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SPRING 1994-95

Cal State

SAN BERNARDINO

NEWS FOR ALUMNI AND FRIENDS OF THE UNIVERSITY

FOR TWO
PSYCHOLOGISTS,
THE BIG WORD IS
"WORLDVIEW"

PAGE 2

COMET HUNTER
DAVID LEVY
HEADLINES PACKED
SPRING CALENDAR
OF EVENTS

PAGE 21



CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO



BACK THE PACK

And Join the CAA



COYOTE ATHLETIC ASSOCIATION GIFT LEVELS AND BENEFITS

The contributions to the Coyote Athletic Association are tax deductible as allowed under state law. Some benefits as well as tickets may not be deductible. It is recommended that you consult your tax adviser to confirm what portion of your membership is deductible.	CAA Membership Card	Newsletter Mailings	Media Guide Recognition	Priority Seating Eligibility	CAA Lapel Pin	CSUSB Sweater	Founder Room Entry	Parking Pass	CAA Plaque	Recognition Dinner	Season Tickets Choice	Named Scholar Athlete
Grad Club \$50	🐾	🐾	🐾	🐾								
Howlers Club \$125	🐾	🐾	🐾	🐾	🐾							
Coaches Club \$300	🐾	🐾	🐾	🐾	🐾	🐾	🐾					
Growlers Club \$500	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾				
Pack Club \$700	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	2	
Grand Club \$1000	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	2	1
Full Moon Club \$2500	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	4	2
Scholar Club \$5000	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	🐾	6	3

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Cal State SAN BERNARDINO

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COVER:
When Faith McClure and Ed Teyber discussed counseling, they found they were talking about the same issue: sensitivity. Photo by Dan Moseley.

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GIVING

BY SAM ROMERO
PUBLIC AFFAIRS ASSISTANT

VOICE

to the

4TH

FORCE



ONE COUNSELING APPROACH FOCUSES ON ETHNIC DIFFERENCES, ANOTHER ON HUMAN SIMILARITIES. IS IT TIME FOR A MARRIAGE—RATHER THAN SACRIFICE—AT THE ALTAR OF UNDERSTANDING?



**"What
we've done,"
McClure says,
is apply**



**rising
multicultural
sensitivities
to counseling
"systematically."**



I f

the earth were flat and all its guests were of one race, one language, one nation, whether under God or not, one socio-economic class and possessed of one set of values that lit their way, psychotherapy would likely be a much simpler pursuit and run a customer a dime for 50 minutes of "cook-book" advice. But we are all a piece of this and a piece of that. Ethnicity alone does not make the man. Religion alone does not make the woman. Gender alone does not make either. We are these things and more. We are where we have lived, where we live now, our age, our income. And more still. And while some of the pieces can fit any group, Faith McClure and Ed Teyber know that, because the earth is round, it's key for a counselor to understand differences and similarities, to enter into a client's "subjective worldview," to be sensitive to multicultural issues—what psychology is calling the **"fourth force."**

Clinical and counseling psychology, says Teyber, who wrote a nationally-acclaimed book in the mid-'80s on helping children deal with divorce, has focused too much in recent years on ethnographic influences or for too long—decades—on the idea that, as one researcher said, "all humans are cut from the same cloth." By pulling these two approaches together, Teyber and McClure are among the first to set foot on fertile middle ground.

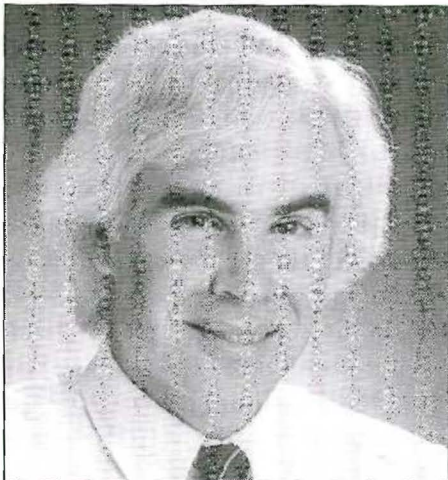
In **fourth force** psychology, says McClure, herself an expert in matters multicultural, there is a place for stereotypes. But there is no place for counselors who will assume the stereotypes are true of everyone. Men tend to show more anger than women, but not always; some Asian-Americans might avoid eye contact with an authority figure, but that doesn't mean they are shy, depressed or unassertive. The stereotypes—even when they prove untrue—help counselors ask good questions of their clients. They get to know them.

"The relationship provides the framework for working with the client," she says, "and for understanding their experience."

To that end the two Cal State faculty will be publishing a book later this year on multicultural-relational therapy for children and adolescents. The book, aimed at guiding counseling students, takes case studies of children who suffered from such disorders as depression, bulimia, anxiety or hyperactivity and demonstrates how these children's cultures played a part in treatment. "What we've done," McClure says, is apply rising multicultural sensitivities to counseling "systematically." The movement is international, she and Teyber say, and "we are trying to help shape it."



UNIVERSITY BOOSTS REGIONAL ECONOMY BY \$145 MILLION



BY TOM PIERCE, PROFESSOR OF ECONOMICS

There are many yardsticks by which to measure the effectiveness of an educational institution. Certainly Cal State, San Bernardino's greatest contribution to the inland southern California region is its lasting effect upon the intellectual, cultural and personal growth of its students. That growth is reflected ultimately in an improved quality of life for both graduates and the communities in which they reside and in increased lifetime earnings for the graduates themselves.

In the process of meeting the needs of students, however, Cal State also positively influences the economy of the surrounding area. So last year the university commissioned a study last year to investigate the approximate annual impact Cal State has on economic activity in San Bernardino and Riverside counties.

Taking care to measure only the university's net annual contribution to the regional economy and employing conservative assumptions in the process, the primary findings of the study reveal that the university's presence increased regional output by approximately \$145 million and regional earnings by almost \$66 million in 1992-93. The sources of that net increase in economic activity are as follows:

- \$55 million of additional local output and \$37.5 million of additional local earnings attributable to the university's direct provision of instruction and other educationally related services associated with the Office of Extended Education, the Children's Center and grants;

- \$7.9 million of increased regional output and \$2.7 million in increased regional earnings attributable to university purchases of goods and services in San Bernardino and Riverside counties;

- \$45.8 million and \$14.3 million of additional local output and earnings, respectively, resulting from consumer spending by Cal State employees in the two-county area; and a

- \$35.9 million boost in regional output and \$11.2 million of additional household earnings related to local spending by Cal State students.

While the purpose of this study was to examine the university's annual economic impact, it is important to recognize CSUSB's contribution to the quality of life in the Inland Empire in ways that can't be measured in dollars and cents or even by the number of degrees conferred annually. Student clubs and organizations, for example, provide hundreds of hours of community service annually. Student interns in health science, marketing, social work, criminal justice, psychology and other areas work directly with local organizations in both the public and private sectors, gaining experience for themselves and providing valuable service in return.

Cal State faculty and staff also serve on school boards, the boards of local agencies and museums, local government committees and commissions; a few have held elected public office. Numerous faculty provide service in

their areas of expertise to local agencies and small businesses through consultancies, training workshops and seminars, and work with elementary and secondary schools in cooperative efforts to enhance student skills and understanding in areas such as reading, writing, science, music and economics.

The campus itself increasingly serves the community by hosting events such as the annual San Bernardino County Schools' Academic Decathlon and by providing for the public's use of university facilities for sporting events and summer camps, among other activities. Of course, the university's theatrical productions, concerts, art exhibits, public lectures, as well as its annual health, fitness and

CSUSB's contribution to the quality of life in the Inland Empire can't be measured in dollars and cents or even by the number of degrees conferred annually.

environmental workshops/festivals and its intercollegiate athletics events, among others, attract thousands of local residents to campus annually.

These various activities attest to the mutually beneficial effects of the ever-increasing interaction between the community and university, and clearly demonstrate how that partnership enhances the quality of life in the Inland Empire in ways that cannot be gauged merely in monetary terms.

Condensed from The Economic Impact of California State University, San Bernardino on San Bernardino and Riverside Counties by Dr. Thomas J. Pierce and Marcus A. Cuda, '94.



GTE INVESTMENT BOOSTS TELECOMMUNICATIONS CAPABILITY

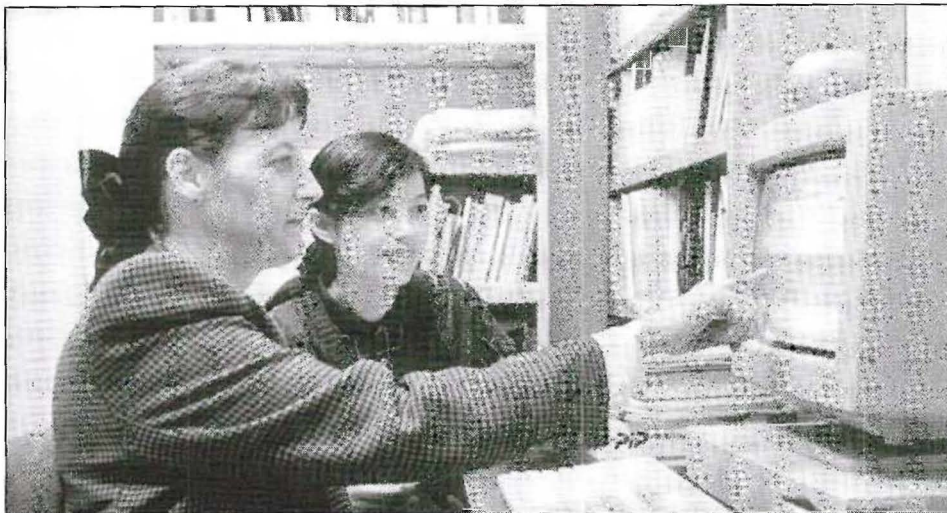
Campus communication capabilities are being bolstered by GTE California's work to install 14,000 feet of fiber optic cable, subduct and optics equipment at the university and the company's local switching office, reports Ken Foshee, GTE's regional public affairs manager. The project, valued at \$338,000, brings state-of-the-art telecommunications technology to the campus including video conferencing, high speed data transfer, T1 and T3 capabilities, for distance learn-

ing transmission, among other services.

"This effort stands as a classic example of a true partnership between the education and business community, something more often talked about than producing a tangible result," Foshee comments.

The project has enabled the campus to upgrade its system from an analog to a digital system that provides clearer voice and data transmission, notes Don McKenzie (Telecommunications & Network Services).

TOP PROFESSOR: MARKETING'S MARY SMITH



FACULTY FEAT—The traits of Mary Smith's (foreground) teaching are part of what makes her Cal State's Outstanding Professor.

The university's Outstanding Professor for 1994-95 is Mary Smith (Marketing). Recognized for her teaching, professional activities and public service, Smith is well known for giving her students hands-on experiences, allowing them to do research and present concepts to large companies. An ad campaign for Apple computers and participation in the American Advertising Competition are just two of the undertakings of her students (see the next page for more news on her students' involvements).

Smith is the first School of Business and Public Administration faculty member to receive this campuswide distinc-

tion. She has achieved the university's top award for faculty early in her career, having only finished her Ph.D. in 1988 and capturing the honor in her first year of eligibility at Cal State. She joined the university in 1987 and has 19 years of teaching experience.

With an M.B.A. and Ph.D. in marketing from the University of Texas at Arlington, Smith attributes some of her success as a teacher to her bachelor's and master's degrees in English from Oklahoma State University. "What I'm trying to show them (students) is how to organize and write reports," to "present them in a clear, concise manner that makes sense to managers."

BLIND STUDENT'S TECHNIQUE ATTRACTS MEDIA INTEREST



Graduate student Dan Kish uses sound to "see."

A technique developed by graduate student Dan Kish, who has been blind since he was a toddler, has been as effective as "radar" in helping him navigate the world. The uniqueness of the feat has brought him some national media attention, too.

Using a procedure of tongue clicks that rebound off of surfaces, Kish can tell generally the size of a room and what it contains almost immediately. The clicks, which sound like soft finger snaps, have impressed mobility instructors, including those at the Braille Institute, who teach the visually impaired how to get around. In fact, his methods are considered innovative by at least one specialist.

His self-styled system earned him a guest spot on the national television show, "The Other Side," in December as well as a report in The San Bernardino County Sun that month.

As part of his master's thesis project, Kish has taught school children how to "read" echoes, but he has no plans to make a career out of his teaching method. He is trying to develop a device that will send out clicks that are superior to tongue clicks, however.

"Many blind people don't develop much of an echo skill at all," he says, noting that working with a cane takes far longer to provide the visually impaired with the same kind of information that his system does. ☺

SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



Elisabeth Ryland launches environmental business concern

Gabriel Bassiry (Management) co-authored two articles: "Adam Smith and the Ethics of Contemporary Capitalism," which appeared in the *Journal of Business Ethics*, and "American and Japan Global Markets: Contrasting Strategies and Future Prospects," published in the journal of *European Business and Economic Development*.

Foad Derakhshan (Management) has two articles that have been accepted for publication. "Aiko Morita and SONY" will appear in the *Journal of Business Leadership* and "A Field Investigation of Country of Origin Effects on Consumer Product Evaluations" will be published in the *International Journal of Management*. Additionally, his business policy case on Pan American Corporation was published in the new text, *Strategic Management*. He also is in the midst of reviewing a text in international management for West Publishing.

Sung-Kyoo Huh (Accounting and Finance) has co-authored and will publish two papers this year. "How Can the Sophisticated Variance Investigation Model Be Applied to the Real World?" is due to appear in this spring's edition of the *Journal of Cost Analysis* while "Performance Evaluation of Foreign Banks in Korea" will appear in the fall issue of the *Multinational Business Journal*.

Dong Man Kim (Accounting and Finance) co-authored the article, "Announcement and Publication Decisions and the Use of Prediction Errors in Cross-Sectional Analysis: Evidence on Seasoned Equity Issues," that appeared in the journal, *The Financial Review*.

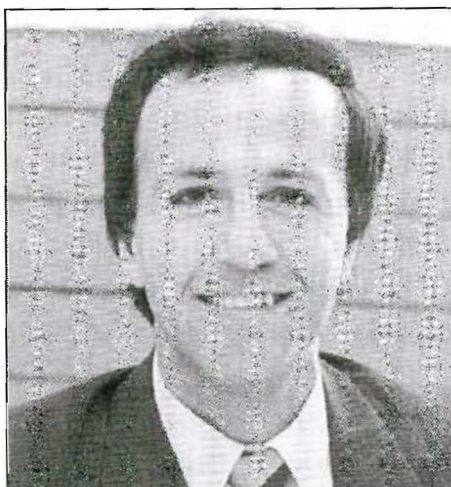
Elisabeth Ryland (Management) will be teaching a new course in environmental concerns for the M.B.A. program in spring. The topic also is the subject of a paper, "Greening Business Education: Teaching the Paradigm," submitted to the *Journal of Management Education* and this summer's Academy of Management Conference in Vancouver.

Victoria Seitz (Marketing) published "Corporate Etiquette in Marketing Curriculum" in the proceedings of the 16th Annual American Marketing Association International Collegiate Conference.

Mary Smith (Marketing) has several accomplishments to her credit, not the least of which is her selection as this year's Outstanding Professor at the university. This distinction recognizes her teaching, research and university service activities that are exemplified by some of her latest accomplishments. Currently her graduate advertising management class is competing with other AACSB schools in California to design the best, most creative advertising campaign for marketing Hyundai Motor America's newest automobile, the Accent, to college students in California. In addition, her graduate marketing class designed the alumni survey and bookmark that appears in this issue. Credit for the bookmark concept goes to student David Enriquez. Some of her professional development activities include a co-authored article, "Measuring Involvement: An Examination of Grocery Shopping Involvement," which was published in *Retailing: Theories and Practices*. Another collaboration, "The Differential Effects of Cues and Types of Information on Marketing Students' Retention and Exam Performance," appears in the *American Marketing Association 1994 Educators' Proceedings*. And another paper, "TQM in the Health Care Environment," which she co-authored with **Jay Varzandeh** (Information and Decision Sciences) and another colleague, appears in the proceedings of the *Decision Sciences Institute Southwest Region*.



Mary Smith, outstanding professor, immersed in research



Jay Varzandeh collaborates on TQM research

SCHOOL OF EDUCATION

Colleagues **Lynne Diaz-Rico** and **Ruth Sandlin** (Elementary/Bilingual) are immersed in helping first-year teachers in San Bernardino-Riverside counties hone their on-the-job skills and confidence. The Inland Empire Beginning Teacher Support and Assessment Program is funded by more than \$600,000 from the state, matched with contributions from 17 participating area school districts.

Phyllis Fernlund (Secondary/Vocational) succeeds departing Dean Jean Ramage at the helm of the school. She will serve as an acting dean and is succeeded as chair of her department by **Alvin Wolf**, who will carry the title of acting chair.

Cheryl Fischer (Advanced Studies) is the co-author of a new text, *Authentic Assessment: A Guide to Implementation*.

Louise Fulton (Advanced Studies) co-presented a session on the "Diagnosis and Treatment of Autism in Young Children" at the Regional Early Childhood Education Conference in Palm Springs last fall.

Building upon her travel and study of the Laotian cultures last year, **Rosalie Giacchino-Baker** (Secondary/Vocational) has been a presenter within the past four months at seven professional conferences. Her work to understand the Hmong, Lao, Mien, Lahu and Khammu cultures is reflected in her talks, such as "Meeting the Needs of Laotian Refugees in American Schools" and "Breaking the Language Barrier: Making Lessons Comprehensible for Limited English Proficient Students," among others.

Sherry Howie (Secondary/Vocational Education) recently completed the data gathering for a study of middle-grades teachers' usage of and concern about technology in education. Her San Bernardino County school research will be compared with a similar study she conducted during her Fulbright fellowship in Taiwan last year. She is collaborating via e-mail with a Taiwanese colleague to write the results. In addition, her winter quarter English methods class introduced student teachers and interns to technology and linked them via e-mail with teachers in Germany and Taiwan for a multicultural exchange. They learned how to enhance the teaching of secondary grade English with technology.

By the end of this year faculty involved in infusing the first-grade reading intervention program, Reading Recovery, into California's classrooms expect nearly 20,000 children to have been exposed to this technique. They include **Becky Shook**, **Stan Swartz** and **Adria Klein** who work with nearly two dozen professionals at CSUSB alone to promulgate the method throughout California.



Phyllis Fernlund is the acting dean of the school



Cheryl Fischer publishes assessment book



A FAIR FOR ALL SEASONS

The Environmental Expo (pictured) attracts thousands to campus annually to review the latest in environmental education. The fair, held this year April 22 (see Calendar), is the brainchild of **Darleen Stoner** (Advanced Studies/Environmental Education), who now is the chair of the Global Network of Environmental Education Centers. Her book, *Taking Action!: An Educator's Guide to Involving Students in Environmental Action Projects*, will be published this spring.



SCHOOL OF HUMANITIES



George McGinnis reaps ad club awards

Jill Buroker (Philosophy) presented her paper, "Arnauld on Judgment and the Will" at a fall conference on Autoine Arnauld, a 17th Century French philosopher and theologian.

Bertram Fairchild (English) is a judge for the Claremont Poetry Prize, the second-largest monetary award in the country.

Sandra Kamusikiri and **Ed White** (English) are co-editors of a book on crosscultural considerations in writing that will be published next year by the Modern Languages Association press.

Dominique Louisor (Foreign Languages) presented her paper, "Jorge Luis Borges and Translation," to the Sixth Biennial Northeast Regional Meeting of the American Association of Teachers of Spanish and Portuguese.

George McGinnis (Art) was honored several times by the Inland Empire Ad Club, which bestowed awards for his book cover design and art direction on covers for *Plague in Siena*, *Three Flute Notes*, and *Kafka*, all published by Ariadne Press. His art direction of the books *Try Your Luck* and *The Cassowary* for the same publisher also was recognized as was his design of Cal State's poster for the 24th annual student art show. The annual awards show typically selects from among 500 entries in a variety of categories.

"Manager Gender, Strategy Choice, and Satisfaction with Alternative Approaches for Dealing with Difficult Subordinates" is the topic of a paper **Craig Monroe** (Communication Studies) presented at the Western States Communication Association Convention.

"This is Only a Test," the award-winning cable access series produced by **Meryl Perlson** (Communication Studies), has been released nationally on the 90s channel. Now in its second season, the show features experimental, documentary and activist video. It premiered in Philadelphia last fall. The project has been underwritten by Cal State and two grants from the Pennsylvania Council on the Arts.

Dolores Tanno (Communication Studies) wrote the chapter, "Some Ethical Implications of the Ethnic 'Text' in Multicultural Communication Studies," that will be published in the text, *Communication Ethics in an Age of Diversity*. She also co-authored with **Fred Jandt** (Communication Studies) the article, "Redefining the 'Other' in Multicultural Research" that appears in the *Howard Journal of Communications*.

Edward White (English) taught a graduate course on Assessment of Student Writing at the University of Arizona last fall. He has two books that will be published this year: *Composition in the 21st Century: Crisis and Change* and a third edition of his *Assigning, Responding, Evaluating: A Writing Teacher's Guide*.



Meryl Perlson produces award-winning cable t.v. series



Dolores Tanno authors an ethics chapter



SCHOOL OF NATURAL SCIENCES

Susan Addington (Mathematics) and **Yasha Karant** (Information and Decision Sciences/School of Business and Public Administration) are creating a hands-on California Math Show with the help of Suzanne Alejandre, a mathematics teacher at Frisbie Middle School in Rialto. Designed to be a traveling exhibit, the Math Show will encompass the kind of intrigues generally found in science museums, such as the decorative arts of different cultures to illustrate the concept of symmetry. Funded by an Eisenhower grant from the California Postsecondary Commission, the project also will include hand-outs and classroom activities to reinforce the lessons conveyed.

Richard Botting (Computer Science) wrote the "Confessions of a Computing Chameleon" that appeared in *IEEE Computer*.

Klaus Brasch (Biology) is the co-author of the chapter, "Nuclear Remodeling in Response to Steroid Hormone Action," for the *International Review of Cytology*.

Leo Connolly (Physics) has received \$71,000 from the National Science Foundation to continue his summer science program in Ojai for talented high school students.

Jerry Frieschlag (Physical Education) wrote the chapter on "Violence in Sports" for the text, *Sport Psychology: An Analysis of Athlete Behavior*.

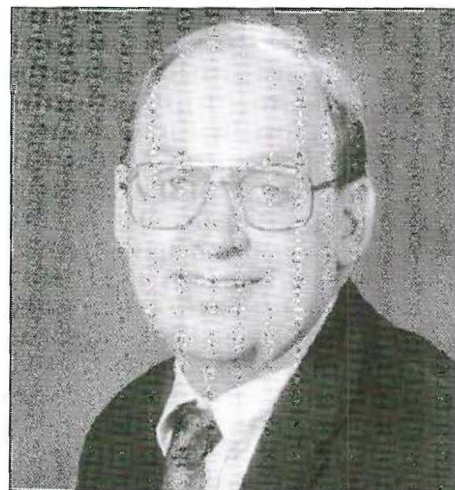
Vijay Ganji (Health Science & Human Ecology) co-authored "Psyllium Husk Fiber Supplementation to Soybean and Coconut Oil Diets of Humans: Effect on Fat Digestibility and Fecal Fatty Acid Excretion" that appeared in the *European Journal of Clinical Nutrition*.

Janice Layton (Nursing) authored the chapter "Empathy: Theory, Research and Nursing Applications" in the *Review of Research in Nursing Education, Vol. 6*.

Thomas Timmreck (Health Science & Human Ecology) presented a paper on "Accommodating the Administrative Residency in Part-time Programs: Innovative Fits and Approaches" to the annual national conference of the Association of University Programs in Health Administration. He also wrote the article, "Creative Health Education and the Healthy Stuffed Animal/Muppet Adventure," which appeared in the *Journal of Health Education*.



Susan Addington co-creates hands-on travelling math exhibit



Thomas Timmreck focuses on creative health education



IT ALL ADDS UP

Encouraging **Laurie Riggs** to complete graduate work in mathematics and go on to work on a Ph.D. is Cal State's Graduate Equity Fellowship that provided her a \$1,635 scholarship this year. Riggs taught math for seven years at a private high school before deciding to pursue this opportunity, which is designed to aid women, studying math, science or computer science, as well as minorities and disabled students with postbaccalaureate work.



SCHOOL OF SOCIAL SCIENCES



Frances Berdan earns archaeological honor

Robin Balthrope (History) presented a paper on "Potential Allies: Women of the Anti-Lynching Crusaders and the Universal Negro Improvement Association Against Lynching" to the Third Southern Conference on Women's History.

Frances Berdan (Anthropology) was honored in December with the James R. Wiseman Book Award for her publication *The Codex Mendoza*, a chronicle of the life and times of the Aztec peoples. The award is one of the highest honors conferred by the Archaeological Institute of America. Her work on "Mexican Textiles" with a UCLA colleague was published in the journal of *Research and Exploration*.

Robert Blackey (History) has two chapters, "Henry VIII: English King & Renaissance Prince" and "James I: King of England & Scotland," in the text, *Historic World Leaders*.

Mark Clark (Political Science) published "The Future of Clinton's Foreign and Defense Policy: Multilateral Security" in *Comparative Strategy*.



Diane Halpern to continue work with Muscovite colleague

Diane Halpern (Psychology) will be spending August in northern Italy working with a Muscovite colleague, Alexander Voiskounsky, on the beginnings of "a book on East-West views on continuing issues in psychology," she says. Her collaboration with the acting head of psychology for Moscow State University is an outgrowth of her one-year Fulbright fellowship there in 1993-94. Recently she finished the third edition of her book on critical thinking.

Marilyn McShane (Criminal Justice) presented a paper, "Mentoring with Incarcerated Youth: An Implementation Evaluation," which she co-authored with a graduate student, to the annual meeting of the Western and Pacific Criminal Justice Association. She also co-authored the article, "Community Corrections Advisory Boards and Commissions: Decision Makers or Decoration," with alumnus **Wesley Krause '90** for *Public Administration Quarterly*. Her work with colleagues **Frank Williams** and **Dale Sechrest** (Criminal Justice), "Barriers to Effective Performance Review: The Seduction of Raw Data," appears in *Public Administration Review*.



Marilyn McShane co-authors several scholarly works

Jim Pierson (Anthropology) published "Three Views of (and Ways of Viewing) Australian Aboriginal Cultures" in *Reviews in Anthropology*.

David Shichor (Criminal Justice) co-authored a paper, "Victimization of the Rich: Telescam Investment Fraud," and presented it at the 8th World Symposium of Victimology.

Geraldine Stahly's (Psychology) expertise as a social scientist, who specializes in research on spousal abuse, has put her in the middle of the defense proceedings for O.J. Simpson. A long-time associate of Simpson's lawyer, Johnnie Cochran—dating back to her days as a women's shelter coordinator—Stahly was retained in August to teach the defense lawyers about victim dynamics and partner abuse. She also conducted psychological tests on Simpson in jail, working with one of the nation's pioneering authorities on the battered woman syndrome, Lenore Walker.

California State University, San Bernardino 1994-1995 Alumni Survey

Please assist Cal State in assessing a variety of factors impacting the University, future program priorities, and alumni interests. We value your opinions and comments. Take a few minutes to complete this survey and return it in the envelope provided. Thank you.

1. Which of the following do you view as your primary affiliation with CSUSB? (Check one)

The University as a whole	Class	Major or Department	Sports Team	Student Organization	Alumni Organization	Other (specify) _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Overall, how satisfied have you been with your CSUSB education?

Very Satisfied	Generally Satisfied	Uncertain	Generally Dissatisfied	Very Dissatisfied
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How well informed do you feel you are about CSUSB today?

Very Well Informed	Sufficiently Informed	Slightly Informed	Not At All Informed
1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Would you recommend or have you recommended CSUSB to potential students? (Check one)

Would Recommend	Have Recommended	Would Not Recommend	Not Sure
1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. In your opinion, is the reputation of CSUSB....

Definitely Improving	Slightly Improving	Staying The Same	Slightly Declining	Definitely Declining
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. When you think about CSUSB, how interested are you in its future?

Very Interested	Interested	Somewhat Interested	Not Interested	Unsure
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How often do you return to the CSUSB campus?

Frequently	Sometimes	Rarely	Never
1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(OVER)

8. Overall, what is your current attitude toward CSUSB?

Very Positive	Positive	Neutral	Negative	Very Negative
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How much do you typically contribute overall to charitable causes in a given year? (Check one)

\$0-\$99	\$100-\$249	\$250-\$499	\$500-\$749	\$750-\$999	\$1,000-2,499	Over \$2,500
1	2	3	4	5	6	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Among your own philanthropic interests, where would you rank CSUSB?

Highest	High	Middle	Low	Lowest
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. If the right person asked, for the right cause, would you consider making a philanthropic gift to CSUSB?

Yes	Probably Yes	Probably No	No	Unsure
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Have you volunteered for any organization in the last two years? _____ Yes _____ No

13. Are you a member of the Alumni Association? _____ Yes _____ No

If "no" how likely are you to join?

Very Likely	Likely	Uncertain	Unlikely	Very Unlikely
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. How important is it for you to belong to the CSUSB Alumni Association?

Very important	Somewhat Important	Uncertain	Somewhat Unimportant	Very Unimportant
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. When is the most appropriate time to learn about the CSUSB Alumni Association?

- _____ During Freshman orientation
- _____ During the Freshman year
- _____ During the Sophomore year
- _____ During the Junior year
- _____ During the Senior year
- _____ After Graduation

16. How well informed are you about the CSUSB Alumni Association?

Very Informed	Informed	Somewhat Informed	Not Informed At All
1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(PROCEED TO THE NEXT PAGE)

17. How satisfied are you with the CSUSB Alumni Association?

Very Satisfied	Generally Satisfied	Uncertain	Generally Dissatisfied	Very Dissatisfied
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. What alumni programs/benefits are most important to you? (Check all that apply)

- Alumni Events
- Counseling Services
- Athletic Events
- Group Health, Vision, and Dental Insurance
- Discount Store Memberships
- Career Search Services
- Credit Union Membership
- Extended Education Discount
- Credit Card
- University Library Privileges
- University Art Gallery Invitations
- Discount Coupons for California Attractions (such as, Magic Mountain, Sea World, Universal Studios)
- Theatre Arts and Music Department Events
- Travel Discounts
- Rent-A-Car Special Membership Rates
- Scholarships and Student Emergency Loan Fund
- Other (specify): _____

19. Altogether, how many years did you spend at CSUSB?

Less than 1 year	1-2 years	3-4 years	More than 4 years
1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. How far do you live from CSUSB?

- Within 30 miles
- 30-60 miles
- More than 60 miles

21. Degree(s) you earned at CSUSB?

- | | | |
|--------------------------------|------------------------------|--------------------------------------|
| <input type="checkbox"/> BA/BS | <input type="checkbox"/> MBA | <input type="checkbox"/> Certificate |
| <input type="checkbox"/> BVE | <input type="checkbox"/> MPA | <input type="checkbox"/> Credential |
| <input type="checkbox"/> MA/MS | | |

22. Year you graduated from or left CSUSB?

_____ Not Applicable

23. How much time do you spend reading and looking over the Cal State Magazine?

- | | | |
|---|---|---|
| <input type="checkbox"/> Less than 20 minutes | <input type="checkbox"/> 31 to 40 minutes | <input type="checkbox"/> 51 to 60 minutes |
| <input type="checkbox"/> 21 to 30 minutes | <input type="checkbox"/> 41 to 50 minutes | <input type="checkbox"/> More than 60 minutes |

24. How long do you plan to keep this issue of the Cal State magazine?

- | | | |
|-----------------------------------|-----------------------------------|---|
| <input type="checkbox"/> 1 day | <input type="checkbox"/> 4-5 days | <input type="checkbox"/> More than a week |
| <input type="checkbox"/> 2-3 days | <input type="checkbox"/> 6-7 days | |

(OVER)

25. With whom do you share the Cal State Magazine?

Family member Co-worker I do not pass along Cal State Magazine.
 Friend Other persons: _____

26. Please check the appropriate column corresponding with how you rate the Cover on each of the following aspects:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Overall appearance	_____	_____	_____	_____
Photograph/art chosen	_____	_____	_____	_____
Quality of photograph/art	_____	_____	_____	_____
Visibility of university name	_____	_____	_____	_____
Fits the image of the university	_____	_____	_____	_____
Information on contents	_____	_____	_____	_____

27. To what section(s) in Cal State Magazine do you consistently turn? (Check all that apply.)

Alumni Notes Cal State Update Calendar Gift Rap
 Observations Alumni Periscope Coyote Sports School News

28. Overall, how would you rate the format of Cal State Magazine?

Hard to follow 1 2 3 4 5 Easy to follow

29. Rate the relevance of the information/contents of Cal State Magazine?

Irrelevant 1 2 3 4 5 Relevant

30. You are: (Check all that apply.)

CSUSB graduate Faculty Staff Parent
 Other (specify): _____

31. Would you care to comment on any other issues regarding CSUSB, its future, or alumni programs/activities?

Any comments or thoughts you would like to share would be greatly appreciated and will be read carefully. Use additional paper if necessary.

Thank you for your time and help. Please return your completed survey in the envelope provided.

Your name and address are optional:

(Tear off Bookmark)



Offers You:

- University Library Privileges
- Alumni Events
- Alumni Insurance
- FEDCO
- Career Search Services
- Credit Union Membership
- Extended Education Discount
- MNBA Mastercard
- University Art Gallery
- Coupons for CA Attractions
- Cultural Events
- Travel Discounts
- Scholarships
- Student Emergency Loan Fund
- Car Rental Discount

Involvement!

Any questions? Call
 Alumni Affairs at
 (909) 880-5008.



Athletics Fund-Raiser Joins Staff



Curt Apsey

A new position of athletic development director, made possible by increases in student fees approved in a referendum last year, has been filled by Curt Apsey, former assistant director of athletic development at Cal State, Bakersfield.

With two years of experience in fundraising for athletics at Bakersfield plus six years of service as men's assistant soccer coach for Cal Poly, San Luis Obispo, Apsey joins CSUSB at an ideal time.

"As the Coyote sports teams compete in some of the new facilities, including Coussoulis Arena next season, the opportunities for the community to get behind Cal State's athletics program will expand," notes Judith Rymer, vice president (University Relations). "Curt will be a major player in helping us synergize that support and build our program to its potential."

Apsey will oversee corporate and foundation relations, alumni relations and annual giving for athletic scholarships.

COYOTE FALL AND WINTER SPORTS IN REVIEW

MEN'S SOCCER (4-12-4)

WOMEN'S SOCCER (7-10-2)

VOLLEYBALL (12-19)

WOMEN'S BASKETBALL (12-14)

MEN'S BASKETBALL (17-9)

Simpson Named Athletic Director



Nancy Simpson

Nancy Simpson succeeds David Suenram as athletic director April 3. She is the first woman to hold the position at Cal State.

Serving as acting athletic director since January, Simpson has a variety of administrative experience at Cal State and UCR. In addition to the title of assistant and associate athletic director at Cal State, she has served as senior women's administrator for three years. At UCR she was senior associate athletic director.

Coyote Athletic Association Membership Campaign Begins

The Coyote Athletic Association (CAA) will hold its annual membership campaign between April 12 and May 24 this year.

The primary mission of the CAA is to generate financial support and interest for student-athlete scholarships allowing CSUSB programs to compete with all successful programs across the nation. Those interested in volunteering during the campaign should contact Curt Apsey in the Athletic Development office at 880-5049.

"Come join our team today and be a part of our climb to the top," remarks Apsey.

COYOTE SPRING CALENDAR

APRIL

8 Baseball

Cal Poly, Pomona, 2 p.m.

13 Softball

University of San Diego, 2 p.m. - 4 p.m.

Baseball

Cal State, Dominguez Hills, 7 p.m.

15 Softball

U.C. Riverside, Noon - 2 p.m.

22 Baseball

Cal State, Los Angeles*, 4 p.m.

25 Baseball

U.C. Riverside, 2 p.m.

* - Doubleheader

24-25 Golf

Apr. 24-25, El Rancho Verde CC, Division II, District 8 Qualifying Tournament

29 Softball

Cal State, Bakersfield, Noon - 2 p.m.

MAY

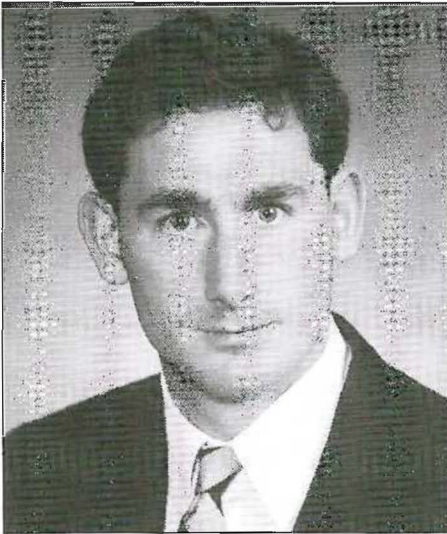
3 Baseball

Concordia University, 1 p.m.

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



CAL STATE CLOSE-UP



CHRIS AHEARN '90

**Volunteer Leader and
Alumni Fund Supporter**

Age:

29

CSUSB Degree:

BA '90, Marketing

Profession:

Health Services Representative,
Moore Corporation

Undergraduate Activities:

President, Sigma Chi; University
Ambassador; Interfraternity
Council; New Student
Orientation Leader

Alumnus Activities:

Alumni Fund supporter since
graduation, Alumni Association
member, Alumni Association
Board of Directors, Athletics
Director Search Committee

Favorite CSUSB Class:

"I had several exceptional learning
experiences at Cal State, but
Marketing Planning and Strategy
was challenging in a way that
most courses are not. Professor
Fred Hebein made me use my
brain . . . and gave me the tools
to be successful."

Interests:

"Coaching and playing soccer,
running, mountain biking, climb-
ing, being involved, meaningful
conversation."

Reason for Supporting CSUSB:

"It's my responsibility as a gradu-
ate to do what I can to better the
Cal State experience for those
who follow. I challenge all Cal
State graduates to do their part
and support the Alumni Fund."

*Please use the enclosed envelope today to
make your Alumni Fund gift. For
more information on how you can
become an active CSUSB alum, call
(909) 880-5008.*

STUDENT RETENTION EFFORT MARSHALS SUPPORT BANKS BEGIN TO MATCH CHALLENGE GRANT

Bank of America's \$50,000
Matching Gift Challenge Grant to Cal
State has sparked early interest from
other financial institutions. A total of
\$16,000 has been committed by five
area financial institutions, including
Chino Valley, Inland Community,
First Interstate, Life Savings and
Riverside National banks. The effort
will launch a new program in the uni-

versity's School of Business and Public
Administration to recruit and retain
minority business students.

Bank of America will match every
dollar raised until the \$50,000 goal is
reached. The funds will underwrite
minority student scholarships and initi-
ate a broad-based university outreach
program in the Inland Empire.

BAYLESS BECOMES ARROWHEAD HONOREE



*Glenda Bayless, winner of the Arrowhead
Distinguished Chief Executive Officer Award*

The top honor bestowed annually
by the School of Business and Public
Administration, the Arrowhead
Distinguished Chief Executive Officer
Award, goes to Glenda Bayless, C.P.A.
She will be the guest-of-honor at the
school's awards luncheon that will be
held on May 12 beginning at 11:30
a.m. in the Student Union Events
Center.

With two accounting practices in
Bloomington and Victorville, Bayless
has distinguished herself not only in her
profession but in her community ser-
vice as well. Currently, she chairs the
board of directors for Inland
Community Bank and she serves on Cal
State's Foundation Board and the
Board of Councillors, an advisory
group to the business school. Past
activities have included service as the
first woman president of Arrowhead
United Way, and membership on the
boards for San Bernardino Community
Hospital, the Inland Empire
Symphony, the Rialto Chamber of
Commerce, the Boy Scouts of America
and the San Geronio Chapter of the
Girl Scouts.

Reservations for the luncheon are
\$25 per person and may be made by
calling (909) 880-5700.



MUSEUM NOW NEEDS ONLY \$20,000

DUTTON GALLERY ESTABLISHED

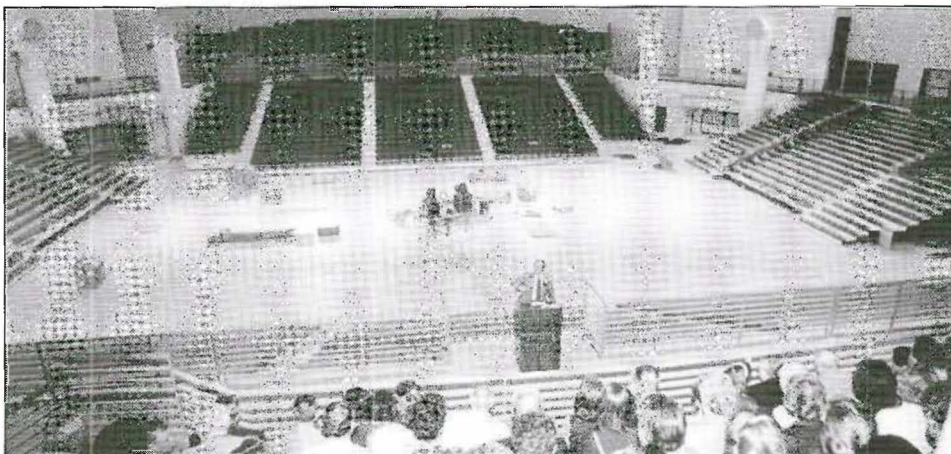
The conclusion of the private fundraising effort for the Robert V. Fullerton Art Museum is in the offing thanks, in part, to the generosity of Ted Dutton and his wife, Jo, whose pledge of \$60,000 was the largest campaign contribution in recent months. The Duttons' gift propelled the university toward meeting its \$760,000 goal for the 4,000-square-foot visual arts museum and leaves the campus in need of approximately \$20,000 to conclude the campaign. In honor of this gift, the main gallery in the museum will be named the Dutton Gallery.

Other recent gifts include \$5,000 from William and Linda Tiger, and \$2,000 pledges each from Rosemary Binney '69, in memory of Nona Tilden and Edna Lyon, Randy and Jolynn Harrell, Dr. Kenneth M. and Connie Espinoza Johns, Karen Gail Nelson '74, and Lois Lauer. The university's new vice president for student services, Dr. Frank Rincón and his wife, Diane, and retired vice president emeritus Dr. Joseph Thomas and his wife, Verla '81, both have made a similar commitment to the project.

While the conclusion of the capital campaign is within reach, university officials and volunteers welcome funding for an endowment for the museum, notes President Anthony H. Evans.

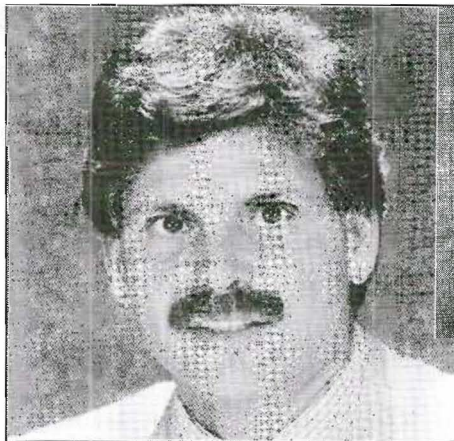
**GET YOUR AD IN FRONT
OF 30,000 EDUCATED
READERS THREE TIMES
A YEAR. CALL CAL
STATE MAGAZINE AT
(909) 880-5006**

SNEAKING A PEEK AT COUSSOULIS ARENA



EXCLUSIVE—Members of the Coyote Sports Complex Campaign Cabinet, athletic boosters, alumni and special university guests sneak a peek at Coussoulis Arena as it gets its finishing touches. The "nicest indoor sports facility this side of The Pond in Anaheim," according to the Sun sports editor, Cal State's new 5,000-seat arena will be a spectacular venue for Coyote basketball, concerts, trade shows, major speaking engagements, and other sports and special events. Grand-opening festivities are planned for fall.

FORECAST HOMES PRESIDENT JOINS U.A.B.



James Previti

James Previti, president of Forecast Homes in Rancho Cucamonga, is the newest member of the University Advisory Board. Previti launched Forecast Group in 1971. Currently he directs all operations of the corporation and serves as chairman of Rancho Mortgage & Investment Corp., Inland Southern Services Co., and director of Civic Plaza Escrow. Forecast's business currently approaches \$1 billion in residential, office buildings, strip shopping centers, mini-storage and warehouse construction. Previti becomes the 27th member of the advisory board for which members serve four-year terms.

NEW BUSINESS PARTNERS NOTED

Bank of America:

Joe Colladay,
David Klinger,
Carl MacDonald

Bayless Accountancy Corporation:

Glenda Bayless

Center Chevrolet:

Jerry and Ann Atkinson

Chino Valley Bank:

Mike Hough

Fullerton, Lemann, Schaefer & Dominick:

Thomas Dominick '81

The Jordan Company:

Glenn Rymer '70

Life Savings Bank:

Nora Vineyard

Manpower Temporary Services:

Evlyn Wilcox

McPeters McAlearney Shimoff & Hatt:

Paul Shimoff

Physician Sales and Service:

Marie M. March '93

Sierra Wholesale Hardware, Inc.:

Frank Lyman



Terry May

Dear Alumni,

The sum is the whole of its parts. Each of us is the sum of our parts. One large part that made us who we are today was our exposure to the largest educational system in California—the campuses of the California State University system. For some of you, CSUSB was a point of departure into adult life and the working world, for others it was a step toward higher education and increased opportunities, for

others still it was the completion of a lifelong dream of personal accomplishment. For whatever reason, you came, you succeeded. You will always have a lifelong relationship with the university; you were part of it and it is part of you. To borrow from a 1960 speech by Henry T. Herald, then president of the Ford Foundation, you are “keepers of the tradition, preferred stockholders of the enterprise, the mark of its accomplishments.”

I extend to you the invitation to join us in helping others succeed and at the same time “adding to ourselves” through community involvement. Community consists of members actively contributing their efforts for the benefit of all. As a way of giving back, of helping others as you were helped (or would have liked to have been helped), I ask that you join our Association, join our activities, join our board of directors, join our committees, or ask how you can help us at special events and activities. The success and value of a university can, in part, be measured by the contributions

made to society by its alumni. By sharing in Alumni Association activities, individuals help shape the university’s future, help ensure that CSUSB is meeting the needs of the Inland Empire, and help deepen the university’s roots in the community.

The destiny of the university and the destiny of its alumni are forever intertwined. Continued involvement of alumni helps ensure that quality educational opportunities exist for future generations to come. So keep adding to the sum of your parts. Expand the whole person by giving back a portion of your time and energy. We truly want and need your support!

Contact the Alumni Affairs office on campus at (909) 880-5008 and ask how you can help. We look forward to your future participation.

Sincerely,

Terry E. May
President, CSUSB
Alumni Association

JOIN NOW, PAY FOR ONE YEAR, GET MEMBERSHIP 'TIL JUNE '96

Members’ benefits include:

LIBRARIES

Access all CSU libraries to check out materials.

CREDIT UNION

Join the San Bernardino County Central Credit Union.

FEDCO

Save on more than 150,000 items through Southern California’s only member-owned department store.

MBNA MasterCard

Help yourself to credit while helping the Alumni Association’s student scholarship program.

DISCOUNT COUPONS FOR CALIFORNIA ATTRACTIONS

Receive discounts at Magic Mountain, Medieval Times, Sea World, the L.A. Zoo, and many more of your favorite destinations.

HEALTH, DENTAL, AND VISION INSURANCE

Select from a wide array of short- and long-term plans.

Call (909) 880-5008 to find out what other benefits are available.

CSUSB ALUMNI ASSOCIATION MEMBERSHIP FORM

Name _____

Former Name (if applicable) _____

Address _____

City, State, Zip _____

Home Phone _____ Business Phone _____

Social Security # _____

Year of degree and major _____

- | | | |
|--------------------------|-------------------------------------|--------------------|
| <input type="checkbox"/> | Payment Enclosed | Charge my: |
| <input type="checkbox"/> | \$14 New Graduates (1992-93) | Visa # _____ |
| <input type="checkbox"/> | \$20 Annual Single | Mastercard # _____ |
| <input type="checkbox"/> | \$30 Annual Joint (both are alumni) | Exp.Date _____ |
| <input type="checkbox"/> | \$500 Lifetime Single | Signature _____ |
| <input type="checkbox"/> | \$750 Lifetime Joint | |

Please let me know how I can help at Commencement on June 18, 1994.

Make your check payable to the CSUSB Alumni Association, California State University, San Bernardino, 5500 University Parkway, San Bernardino, CA 92407-2397. Your membership helps provide student scholarships.

4/95



ALUMNI DIRECTORY SOON TO BE RELEASED



Soon you will find that locating fellow alumni will be as easy as turning a page with the CSUSB Alumni Directory. You may reserve your personal copy when your Harris representative phones, but do not delay because only prepublication orders received at that time will be guaranteed.

On June 17, Commencement Day, representatives of the Bernard C. Harris Publishing Company, Inc., will start phoning alumni for the verification phase of the CSUSB directory. If you have any questions, or did not receive information in the mail from Harris requesting your cooperation, please call the Alumni Affairs Office, (909) 880-5008.

ALUMNI AUTHORS FETED IN LIBRARY

Are you a part of the Alumni Authors' collection? We are proud of our bibliography that includes the names and publications of more than 35 alumni authors. Most of their published materials (including novels, poetry, articles, cartoons, musical compositions, self-help tapes) are available through restricted circulation. We'd like to include your published materials in that collection. Please send two copies (if available) of your publications to Mary Colacurcio, Director of Alumni & Donor Relations, CSUSB, 5500 University Pkwy., San Bernardino, CA 92407-2397. Call (909) 880-5008 for further information on acceptability of material.

ALUMNI AUTHORS FETED IN NEW PFAU LIBRARY ADDITION



SHARING GIFTS—Published alumnus Robert Rose (center) updates Cal State staff Judy Dymond of Theatre Arts and Mary Colacurcio, Alumni Affairs director, while Michael Burgess (far right) chats with Hollywood screenwriter and alumnus Paul DeMeo.

At an event sponsored by the Library Associates, several of our Alumni Authors returned to campus during the 1995 Homecoming festivities in February and participated in a panel discussion that highlighted their careers. The panel consisted of Sondra Heimark-Anderson, B.A. psychology/sociology '87, a certified hypnotherapist who began making private relaxation tapes for clients and is now distributing them commercially; Paul DeMeo, a 1978 graduate from Theatre


Arts who has succeeded in the TV and film industry; Michael Reaves, B.A. English '74, a prolific writer of science fiction novels, in addition to short stories, articles, computer games, comic books, teleplays and screenplays; and Linda Stockham, B.A. anthropology '75, a CSUSB staff member who is also a published playwright. Because several professors brought their classes, the students had an opportunity to meet with the authors at the reception that followed.

MOVING RIGHT ALONG THAT INFORMATION HIGHWAY. . .

You mastered the three R's while here at Cal State (and a lot more). Now's your chance to take advantage of the 3 C's—Compliment, Comment, or Complain on matters pertaining to alumni. E-mail your C's to:

mcolacur@wiley.csusb.edu.

OR

FAX your facts to (909) 880-7017, c/o Mary Colacurcio, Director of Alumni & Donor Relations, CSUSB, 5500 University Pkwy., San Bernardino, CA 92407-2397. Or fill out the enclosed survey and send it in the envelope that is in the center of the magazine. Don't just think about it. Do it! 



Dear Alumni,

In the last issue of the *Cal State Magazine*, I requested assistance in locating Sam Hlavaty '80. The response was overwhelming—five alumni, one of whom was Sam's wife, called us with his address! Buoyed by that success, I'm requesting your help in locating a few alumni named COLLINS. Scattered through the years you will find their names. Call me at (909)880-5008, if you know their whereabouts. A reward will follow!

Mary Colacurcio
Alumni Director

1968

Alan G. Dyer, B.A. sociology, was reappointed to serve an additional four-year term as a board director on the Inland Empire West Resource Conservation District Board. He also serves on the West San Bernardino County Water District Board and is employed as an adult school supervisor/teacher for the San Bernardino and Rialto adult schools.

Dr. Yolanda T. Moses, B.A. sociology, became the eighth inductee into the San Bernardino Valley College Alumni Hall of Fame on Feb. 14, 1995. Moses, a member of SBVC's Class of '66, is a prominent anthropologist and became the tenth president of The City College of New York/CUNY in October 1994. She received the CSUSB's Alumni Association Distinguished Alumni Award in 1983.

1969

Robert Hodges, B.A. sociology, M.A. education '75, is the new superintendent for the Redlands Unified School District.

1970

Thomas Fitzpatrick, B.A. history, has been appointed as the police chief at the new California State University opening in fall '95 at Monterey Bay. He's no stranger to the CSU system as he has coordinated law enforcement for all 20 campuses for the past four years. The new campus is located on the vacated military base in Monterey Bay.

Lynn Hirtz, B.A. political science, is one of two alumni recently appointed to the Cal State, San Bernardino University Advisory Board at the invitation of President Anthony H. Evans. Hirtz is the co-owner of Dan's Lawnmower Service and also serves as a councilwoman for the city of Rialto.

I.S. "Smiley" Paredes, B.A. administration, M.B.A. '78, is the affirmative action manager at Montgomery Watson, whose motto is "serving the world's environmental needs."

1971

Bob Botts, B.A. administration, is the

second of two alumni recently appointed to the Cal State, San Bernardino University Advisory Board. (See **Lynn Hirtz**, '70.) Bob, the 1980 winner of the Alumni Association Distinguished Alumni Award, is the manager for the Office of Business Development in the city of San Bernardino's Economic Development Agency.

Patricia J. Carthen, B.A. English, M.A. education '75, was one of eight outstanding educators honored at the first Golden Apple Awards Dinner sponsored by the San Bernardino Mayor's Education Round Table. (See also **Maryhelen Anderson** '85.) She is a guidance counselor at San Geronio High School. Three Cal State professors were also honored at this dinner.

In February '95 **Jonni Kincher**, B.A. psychology, saw the release of her fourth book: "Psychology for Kids Two" (40 fun experiments to help you learn about other people), Free Spirit Publishing. Some of her earlier books are included in the Alumni Authors collection in the CSUSB library.

1973

"One of Ten Who Made a Difference"—that's **Sharon Sedrowski**, B.A. English! Sharon was one of 200 nominees who made the list of 10 San Bernardino County residents honored in the Christmas day edition of *The Sun*. In her fourth year as principal of Abraham Lincoln Elementary School, Sedrowski was nominated by Guenther Griebau who said that she has done so many things to help children. She is most proud of making Lincoln School a child-centered environment that involves the community.

Robert Woolery, B.A. psychology, spent the decade after graduation following his trade as a steamfitter welder before he realized that what he wanted to be when he grew up was a chiropractor. So he studied at both LACC in Whittier and Life West in Hayward, where he earned his Doctor of Chiropractic degree. While in school he "also met the love of his life," Dorrin Rosenfeld, with whom he operates the Miracle Chiropractic office about three miles south of CSUSB.

1974

Karen Nelson, B.A. art, is an interpretive specialist for the Oakland Museum in Oakland, CA. Upon a recent trip to CSUSB, she requested and received a guided tour of the new privately funded 4,000-square-foot Robert V. Fullerton Art Museum that is being built concurrently with the state-funded visual arts classroom complex. (If you are planning a trip to the campus and would like a tour, please call the Alumni Affairs office, (909) 880-5008.)

Robert Rose, M.A. education, one of

our Alumni Authors, has created a beginning reading program called SIGHT, SOUND, TOUCH that will be ready for sale in early 1995. It utilizes all the modalities, has four tapes and games, and is accompanied by a 112-page workbook.

1975



Donna Conant

Donna Conant, B.A. art, who also obtained secondary credentials in art, English and elementary education, is teaching English and art at Cajon High School. Having been involved in the community service of feeding the homeless for 15 years, she now involves her students and their parents in this work. They feed approximately 400 people three or four times each year in San Bernardino. She is also coordinating a district-wide effort called International Togetherness Day (IT Day), an attempt "to bridge the chasms that separate people from each other. . . and produce a program of singing, dancing, drama, rap, literature and art to display the multicultural talents of people of our city." Her son, (**Fred**) **Richard Jensen**, B.A. philosophy '94, working on his Ph.D. at U.C. Santa Barbara, is also a published writer. His first book, *Wings of Steel*, published in 1994, is about his world-record-breaking climb on El Capitan in 1982; it can be found in the Alumni Authors collection in the Pfau Library.

Susan Haugh, B.A. psychology, M.A. '78, writes that the following alumnae have joined her in her private practice as Marriage, Family, and Child Therapists: **Lynda Snyder**, M.S. psychology '87, and **Kimberly Helzer**, B.A., psychology '84, M.S. '87, **Bridget Tucker**, M.S. psychology '85, former staff member of the CSUSB Student Counseling Center has also joined this practice.

Linda L. Knowles, B.A. music, received an M.A. in counseling from the University of San Francisco. In addition to teaching second



grade in Contra Costa County, she does grief support counseling at Mt. Diablo Hospital.

Dell Richards, B.A. English, having started a public relations firm that specializes in authors, is being featured in the recently published book "Success Secrets of Sacramento's Business Professionals." A published author herself, Dell is one of more than 35 alumni authors whose books can be found on the shelves of the CSUSB library.

1976

Juan N. Ramirez, B.A. sociology, recently retired as a probation officer in San Bernardino after 34 years of dedicated and conscientious service attempting to make a better and safer community. In 1988 he was selected as the "Probation Officer of the Year." He also received two other commendations—in 1974 for involvement in implementing an employees' recognition program, and for a personal rescue in 1983, using the Heimlich maneuver.

Dr. Marilyn R. Rogers, B.A. child development, M.A. education '80, received her doctorate in education (early and middle childhood studies) at Nova Southeastern University in Ft. Lauderdale, FL.

1977

Gary Sullivan, B.A. psychology, is teaching math and science at Cabrillo Middle School in Ventura. His wife, **Karen Wilkinson Sullivan**, B.A. psychology, is a claims manager at the Oxnard District Office of the State Compensation Insurance Fund.

1978

Charles (Chuck) Bird, M.B.A., retired from the U.S. Navy and is a government account manager for Picker International, a large radiology equipment manufacturer and distributor. But, he writes, "more importantly, Chuck is now a grandfather." He lives in Frederick, MD.

Kathryn Guerin, dual major, M.A. education '84, is a resource specialist at Pacific High School in San Bernardino.

Robert J. Redden, B.A. administration, is an accountant at the San Bernardino Community Hospital.

1979

Adrian Sanchez, B.A. economics, is vice president and regional economist for First Interstate Bancorp in Los Angeles. One of three featured speakers at the annual CSUSB Economic Forecast Breakfast, his responsibilities with First Interstate primarily involve the analysis and economic forecasting of California and its major metropolitan areas. He was chosen in 1994 as one of 25 young outstanding

business leaders in San Bernardino County by the San Bernardino Sun newspaper.

1980

Russ Russel, B.A. liberal studies, captain of the Cherry Valley Fire Station, was chosen as the Honored Citizen for the 1994 Beaumont-Cherry Valley Cherry Festival. Fighting fires is his profession, but his avocation is making his community a better place to live.

1981

Captain Kelly McPeters, B.A. sociology, is currently assigned in Dhahran, Saudi Arabia, as the Director of Operations and Deputy Commander for Aeromedical Evacuation in Southwest Asia. This is his second tour in the Persian Gulf.

1982

MISSING: **Teresa Sue Collins**, M.A. education. Call (909) 880-5008 with address; receive a reward.

Kathleen M. Mitchum, CPCU, B.A. sociology, has joined the firm of Johnson & Higgins of California in Costa Mesa as a client manager.

1983

MISSING: **Roberta Collins**, B.A. sociology. Call (909) 880-5008 with address; receive a reward.

1984

Mary-Frances Breitenstein, B.A. administration, M.B.A. '87, is director of marketing for Whittier Area Federal Credit Union. She also serves on the Board of Directors of the CSUSB Alumni Association.

MISSING: **Christie Leigh Collins**, B.A. administration. Call (909) 880-5008 with address; receive a reward.

1985

Maryhelen Anderson, M.A. education, was one of eight outstanding educators honored at the first Golden Apple Awards Dinner sponsored by the San Bernardino Mayor's Education Round Table. (See also **Patricia J. Carthen** '71.) Anderson is the principal at Bonnie Oehl Elementary School in Highland.

1986

Mary Ruxlow, B.S. nursing, U.S. Marine Corps, is a home visitor with the New Parent Support Program through Children's Hospital and Health Center in San Diego.

1987

MISSING: **Kevin Collins**, B. A. English. Call (909) 880-5008 with address; receive a reward.

1989

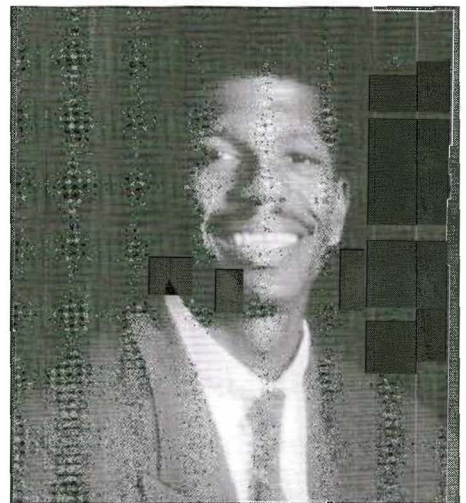
MISSING: **Jayn Leigh-Lalla Collins**, M.A. education. Call (909) 880-5008 with address; receive a reward.

Harold (Phil) Myers, M. A. national security studies, retired from the U.S. Air Force in October '91 after 22 years of distinguished service. He is now the Eighth Air Force Historian at Barksdale AFB, LA, and will research and write histories of headquarters activities and strategic programs. He also served as combat historian for F-117A Stealth operations in the Gulf War (Desert Shield/Desert Storm).

Faye Nieto, M.A. psychology, writes that she is "loving life in Alaska! I am now a licensed marriage and family therapist. I have a counseling center called Alternatives."

1990

Dr. Annette Annechild, M.S. psychology, the author of "Your Man and His Mother," received her Ph.D. in counseling psychology from Kensington University and is now in private practice in Georgetown, VA. She is now working on her ninth book, "The Annechild Report on Women's Relationships" for Random House.



Gerald Duncan

Gerald Duncan, B.A. administration, member of the Alumni Association Board of Directors, played with the Rockford Lightnings in the Continental Basketball Association (CBA) this winter. While at Cal State in the late '80s, Gerald played point and shooting guard at Cal State, averaging 23 points-per-game in his senior year; he earned an All-District player award and an All-American honorable mention, too.

Val Limar Jansen, B.A. theatre arts, a Ph.D. candidate in theatre arts at U.C. Santa Barbara, was the recipient of the Outstanding



Teaching Assistant Award of 1993-94 in the Humanities and Fine Arts given by the Academic Senate. Readers may remember her as the star of "Ethel," a one-person show at CSUSB about the legendary African-American entertainer Ethel Waters that she co-wrote with Professor Bill Slout. In addition to being a teaching assistant for a large Theatre Appreciation class last year, she was simultaneously playing the lead role in a production of Alice Childress' "Trouble in Mind," for which she won an Independent Award as one of the best performances in Santa Barbara theatre.

Robert A. Wengen, B.A. finance, is currently a Procurement and Service Officer II at Centinela State Prison in El Centro, Imperial County.

1991

Terri Ferritor, B.A. criminal justice/paralegal studies, is a case manager with the Federal Bureau of Prisons, El Paso, TX. She writes, "I hope to work my way up the ladder as far as I can go."

Raymond Y. Ong, B.S. administration, M.B.A. '93, is the educational sales consultant for CollegeView, a Network of Discovery. His company provides state-of-the-art multimedia presentations on colleges to prospective students by using the latest in computer technology.

Cathy J. Saunders, B.A. liberal studies and anthropology, loves her new home in Arizona and invites you to visit. She writes, "I now live in the beautiful red rocks of Sedona. Fellow anthropologists and friends, feel free to look me up if you happen to come to this magnificent area." Cathy is a hostess for the Los Abrigados Spa Resort.

Kevin Thompson, B.S. computer science, is a contractor with the Jet Propulsion Lab and is helping design the Global Command and Control System being implemented by the military worldwide.

1992

Charles H. Redd, Jr., B.A. human services, ΦΒΣ, and his wife, **Colene L. Palmore Redd**, B.A. administration, are now living in New York City, where Charles works for the Lutheran Social Services as a social worker. Colene is a labor relations specialist for the U.S. Dept. of Justice. He writes, "We may not be home, but the Cal State Magazine keeps us informed of what is happening around our old 'stomping grounds.' Thanks for the information you provide and keep up the good work."

Sarah Taylor, B.A. administration, is a quality assurance specialist at Health Data Sciences. Her husband, **Mark**, B.S. computer science '94, also works there and is the manager of applications programming.

Julia Terral Ungar, B.A. liberal studies

'92, is a teacher for the Fontana School District.

Scott Matthew Wallevand, B.A. liberal studies, is a fourth-grade teacher at Washington Elementary School in Corona.

1993

Cathleen Mary Bonadiman, B.A. administration, is a licensed optician and retail manager at Lens Crafters in San Bernardino.

Donfred L. Ervin, B.A. administration, is an information systems analyst for Target Distribution Center in Fontana, CA. He is also studying law at Western State University-Fullerton College of Law.

Jennifer Wong Ezpeleta, B.A. art, is working as a freelance graphic designer out of her own home in San Pedro, CA. She writes that she would especially like to thank Professor George McGinnis for his patience and for all his expertise.

Kathleen Yvonne Barnes Lopez, B.A. criminal justice, is employed as an investigator by the State of California.

Russel Phelps, B.S. administration, TKE, is a financial advisor for American Express.

Greg Randall Watts, B.A. political science, is in Wake Forest, NC, studying in the Master of Divinity program at Southeastern Baptist Theological Seminary.

1994

Dana Bartlett, B.A. economics, is a senior teller at the Highland branch of the Norton Credit Union.

Kathleen S. Brown, M.S.W., has been selected to present her research project at the American Association on Mental Retardation's national convention in San Francisco in May. She has been employed at the Inland Regional Center in Colton, CA for 12 years and is currently a resource coordinator. She is married to **Phillip A. Brown**, M.A. educational administration '84.

Jim Falvey, B.A. administration, ΣΧ, former Coyote basketball player, is now employed as a marketing assistant with McKenzie Technology Co. in Fremont, CA.

Dawn Koplin, B.A. liberal studies, ΚΔ, is a payroll technician at CSUSB and is working on her M.P.A.

Vince Kuhn, B.A. administration, ΔΣΦ, is a credit account specialist for a financial company in Portland, OR, and is working with partners to establish an "Under 21" dance club on the east side. He also writes, "When I walked at the Commencement ceremony last June with my family and friends watching in the audience—it was truly the highlight of my life. I would encourage all graduating students to attend the ceremony...It was really such a great feeling and special moment. CSUSB was the beginning of many great things to come for

me."

Elizabeth Ward, B.A. English, lives and works in Burlington, VT. She is formulating and implementing manual and computerized versions of a filing system in the legal department of IBM.

MARRIAGES

Cathleen Mary Bonadiman, B.A. administration '93, and **Donald Lee Babb** were married Nov. 19, 1994 in San Bernardino.

Alan G. Dyer, B.A. sociology '68, married **June Joy Trent** on Dec. 10, 1994 in Las Vegas, NV.

Jennifer Wong Ezpeleta, B.A. art '93, wed **Eldridge Ezpeleta** on Dec. 18, 1994.

Cheryl A. (Hill) Flowers, B.A. geography '77, M.B.A. '87, married **Duane L. Tubbs** on Sept. 24, 1994 in Mentone.

Kathleen Yvonne Lopez, B.A. criminal justice '93 and **Russell Eugene Barnes** were married Oct. 8 in Redlands.

April Morales, B.A. administration '90, and **Dave Ericson** were married Sept. 10, 1994 in San Bernardino.

Clayton C. Nacsin, B.S. physical education '89, married **Tina Goodrich** on Feb. 11, 1995 in Las Vegas, NV.

Colene L. Palmore, B.A. administration '92, and **Charles H. Redd, Jr.**, were married on March 12, 1994 in Las Vegas.

Russel Phelps, B.S. administration '93, married **Kimberly Riddle** on Sept. 24, 1994.

Robert J. Redden, B.A. administration '78, married **Patricia C. Oltman** on Nov. 19, 1994 in Redlands.

Julia Terral, B.A. liberal studies '92 and **Scott Ungar** were married Aug. 6, 1994 in San Bernardino.

Scott Matthew Wallevand, B.A. liberal studies '92, and **Nicole Marie Dennick** were married in the summer of 1994 in Orange Park Acres.



Vince Kuhn



BIRTHS

Tiffany Jordan, born Nov. 14, 1994, to Carmen Brugge, B.S. administration '92, and T. J. McCree.

Elizabeth Noelle, born Aug. 20, 1994, to Terri Wright Carlos and Jorge Carlos, both B.A. administration '85.

Natalie Claire, born Dec. 29, 1994, to Elaine Eldred, B.A. French/anthropology '77, and Kenneth Eldred, B.A. biology '76.

Nathanael Jacob, born March 24, 1994, to David C. Holm, B.A. history/geography '94, and Christina Holm. His father writes, "We love him tons and hope he will go to the university when he grows up."

Kendall Lauren, born Oct. 21, 1994, to Laurie Lauletta-Boshart, B.A. communications '89, and Carrick Reed Boshart.

IN MEMORIAM

Porfirio Alvarado, B.A. sociology '77, and B.A. Spanish '80. Date of death is unknown.

Cecilia Carrasco, B.A. liberal studies '79, M.A. education '85, died Jan. 15, 1995. Her husband, Daniel Carrasco, B.A. Spanish '68, M.A. education '73, is the assistant superintendent of the Colton Joint Unified School District. Their son, Daniel Carrasco, Jr., has been a student at CSUSB.

John Winn Kennedy, Sr., B.A. administration '79, B.A. economics '85, died Feb. 18, 1995, in San Bernardino. He was the winner of the 1994 Distinguished Alumni Award. Donations in his memory may be made to the CSUSB Foundation, c/o The John and June Kennedy Scholarship Fund, California State University, 5500 University Pkwy., San Bernardino, CA 92407-2397.

George D. Ochs, B.V.E. '79, died Oct. 8, 1994. His wife of 44 years, Blanche Ochs, in notifying us of his death, wrote, "He really enjoyed attending your college."

Michael F. Ritter, B.A. administration '90, died Jan. 19, 1995, in Redlands. His wife, Janie Gehrke Ritter, B.S. nursing '93, has established a scholarship in his memory. Donations should be made out to CSUSB Foundation, and sent to the attention of Mary Colacurcio, Mike Ritter Scholarship Fund, California State University, 5500 University Pkwy., San Bernardino, CA 92407-2397.



PROCEEDINGS—Commencement will be held June 17. For the Schools of Education, Humanities and Natural Sciences, the ceremony begins at 9 a.m. The Schools of Business and Public Administration and Social and Behavioral Sciences will proceed at 5:30 p.m. Both ceremonies will occur on the lawn south of Pfau Library. The next day, graduates of CSUSB's Coachella Valley campus will attend a ceremony in Palm Desert.

TELL-US
MORE ABOUT YOURSELF

Name _____

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City _____

State _____ Zip _____

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Soc. Sec. No. _____ Year of Graduation _____

Degree _____ Major _____

Fraternity/Sorority _____

Spouse _____

Is Spouse a CSUSB Grad? Yes No If yes: Year of Graduation _____

Degree _____ Major _____

Information that you would like to share in Cal State magazine. (Write here or attach additional page.)
(Note: Birth and wedding announcements require dates and names of all concerned for a separate listing.)

**Mail to: Cal State Magazine Editor,
CSUSB, 5500 University Parkway
San Bernardino, CA 92407-2397**

**BARGAIN TIME—
ALUMNI ASSOCIATION**

Alumni who join the Alumni Association after Jan. 1 can get a six-month membership (expires 6-30-95) for half-price. Call (909) 880-5008 to have a membership brochure sent to you.



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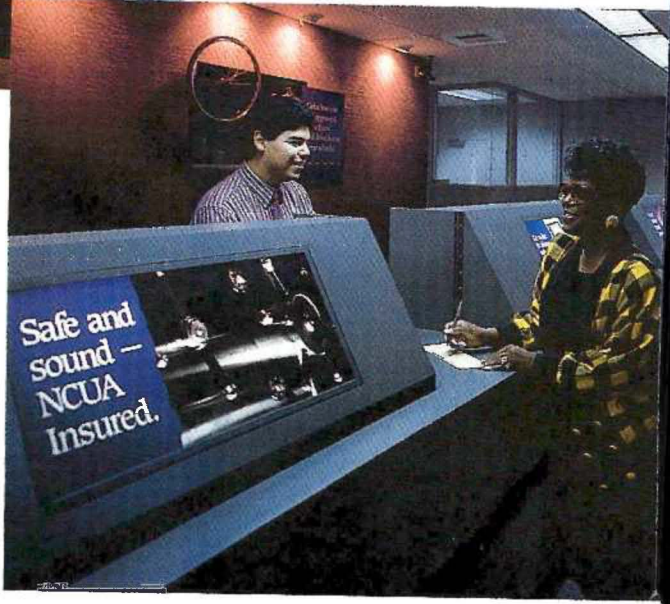
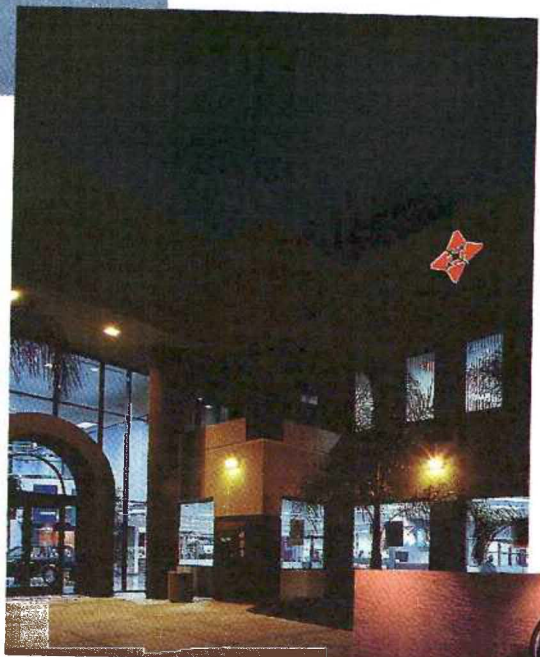
Since 1949 the San Bernardino County Central Credit Union has served as a safe and sound financial institution for its members with unparalleled attention to quality service. All accounts are federally insured up to \$100,000 by NCUA. Excess deposits are insured at no direct cost, for amounts exceeding \$100,000, through a private insurer.

We provide you with the convenience of 11 branches and 25 ATM locations throughout San Bernardino County.

Membership in San Bernardino County Central Credit Union is not available to everyone. However, through special arrangement with California State University, San Bernardino, all members of the Alumni Association and University employees are eligible. And we stand ready to serve you with our competitive savings and loan rates.

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For information regarding Credit Union services and benefits, please call (909) 881-3355 ext. 295 or 1-800-743-7228 ext. 295.





Like art? Plays? Music? Lectures? Outdoor fun? Cal State, San Bernardino offers activities for the whole family. Keep this calendar handy. Share and enjoy. (It is best to call ahead and confirm an event using the phone numbers listed after each description. All numbers are in the 909 area code.)

APRIL 11

Talk.
"Jupiter and Shoemaker-Levy 9: The Great Comet Collision," by David Levy, "greatest living discoverer of comets." 7 p.m., Student Union Events Center. Free. 880-5577.

APRIL 19

Job Fair.
Career Opportunities Fair features 60 employers from business, industry and government. 10 a.m.-2 p.m., Student Union Events Center. Free. 880-5250.

APRIL 20

Talk.
Author and poet Nikki Giovanni. 7:30 p.m., Student Union Events Center. Free. 880-5943.

APRIL 20-MAY 26

Art Show.
"Leo Doyle: Private Visions." Opening reception April 20, 5-7 p.m., University Art Gallery. Gallery hours Mon.-Fri., 9 a.m.-4 p.m. Sat. and Sun., noon-4 p.m. Free. 880-5802.

APRIL 22

Environmental Expo.
Inland Empire Environmental Expo for adults and children. Theme: "Healthy Habitat." Features exhibits, film festival, community and teacher workshops, Nature Bowl contests for grades 5-8, contest for costumes made of recycled materials and ecomagician Paul Cash. 9 a.m.-3 p.m., Student Union and Lower Commons. 880-5681.

APRIL 27-29, MAY 4-6

Dinner Concert.
Annual Renaissance Banquet featuring Offenbach's "Orpheus in the Underworld." 7 p.m. (all dates), Student Union Events Center. \$30 per person. Reservations required. 880-5859.

MAY 9

Music.
CSUSB Jazz Ensemble directed by Andy Cleaves. 8:15 p.m., Recital Hall. General admission \$5, students \$3. 880-5859.

MAY 15

Music.
CSUSB Faculty Brass quintet. 8:15 p.m., Recital Hall. General admission \$6, students \$4. 880-5859.

MAY 20, 26, 28, JUNE 2, 4, 8, 10

Theatre.
"The Mousetrap," by Agatha Christie. The popular mystery writer's adapted story of strange characters stranded in a snowstorm. Curtain time 8:15 p.m. for evening shows. May 28 and June 4 shows are 2 p.m., Sunday matinees. University Theatre in Creative Arts Building. General admission \$8; senior citizens and CSUSB alumni with Alumni Association membership card \$5; students \$3. 880-5884.

MAY 19, 21, 25, 27, JUNE 3, 9, 11

Theatre.
"What the Butler Saw," by Joe Orton. A young woman, looking for work in a psychiatric clinic, winds up in a mess of mistaken identity and romantic misconduct in a farce about morality, mental health and the middle class. Not recommended for children. Curtain time for evening shows 8:15 p.m. May 21 and June 11 shows are 2 p.m., Sunday matinees. University Theatre in Creative Arts Building. General admission \$8; senior citizens and CSUSB alumni with Alumni Association membership card \$5; students \$3. 880-5884.

MAY 24

Music.
Faculty artist recital with John Gates and friends. 8:15 p.m., Recital Hall. General admission \$6, students \$4. 880-5859.

MAY 26

Music.
CSUSB Wind Ensemble conducted by Luis S. Gonzalez. 8:15 p.m., Recital Hall. General admission \$5, students \$3. 880-5859.

MAY 30

Music.
CSUSB Jazz Ensemble directed by Andy Cleaves. 8:15 p.m., Recital

Hall. General admission \$5, students \$3. 880-5859.

JUNE 4

Music.
CSUSB Concert Choir, directed by Tamara Harsh, performs J. S. Bach's Magnificat in D. 3 p.m., Recital Hall. General admission \$5, students \$3. 880-5859.

JUNE 5

Music.
Full Fathom Five Woodwind Quintet. 8:15 p.m., Recital Hall. General admission \$5, students \$3. 880-5859.

JUNE 7

Music.
CSUSB Symphonic Band, directed by Luis S. Gonzalez, performs Giannini's Symphony No. 3. 8:15 p.m., Recital Hall. General admission \$5, students \$3. 880-5859.

JUNE 16-JULY 13

Art Show.
"25th Student Art Show" features work of CSUSB senior students. Opening reception and open house June 16, 5-7 p.m., University Art Gallery. Gallery hours 9 a.m.-4 p.m. Free. 880-5802.



Let the Good Tunes Roll

What's summer and the open-air without music and a lazy picnic on the grass? Make Cal State your backyard July 12-August 30 as the university presents the Eleventh Annual Summer Entertainment Series. Every Wednesday at 7 p.m. the sounds of swing or blues or oldies-but-goodies and more will roll through the Lower Commons Plaza. Bring the family and friends and enjoy an evening under the stars. 🌟



THE COLOR OF YARN—Crafted in Guadalajara and Tepic by local artists, this woolen yarn painting is one of 55 donated last fall by Cal State professor Joel Stein to CSUSB's permanent collection.

California State University, San Bernardino
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