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THE FRIDAY BULLETIN

News for Faculty and Staff of Cal State, San Bernardino

FEBRUARY
12,
1999

\$500,000 Gift Goes to Cal State's Desert Campus

by Cynthia Pringle
public affairs director

A \$500,000 contribution from the R.D. and Joan Dale Hubbard Foundation toward the California State University building campaign for its Coachella Valley Campus (CVC) in Palm Desert is the second largest gift received to date, university President Albert Karnig has announced.

The Coachella Valley Campus is in the middle of its capital campaign to raise \$8 million for the first building to be erected at the site granted by the city of Palm Desert for the new campus at the corner of Frank Sinatra Drive and Cook Street. The Hubbards' gift joins an earlier donation from the Mary Stuart Rogers Foundation and puts Cal State nearly at the half-way mark in its fundraising efforts for the first building, which is expected to break ground in 2001.

President Karnig extended his appreciation for the gift, speaking on behalf of the faculty and staff at the CVC. "I am delighted that Dee and Joan Dale Hubbard share our vision for dramatically expanding university programs in the desert. With more than 800 students already and a cadre of dedicated faculty who travel from Cal State's main campus in San Bernardino to teach at the CVC, we're 'bursting at the seams,' which makes this gift all the more timely and meaningful. The campus will offer students an opportunity for a future." The university has had to house classes in nearby College of the Desert and Palm Desert Middle School.

From its inception in 1986, the R.D. and Joan Dale Hubbard Foundation has awarded more than \$12.5 million to education and the arts and humanities. Both Mr. and Mrs. Hubbard are former teachers from Kansas and always have been strong supporters of education.

"On behalf of Joan Dale and myself we are very pleased to be able to make a significant contribution through our foundation to the establishment of a permanent campus in Palm Desert for California State University," R.D. Hubbard said. "We both have a strong belief in the power of education. The establishment of this campus in Palm Desert will enable the young people in the Coachella Valley the opportunity to complete their education and obtain a four-year degree. We believe the entire valley will benefit greatly from the opportunities and education that this campus will provide."

Currently the CEO and chairman of Hollywood Park in Inglewood, R.D. Hubbard is widely known for his business acumen in the racing industry. He owns and operates another thoroughbred race track in Phoenix, AZ, and the industry's most prestigious quarter-horse track in Ruidoso, NM. The Hubbards also are involved in a horse breeding operation in Kentucky.

Since 1996, concurrent with his duties at Hollywood Park, R.D. has been the managing partner of Bighorn Development, owner of Bighorn Golf Club, which is a private golf course and residential community at the foot of the Santa Rosa mountains in Palm Desert. Bighorn recently unveiled its second golf course, The Canyons at Bighorn, designed by Tom Fazio.

Prior to his involvement in racing, R.D. was involved for more than 15 years as CEO and

chairman of AFG Industries, Inc., which he built into the second largest flat glass manufacturing company in North America.

The Hubbards' involvement with Cal State dates back nearly a year when they hosted a gala to acquaint desert residents with the university's building campaign. Their gift accelerates the momentum of the campaign, which aims to raise \$25 million for three buildings on a 40-acre site set aside by the city of Palm Desert for the development of a comprehensive university. The first building, which is expected to serve 1,200 students, will be built on the parcel.

In addition, R.D. Hubbard will serve as chairman of a CVC golf tournament in March at The Canyons at Bighorn. It will be the first charity event to be staged on the new course.

Cal State offers upper-division courses leading to bachelor's and master's degrees in business administration and education. English and psychology also are offered at the undergraduate level and a graduate degree in public administration also is available. The university has operated the branch campus, located in temporary facilities on the College of the Desert, since 1986.

"The \$500,000 commitment by Dee and Joan Dale represents a significant milestone in the campaign to develop a university campus in the Coachella Valley," stated Peter Wilson, dean of the CVC. "Their leadership is a challenge to others in the valley who have the capability to make a difference."

Congressman's Aide Joins CSUSB

Wilmer Amina Carter, former district director for Congressman George Brown (D-42), joined Cal State as coordinator of governmental relations on Feb. 1.

An alumna with two degrees from Cal State, Carter has been working in governmental relations for nearly 17 years, developing and implementing local and national projects with other elected officials, public agencies, community organizations and businesses. She has served as a liaison with federal agencies on behalf of Congressman Brown's constituents.

During that same period she has owned and operated a retail business, Creative Business, and published a business directory. A Rialto resident, she presides over the city's Board of Education on which she has served for more than 15 years.

President Karnig commented that, "We're excited about Wilmer Amina Carter rejoining the university. She is exceedingly knowledgeable about community and legislative relations, and brings a wealth of successful experience. Her insights and advice will be quite valuable. And, as the university seeks to increase its partnership activities, she will serve as a very important community and legislative liaison."

Much of her volunteer work revolves around education, including service on The College Board's Advanced Placement Advisory Council, the San Bernardino County District Advocates for Better Schools and the Feldheim Library Literacy Board. She also is the district coordinator for the Center for Civic Education.

Her previous work experience includes a decade of service in academic departments and student services in the '70s at Cal State, from which she earned a bachelor's degree in English and a master's degree in education counseling. She also managed a school-to-work careers youth project for the National Council of Negro Women for two years.

Environment Focus of Latest Business Degree

A concentration in environmental management is being incorporated into the bachelor's degree in business administration at Cal State, San Bernardino.

Four core courses and two electives comprise the concentration, which represents cutting-edge thinking for the business realm, explains Elisabeth Ryland, one of three faculty who designed and will be teaching the curriculum. The emphasis represents a growing interest among students and faculty, she notes.

"The economy is embedded in the ecology," she says, adding that business managers need to focus on long-range thinking in their decisionmaking. "American Indians believe that every decision must benefit our children in the seventh generation," so that actions taken today are good for people alive 200 years from now.

Ryland has been a leader in incorporating environmental issues into coursework at Cal State. She introduced a course on "green management" four years ago for the master's program. The faculty are working on graduate-level coursework for this new concentration.

International Environmental Management will be the first course offered in the sequence beginning in fall 1999, notes James Rogers, chair of the management department. Management professors Pat McInturff and Gary Patterson also will serve as instructors in the environmental concentration.

The Bulletin Board

Memorial for J.C.

The memorial celebration for J.C. Robinson begins at 2:50 p.m. Friday, Feb. 19. An open microphone will be available to anyone who wants to say a few words (in three minutes or less to give others a chance) during the last hour of the gathering, which will be followed by a reception at 5 p.m. Those who come also can write comments in a scrapbook that will be at the celebration and later presented to J.C.'s widow, Peggy Atwell. Organizers also will have information about the scholarship that has been set up in J.C.'s name. Call Mary Moya at Ext. 5006 for more info.

Personnel

Community Service

David Bellis (Public Administration) gave a motivational talk in January to 50 at-risk high school students in the Upward Bound program at U.C. Riverside. He and State Senator Joe Baca stressed the importance of staying in school, off drugs, and going to college.

Bellis also taught a seminar in January on nonprofit organization ethics to the San Bernardino Chamber of Commerce Leadership Group. Using the International Olympics Organizing Committee scandal as a springboard, his main message was, "Don't do anything you don't want to see on the front page of tomorrow's L.A. Times."

Calendar

(All sports listings are home games.)

Friday, Feb. 12

Music.

CSUSB Symphonic Band and Wind Ensemble. Rob Dunham, conductor. 7:30 p.m., Creative Arts Building Recital Hall. General admission \$5, students and senior citizens \$3. Ext. 5859.

Tuesday, Feb. 16

Talk.

John Papadopoulos, associate curator of antiquities for The J. Paul Getty Museum, talks about the look of archaeology in the third millennium. "Virtual Reality and Classical Archaeology: The Forum of Trajan in Rome Revisited." 8 p.m., Student Union Events Center. Free. Ext. 5523.

Wednesday, Feb. 17

Theatre.

Local actress Lana Walton in "The Truth of the Matter," a portrayal of former slave, abolitionist and women's rights activist, Sojourner Truth. 11 a.m., Student Union Events Center. Free. Ext. 7204.

Thursday, Feb. 18

Talk.

Ricardo Pimentel, editor for the San Bernardino County Sun and author of *A House with Two Doors*, and Orlando Ramirez, food editor for Riverside Press Enterprise and author of many books of poetry. 6 p.m. reception with talk beginning at 6:30. Student Union Events Center. Free. Ext. 7204.

Saturday, Feb. 20

Music.

Inland Empire-CSUSB Symphonic Choir. Mozart's Requiem. Tamara Harsh Craver, conductor. 7:30 p.m., Recital Hall. General admission \$5, students and senior citizens \$3. Ext. 5859.

Tuesday, Feb. 23

Talk.

Willard Daggett, president of International Center for Leadership in Education, explores gap between skills needed in technological, information-based 21st century and what young people are learning. Addresses K-12 teachers, 8:30 a.m.-noon, post-secondary educators and administrators during afternoon session. Coussoulis Arena. Ext. 7360 for more details.

Wednesday, Feb. 24

Music.

Guest artist recital featuring Todor Pelev, violin, and Terry Graves, guitar. 7:30 p.m., Creative Arts Building Recital Hall. General admission \$6, students and senior citizens \$4. Ext. 5859.

Wednesday, March 3

Performance Basketball.

Harlem Globetrotters led by Paul "Showtime" Gaffney and Matthew "Showbiz" Jackson. 7 p.m., Coussoulis Arena. V.I.P. reserved (theater-style seating) \$22; general admission bleacher \$16.50; general admission balcony \$12. Ext. 7360.

Music.

Faculty artist recital featuring Jill Geist, saxophone. 7:30 p.m., Creative Arts Building Recital Hall. General admission \$6, students and senior citizens \$4. Ext. 5859.

The Friday Bulletin is a biweekly newsletter published for administrators, faculty and staff of California State University, San Bernardino. The online edition of the Friday Bulletin can be found at <http://enrollment.csusb.edu/~pubaff/friday/cover.html>. Next issue: Feb. 26. Items should be submitted in writing, on disk or through e-mail by 5 p.m., Tuesday, Feb. 16 to:

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