "We are looking forward to building new alliances and strengthening our existing partnerships in the months ahead, and to continuing our conversation about the future of our community in next year's conference."
WINNERS BEHIND THE TROPHIES
by Bill Gray, former sports information director

Each day as I walked into work I passed by the NCAA trophy case located in the lobby of Coussoulis Arena and I glanced at the honors and awards on display.

But as the end of this athletic season and the graduation of the 2000 Class of Cal State was fast approaching, I was reminded, once again, that the highest honors earned by Coyote athletes are missing from the case. Instead, they’re on display every day in the community and throughout the country in the student-athletes who pass through the sports programs at Cal State, graduate and go on to become positive influences.

Most fans of the athletics teams measure the success of their favorite sport in terms of wins and losses. They only see the efforts of the student-athletes in the games and contests they come to watch. It’s easy for fans to forget that the main purpose for the student-athlete to be at Cal State is to get an education. While collegiate athletics may have brought a student to Cal State, it is their education that will carry them forward after their college-playing days are over.

Coyote Athletics has long recognized that most Division II athletes will probably not compete at the professional level, and has instituted several programs to help them to succeed at their next challenge: the world after college. Each student-athlete who comes through the program is involved in a myriad of clinics and programs that are geared to help them succeed on the court, playing field and in the classroom.

The result has been that the 11 teams of Coyote Athletics had a composite GPA of over 3.0 during the fall quarter of last year. On average, student-athletes have a much higher graduation rate than the overall campus population.

Besides academics, student-athletes are involved in community service projects like visitations to children's hospitals, school reading programs and campus mentoring programs. Coyote Athletics also offers the student-athlete several life-skills programs ranging from resume writing to drug and alcohol education.

It is gratifying to learn that former student-athletes have gone on after Cal State to win at their next steps. When we learn that student-athletes like softball third baseman Catrina daLuz has won a post-graduate scholarship from the NCAA to study sports management, or former women's basketball player Shannon McGlothlin is now a practicing nurse, we realize that the true measure of a collegiate athletics program is how well prepared student-athletes are for life after collegiate athletics.

The next time you visit the trophy case in the arena, remember that, for each one of those trophies displayed, there are several Cal State, San Bernardino graduates out in the community still winning at their chosen endeavors, due in part to what they learned off the playing fields and courts.

Editors Note: Bill Gray now serves as the marketing coordinator for the university's off-campus programs in the High Desert.
2000 Dave Stockton Coyote Classic Golf Tournament

Dave Stockton, 1996 U.S. Senior Open Champion, and CSUSB athletics will host the fifth annual Dave Stockton Coyote Classic Golf Tournament on Nov. 13, at Arrowhead Country Club in San Bernardino.

The tournament raises money for athletic scholarships at Cal State and has generated more than $235,000 over the past four years. Sponsorship for the prestigious event provides an excellent corporate outreach in a relaxed, fun-filled environment. If your company sells to other businesses in the area, this outing may be for you. Participants are upscale, affluent and tend to be influential in their communities. For more information about the tournament and to be placed on the mailing list, call the athletic development office at (909) 880-5049.

Scholarships Get Boost

CSUSB student-athletes demonstrate the university's commitment to high quality in both academics and athletics, and the 2000 Coyote Athletic Association (CAA) Membership Drive demonstrated the Inland Empire's commitment to the cause as well.

The drive raised more than $49,000 for student-athlete scholarships at CSUSB. More than 40 volunteers spent valuable time and resources over a six-week period in February and March to help generate financial support and interest for scholarships, which help make the university's programs more competitive in the powerful CCAA. The funds are used to meet the scholarship needs of athletic programs at CSUSB.

"The CAA recognizes the value of student-athlete scholarships and the association's role in building a successful athletic program for CSUSB, alumni, friends and citizens of the Inland Empire community," says Larry Ryan, director of development for athletics. Annual gifts, he adds, help student-athletes get the "academic training that will live with them forever."

Ryan encourages joining other loyal fans of Coyote athletics who contribute each year and help the student-athletes, the university and the region attain new levels of distinction. Members of the CAA receive many different benefits from a newsletter to apparel and tickets for sporting events. For more information, call the athletic development office at (909) 880-5049.

COYOTE SUMMER/FALL SPORTS CALENDAR

The number to call for more information on the sports listings, all of which are home contests, is (909) 880-5011.

AUGUST
30 Women's Volleyball
   Univ. Of Alaska-Anchorage, 7 p.m.

SEPTEMBER
9 Men's Soccer
   U.C. San Diego, 3 p.m.
12 Men's Soccer
   Grand Canyon University, 12:30 p.m.
14 Women's Volleyball
   University of Tampa, 7 p.m.
15 Men's Soccer
   Cal State LA, 4 p.m.
17 Men's Soccer
   Cal State, Dominguez Hills, 12:30 p.m.
22 Women's Volleyball
   Chico State, 7 p.m.
23 Women's Volleyball
   Cal State, 7 p.m.
26 Men's Soccer
   Claremont College, 4 p.m.
27 Women's Volleyball
   Cal Poly Pomona, 7 p.m.
29 Women's Volleyball
   Cal State Bakersfield, 7 p.m.
30 Women's Volleyball
   Cal State Stanislaus, 7 p.m.

OCTOBER
6 Men's Soccer
   Chico State, 4 p.m.
8 Men's Soccer
   U.C. Davis, 12:30 p.m.
13 Women's Volleyball
   Sonoma State University, 7 p.m.
14 Women's Volleyball
   San Francisco State, 7 p.m.
16 Men's Soccer
   Cal Baptist, 3:30 p.m.
20 Women's Volleyball
   Cal State LA, 7 p.m.
21 Men's Soccer
   Cal Poly, Pomona, 1:30 p.m.
Women's Volleyball
   Cal State, Dominguez Hills, 7 p.m.

NOVEMBER
10 Women's Volleyball
   Grand Canyon University, 7 p.m.
11 Women's Volleyball
   U.C. San Diego, 7 p.m.

2000-2001 Coyote Basketball Season Tickets on Sale NOW!!

Men's Basketball $80
Women's Basketball $50
Both $110
Alumni Association Member— (men's basketball only for discount)
   Senior Citizens (55+) $75
   CSUSB employees receive a 50% discount on all season tickets.

Reserve your tickets now by calling the Athletic Development Office at (909) 880-5049. Be part of the action in 2000-2001 as the Coyote men's basketball team defends its California Collegiate Athletic Association title and the women's basketball team pursues their second post-season appearance in four years! :)
Because time does not stand still, the university knows it still stands based, in part, on the modern machinery it possesses. Super technology is here. The mouse is moving up.

Loosely reconstructed, the story goes something like this.

Back in 1996 techno engineers and scientists from several U.S. colleges were tooling about the Internet minding their own business. Then they noticed something. No, they'd been noticing it for quite awhile. The system that had been invented for technological testing and serious exchanges of information was, in fact, too blasted slow. Slow because, since the "Mother of the Internet," ARPANET, first made the scene almost 30 years earlier, the web had become increasingly commercial and as jammed with customers as an ice cream parlor in a summer heat.

Sufficiently miffed, universities asked the National Science Foundation if they could hook up with the high-speed backbone network that the NSF had created with MCI. The NSF liked the idea. It even offered grants to other institutions wanting to plug in. Internet 2 was born. Researchers were happy again.

Two years later Yasha Karant was looking happier, too. Karant, a computer science professor at Cal State, and three of his associates had secured a piece of a $1 million grant from the NSF. The grant went to three CSU system campuses for links to vBNS, or very high performance Backbone Network Service, which makes it possible for CSUSB students and researchers to skate the spacious bandwidths of Internet 2.

More than ever, getting high tech equipment onto campus isn't seen as luck or luxury. It's a way of thinking. Cal State faculty are thinking high tech, and high tech will get them and their students thinking even higher. "Technology, research and its application, both basic research and applied research," says Klaus Brasch, executive director of research development and tech transfer at Cal State, "are, more and more, coming into the fore in everything we do."

When Karant and Kay Zemoudeh, who also teaches computer science at Cal State, established the Institute of Applied Supercomputing (IAS) in 1996, their aim was to lay their hands on some of the best technology available. That's what would

CONTINUED ON NEXT PAGE
make the university competitive. A couple of generous grants and
donations later, they had equipment like an Intel iPSC/860 32-node
hypercube, a Silicon Graphics Challenge 8 processor high perfor­
ance computer and SONET OC-12 network with ATM and
switched Gigabyte Ethernet connections, and more, all of it designed
to do such things as advanced computational work in materials sci­
ence, bio-technology, environmental engineering and public sector
planning. Up to that point, this kind of computing was too costly or
too impractical. And then there are the usual upgrades. The institute
still wants to add other equipment to handle V.90, ISDN and DSL
for high-speed dial-up connections, more online and nearline storage
for a capacity in the multi-Terabytes, and the ability to handle virtual
reality and multimedia, including HDTV.

Don't let all the uppercase letters throw you. What they all spell
is high-performance.

For more high-performing technology, students at the university
need not travel far. Go downstairs to the basement of the biology
building, unlock the doors and step into a suite
of three or four rooms, carefully cooled.
You're in the Electron Microscope Image and
Analysis Center (EMIAC).

The scanning electron microscope, which
uses electrons rather than light to image a
sample, can magnify up to 100,000 times and
still give great pictures. Compare that with a
light microscope. It's built to handle magnifica­
tion of about 1,000 times. Students and CSUSB
professors have been using the SEM, as well as
the center's transmission electron microscope
and a fluorescence microscope for several
years. Britt Leatham, a geologist, is looking at
micro fossils. Biologist Richard Fehn is
researching the causes of diabetes. And biolo­
gist Jeff Thompson, who also directs the
EMIAC, is studying nerve regeneration in the
retina after it suffers damage.

The high call to the EMIAC is the same as it
is for the IAS, or Cal State's cartography and
geologic information science lab, or the astro­
nomical observatory now in planning—technology, stretch thy legs.

"My vision," Thompson says, "is to take
these images and get them off campus."
“A piece of advice I’d been given that I didn’t take was to wait a year to decide what to become active in,” says Marilyn Karnig about her infusion into activities in the Inland Empire as husband Al assumed the presidency of Cal State, San Bernardino. “I’m glad I didn’t wait because if I’d been asked once and turned them down, they might not have asked again.”

Now, nearly three years later, the extent of her involvement seems exhaustive: Chairman of the board for Arrowhead United Way, service on the search committee for the San Bernardino City Schools Superintendent, Hillside-University Demonstration School Governing Board, San Bernardino Symphony Associates, CSUSB’s Scholarship Campaign Committee, CSUSB’s Robert V. Fullerton Art Museum Board, the San Bernardino Commission on the Fine Arts and, most recently, regional coordinator of the Million Mom March on Mother’s Day. While she was busy becoming involved, she also found a “warm and welcoming community of people,” she says.

“Her organizational skills, can-do attitude and cheerful, positive spirit make her easy to work with,” observes Doug Rowand, president of the Arrowhead United Way. “Volunteers enjoy working with her. And she’s so well known and well respected in her own right in the community that it adds credibility” to the organizations she’s affiliated with.

Her broad professional and educational background help her assimilate easily. A registered nurse who also holds a marketing degree from Arizona State University, she has managed her own interior design business and worked as a sales representative for carpeting and copiers. So when Al Karnig became the third president of Cal State, San Bernardino, Marilyn assumed a leadership role too—that of community volunteer and university ambassador. In fact, her business card reads “assistant to the president for special projects.” Although the position carries no remuneration, it fulfills a significant supportive function for the president’s outreach efforts.

“The university has two CEOs for the price of one,” suggests long time university supporter Charles Obershaw. “She’s a dynamite executive and a take-charge kind of person.”

Her role is integral to the success of CSUSB, believes Shelby Obershaw. “She was such a quick study in learning about the community,” she says, noting that it wasn’t long after she met Marilyn before she was active and building connections between the university and the community.

No stranger to academe, Marilyn had served as a development officer for the College of Engineering at the University of Wyoming. She then coordinated all fundraising for seven colleges and guided the efforts of the fundraisers in the seven University of Wyoming colleges. So she was familiar with community involvement, including service for the symphony there, which she has replicated by sitting on the board of the Inland Empire Symphony and supporting the symphony guild’s activities as well.

The symphony involvement was a “natural,” she says, and so was service to the university’s fine arts programs, including membership on the board of the Robert V. Fullerton Art Museum on campus. As special events chair for the San Bernardino City Library Foundation board, she sees a synergy among her activities to promote culture and education throughout the Inland Empire.

“If we want to have a good business base in San Bernardino, we need to have a cultural and educational core,” she states.

Designated as the citizens’ representative on the search committee for the superintendent of city schools in San Bernardino which selected Arturo Delgado to succeed E. Neal Roberts last year, Marilyn feels it’s important to be in touch with all levels of education and to speak to the quality of educational services available in the region. Her membership on the governing board for Hillside-University Demonstration School, a San Bernardino elementary school that partners with faculty and student teachers from Cal State, has been informative.

“It’s important that we tell people about our schools and that we feel good about what’s occurring here,” she notes, adding that she’s heartened when Cal State faculty and administrators choose to make their home in San Bernardino as well as in other nearby cities.

In her interactions with community members, she finds Cal State’s
DEVELOPMENT STAFF COMPLEMENTS ORGANIZATION

Four additional fundraising professionals have joined the University Advancement staff in recent months, reports Mike Tracey, executive director of development. Cal State’s contingent of development officers is aligned with programs and initiatives that can attract additional support from alumni, corporations, foundations, businesses and individuals.

ARTS, EDUCATION COLLEGE REPRESENTATIVE

Raising funds for the Robert V. Fullerton Art Museum, among other projects for the College of Arts & Letters plus the College of Education is the new assignment for Anne Turner, who joined the advancement staff in November. She comes to the position from Harvey Mudd College, where she was associate director of Annual Giving and Parent Programs.

A member of the National Society for Fundraising Executives and the Council for Advancement and Support of Education, Turner also belongs to the Fontana Rotary Club, American Business Women Association, Upland Route 66 Charter Chapter, Pitzer College Annual Fund Committee, American Association of University Women and the Southern California Women’s Caucus for Art.

SCHOLARSHIP CAMPAIGN ORGANIZER

Championing the university’s new scholarship drive, “Celebrating Scholars, Creating Opportunities,” is Elva Salgado, who joined the university after 10 years as executive director of the Camp Fire Boys and Girls, Mt. San Antonio Council. In addition to

SCHOLARSHIP DRIVE ATTRACTS SUPPORT

“I have always felt that in order to realize your dreams, you need a good education,” explains Robert Forsythe, a 1999 business graduate who recently endowed a $6,000 scholarship as part of the university’s “Celebrating Scholars, Creating Opportunities” scholarship drive.

“Claire and I wanted to do something to help people achieve those dreams,” he adds. Both the Forsythes have committed themselves to gaining an education throughout their lives. He holds associate degrees from both Riverside Community College and San Bernardino Valley College, where he was a member of the first graduating class in television broadcasting. He helped with the construction of the campus’s PBS station, KVCR-TV, and in the building of San Bernardino’s first television station, the former KCHU, channel 18.

After serving in the Navy, he met and married Claire, who has since taken several business courses at RCC. She has worked in accounting and finance for Bourns, Inc., and spent nearly 24 years as an office professional at a local welding supply company. Robert Forsythe also worked for Bourns as well as Western Electric. Currently he’s an engineering technician at Dynecorp, formerly known as Dynlectron. His undergraduate degree from Cal State includes a concentration in information management and a specialty in computer information.

With three grown daughters and the recent celebration of 30 years of marriage, the Forsythes continued to look for ways they could make a difference.

An inheritance from an aunt made that possible, Robert says, yet he hopes to do more.

“I knew when I was growing up in high school and junior college that there were a lot of bright kids who had the capability of going to college, but their circumstances might not permit it. I thought then that if I ever could get to a point where I could help those students, that’s what I would do.”

COLLEGE OF EDUCATION TAPS ADVISORS

Three educators are the pioneering members of the College of Education’s new advisory board, announces Anne Turner, director of development. “Each member of the board will bring his or her expertise to the table along with connections for fundraising for the college in our community,” she explains. The inaugural members are: Keith Dolan, John Durham and Marilyn Sauer.

Dolan is a retired faculty member of the college and resides in Solano Beach. He has remained busy in retirement by serving as an interim principal in several schools throughout the Inland Empire.

Durham is vice principal at Colton High School and is an instructor for National University courses on the Internet and computers. A CSUSB alumnus, he was advised by Dolan, when he was a professor at Cal State. He is related by marriage to Charles and Shelby Obershaw, who helped the university launch its first campuswide scholarship drive, “Celebrating Scholars, Creating Opportunities,” with a $500,000 contribution.

Sauer is a retired principal and active member of the San Bernardino community. She supervises interns in the Fontana School District and is a member of the community patrol in Highland. She remains active in both the San Bernardino and Riverside city school districts.

More information is available from Turner at (909) 880-7773.
securing merit- and need-based scholarships, Salgado is working with the vice presidents for student affairs and information resources and technology to identify needs for program enhancement. She also raises funds for the Pfau Library.

Among her civic activities is membership in the Rancho Cucamonga Rotary, Ontario Chamber of Commerce, San Gabriel Valley YWCA and the Fairplex Hispanic Advisory Committee to the President. Salgado also chairs the Spanish Trails Girl Scout Risk Management committee and supports the Camp Fire Boys and Girls, Mt. San Antonio Council.

CORPORATE, FOUNDATION RELATIONS LAUNCHED

With a background in education and fundraising at Harvey Mudd College and Claremont Graduate University, Rebecca Coleman has been named the university’s first director of corporate and foundation relations. She is responsible for engaging corporations and private foundations for major initiatives. Among these are the university’s $1.5 million scholarship campaign, a new Water Resources Institute and expansion of Cal State’s Coachella Valley Campus.

A member of the National Society of Fundraising Executives, Greater Los Angeles Area, and of the League of Women Voters in Claremont, Coleman also is treasurer of the Friends of the Bernard Biological Field Station.

FUNDRAISING EVENTS COORDINATOR

Ronna Kivisto is the new assistant director of development and manager of special events for Cal State. Responsible for securing underwriting for major fundraising events for the
THE SHAPING OF A DIPLOMAT

Choosing Johnny Lambert was, it seems, one of the easier proposals considered at the annual, regional Arab League competition this past April. At least that's the story the numbers told. Once all was said and done, 120 delegates voted Johnny in as next year's secretary general—a nice, friendly, neutral vantage point from which Johnny will watch competing colleges gun like crazy for his CSUSB teammates in 2001.

Let's just say Cal State, San Bernardino has not reached most favored nation status among its competitors at the Arab League. The university can represent Iraq, Egypt, whomever. The university always wins. Ten straight so far. It's a similar script at the Model U.N. international competition in New York, where the team has picked up outstanding delegation honors in five of the last six years.

In the Arab League, "There are some schools that have animosity toward us," says Johnny, a member of the university's Model Arab League and Model U.N. diplomacy teams for the past three years. Right now he's finishing up his master's in national security studies. "They come out there strictly preparing for us... We've lost really good teams such as Stanford," he says, explaining that some colleges no longer compete because they have "a name to protect."

The two tournaments are all about knowing the country you represent and about masterful execution of parliamentary procedure—two of CSUSB's strengths, says team advisor and political science professor Ralph Salmi. But what many teams miss, adds Lambert, is what it means to win.

"We go into these competitions with a mindset of a win-win situation. I don't mean a win-win mentality. I mean, this doesn't have to be a zero sum game. There's always room to negotiate. There's always room. We never come into a room with an answer of 'no' or 'but.' This is the way international relations is conducted in the world today. It's about finding common ground."

The ground around East L.A., where Johnny lived until the age of seven, may have seemed relatively uncommon for a boy whose neighbor friends would, in a good-natured way, call "gringo."

But, says Johnny about that time in Los Angeles, "I never look back at it with any regret."

Home in the fall will most likely be in Saudi Arabia. King Fahd University of Petroleum and Minerals badly needs English teachers, and so Johnny is scheduled to teach there through April 2001. He'll be back just in time to perform his duties as the Arab League tourney's secretary general. He'll also be getting back to the arena he loves. "My goal," says Johnny, "is to travel around the world, eat exotic foods, meet important foreign leaders, and establish foreign policy that is going to protect the national security of the United States."

That love for foreign policy is more than academic. From his father, a former naval intelligence officer and Vietnam veteran, he learned too well of war's horrors. The foreign service exam, which he hopes to take within the next year, will be a declaration of Johnny's own war on war.
Associated Students Infuses Life, Service on Campus

by Mary Ellen Abilez, A.S.I. president

Do you remember what your student body government accomplished the years when you attended Cal State, San Bernardino? Chances are unless you were part of the A.S.I. organization, you wouldn't have a clue. Nevertheless, A.S.I. has always been there for students and this year's A.S.I. Board of Directors has worked hard to make a lasting difference on behalf of the student population.

Answers taken from a survey given to students during a give-away last spring were the impetus for a greater effort for A.S.I.-sponsored speakers, concerts and events.

Howard Zinn, nationally acclaimed political activist, historian and author of "The People's History of the United States," honored our campus with his presence last semester. The student voice was heard at the local and state level on such issues as the governor's proposed mandate for a service-learning component, credit card marketing practices and changing from a quarter to a semester system. Also, a greater effort was made to participate in local politics by sponsoring a reception for congressional candidates, and later, for those running for city council.

On another note, perhaps no other A.S.I. expenditure of the recent past has affected alums and students more positively than last year's purchase of the JobTrak software for the Career Center at Cal State. Dr. Patricia Rodgers Gordon, director of the Career Center, reports that hundreds of students are connecting and searching for jobs from home. A recent A.S.I. funding for a free fax machine use further helps those students and alums who need to send a resume off quickly to a prospective employer. The address is www.jobtrak.com and jobs is the password.

Associated Students, Inc., has also in recent months developed a closer tie to the Coyote Athletics Association in an effort to increase school spirit and foster pride. A.S.I. is a current sponsor of C.A.A., and has donated cash prizes and a banner for denoting game nights.

In addition, A.S.I. has just purchased the long-awaited bronze statue of a coyote family that graces the entrance to Coyote Drive leading to the arena parking lot. After its arrival from China, and during a well-attended dedication event, the public artwork was donated to the campus on behalf of Cal State students past, present and future.

STUDENTS HONORED AT AFRICAN/AFRICAN AMERICAN DINNER

Three scholarships totaling $1,000 were awarded to students at the Seventh Annual African/African American Graduating Student Recognition Ceremony on June 9. Cliff Young, CSUSB's executive assistant to President Albert Karnig, was the featured speaker.

Lance Bailey, a freshman majoring in psychology, captured the John C. Overton Scholarship, worth $500, while Lorna Williams earned the Academic Excellence Scholarship, worth $300. She is a credential candidate and pursuing a master's degree in special education. A general scholarship of $200 was awarded to Teshami Reid, who also is a graduate education student.

The event is designed to celebrate the cultural and academic achievements of African and African American students at the university. Kente cloths, certificates and other special awards were presented to the participating students as well.

TWO AWARDED L.A. TIMES' SCHOLARSHIPS

Communication Studies students Elizabeth Cruz and Desiree Lisa Hunter captured $2,500 scholarships each from The Los Angeles Times in May. Honored at a regional banquet that also recognized outstanding high school newspapers published in the San Gabriel Valley and Inland Empire, both students already are working in their discipline. Elizabeth is employed by KGKI Radio and Desiree is a reporter for The San Bernardino County Sun.

The Los Angeles Times' Fund Scholarship Program was established to support education and journalism with 36 scholarships awarded for the coming academic year.
Student Union: Where the Bell Tolls

by Jennifer Nelson

At the base of the clock tower lies 43,000-square feet of buildings and services paid for exclusively by students' fees. Many assume that the foundation for this campus landmark is merely a place to grab a quick bite to eat, buy movie passes, or see friends as they rush to class. But for some, this building is much more—it represents the heart of the university.

This building, the Student Union, houses Associated Students, Incorporated (ASI), Women's Resource Center, Adult Re-Entry Center, Cross-Cultural Center, copy center, game-room, student graphics department, food services, and the Student Union Program Board. These centers or units of the union offer a wide range of services to the campus community. From educational programming and cultural events, to student governance and places to socialize, study, or grab a quick bite to eat, the Student Union provides extensions of traditional classroom education.

While the majority of Student Union employees are paid student assistants, the Program Board Consultants are primarily volunteers. Their role is to plan and carry out the entertainment events for the Student Union. Traditionally, their focus has been on the mere "entertainment" aspect of event planning. However, over the past couple of years, this focus has been shifting. Even though the Program Board continues to offer programs that provide levels of entertainment, the following programs represent their response to the growing diversity and needs of our student population:

- Two consecutive years offering a fall family festival that catered to our adult re-entry population, and to our surrounding community.
- Now underway, an academic tournament "College Bowl."
- New this spring, the Last Lecture Series in which professors will share in an intimate setting, the last lecture they will ever (hypothetically) give.
- Beginning in the spring, a showcase of student art in the "Rotating Student Art Exhibit" in which student art will be displayed throughout the Student Union.
- Through collaborative efforts, coffee-houses that promote the diverse genres of artistic endeavors.
- A stress-free zone during finals week, with extended Student Union hours for studying.

While adding to the entertainment, community service, and additional cultural experiences to the campus, the Student Union has provided valuable learning experiences for the Program Board Consultants. These students have taken the knowledge they have learned in the classroom and applied it to all aspects of event planning. Through these experiences they gain valuable tools that they can take with them into their careers.

Imagine that five undergraduate students and a graduate student are responsible for all of these events. Imagine other Student Union centers and what they have to offer, and the next time you hear the clock tower chime ask yourself, "I wonder what is going on in the Union today?"

FIRST-PLACE AWARD GOES TO M.B.A. STUDENTS

One of three top awards for outstanding performance by graduate students in the International Collegiate Business Policy Competition was captured by CSUSB this April. Competing against 16 graduate student teams in the strategic management simulation game, Cal State's team created the company, Excalibur Technologies, a manufacturer of hand-held personal computers for individuals. Heading into the weekend simulation, Cal State's team of six students was in first place for the Internet-based portion of the contest, which required participants to routinely make decisions that would affect performance of their simulated company.

Sue Greenfeld (Management) mentors the team each year. This is Cal State's third year in the competition, which hosted 39 schools. Some two dozen sponsors from the Inland Empire area also helped the team cover its expenses for the competition.

RAISING CONSCIOUSNESS OF DISABILITIES—Since losing a leg to bone cancer in 1973, Ted Kennedy, Jr., has carried the torch on disability-related issues, so he appeared at Cal State on May 12 to share his personal and public struggles. The executive director of the nonprofit public policy group, Facing the Challenge, Kennedy spends a good portion of his time examining environmental factors that open the door to disease and disability.
Student Fees

Public higher education in California is the best bargain in the nation. Tuition rates—student fees, as our system calls them—are quite low for community college and UC students. Moreover, among the thousands of public and private institutions, CSU’s fees levels are the very lowest in the United States!

Currently, full-time CSU students pay $1,830 a year in fees—half as much as the national average for four-year public colleges and universities. These fees make education very accessible to middle- and upper-income families. But still, with books, living expenses and other costs, even CSU’s low student fees may prove burdensome to those in our society who are deserving but less affluent (often, though not inevitably, people of color). Therefore, adequate financial aid must continue to be available.

As our enrollments increase, I believe it would be more sensible to ask upper-income families to pay higher fees while providing more grants-in-aid for students from families with insufficient means. To allow all students to pay artificially low fees places an immense burden on the system—and puts that system in jeopardy when the next recession strikes.

The current system, with students paying only about 20 percent of the real cost of education, constitutes a state subsidy to affluent families that disproportionately represent the full-time enrollments in our public universities. Considering the profound financial advantage that a college degree brings (about 100 percent higher wages, on average, than a high school diploma-holder), it constitutes an enormous personal as well as collective benefit. By setting fees at a modestly higher level—one that produces the additional revenue needed to assure educational opportunities—and by offering aid to those who could not otherwise attend, we would better generate the resources necessary for a world-class education.

In the next issue of the CSUSB Magazine, I’ll focus on improving transfer rates from community colleges to the CSU and UC systems, as well as outline some potentially valuable changes to CSU’s financial structure and role in California’s higher education system.

Marilyn Karnig

reputation is building. “The more they know us, the more they like us. They like the fact that we’re doing community partnerships,” she adds, referring to an emphasis in the university’s strategic plan to extend expertise to needs in the region. She cites new ventures, such as the CARE Center, which offers support for small businesses and entrepreneurs through joint arrangements made by the Small Business Administration, Small Business Development Center, the Arrowhead Credit Union and Cal State.

“I think people have to realize what a wonderful university Cal State is and, as it continues to create more citizens that move into the workforce, the university becomes even more valuable to the whole area.”

Perhaps one of the most rewarding responsibilities for Marilyn since she joined the university has been her involvement in launching the university’s first campuswide scholarship campaign, “Celebrating Scholars, Providing Opportunities.”

Contributions

university, Kivisto brings with her a background in sales and marketing in the private sector. Former owner and general manager of Joe Greensleeves restaurant in Redlands, Kivisto also has worked as an account executive for the Los Angeles Times and Orange County Register for nearly 15 years. She has also taught elementary school.

A longtime supporter of Coyote Athletics at Cal State and a member of the Friends of the Museum at the university, Kivisto is active in the Riverside Chamber of Commerce and Rotary Club as well as the Inland Empire Chapter of Executive Women International.
A Hand in Making Up for Lost Dimes

by Jim Cavener

"I'm no longer the big field person I once was, tramping through the tundra, banding swans," says Dianne Wilkman, a 1984 M.B.A. grad, when asked about her lingering interest in birding, and her background as a one-time professional ornithologist for the U.S. Department of the Interior. "These days my husband and I just grab the binoculars and glance at the bird feeder outside our home in Riverside."

Wilkman has come a long way from a childhood in Indianapolis, an undergraduate degree in Russian at Baltimore's Goucher College, her early career in government and in the private sector environmental field. Now president and CEO of Consumer Credit Counseling Service (CCCS) of the Inland Empire, she has helped the nonprofit group grow to more than 40 locations in five Southern California counties. That impressive venture was noticed in 1999 when Cal State named her the university's most distinguished alum.

"The terrible bankruptcy problem of the '90s brought lots of players into the field and the industry is rapidly restructuring to adjust to those who see an opportunity to get part of a growing market share." The credit industry is in hot pursuit of college students in order to increase each issuer's profit margins. Often handling their own finances for the first time, students are a ready market for new credit plans, and sometimes an easy mark for opportunists. When asked about a recent USA Weekend article concerning the consumer credit industry, Wilkman was not pleased by the stress placed on the profit motive by these fee-for-service organizations.

"There has been very aggressive marketing of credit cards on college campuses by major issuers," Wilkman says. "Many colleges and universities create their own affinity cards, as does CSUSB, and all this available credit gives the inexperienced consumer a great deal of latitude for problems."

In her work, Wilkman is attempting to bring responsibility and reason to credit card ownership and use. "Students need to build a credit rating, and affinity cards help the issuing university and its students/alumni by generating income with each charge on the card. These are good reasons regularly to use such credit vehicles."

Wilkman learned early about college and credit. When her psychiatrist father moved from the Midwest to join the staff at San Bernardino's Patton State Hospital, she and her daughter decided to make the move as well. Soon, Wilkman entered the CSUSB graduate program in business. With an M.B.A. under her wing, and after a brief stint as a bilingual teacher's aide, she went into commercial banking, arranging loans to businesses.

While in the banking industry Wilkman marketed credit cards at her alma mater. In the early '90s, when she served on the Alumni Board of Directors, she was instrumental in setting up the CSUSB Alumni Affinity Card program.

"I came into the consumer credit counseling area through pure serendipity," she explains. "I had some experience, perspective and understanding of the financial world, and had worked with the board chairman of the Consumer Credit Counseling Service." When the director's post of Riverside-based CCCS opened and Wilkman was offered the job, she was able to use her growing awareness of bankruptcy problems to help people with financial issues.

These same issues, she says, also affect universities, which "lose a lot of students because of financial problems. This then becomes a concern for the university, the student, parents, local businesses and credit grantors," Wilkman adds. "We are eager to work with large campuses like CSUSB to be a resource to their customer base—students—to assist them in developing good financial planning."

Given that some students develop poor money-managing skills, Wilkman has a sense of humor about the roads her career has taken. Maybe, she laughs "my current professional position is penance for my earlier efforts to introduce credit cards on campus!"

Freelance writer Jim Cavener lives in North Carolina and bicoastally Southern California.
Can you help us find these missing persons?

CSUSB is looking for its “lost” graduates from the 60s. If you know the whereabouts of any of the following alumni, please let us know how we might get in touch with them by contacting us at alumni@csusb.edu or (909) 880-5008.

**Class of 1967**
- Dorothy L. Alexander
- Frank M. Amy
- Lynne Anderson
- David L. Brewster
- Robert W. Cunningham
- Georgene French
- John H. McCoy
- Mark D. Mollet
- Pamela Pecoraro
- Cheryl Peterson
- Claudia L. Peterson
- Mark A. Poppett
- Paula Rounds
- Findley Shepherd
- Janie S. Smith
- Clemens Tarter
- Roy F. Touzeau
- Jane C. Turner

**Class of 1968**
- Carmen Acevedo
- Victor H. Deres
- Joan Gorman-Myer
- Sharon Hegarty
- Dodd Hanes
- Peter H. Howard
- Walter Kadky
- Judith Kuchman
- Pat Mazzarino
- Alice R. Roelofs
- Sue A. Rubin
- Robert Sanchez
- Marilyn A. Schofield
- Barbara L. Stockwell
- Phyllis A. Stripling
- Carol A. Wiltsey
- Steven Wizelman

**Class of 1969**
- Philip Alloway
- Marlene E. Anderson
- George S. Andrews
- Rosma J. Arthur
- Barbara G. Bandy
- Michael Beeson
- Beatrice Bending
- Sandra Bergstrand
- Walter Berndt
- Dorinda Bickley
- Michael G. Brown
- Nancy Carver
- Sue Cochran
- Rose Crist
- Linda K. Deur
- Stephanie L. Fehn
- Amy L. Higgins
- Juanita Landrum
- Philip R. Lindeman
- Wambui Lipari
- Matthew Lowry
- William K. Maddox
- Marlene C. Maxwell
- Sandra L. McGann
- Shawn M. Morrison
- James L. Naroch
- Sandra Pierce
- Barbara Pope
- Richard Rails
- Edith Rice
- Edward Rimbaugh
- Donna K. Smith
- William E. Sneed
- Suzanne Stephenson
- Arlene V. Tanner
- Charles C. Thacker
- Ruth Thune
- Linda C. Wallace
- Mary Whitty

**Theatre Arts alumni Eric Mulz (’99), Heatherly Stephens (’96), Becky Wielb (’99)** and Lisa Lyons (’99) came home to Cal State to perform in Andrew Lloyd Webber’s and Tim Rice’s exuberant musical, “Joseph and the Amazing Technicolor Dreamcoat.” Directed by Professor Margaret Perry, the performance played to sold-out audiences at the historical California Theatre in downtown San Bernardino. Many former CSUSB theatre arts students attended the gala scholarship opening performance and later in the evening joined the cast at Carlos O’Brien’s for a celebration and CSUSB theatre reunion.

**HERE’S A REAL EYE OPENER!**

The CSUSB Alumni Association is pleased to offer an affordable price on LASIK eye procedures, the latest in vision correction. Normally up to $5,000 for both eyes, LASIK eye procedures are being offered by the association to alumni and friends for only $2,600—a savings of up to $2,400! Added value: Your purchase results in a $500 tax-deductible, charitable contribution to the Alumni Association. The association is proud to partner with Arrowhead Credit Union to offer convenient, low-rate financing for your LASIK procedure. Contact your Alumni Association for more information: alumni@csusb.edu or (909) 880-5008.

**ALUMNI AND GRADUATING STUDENTS:**

Please note that your name, address, phone number, college and year of graduation may be used by California State University, San Bernardino for the development of university-affiliated marketing programs. If you do not wish to have this information used, please notify the university by writing to the Alumni Office at 5500 University Parkway, San Bernardino, CA 92407-2397.
East Coast Alumni Coverage in NYC

Cal Staters from New Jersey and New York hooked up in the Big Apple on April 17 for a CSUSB alumni gathering and show of support for the university’s student delegation, in town for the 2000 National Model United Nations conference. Despite a red-eye flight and lost luggage, Dr. Ralph Salmi and his Model United Nations team joined alumni for a reception at the Film Center Café and later in the week took top honors, once again, in this challenging and educational simulation of the United Nations.

“Our experiences at CSUSB have always been positive. In addition to the excellent education we received, we have enjoyed the friendships and professional associations that have accompanied being part of the CSUSB family. As members of the Alumni Association, we are able to keep informed of the latest accomplishments, news and events regarding the university. We are pleased to be part of the Alumni Association at CSUSB. It’s our way of supporting the university in its goal to continue reaching for excellence.”

— Kristin Skipper Arellano, B.A. liberal studies 1991
— Mauricio V. Arellano, M.A. educational administration 1996

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

ALUMNI UPDATE & MEMBERSHIP APPLICATION

Name ____________________________ Previous name ____________________________ □ New address?
Home address________________________ State__________ Zip________________
City__________________________ Phone (H)__________________________ Phone (W)__________________________
Phone (H)__________________________ Phone (W)__________________________ E-mail__________________________
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.)

(7/00)
The CSUSB Annual Fund...“Got Money“?

You know the phrase as, “Got Milk?” but here at Cal State, San Bernardino the coolest new phrase is “Got Money?” The Annual Fund picked up the catchy slogan at the suggestion of Zack Tucker ’91, director of Development for the colleges of Social and Behavioral Sciences and Natural Sciences. While a little bold in its directness, the Annual Fund is just that, direct. This year the Annual Fund telemarketers had the opportunity to talk directly to alumni, educate them about the Annual Fund, encourage their participation and raise money.

It has been an exciting time for those of us in the Annual Fund program. Bringing the Annual Fund back to life after a three-year hiatus has been fun, informative, rewarding and successful! The goal this year was to build a comprehensive program that would be well recognized, respected and received by our alumni, parents, friends, faculty and staff for years to come. And the response has been tremendous. Many alumni have taken advantage of the Faculty Grams, sending messages to their former professors or making pledges in honor of a favorite professor who made an impact on them during their time here at Cal State. Parents and friends have embraced our efforts at raising funds, contributing generously in support of the educational programs that helped them or their children, while the faculty and staff have supported our efforts and encouraged the development of this vital program.

Most importantly, we have raised money! We are pleased to report that the Annual Fund efforts have inspired many to become new donors to Cal State, while countless existing donors have increased their contributions significantly this year. This show of generosity speaks volumes about the impact and importance that Cal State has had on the lives of the community it serves.

Our heartfelt appreciation is extended to all of our donors who contributed so generously, setting a new standard of alumni giving. When the Annual Fund telemarketers called, each of you took the time to learn from them what was new at Cal State, shared your experiences with them and touched their lives in a very positive way. And you helped them succeed in their goal of raising money for the Annual Fund. Your gifts will help us towards our goal of continuing educational excellence and we thank you.

Thank you to Ray Imbriani and his company, Sportsco, for donating our Annual Fund T-shirts with our catchy slogan on the back. They are really great and get the direct attention of everyone who sees them. Many Inland Empire businesses have supported the CSUSB Annual Fund by donating great incentives for challenge nights in the telemarketing center. Our deepest appreciation and thanks to El Tonto San Bernardino, TGI Friday’s San Bernardino, Pharaoh’s Lost Kingdom, Rosa Maria’s, Virgin Records and HMC Hosts, located at both Ontario Mills, and Scandia Amusement Park.

As for the telemarketing students, well, they are a big part of our success story! Thank you, Candice Veal, Alexey Zabolotskikh, Vanessa Steggs, Brenda Armijo, Candice Brackins, Shantae Cole, Erik Fallis, Tony Gobin, Jeannet Gonzalez, Joanna Marto, Jeni Tripp, Wende Williams, Ebony Harvey, Kyra Kendall, Shannon Jacobs, Tanisha Bradley, Matt Spalten, Tommy O’Laughlin, Scott Gordon, Franchette Padigon, Kristin Adams, Robin Murray, Amanda Thrasher, Nicole Saunders, Chanty An, Miniam Avila, Craig Blum, Jennifer Morgan, Chris Markin, Lila Lopez, Nathan Pellerin, Maggie Sanchez, and Lorena Segura. You all did a terrific job this year and we look forward to your return next year!

So the next time you hear the phrase “Got Milk?” think about Cal State, San Bernardino and think, “Got Money?” and smile, knowing you made a difference with your gift to the CSUSB Annual Fund.

There's no single reason to give...there are many...

Your gift to the CSUSB Annual Fund supports:

- Student scholarships
- Library acquisitions
- Recruitment of excellent faculty
- Student and faculty research
- Major speakers and special events
- Coyote athletics

Your gift to the CSUSB Annual Fund will go to the college or program of your choice ... Make your tax deductible contribution today! Please use the enclosed postage paid envelope when mailing your contribution. Thank you!
**1960s**

Dr. Marlin Brown, B.A. history 1969 and B.A. psychology 1971, retained his seat and presidency on the San Bernardino City Unified School District Board of Education. Marlin has served on the board for the past 16 years. He is the principal at Harry Truman Middle School in Fontana.

Marlene Anderson Evangeline, B.A. English 1969, M.A. English composition 1991, recently published "The Whiskey Eaters," a collection of short stories centered around the rough-neck characters of a small Western town. The stories are based in part on Marlene's own experiences in the local area and throughout the West. Marlene teaches at Oxnard College and is working on her latest novel, "Dance of the Steel Trains."

**1970s**

Barbara Clarence, B.A. social sciences 1976, is the assistant superintendent of educational services for Riverside County Schools. In that position, Barbara works closely with CSUSB's College of Education to promote teacher education programs such as Beginning Teacher Support and Assessment (BTSA).

Richard E. Heitman, B.A. environmental studies 1979, retired from Riverside's Planning Department, where he worked for 17 years, and now volunteers as a docent at March Field Air Museum.

Ronald B. Henke, B.S. health science 1979, is the clinic administrator at Patrick Air Force Base in Florida.

Bob Stranger, B.A. accounting 1971, was re-elected to the Yucaipa-Calimesa school board on which he has served for the past 20 years. Bob is a retired regional manager for Southern California Edison.

**1980s**

Steven Byerly, M.A. educational administration 1986, is principal of San Jacinto High School.

Shauna Clark, B.A. public administration 1980 and M.B.A. 1983, is the managing director of operations for the Democratic National Convention, which will be held in Los Angeles in August.

**1990s**

David Chamberlain, M.A. educational administration 1996, was appointed principal at Banning High School. David is pursuing his doctoral degree at the University of La Verne.

Shaun Geer, B.S. computer science 1994, was recognized for his outstanding work as CSUSB's operating systems analyst for library automation services at the 6th Annual Golden Apple Awards program.
Elizabeth A. Levy, B.A. liberal studies 1999, is a special education teacher in the Palm Springs Unified School District. Elizabeth worked as a special education aid for 10 years in the district before returning to CSUSB to earn her degree.

Julie Day Makerov, B.A. music 1996, took first place in the Eleanor Lieber Auditions with the Portland Opera Association and was awarded $10,500. The competition was established to support young singers and encourage them to pursue careers in opera.

Jo Ann McAnlis, B.A. sociology and criminal justice 1990, retained her seat on the Val Verde Unified School District governing board and now serves as its president.

Ronald Morrel, B.A. finance and real estate 1997, teaches math at Rancho Verde High School in Moreno Valley.

Lance Robinson, M.A. national security studies 1992, is an assistant professor of political science at the U.S. Air Force Academy in Colorado Springs, CO.

Greg Sellwood, B.A. small business management 1997, was named head professional and general manager at Soboba Springs Royal Vista golf club. Greg currently is working on PGA accreditation.

Nancy Spillman, B.V.E. 1999, joined daughter Judy (Cal Baptist 1999) and entered the teaching profession this year. Both are with the Lucerne Valley Unified School District. Nancy teaches ROP food service and middle school consumer science for the district. Both are pursuing advanced degrees at CSUSB.

Dr. Harold Volkcommer

Timothy Watkins, B.A. information management 1992, is a public affairs officer for the State of California. He works for the Department of Transportation, District 8, which serves San Bernardino and Riverside counties. Tim acts as liaison between Caltrans and the media, public and legislators.

Timothy Watkins

Julie Bealer, B.A. English literature 1998, married Ryan Smith in September in Riverside. Julie is the director of wedding designs for Helen's Garden in Riverside.

Julie Bealer

Ramsey Sam, B.A. marketing 1996, is helping to advance the cause of underprivileged Asian-Americans in his community by founding and heading the Asian-American Resource Center in San Bernardino. Ramsey, a Cambodian refugee, started the center to help Asian-Americans with job placement, training in the English language, and basic skills tutoring. The center is the only one of its type in San Bernardino and Riverside counties.

Cynthia Fernandez, B.A. psychology 1996, M.A. psychology 1998, and Nicholas Matthew Smith, a foreign language undergraduate at CSUSB, were married March 18. Cynthia is employed by Olive Crest Foster Family Agency, a private child placement firm in Riverside.

Kathy Gibson, M.S. mathematics 1994, married David MacKewen August 28, 1999, on the steps of the Administration Building at Crafton Hills College. Kathy is a professor of mathematics at the college.


Sue Ellen Burke (formerly Nagel), B.A. English 1969, passed away March 9. She was a teacher at Marshall Elementary.

Michelle Lindholm, B.A. psychology 1992 and M.A. experimental psychology 1998, is pursuing her doctorate degree in clinical psychology at the California School of Professional Psychology in San Diego.

Eduardo Valverde, B.A. criminal justice 1993, was the recipient of a Golden Apple Award this year for his outstanding service to students at Dr. Howard D. Inghram Elementary School in San Bernardino. Eduardo is a language tutor there. He also teaches citizenship classes at Inghram, is president of the Orange County Lions Club, and is a liaison for the Costa Rican government.
From music to talks to plays to entertainment with a twist, Cal State, San Bernardino has something 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 the numbers are in the 909 area code.)

**AUGUST**

**THROUGH AUG. 13**

**ART EXHIBIT.**
30th Annual Student Exhibit. Robert V. Fullerton Art Museum. Museum summer hours: Wednesday, Thursday, Friday 11 a.m.-5 p.m.; Saturday and Sunday noon-5 p.m.; closed Monday and Tuesday. Free. 880-7373.

**DINNER BANQUET.**
Establishment of the John M. Pfau book endowment in honor of John and Antreen Pfau for contributions to academic success of CSUSB. 4:30 p.m. reception; 6:30 p.m. dinner. Upper Commons. $50. RSVP by Sept. 13. 880-5102.

**SEPTEMBER**

**22**

**DINNER BANQUET.**
Establishment of the John M. Pfau book endowment in honor of John and Antreen Pfau for contributions to academic success of CSUSB. 4:30 p.m. reception; 6:30 p.m. dinner. Upper Commons. $50. RSVP by Sept. 13. 880-5102.

**OCTOBER**

**8**

**MUSIC.**
Country music star Jo Dee Messina. 7 p.m., Coussoulis Arena. $25 Gold Circle reserved seating, $22 general admission. Tickets now on sale through TicketMaster. (Service fees apply.) Alumni Association members receive $2 discount with proper I.D. for tickets purchased at arena, which begins ticket sales Sept. 11. Parking $5 or free with CSUSB permit. 880-7360.

**13**

**CONFERENCE.**

**26-28**

**CONFERENCE.**
Rumi Conference celebrates the lifework of the 13th century poet and philosopher, whose poetry is the best-selling in the United States. Featured speakers include Coleman Barks, Nader Khalili and Ana Perez Chisti. Cost ranges from $25 for one day to $75 for three-day attendance. Discounts for seniors, students and children. Some Saturday events free. Presented by the Center for Scholarship on Spirituality and the College of Extended Learning. Call 880-5977 for registration brochure.

Where do the Coyotes play? See the sports calendar on page 14.