

Summer 2011

# Pepperdine Magazine - Vol. 3, Iss. 2 (Summer 2011)

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# PEPPERDINE

magazine

Volume 3 Issue 2 Summer 2011

## AN EMPIRE OF ICE

Pulitzer Prize-winner Ed Larson shares an excerpt from his new book.

## CORPS VALUES

Alumni recall their Peace Corps experiences.

## ARE YOU HAPPY AT WORK?

Pepperdine professors offer tips for workplace satisfaction.

# THE PATH *of* DISCOVERY

Science, theology, and the academy come together at the 31st annual Christian Scholars' Conference.

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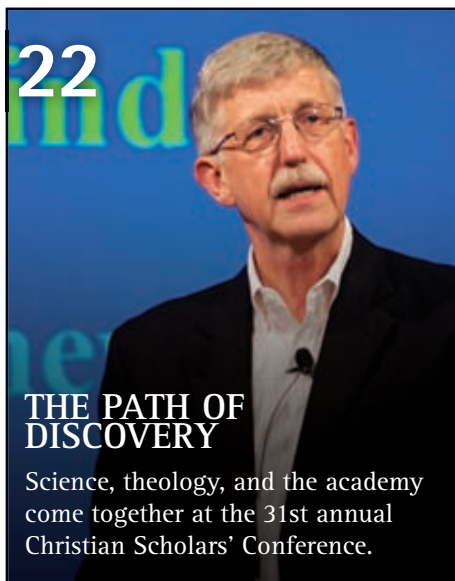
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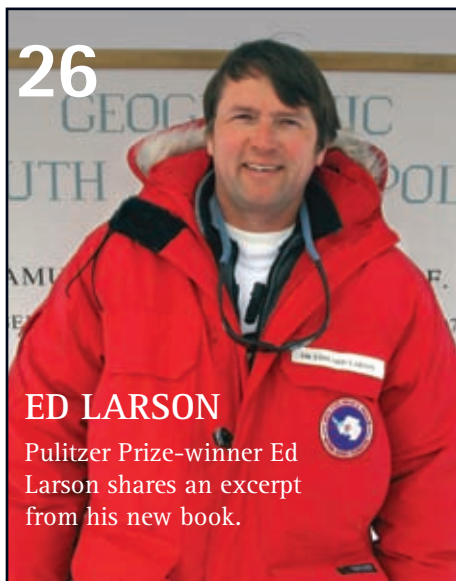
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# PEPPERDINE magazine

*Published by*

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*Abbreviations*—GPC: George Pepperdine College; SC: Seaver College; SOL: School of Law; SPP: School of Public Policy; GSBM: Graziadio School of Business and Management; GSEP: Graduate School of Education and Psychology.

Pepperdine is affiliated with Churches of Christ, of which the University's founder, George Pepperdine, was a lifelong member.

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## LETTER FROM THE EDITOR

When hundreds of scholars gathered at Pepperdine University this summer for the 31st annual Christian Scholars' Conference, they came together in the spirit of dialogue, collaboration, and learning. They drew from a wide variety of disciplines to develop their own academic research, reflect on the integration of scholarship and faith, and work together in pursuit of knowledge.

In the same spirit, the pages of this issue of *Pepperdine Magazine* are filled with stories of individuals who have embarked on their own personal and intellectual paths of discovery: alumni who traveled the globe as Peace Corps volunteers; Professor Ed Larson, who journeyed to Antarctica to capture tales of exploration to that stark and distant terrain; and faculty from the Graziadio School and Graduate School of Education and Psychology, who navigate the paths we all wander on the road to workplace satisfaction.

These pages also glimpse the path that Pepperdine University is traveling as it marks its 75th anniversary this fall. Learn how you can get involved in the celebration, pre-register for your copy of the 75th anniversary commemorative book, or join the Pepperdine community during Waves Weekend, October 14–16. We hope to see you there.

—Megan Huard

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## CONNECT WITH PEPPERDINE MAGAZINE

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### TOM SHADYAC IS NOT YOUR TYPICAL HOLLYWOOD DIRECTOR

We need more individuals like Tom that live life to help others, instead of just helping themselves.

—Michael Anthony

Wow, what a story. I cannot believe Tom Shadyac is an adjunct prof at Pepperdine. I would have KILLED to be in one of his classes. I was a telecom major at Seaver back in the early '90s and am so jealous at the incredible talent and resources that department has now! Well done, Pepperdine, for securing such an amazing mentor like Tom.

—Kristen

What courage for Tom to have made such a big decision. I wonder why most of us need to experience tragedy before we reevaluate what is important? Imagine if more of us took that leap of faith; so many of the world's problems would be solved. Here's to Tom's inspiration and our new wisdom.

—Mike

This is a remarkable documentary. I recently offered bonus points to my students if they present me with a ticket stub. I teach a course called Health and Society. Tom's definition of "mental illness" reflects a deep understanding of where we have gone wrong. As a sociologist, I can really appreciate his film and the power it has to change the direction of the lives of those who see it.

—Lee Brocius



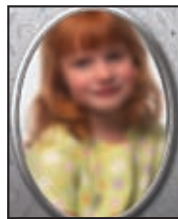
### MIRACLE IN THE DESERT

I have been following Katherine almost from the beginning and praying daily for her recovery. What an amazingly awesome God we serve. And who knows how many people will be touched and changed by your testimonies. God bless you.

—Wanda Vermeer

Kat and Jay are two of the most grateful couples I've ever met. They honor Jesus in all the areas that they serve. I worked with Kat and Jay almost daily at Casa Colina in Pomona, where Kat learned how to eat and swallow again. Now that she has gone to eating food again she is stunningly gorgeous. She has trusted Jesus with her life, she has tremendous support from her and Jay's folks. It's amazing.

—John Harrell



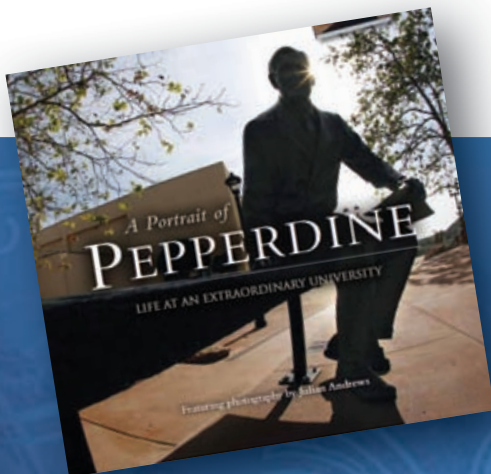
### A THINLY VEILED PROBLEM

We feel that if we set a good example and talk about positive body image, we are doing our job, but we must also talk about the perverted images of beauty perpetrated by the media. Our silence condones these false messages.

—Kimberly

I remember when I was extremely young I always hated my body. The hatred continued through elementary school and developed into an eating disorder in sixth grade. I have been hospitalized multiple times and have yet to make progress. Every time I see commercials for weight loss or hear them on the radio I wonder what is going through young girls' and guys' heads. If it is what I am thinking about, it isn't such a positive response. Thanks for this article; we need to stop poisoning the people in our society!

—Karly Alexandra



*In honor of the 75<sup>th</sup> anniversary*

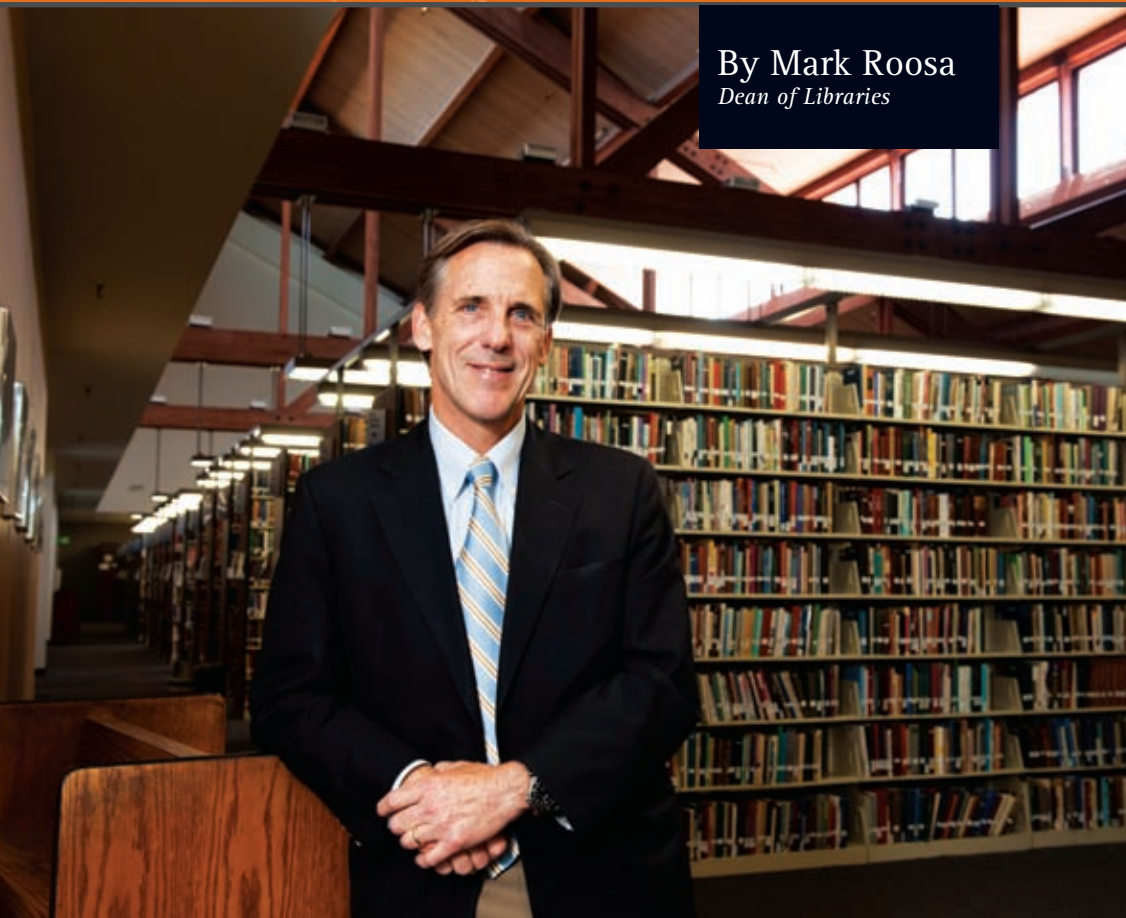
## A PORTRAIT OF PEPPERDINE *Life at an Extraordinary University*

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*See the insert in this magazine for more information, or visit [www.pepperdine.edu/portrait](http://www.pepperdine.edu/portrait)*

# WHY WE NEED LIBRARIES IN THE DIGITAL AGE

By Mark Roosa  
*Dean of Libraries*



## CYBERSPACE IS A TOOL. IT IS NOT A PLACE.

In this era of Google, Twitter, Facebook, and Wikipedia, some might ask: why do we need libraries? Can't students get everything they need online? Won't students become wiser simply by spending more quality time online with their laptops or iPhones?

The Internet has become deeply embedded into every aspect of our private and public lives. In the academy as well, the Internet and the growing cyber-infrastructure that carries information to us and facilitates scholarly work has become an essential fixture in the lives of students.

Without question, the cyber-toolbox has created wonderful new pathways to information. Take, for example, the pure power that online databases provide for quickly locating facts about virtually any person, place, or thing, or the possibilities that cyber-technology holds for bringing together massive geospatial information, which would otherwise be largely inaccessible.

Technology has enabled us to build wonderfully rich digital collections across the country that support teaching, learning, and research, but I would argue that technology in and of itself does not necessarily guarantee that students will become smarter. There is mounting evidence that too much random screen time may in fact hinder deep thinking, contemplation, analysis, and reading and writing skills—things so essential to success in the world beyond the campus.

Consider T. S. Eliot's prophetic warning from the 1930s:

Where is the life that we have  
lost in living?

Where is the wisdom we have  
lost in knowledge?

Where is the knowledge we have  
lost in information?

*-The Rock*



## THE LIBRARY AS PLACE... "A HOME FOR THE HEART"

As our students have become more and more cyber-dependent, an interesting thing is happening on our college campuses: library use is on the rise. It turns out that students come to our libraries for the type of fulfillment cyberspace can't offer. They come to see their friends, to work in groups, to think, and to find a quiet space far from the distractions of everyday campus life.

Increasingly, the Payson Library on our Malibu campus offers just this sort of haven. It is, in many ways, already the biggest classroom and the biggest living room on campus, a new student union where students reflect, exchange ideas with one another, and grow intellectually. The library offers quiet space for contemplation in a comfortable setting. In short, our library is a home for the heart, soul, and mind. A destination:

...where students are exposed to new ideas and where thoughtful inquiry is encouraged. Each year we host a broad array of faculty and guest lectures on topics ranging from the human genome project to global warming to Mozart to the African American experience.

...where students become discerning information users and consumers and learn to expand their horizons beyond Google. In addition to providing information literacy instruction to roughly 4,000 students a year, our new search and retrieval portal called WorldCat Local provides users with access to more than 100 million titles from libraries around the world.

...where students find hospitality and flexible seating. And it is open late.

The combination of these elements is a winner; and as we have emphasized them, student use of our libraries has steadily increased. On a busy night one is hard pressed to find a seat in Payson Library. Circulation of materials and use of online resources are also off the charts. It is an exciting time.



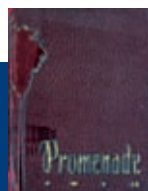
## WHAT WE'VE ACCOMPLISHED AND WHAT LIES AHEAD

We are encouraged by the progress that we have made to create intelligent and welcoming libraries at Pepperdine, places that build community and encourage learning.

We have upgraded our print collections and evaluated our electronic holdings to better align them with our academic programs. As we have made these improvements, happily, we have seen increased use of the collections.

Today's libraries are not just aggregators of information; they are distributors and publishers as well. Pepperdine on iTunes U, a free online broadcast service that features audio and video presentations by faculty, guest lecturers and members of our community, now garners over 4,000 weekly downloads.

We will continue to explore new ways to serve our students by providing knowledge resources and new spaces that encourage use of those resources. Preparing students to be lifelong learners (and users of libraries) is both a library vocation and a civic responsibility.



## CONCLUSION

We are gratified by the substantial progress made to date to build a 21st-century library for our students. Just as Pepperdine is on the rise in so many areas, I believe that we are on the rise with our libraries. Our students deserve it and our legacy demands it.

With continued support from our community and donors, we look forward to building a great library for our great University, a 'home for the heart, soul, and mind', that will, in the words of our founder George Pepperdine, "help young men and women to prepare themselves for a life of usefulness in this competitive world and help them build a foundation of Christian character and faith which will survive the storms of life." ■



## ONLINE DIGITAL COLLECTIONS FROM PEPPERDINE LIBRARIES

The new Digital Collections feature digitized versions of special collections and archival materials, including the Pepperdine Yearbook Collection, a complete and searchable collection of Pepperdine yearbooks from 1939 to 2006; the John Mazza Historic Surfboard Collection; and the ever-growing University Archives Photograph Collection, presenting high-resolution digital renditions of the thousands of photographic prints, slides, and negatives that comprise the Pepperdine University archival image collection, dating from its founding in 1937.

➔ **ON THE WEB** Explore these collections and more: [library.pepperdine.edu](http://library.pepperdine.edu)



## THE CAMPAIGN FOR PEPPERDINE LAUNCHES AT 35TH ANNUAL PEPPERDINE ASSOCIATES DINNER



1



2



3



4



5

"I am a Wave, and my life has been changed" echoed through the L.A. Live ballroom May 14 as 950 guests caught the vision of the Campaign for Pepperdine: Changing Lives. From Seaver College sophomore Francis Lubuulwa (1) and his stirring Ugandan drum beat, to opera star Jessica Rivera ('96) (2), offering the Lord's Prayer in song, the campaign's public launch dramatized the University's quest "to impact the lives of students who will, in turn, transform the world."

The night was called "Pepperdine Live," theme of the 35th annual Associates banquet. Along with celebrity emcees—*Touched by an Angel* star Roma Downey and her Emmy-winning *Survivor* producer-husband Mark Burnett (3)—the program showcased Waves whose lives have been changed by their Pepperdine experience.

President Andy Benton described the largest campaign in Pepperdine's nearly 75-year history. "We intend to raise \$450 million," Benton explained. "Just as important, we will embolden and enable those who change for good the lives of those who matter most—our students." He shared four aspirations: advancing knowledge through scholarship; honoring the University's heritage of faith; building community; and respecting diversity and global understanding.

Goals include \$82 million for student support, \$170 million for academic priorities, \$150 million in campus and facility enhancements, and \$48 million in annual giving.

The audience heard from campaign chairs and Pepperdine regents Marylyn Warren ('58) and Ambassador Glen Holden (4), who lead a 125-member volunteer committee. Warren, who met her husband and e-Harmony cofounder Neil Clark Warren on the Los Angeles campus, expressed excitement about the campaign's impact. "Through new scholarships, chairs,

a comprehensive events center, and a transformed library, we will ensure an unparalleled college experience for all students."

Warren and Holden announced that more than \$250 million of the \$450 million goal has been raised, with two major gifts leading the way. Herbert and the late Elinor Nootbaar (pictured above) have fully endowed the law school's Nootbaar Institute on Law, Religion, and Ethics. Gifts from Terry and Sharon Mullin have created Mullin Town Square, an inviting gathering place at the center of the Malibu campus.

Acknowledging the challenge of launching a campaign in a stressed economy, Benton was optimistic. "To help Pepperdine remain within reach of top students through need- and merit-based financial aid, we seek \$50 million for scholarships and fellowships and \$10 million for student loan forgiveness," he said. Endowed teaching chairs and professorships are other urgent priorities.

The campaign will also enhance the 40-year-old Malibu campus. Goals include a 5,000-seat event and athletic center, a 458-bed residence hall for Seaver juniors, and renovations of the School of Law building and Payson Library.

"We are the Campaign for Pepperdine," Benton enthused. "Our success will be assured through the confidence and support of all who believe in the unlimited potential of the students we educate."

The revival swing band Big Bad Voodoo Daddy brought the crowd to its feet as the dinner concluded (5). A lively alumni after-party commenced and in one special evening, L.A. Live became Pepperdine Live in downtown Los Angeles.

→ ON THE WEB [www.pepperdine.edu/campaign](http://www.pepperdine.edu/campaign)

INTERNATIONAL JUSTICE MISSION FOUNDER

## GARY HAUGEN

TEACHES HUMAN RIGHTS SEMINAR COURSE



Gary Haugen, the founder, president, and CEO of human rights agency International Justice Mission (IJM), joined the School of Law faculty in April to teach a seminar titled “Human Rights and the Rule of Law in the Developing World.” The course was an in-depth exploration into the enforcement of human rights with a particular emphasis on working with local government agencies and communities to provide effective access to justice.

His course at Pepperdine built on the relationship forged between the two institutions when the School of Law became the first in the country to establish a student chapter of IJM. Haugen also visited the Malibu campus in 2009 to present the commencement speech at the law school graduation.

“Gary Haugen is a true giant in addressing global justice issues,” says Naomi Goodno, associate professor of law. “He has a clear vision and a contagious passion for justice.” Adds Bryan Pereboom, president of the law school’s student chapter of IJM, “We are humbled and challenged to learn from someone living so completely on mission for Jesus.”

Haugen’s extensive experience in the fields of human rights and rule of law dates back to his work at the U.S. Department of Justice and the United Nations, during which time he investigated the 1994 Rwandan genocide. He founded IJM in 1997 as a nonprofit agency to rescue victims of violence, sexual exploitation, slavery, and oppression worldwide.

## DAVENPORT INSTITUTE RELEASES TWO NEW CIVIC ENGAGEMENT BLOGS

The Davenport Institute for Civic Engagement and Public Leadership at the School of Public Policy has launched two new blog sites relating to public engagement in governance.

*Gov 2.0 Watch* will keep abreast of developments relating to the field of “Government 2.0”—how Internet, social media, cellular apps, and other 21st-century technology affect the relationship between citizens and their governments. *Big Society Watch* will follow British prime minister David Cameron’s Big Society program, a national-level civic engagement effort seeking to enlist greater public participation in service delivery.

“Due to fiscal crises and changes in technology, citizens and their governments are interacting in new ways,” notes Pete Peterson, Davenport Institute’s executive director. “These new blogs offer readers the latest news, information, and research on these historic changes from the local to the national levels.”

Rather than extensive editorializing on the issues, *Gov 2.0 Watch* and *Big Society Watch* will re-post commentary from experts, observers, and engaged citizens from all perspectives to provide a “one stop” comprehensive resource to encourage informed deliberation about and evaluation of these programs.

The launch of the two new sites follows the relaunch of the Davenport Institute’s *inCommon* blog, which highlights participatory policy-making processes and research and delivers the latest information and research on participatory decision making—particularly at the city and state levels.

➔ **ON THE WEB** Access the Davenport Institute blogs: [publicpolicy.pepperdine.edu/davenport-institute](http://publicpolicy.pepperdine.edu/davenport-institute)

## SCHOOL OF LAW INTRODUCE NEW CONCENTRATION IN FAITH-BASED DIPLOMACY

Pepperdine's PACIS Project of Faith-Based Diplomacy, housed in the No. 1-ranked Straus Institute for Dispute Resolution at the School of Law, has announced a new concentration in faith-based diplomacy. The concentration will be overseen by W. Timothy Pownall, founding director of the PACIS Project, and will begin accepting students in Spring 2012.

"The concentration provides an academic 'home' for the education and mentoring of the next generation of faith-based diplomats and for new scholarship born out of field experiences," says Pownall. "It's a pioneering effort, and once launched, will be the first of its kind in the country and likely, the world."

The PACIS Project works with leaders in policymaking circles, foreign ministries, national security agencies, religious denominational communities, and humanitarian NGOs who represent polarized communities caught in identity-based conflict—those who grapple with the complex connection between religion and violence in their societies.

Well-intentioned diplomacy often falls short when these groups are not prepared to live together in peace. The PACIS Project uses a unique model for faith-based reconciliation supported by eight core values shared by the world's three principal monotheistic faiths. It aims to 'soften hearts' of adversaries towards one another in advance of then more constructive problem-solving efforts.

PACIS' approach has been successfully tested in troubled places like Kosovo, Sudan, Kashmir and, more recently, with both state and non-state actors in Israel, Palestine, and several neighboring Muslim-majority nations. The new concentration will allow select students to interact directly with influential decision makers in the Middle East and North Africa.

### ➔ ON THE WEB

[law.pepperdine.edu/straus/academics/pacis](http://law.pepperdine.edu/straus/academics/pacis)

## GSEP URBAN FELLOWS CULMINATE YEAR AT HOLMES ELEMENTARY SCHOOL

Students in the Urban Fellows program at the Graduate School of Education and Psychology recently gathered at Holmes Elementary, a GSEP community partner school, to give final presentations summarizing their yearlong research and service learning efforts in urban communities, particularly K-12 schools and mental health sites across Greater Los Angeles. Donald Grant, adjunct professor of psychology, facilitates the Urban Fellows program, which is dedicated to training students to work effectively in urban settings and respond to the complex issues facing these communities.

"The Urban Fellows program really helped bridge the gap between classroom learning and my practical application of cultural sensitivity and understanding while conducting therapy," said psychology program Fellow Karen Olivares, who used her bilingual skills while serving mostly monolingual Spanish-speaking clients at 1736 Family Crisis Center.

Alejandro Gomez-Quinones, who presented on behalf of his three-person team of education Fellows, highlighted strides made while teaching science in the Holmes Avenue Elementary Science Lab. Education professor Anthony Collatos has been the driving force to bring together GSEP, Los Angeles Unified School District, and private partners, resulting in the renovation of the Holmes science lab, now a state-of-the-art classroom for hands-on learning.

Following the final presentations, Fellows worked alongside students, faculty, and community volunteers to revitalize the Holmes campus as part of Sharefest's Annual Workday.

The Urban Initiative is an umbrella program developed by GSEP to prepare a new generation of education and mental health professionals with the skills to work effectively in culturally diverse, underserved urban communities for the long-term.

➔ ON THE WEB [gsep.pepperdine.edu/urban-initiative](http://gsep.pepperdine.edu/urban-initiative)

## PEPPERDINE HONORS DISTINGUISHED ALUMNI

Students from all five schools of Pepperdine University entered a new chapter in their lives when they walked across the graduation stage this summer. At each commencement ceremony Pepperdine honors an alumnus who has exemplified the mission of the University and achieved extraordinary success in his or her chosen discipline.

### THE 2011 DISTINGUISHED ALUMNI ARE:

**RANDY CLARK** (EdD '05), president and CEO of Border Foods, and a former adjunct faculty member of the Graziadio School of Business Management

**BERNARD W. KINSEY** (MBA '73), president and founder of KBK Enterprises, a Los Angeles-based management consulting firm, and former COO and cochair of Rebuild Los Angeles

**OLENA KOZLOVA-PATES** (MPP '99), most recently international governance and compliance manager at the Futures Group

**DENNIS W. LOWE** ('75, MA '77), a licensed psychologist and marriage and family therapist, and professor of psychology at Pepperdine University

**JASON PATES** ('95, MPP '99), manager of customer business transformation at Cisco Systems

**ERIN RANK** (MA '89), president and CEO of Habitat for Humanity for Greater Los Angeles

**JAMES M. RISHWAIN, JR.** (JD '84), chair and CEO at Pillsbury Winthrop Shaw Pittman and an expert in legal real estate matters

**EMILY SCOTT-LOWE** ('76), a licensed clinical social worker and visiting assistant professor of social work at Pepperdine University

**ROBIN L. WASHINGTON** (MBA '95), senior vice president and chief financial officer of biopharmaceutical company Gilead Sciences, Inc.

## CENTER FOR THE ARTS PRESENTS MULTI-AWARD-WINNING COMPOSER MARVIN HAMLISCH

*Multi-award-winning composer, conductor, and pianist Marvin Hamlisch taught a master class to Pepperdine students and performed a concert in Smothers Theatre in April as part of the President's Choice Series at the Center for the Arts. Hamlisch has garnered Oscars, Grammys, Emmys, a Tony, Golden Globes, and even a Pulitzer Prize for his compositions over the course of an extraordinary career.*

*A new season at the Center for the Arts begins in September. Visit [arts.pepperdine.edu](http://arts.pepperdine.edu) for the full performance calendar.*



## GRAZIADIO STUDENTS LEARN HOW TO UNCOVER NEW COMMERCIALIZATION OPPORTUNITIES FOR EXISTING IP

The Graziadio School of Business and Management developed a measureable process this year for uncovering commercialization opportunities for existing intellectual property. Named the 15X Process by its creator Larry Cox, associate professor of entrepreneurship and director of the school's entrepreneurship program, the process was designed to develop 15 times as many new revenue streams from a single existing patent.

"The process is like a prism," explains Cox. "Instead of narrowly focusing on one technology to meet one need, we want to scatter multiple opportunities across a field of inquiry in order to discover new applications. This process is not about developing a business plan. Rather it is about solving problems."

15X's first proving ground united research scientists from University of California, Santa Barbara (UCSB) with Pepperdine MBAs in an intense two-month trial run. Beginning in February, the MBAs and scientists—matched as teams by John Shearer, Pepperdine's entrepreneur-in-residence—used the 15X Process to collaborate and delve into existing intellectual property designed for a specific purpose in order to identify additional market opportunities to generate new revenue. Each team's goal was to have 15 solid opportunities ready to pitch to an audience of private venture capitalists and entrepreneurs at an inaugural presentation event on April 1.

"The teams presented a total of 135 new ideas, so our success surpassed our original expectations," says Mike Sims, executive officer,

Corporate and External Relations at the Graziadio School. "We proved that collaboration between scientists and MBAs have a far-reaching economic impact. And we helped UCSB uncover many new commercial applications."

The teams developed innovative solutions by uncovering new ways to apply known technology to meet needs in the marketplace. One team took zinc oxide thin-film processing to another level by matching it with smart-window technology to reduce heat loss. Another applied fast and accurate nanoparticle-analysis technology to the cosmetics industry for safer and more enhanced products. "Team Calamari" discovered a use for organic epoxy based on the chemistry of squid beaks in composite manufacturing resulting in joining without wear. A fourth team applied a unique software program to measure and correct visual distortion due to macular degeneration to the design of drugstore kiosks for the visually-impaired. The winning team conceived the idea to replace silicon packaging in commercial electronics with titanium cooling technology to safeguard the tech components from heat damage.

Now that the process is proven, Pepperdine is considering how to develop the initiative further. "We are exploring how to match the 15X Process with commercial entities now, in order to help them identify new revenue streams for their existing intellectual property," says Sims.

With the assistance of its Senior Fellows in Entrepreneurship, a group of high-quality, senior business executives, the Graziadio School is exploring adding other graduate schools to the 15X Project in the upcoming year. Senior Fellows are also assisting in the creation of an early stage venture fund – the First Wave Accelerator – to leverage 15X-generated opportunities.

(left to right)  
Alejandro Moreno,  
accepting the award  
on behalf of Sebastian  
Fanselow; women's  
basketball coach Julie  
Rousseau; and Kim Hill



Jessell Owens,  
Matt Brown, and  
assistant director  
of athletics  
Jim Hamad



## PEPPERDINE REMEMBERS MATT FONG

Matthew Fong (MBA '82), member of the Pepperdine University Board of Regents and former California state treasurer, passed away June 1 after a long battle with cancer. He was 57.

"Matt was among the most courageous people I have ever known," said President Benton. "He approached everything in life with enthusiasm, tremendous energy, intellect, and integrity. He was a great friend and will be deeply missed by all of us who were fortunate to know him."

Fong was the adopted son of former Democratic California secretary of state March Fong Eu. He earned his bachelor's degree at the United States Air Force Academy, MBA from Pepperdine University, and JD from Southwestern University School of Law in Los Angeles. Following graduation from the U.S. Air Force Academy he served his country on active duty for five years and continued in the USAF Reserves where he held the rank of Lieutenant Colonel.

In 1991 California governor Pete Wilson appointed Fong to the State Board of Equalization where he served as vice chair from 1990 to 1994. He was elected state treasurer for a four-year term beginning in January 1995. Fong was president of the Strategic Advisory Group, an institutional investment advisory firm, and served "of counsel" with the Los Angeles-based law firm of Sheppard, Mullin, Richter & Hampton. He was active in politics and was a cochair for the George W. Bush for President campaign in California.

Joining the Pepperdine University Board of Regents in 1993, he served on several different committees of the board, the most recent of which was the investment committee.

## PEPPERDINE AND NCAA RECOGNIZE OUTSTANDING SCHOLAR-ATHLETES

Both Pepperdine University and the NCAA recognized outstanding achievement this spring from Waves student-athletes.

Student-athletes, coaches, and staff members gathered at Firestone Fieldhouse in April to celebrate Pepperdine's fourth annual Student-Athlete Honors Dinner. Wave of the Year awards went to two-time winner Tyler Jaynes ('11), men's volleyball; Martine de Gannes ('11), women's golf; and Myriah Stockman, a junior on the women's soccer team. The Wave of the Year award honors student-athletes for outstanding contributions in spirit and service to the athletics program and the University community.

Awards also went to Scholar-Athletes of the Year Matt Brown, a junior on men's water polo, and Jessell Owens ('11) of women's swimming and diving; as well as Athletes of the Year Sebastian Fanselow, a sophomore on the men's tennis team, and Kim Hill, junior on women's volleyball.

In addition, the Pepperdine men's golf and men's volleyball teams were honored in May by the NCAA through its public recognition awards for Division I athletic teams with outstanding Academic Progress Rate (APR) scores. The awards acknowledge those teams in the top 10 percent of all squads in their respective sports and are part of a broad Division I academic reform effort. The men's volleyball team, under the direction of Marv Dunphy, received the award for the third-straight year and the fourth time overall. This is the second time that the men's golf program, coached by John Geiberger, has received the NCAA's APR award.

"It's a credit to our outstanding student-athletes and coaches in the sports of men's golf and men's volleyball that they have been able to attain this type of award from the NCAA," says Pepperdine director of athletics Steve Potts. "All of our coaches and academic support staff work hard to make sure that our student-athletes progress toward graduation and make the most of their academic experience, and we both thank and congratulate these two programs for their exceptional efforts."

➔ ON THE WEB [www.pepperdinesports.com](http://www.pepperdinesports.com)



## DAN CALDWELL

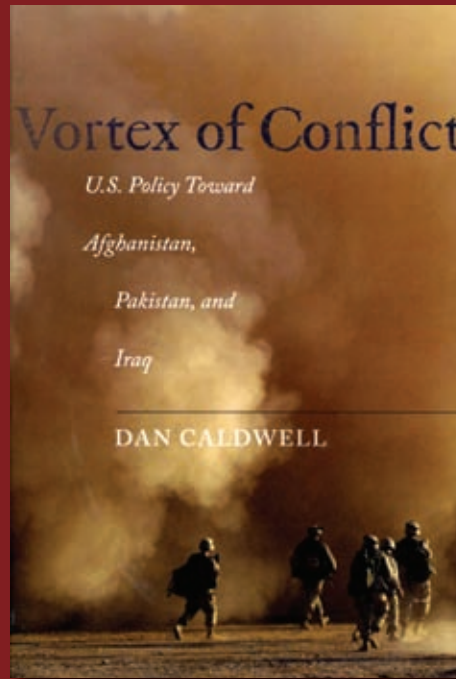
### EXAMINES U.S. POLICY TOWARD AFGHANISTAN, PAKISTAN, AND IRAQ IN NEW BOOK

Dan Caldwell, Distinguished Professor of Political Science at Seaver College, offers a holistic view of the wars in Afghanistan, Pakistan, and Iraq and their interrelationship in his new book, *Vortex of Conflict: U.S. Policy Toward Afghanistan, Pakistan, and Iraq* (Stanford University Press, 2011).

*Vortex of Conflict* traces the historical development of relations between the United States and the Islamic world, Afghanistan, Pakistan, and Iraq, and contains a comprehensive chronology of the major international events since the 9/11 attacks.

Caldwell presents a clear history of U.S. foreign policy pre-1979, examining the revolution in Iran, the Soviet invasion of Afghanistan, the first Gulf War, the rise of Al Qaeda, the emergence of “the Bush Doctrine,” and other significant events. Within this context, he outlines and analyzes the major issues of the two wars, including intelligence quality, military operations, U.S. relations with allies, the shift from a conventional to a counterinsurgency strategy, the military surges in Afghanistan and Pakistan, and postwar reconstruction. Caldwell concludes by summing up key lessons to be learned from the wars and their application to future conflicts.

Before joining the Pepperdine faculty, Caldwell held positions at the Naval Postgraduate School in Monterey, California, Brown University, and the Executive Office of the President in Washington, D.C. His books include *American-Soviet Relations*, *The Dynamics of Domestic Politics of Arms Control*, *World Politics and You*, and *Seeking Security in an Insecure World*. He is a member of the Council on Foreign Relations and chair of the council’s academic outreach initiative.



## NEW IN PRINT

MANY PEPPERDINE FACULTY MEMBERS RELEASED NEW BOOKS THIS YEAR. SOME TITLES INCLUDE:

*The Writer’s Compass: From Story Map to Finished Draft in 7 Stages*, by **NANCY ELLEN DODD**, editor of the *Graziadio Business Review* and adjunct professor of screenwriting at Seaver College

*Drugs and Drug Policy: What Everyone Needs to Know*, by **ANGELA HAWKEN**, associate professor of public policy at the School of Public Policy, with Mark Kleiman and Jonathan Caulkins

*The Price of a Pearl: The Transforming Power of God in the Lives of Women*, by **MAURICE HILLIARD**, University athletic chaplain and project director at the Boone Center for the Family

*Reagan at Westminster: Foreshadowing the End of the Cold War*, by **JOHN M. JONES**, associate professor of communication at Seaver College, with Robert C. Rowland

*An Empire of Ice: Scott, Shackleton, and the Heroic Age of Antarctic Science*, by **EDWARD J. LARSON**, University Professor and Hugh and Hazel Darling Chair in Law (read an excerpt from his book on page 26 of this magazine)

*Management Reset: Organizing for Sustainable Effectiveness* by **CHRIS WORLEY**, professor of organization theory at the Graziadio School, with Edward E. Lawler III

*Culturally Adaptive Counseling Skills: Demonstrations of Evidence-Based Practices*, by **MIGUEL E. GALLARDO**, associate professor of psychology at the Graduate School of Education and Psychology, with Christine J. Yeh, Joseph E. Trimble, and Thomas A. Parham

➔ **ON THE WEB** For publication information and more in faculty books, visit: [www.pepperdine.edu/academics/research](http://www.pepperdine.edu/academics/research)

# THE 35TH ANNUAL ASSOCIATES DINNER



President Benton shares his vision for the Campaign for Pepperdine at this historic event.





Pepperdine alumni recall their experiences abroad as the Peace Corps reaches a milestone.

# CORPS VALUES



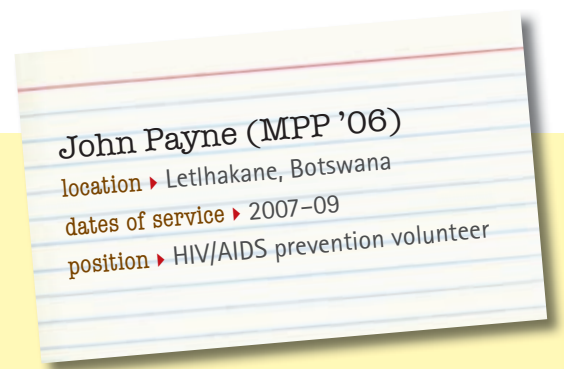
by Gareen Darakjian

**FIFTY YEARS AGO**, President John F. Kennedy stood in front of 10,000 college students at an impromptu presidential campaign speech in Ann Arbor, Michigan, and proposed a unique opportunity never before suggested

to the youth of America: to live, work, and promote peace in developing countries around the world. A few months later, on March 1, 1961, Sargent Shriver established the Peace Corps and college graduates lined up in droves to volunteer in countries such as India, Ghana, Burma, and Tanganyika.



After five decades of dedication and service, the program has drawn approximately 200,000 volunteers who have served in 139 countries and influenced progress and change around the world. Today there are 13 Pepperdine alumni serving overseas with the Peace Corps, with nearly 150 having served since the organization's founding. As Pepperdine University celebrates its 75th anniversary, it recognizes those alumni who have lived out the cornerstones of purpose, service, and leadership in the Peace Corps. Here are some of their stories.

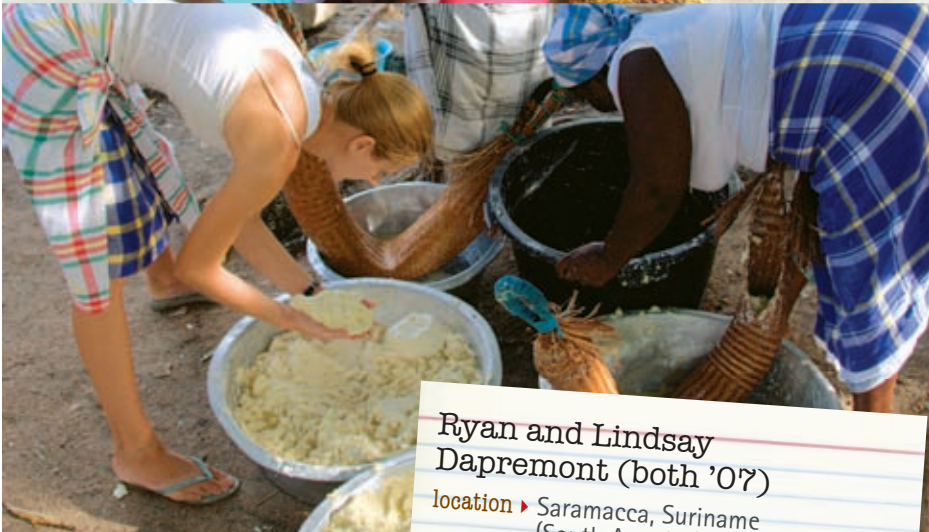


I ran Boteti GLOW (Girls Leading Our World) Camp, an experiential learning and life-skills education program for adolescents, both regionally and at two national GLOW camps as a secondary project. I focused on teaching kids about HIV, child abuse, and familial relationships in an exploratory and participatory way.

Our concept of Africa is much different than reality. Botswana is more developed than other countries. Everybody has cell phones and I had Internet in my office during my service.

After the Peace Corps, I interned for a consultant evaluating the Ministry of Education's national life-skills curriculum. In 2010, I was an HIV/AIDS missions officer in Zambia for Life Restoration Partners, a Christian nongovernmental organization. I also began a one-year Peace Corps Response assignment in July 2011 as an HIV program specialist in the Limpopo Province Department of Health in South Africa.

→ ON THE WEB Read more: [magazine.pepperdine.edu/peace-corps](http://magazine.pepperdine.edu/peace-corps)



CHANGING THE WORLD AND IMPROVING LIFE IS SLOW AND COMPLICATED. I'M NOT DISAPPOINTED THOUGH; I CHANGED, AND I MADE A DIFFERENCE FOR A FEW PEOPLE. WHAT MORE CAN WE ASK THAN TO AFFECT POSITIVE CHANGE ON THE LIVES OF FEW?

—Tiffany Riendeau ('05, MA '07)

**Mike Anderson ('92)**

location ▶ Chatrakan, Thailand

dates of service ▶ 1995–97

position ▶ public health extension worker

**Ryan and Lindsay Dapremont (both '07)**

location ▶ Saramacca, Suriname (South America)

dates of service ▶ 2010–present

positions ▶ community economic development volunteers; health education volunteer

Ryan: You have to be very culturally sensitive so as not to criticize the culture, but still let the girls know that this isn't how it is in all parts of the world. The reality is that they're not going to get that if they stay in Saramacca, but they're aware that they can figure out their own path for themselves.

When we got back home after our first training session, our host father and brothers were tearing down an interior wall in the house and expanding another room so we would have enough space to stay with them. They wanted us to be there so badly that they rebuilt their entire house in one day to accommodate us.

Lindsay: The Saramaccans conduct church services in the street language that the Bible is printed in, not the one language that I'm learning, so it's a lot harder for us to understand what's going on. Maintaining our spirituality is challenging because we can't take quiet time very easily, but I think that puts more of a responsibility on ourselves to try to take time whenever we can.

After Peace Corps, I worked at Pepperdine, where I ran the physical education program from 2001 to 2005 and was able to start the first International Programs study abroad trip to Thailand. Four out of 10 of the first-year students are now living and working in Thailand, Malaysia, and the Middle East.

I went to my site with the unrealistic expectation that I was going to do a lot of work and that things were going to happen quickly. But, the first eight months were about developing relationships with people.

There was iodine deficiency within some schools, because they didn't use iodized salt. The government's public health department would hold youth health education camps, where adolescent leaders in the community would attend our workshops to become more aware of health issues.



**Douglas Tyson (MPP '12)**

location ▶ Banjul, The Gambia, West Africa

dates of service ▶ 2007-09

position ▶ information and communications technology educator

I was posted in a town of 500 people, where I lived in a little hut with a tin roof that got up to 120 degrees. There was no running water or electricity. I took showers in the backyard with a bucket and had a little pit latrine. I was miles away from civilization, but was later relocated to the capital city and lived in a simple apartment with intermittent electricity and running water.

Some days would consist of teaching at the Gambia YMCA, where I would teach a Photoshop class in the morning and go to a tertiary school after lunch to teach print media, Photoshop, and web design to educators. In the evening, I would work with an eco-tourism group to create graphic productions and do marketing, advertising, and consulting work.

**Christopher S. Collins ('02)**

location ▶ Vanuatu, South Pacific

dates of service ▶ 2002

position ▶ rural training center volunteer

I was expecting to go in being an expert at something, but it was primarily a learning experience for me. I was fascinated by their ability to use sustainable materials for construction, to farm, and raise

livestock. Global views of development will erode these practices, but I was blessed to be able to see communities in villages where no one was poor or homeless.

My very first night in the village was tough because my host family didn't speak English and I did not speak Bislama, their local village language. I sat down with my host family to show them pictures of my family, and upon turning to the first photo, my host mother made an "uh-uh" noise. This is a synonym for "no" in American English, so I had no idea what her objection was. Months later, when I had a grasp of Bislama, we shared a hilarious conversation about how "uh-uh" in Bislama is a parallel to "uh-huh" or "yes" in American English.

**Troy ('02) and Tabitha ('03) Snowbarger**

location ▶ Muapitane, East Timor

dates of service ▶ 2006

position ▶ community economic development volunteers

Tabitha: We were really interested in reducing poverty and helping people in third world countries. I was interested in seeing firsthand that through relationship building, we can create peace and mutual understanding.

There was an attempted coup in East Timor in 2006 and we had to be immediately evacuated to Thailand. We had 20 minutes to pack and were on a plane in the next 24 hours. The political climate in Timor was too unstable for us to go back. It was a pretty traumatic experience.

We taught English with the Thai government for seven months and met the international director of a nongovernmental organization called Partners in Progress, who invited us to come to Cambodia and later offered us a job. We now serve as the organization's development directors. We've been in Cambodia for about four years.



### Brittany Krake ('07, MDR '07)

location ▶ Malawi, Africa (Khombedza in the district of Salima)

dates of service ▶ 2009–11

position ▶ community health advisor

The most challenging aspect was adhering to traditional gender roles. They didn't understand why, at my age of 24, I wasn't fulfilling the traditional role of wife and mother. Through strategic communication and educational opportunities, however, my community eventually came to view me as a professional, an intellectual, and an agent for progress.

I wrote a letter to the vice president of Malawi, Joyce Banda, requesting that she come and speak with the young women attending Camp GLOW about the challenges of asserting herself as a woman in Malawi. We thought it was a long shot, but she joined us and delivered an inspiring speech, surely bestowing those young women with the honor of a lifetime.

I wanted to live with people, learn their language and culture, and be with them. I wanted, at the deepest level, to understand their needs, ambitions, and desires and help them achieve those in any way I could.

We all owe two years of our life to something bigger than ourselves; to service. Maybe not because the changes we are responsible for are that enduring or substantial, but because the change that happens to our souls is enduring and substantial.

Mali is the second poorest country in the world, but it really became a home for me. It's surprising to find that home is less about climate and showers and food and more about living and loving people.

### Elizabeth Austin ('08, MA '09)

location ▶ Mbabane, Swaziland

dates of service ▶ 2010–present

position ▶ community health HIV/AIDS educator



I deal with issues of gender inequality, conflicts of traditional beliefs, communication breakdowns, and general loneliness. The most challenging encounter I face is trying to take a backseat position and find other community members who are motivated and work with them, teach them, and empower them to implement the things they see a need for within the community.

Watching as the kids show sudden understanding of issues of poverty, HIV, and gender roles never fails to give me a terrific feeling. I also love it when the teacher shares that I've given her the confidence and knowledge to try a new idea.

My favorite memory is when I met my host mother, who promptly grabbed me in a bear hug, threw me over her shoulder, and jumped up and down with me. She doesn't speak more than a few words of English, but she wouldn't let go of my hand for the rest of the day. My nervousness and fears were quickly transformed into a satisfying feeling of belonging.



### Tiffany Riendeau ('05, MA '07)

location ▶ Mali, West Africa

dates of service ▶ 2008–09

position ▶ education volunteer

**James C. (Chip) and Sharyn Moore (both '67)**

**location** ▶ Lahad Datu, Sabah, Malaysia  
**dates of service** ▶ 1967; 1968–69  
**position** ▶ teaching volunteers (junior secondary school)



Chip: Our travel plans to revisit Lahad Datu became the occasion for a 25th reunion with our students, many of whom had not seen each other in almost as many years. How amazing it was that these students, many of whom had been the first in their families to attend any school, were now shopkeepers, medical and financial professionals, contractors, and politicians. We were all so proud and thankful for the opportunity to acknowledge how much we had learned and taught each other.

The Peace Corps was the reason I ended up in human resources at Pepperdine. I had always looked forward to trying to duplicate the experience, where you were just a little out of culture and expected to talk to everybody around you from all levels of society. I found that HR was exactly that.

Sharyn: Chip and I left for Peace Corps two weeks after we graduated. I found that I loved teaching and came back to a now 37-year-long career teaching international students. Peace Corps made a difference, and so do we all.



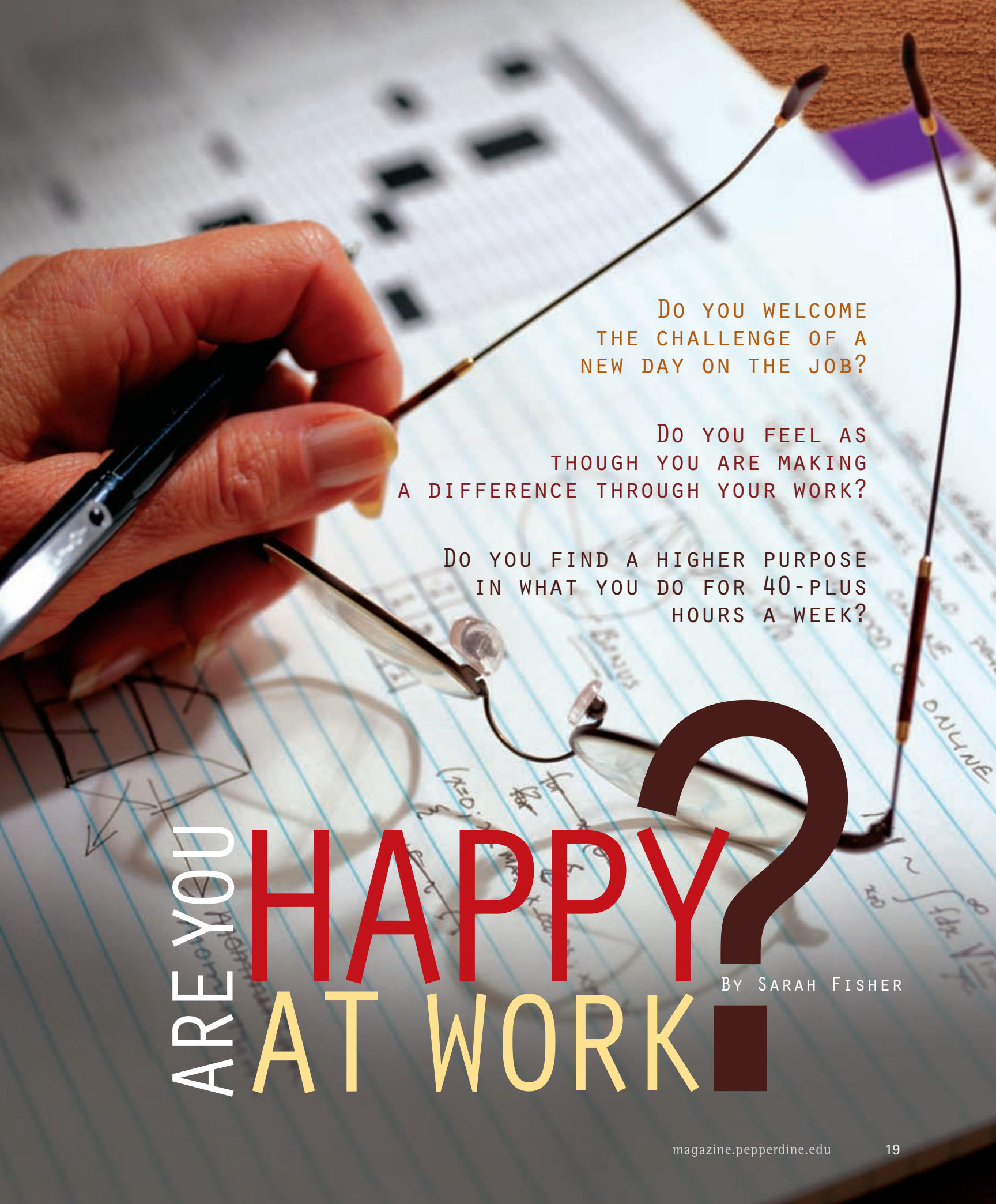
**Travis ('05) and Harmony ('06) Weber**

**location** ▶ Kamwatta Village, Guyana  
**dates of service** ▶ 2011–present  
**positions** ▶ community health volunteer; community education volunteer

Both of us are lifelong members of the Churches of Christ, and were shocked to see one in our community. It has been neat to worship with the Amerindians and see how similar and yet how different the worship experience is here.

Guyana is hoping to partner with developed countries in the exchange of carbon credits, which will allow them to continue their development while keeping the rainforest pristine. We're excited to see how these policies will develop over the next two years.

As a married couple, we always have an understanding companion by our side. It's nice to always be able to share our challenges and successes with each other. ■

A close-up photograph of a hand holding a black pen over a notebook. A pair of glasses with thin frames is resting on the notebook. The background is a corkboard with a purple sticky note. The overall scene suggests a workspace or a moment of reflection.

DO YOU WELCOME  
THE CHALLENGE OF A  
NEW DAY ON THE JOB?

DO YOU FEEL AS  
THOUGH YOU ARE MAKING  
A DIFFERENCE THROUGH YOUR WORK?

DO YOU FIND A HIGHER PURPOSE  
IN WHAT YOU DO FOR 40-PLUS  
HOURS A WEEK?

# ARE YOU HAPPY? AT WORK

BY SARAH FISHER

**A**merican Psychological Association (APA) figures from 2007 show that 74 percent of employees cite work as a significant source of stress, with 20 percent admitting to calling in sick as a result. The American Institute of Stress estimates that job stress costs the U.S. economy \$300 billion annually. In a lackluster economy, it might seem like more of a luxury than a necessity to worry about how happy you are at work. With \$300 billion dollars on the line, however, employers can't ignore the fact that fostering a happy working environment is a worthwhile effort, and currently a number of Pepperdine professors are working to help bridge the gap between employer demands and employee happiness.

A number of years ago, Kenneth Ko, now an assistant professor of decision sciences at the Graziadio School of Business and Management, worked for a privately-owned company that maintained and encouraged a "family atmosphere" until it was bought out by a major



KENNETH KO

financial organization. "It became more corporate, like the bottom line was the only thing that counted. There was a colder atmosphere from the top, which pervaded all the way down the company," he remembers.

After losing its family atmosphere, the company lost members of its employed "family," including Ko, who left after two years under the reformed managerial style.

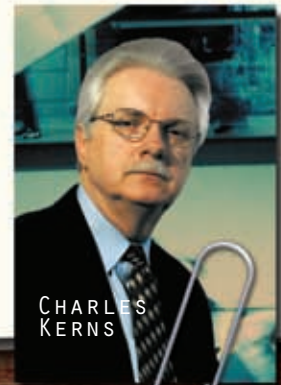
It was his impetus to get into teaching, a turn of events he calls "a blessing, in hindsight." Since joining the faculty at Pepperdine, Ko has worked with colleague Charles Kerns, Graziadio School associate professor of applied behavioral sciences, to research the correlation between happiness and performance. They have found that one of the more notable variables contributing to a person's happiness at work is whether or not that employee feels there is a higher purpose to what they do other than simply collecting a paycheck.

"Work can be one important source of happiness, since another major source of happiness is accomplishment," explains Kerns, who developed a managerial leadership system—called Happy-High Performance System—through his private consulting firm Corperformance. He adds that the concept applies to any type of honest work. "You don't want people to be just kicking the can down the road, but to find meaning in their work. Take janitors, for example—they're not just scrubbing the floors in a grocery store; they are responsible for increasing the number of customers that come in, which increases the chance of sales. They can have positive interactions with customers, which adds to a pleasing atmosphere for the customer and a chance of returning business."

Kerns and Ko's research has shown time and again that, as Ko experienced at the company he left behind, managers set the tone in the workplace that affects each subsequent link in the chain. The problem, he says, is that too many leaders focus all their attention on the bottom line without developing practices that create a happy experience for the employees—to their own detriment, says Lisa Osborn (MA '93, PsyD '99), adjunct professor of psychology at the Graduate School of Education and Psychology. She calls the process of employers working to improve physical and psychological well-being of their staff, "enlightened self-interest."

"Companies that have psychologically healthy workplaces have significantly lower turnover than the national average," states Osborn, whose work with the American Psychological Association included helping start the Psychologically Healthy Workplace (PHW) Program. The program educates employers about the inextricable link between employee well-being and organizational performance, and awards those already doing an exceptional job. "The people that apply for our award are already believers. It's inspiring from my point of view, because they really do care about their employees—they are places I would want to work."

She reflects on a community preventative health organization and recent state and national



CHARLES KERNS

PHW award-winner, whose application she perused in her role as current chair of the California Psychological Association's PHW program. "They took a hard look at their own practices and realized that they should 'walk their talk' with their own employees. So they examined the snacks in the lunch room and made sure their employees had adequate break time for exercise in the gym they had built for the community they serve."

Kerns and Ko encourage their clients to make time, and opportunity, for employees to nurture physical and psychological health outside of work, including vacation time. "You need that time, even if you have the best job in the world. You come back a happier, more productive employee," says Ko. But when actually in the workplace environment, the key to a happier workplace lies, not surprisingly, in basing interpersonal relationships on a foundation of open communication and respect.

"Working relationships are still relationships, and I think all good relationships start with the same fundamentals," says Osborn. "First of all, respect—for the person and for their differences. Followed by understanding, compassion, and empathy. This is especially true for a supervisor."

Kerns adds that it is managers who are ultimately responsible for engaging their workers, and giving employees clear and motivating direction. He adds, "Leaders also need to recognize people when they do a good job. My research has found that managers need to give four positive comments to every negative, just to be perceived as being positive 50 percent of the time. People simply remember the negatives more."

So, what can you do if your answer was "No" to the question "Are you happy at work?" Osborn suggests



WORKERS NEED TO TAKE A GOOD LOOK AT THEIR SELF-CARE PRACTICES—GETTING ENOUGH SLEEP, GOOD FOOD, AND FULFILLING THEIR END OF THE AGREEMENT WE HAVE IN WORKPLACES TO DO OUR BEST.

—LISA OSBORN

first taking a look inward. "Workers need to take a good look at their self-care practices—getting enough sleep, good food, and fulfilling their end of the agreement we have in workplaces to do our best. And to learn strategies for managing work stress."

Ko knows from experience that reevaluating your career choice can prove fruitful

and lead to new, exciting opportunities. However, Kerns always advises his students and employees to "never quit your job until you have another one."

If you want to keep your job and increase your happiness, the advice from the experts is simple and can be universally applied to any situation: "Do the very best you can, every day. Write down why your job is important, find the purpose and the positive," says Kerns.

And, Ko adds, sometimes the best way to create happiness in yourself is to spread a little happiness to others. "Be the type of person that can create a happy atmosphere as best as you can." ■





Craig Detweiler (left) interviews John Polkinghorne (middle) and Ted Peters (right) in the Pepperdine Live Feed Studio.

# THE PATH *of* DISCOVERY

Science, Theology, and the Academy Come Together  
at the 31st Annual Christian Scholars' Conference

HUNDREDS  
OF SCHOLARS  
GATHERED AT  
PEPPERDINE  
UNIVERSITY JUNE  
16–18 FOR THE  
31ST ANNUAL  
CHRISTIAN  
SCHOLARS'  
CONFERENCE

(SEE PAGE 24 FOR MORE  
INFORMATION).

In between lectures, excursions, panel discussions, and more, plenary speakers and internationally recognized thinkers **REVEREND JOHN POLKINGHORNE** and **TED PETERS** sat down with **CRAIG DETWEILER**, director of the Pepperdine Center for Entertainment, Media and Culture, to discuss the perceived gap between science and theology.

**DETWELER:** There's a tendency to put science and faith in opposition to each other; a lot of people feel they have to make a choice. Yet, Dr. Polkinghorne, in your presentation at this conference you talked about the different questions that science and faith can answer.

**POLKINGHORNE:** Yes, I think that science and religion are friends and not foes. And they're friends because they have the same basic orientation; they're both seeking the truth and looking for truth through motivated beliefs. But, of course, they're looking for different dimensions of the truth. Science is asking the question of how things happen in the world, which is very important, but it makes its progress by bracketing out other questions, such as meaning and value and

purpose in what is going on. Those are the sort of questions that religion is able to address.

I think in order to see the whole scene we need the insights of science and the insights of religion. I like to say I'm two-eyed; I see the world with the eye of science and the eye of religion, and that binocular vision allows me to see further and deeper than either eye would on its own.

**DETWEILER:** Dr. Peters, as a theologian you're educating the next generation of pastors and yet you don't fear this kind of scientific inquiry. How do you put those things together?

**PETERS:** No, I don't fear scientific inquiry. In fact, I celebrate it. I read *Science* and I read *Nature*, and when they announce a new discovery I get all excited about that. This creation is big and it's beautiful and it's magnificent, and the scientists in some ways are the revealers of what's going on.

I noticed when you opened you said 'There's a perceived split between science and religion.' Yes, when journalists try to write articles, they want to play up the fight, but deep down, have you ever found a Christian who says, "I don't like science"? I don't think they exist; the same with our Jewish brothers and sisters. We all love science, so if there is a battle, it's really not that somebody is opposed to science. They might have a battle over an issue, but it's not really healthy to describe it as science versus anti-science I think.

**DETWEILER:** Francis Collins was with us yesterday and spoke extensively about evolution. Darwin obviously has been branded with a broad brush. Reverend Polkinghorne, in England the battle hasn't been drawn in sort of the same kinds of ways.

**POLKINGHORNE:** No, when an Englishman comes to North America it's

I think in order to see the whole scene we need the insights of science and the insights of religion.

I like to say I'm two-eyed; I see the world with the eye of science and the eye of religion, and that binocular vision allows me to see further and deeper than either eye would on its own. —John Polkinghorne



Reverend John Polkinghorne is the founding president of the International Society for Science and Religion and one of the founders of the Society of Ordained Scientists. He is internationally recognized for his contribution to the study of theology and science, and he has published several books that combine his two areas of expertise—theological inquiry and scientific investigation. He was elected Fellow of the Royal Society in 1974 and Knight Commander of the Order of the British Empire in 1997. He was awarded the Templeton Prize for Science and Religion in 2002.



Ted Peters is a professor of systematic theology at Pacific Lutheran Seminary in the Graduate Theological Union in Berkeley, California. He served as the principal investigator for the National Institute of Health project on "Theological and Ethical Questions Raised by the Human Genome Initiative." He has written books on genetics, issues of social justice, and the stem cell debate. Peters is also a Lutheran theologian and an ordained pastor in the Evangelical Lutheran Church in America.

a slightly baffling scene. There are, of course, fundamentalists of one sort or another back at home, but they're not by any means as visible as they are in this country, and it saddens me to see a country where there are many believers who, I think, are sincerely seeking to serve the God of Truth, but who reject the truth that science can offer. It doesn't offer you the whole truth, but it can offer you some of it, and we should receive that with gratitude and respect, not with fear and trembling.

**PETERS:** The battle that happens in North America is almost always—correct me if I'm wrong—over evolution. I've never heard anybody fight over chemistry, or mathematics, or physics. Can you imagine a chemist coming home after a day at the laboratory saying to his wife, "Oh, I've just had an experiment today that's shaken my faith." I mean, it doesn't happen.

The real battle is over Darwinian evolution and that appeared, in the history of books, in the late 19th century. It's had enormous ramifications for the authority of the Bible, and the support for capitalism, for example, comes from Social Darwinism. There's a battle going on, but usually those people who are opposed to Darwinism are not necessarily opposed to chemistry, physics, and mathematics.

**DETWEILER:** With the advent of the Internet, we're overloaded with information, particularly with scientific information, and it's hard to keep up with so many studies and issues of ethical decision making. How do we navigate this brave new world?

**POLKINGHORNE:** I think we have to navigate it in two steps. We have to rely on the experts to tell us what the options are; what can be done and what might be the side effects

of doing it. But once they've done that, their role is finished. They're not judges in their own cause. Then it's for the ethically responsible public to seek to decide not only what can be done, but whether it should be done—that's the critical question. We need to try and do that, if possible, before the technology is finally on the shelf.

**PETERS:** That's actually a circular relationship to some degree because the public is going to decide what the government is going to fund and not fund, so there needs to be an interaction between the experts on one hand, and you and I, who make a contribution to public policy, on the other.

**DETWEILER:** What role does a Christian university like Pepperdine play in this discussion that we're having on science and religion?

**POLKINGHORNE:** I think the university plays the role of standing for the unity of knowledge. Universities are not just loose federations of individual research institutes. They are seeking the truth in the widest possible context and the deepest possible way, and that's a very important role that universities have to play.

**PETERS:** I like what John said about the unity of knowledge. They're universities not "multiversities." And the Christian mind has, from the New Testament on, always been an inquiring mind. It's no accident that Western Europe gave birth to natural science the way it did. Saint Anselm and others have said that the Christian faith seeks understanding, and through understanding our appreciation for God's creative work in this universe grows and grows. The university should reflect that. ■

mind

Francis Collins



Simran Sethi



Thomas H. Olbricht receives an honorary doctorate from Pepperdine University.

# THE PATH OF DISCOVERY

SCIENCE, THEOLOGY, AND THE ACADEMY

## THE CHRISTIAN SCHOLARS' CONFERENCE

*at a glance*

### “GOD HAS REVEALED HIS TRUTH IN MANY WAYS,”

said acclaimed Christian scientist and geneticist Francis Collins as he opened his Christian Scholars' Conference plenary message, “Reflections on the Current Tension Between Science and Faith.” “He gave us many gifts, but among those gifts is curiosity about how the world is put together and the ability to chase after that curiosity by discovering things about matter and life—and in the process to admire and worship the creator even more.”

This intersection of faith and science was explored in numerous presentations and panel sessions over the course of the conference's three days. As the Robert E. and Bonnie Cone Hopper Plenary Speaker, Collins engaged with a packed audience in Elkins Auditorium, Malibu, as he shared his journey from atheist college student to Christian scientist.

He spoke of how he “embarked on a path of discovery” that led to a Jesus-centered epiphany wrapped in a scientist's need for burden of proof, which he found in the complexity and consistency of physical laws. He explained his theological and scientific conclusions at the conference, including evidence he found in support of theistic evolution through his research as a leader of the Human Genome Project and founder of the BioLogos Foundation.

Reverend, knighted physicist, and author John Polkinghorne explored the ways in which science answers the question “How?” and faith answers the question “Why?” in his plenary address, “The Quest for Truth in Science and Theology.” Researcher and professor Ted Peters went on to present the medical benefits and ethical questions raised by stem cell research in his plenary lecture, “Stem Cells: Who's Fighting with Whom About What?”

Rounding out the quartet of plenary speakers was Emmy Award-winning journalist and University of Kansas professor Simran Sethi, who presented an in-depth exploration of the ethics of modern, globalized eating practices in a lecture titled, “Our Daily Bread: Food, Faith, and Conservation.” Laying out some grim statistics about the likelihood of dramatically rising food costs that will cause millions more people to go hungry, Sethi also shared the economic and physical impact of genetically modified crops and pesticide use, particularly on the struggling farming communities that are so heavily exposed to pesticides.

“Even if we don't have any connection to the soil or to the seed, we all have connections as people and to faith traditions that tell us to care for the least among us,” Sethi said. “We are called to be stewards of God's creation. So what is our responsibility to ensure that the people growing the food we ingest, that we have the luxury of eating, are taken care of?”

Amid lively panel discussions and thought-provoking luncheon debates, another highlight of the conference included a live episode recording of the *Tokens* Radio Show, featuring socio-political satire, best-selling authors, and award-winning artists such as singer Odessa Settles, Brother Preacher, musicians Andy Gullahorn, and Our Most Outstanding Horeb Mountain Boys; as well as a special appearance by actor Hal Holbrooke as Mark Twain.

At a dinner and ceremony held on the final night of the conference, June 17, Pepperdine conferred an honorary doctorate degree upon Thomas H. Olbricht, Distinguished Professor Emeritus of Religion at Pepperdine. Olbricht founded the Christian Scholars' Conference in 1981; since then the conference has been hosted by several universities associated with Churches of Christ. Henceforth, the annual event will be called the Thomas H. Olbricht Christian Scholars' Conference, starting with the 2012 conference at Lipscomb University in Nashville, Tennessee. Olbricht has been a minister in Churches of Christ for over 50 years and an elder for more than 20.

“Of the many excellent conferences hosted by Pepperdine year after year, I believe the Christian Scholars' Conference has been one of the most imaginatively conceived, well executed, and intellectually stimulating in memory,” reflects provost Darryl Tippens, who worked tirelessly with Seaver College professor and associate provost Jay Brewster to make the conference at Pepperdine a success. “Our keynote speakers are among the intellectual giants of our time, bringing together faith and science in a way that seldom happens today.”

He notes that this year's attendance was record-breaking in the history of the conference, illustrating a deep enthusiasm for the annual event. “The success of CSC demonstrates Pepperdine's maturity as a center of intellectual and spiritual ferment,” he adds. ■

➔ ON THE WEB [www.pepperdine.edu/csc2011](http://www.pepperdine.edu/csc2011)

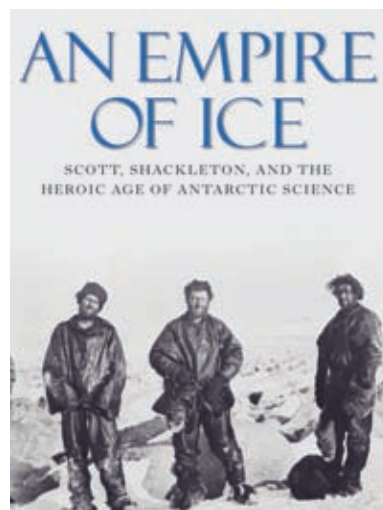
# AN EMPIRE



AS A TEENAGER, EDWARD J. LARSON BECAME FASCINATED WITH ANTARCTIC EXPLORATION while reading Ernest Shackleton's book *South*. Since then books on the subject have filled a bookcase in his library and inspired his most recent book, *An Empire of Ice: Scott, Shackleton, and the Heroic Age of Antarctic Science*.

Ten years in the making, *Empire of Ice* explores the three British Antarctic expeditions of Shackleton and Robert Scott between 1901 and 1913 through a unique lens. "I realized that scientific research conducted by these expeditions was largely forgotten in the focus of historians and the public in the race to the pole," says Larson, University Professor and Hugh & Hazel Darling Chair in Law at Pepperdine. "I wanted to address this imbalance."

Informed by extensive trips to the region, collaboration with experts, and participation in the National Science Foundation's 2003–2004 Antarctic Artists and Writers Program, Larson attempts to place the research work of these three well-known expeditions into a broad scientific, cultural, and social context reaching back into the Victorian era and across to other expeditions of the period. He finds the stories of these research efforts to be as gripping and as meaningful as those involving the dash to the pole.



On the eve of its publication, Larson shares an excerpt with *Pepperdine Magazine*.

# OF

Roald Amundsen had little interest in reaching anywhere second—or third. He wanted firsts. Publicly, however, he argued the scientific merit of the Arctic drift expedition, assuring backers that it would proceed with or without the pole. He needed to keep up the appearance of a proper scientific expedition to retain his funding, and he stood little chance of gaining support for a South Pole gambit while Robert Scott was preparing a massive expedition to the region. Confiding at first only in his brother, Leon, and without telling Nansen or the Norwegian government, Amundsen packed *Fram* for a dash to the South Pole. Ninety-seven sled dogs from Greenland were loaded on board—which made no sense if he could gather huskies in Alaska after the long voyage around the horn—along with a prefabricated hut for wintering on the Ice Barrier. The crew never became suspicious, and the watchful Nansen remained oblivious despite having asked Amundsen “why on earth he’d got so many dogs.” They were not alone: nobody guessed the truth.

*Fram*’s real destination was revealed only at its last port of call, the remote Portuguese island of Madeira. There, with Leon at his side, Amundsen informed members of his expedition and gave each of them a chance to disembark. No one did. Leon returned to Norway with letters to Nansen and the king, for simultaneous delivery, and a third for the Norwegian people. In them Amundsen wrote that he still planned to complete the scientific

drift across the Arctic but that finances forced him to detour south. “The masses” demand firsts, Amundsen explained in his letter to Nansen, and money follows. Because the Norwegian government had refused to provide added funds for the drift expedition once Cook and Peary had claimed the North Pole, he lamented disingenuously, only “this extra excursion” could save “the expedition I originally intended.” By this time, Nansen could not interfere and Scott had already set sail. At his brother’s direction, Leon wired a terse note to Scott in Australia: “Beg leave to inform you *Fram* proceeding Antarctic.”



Following release of Amundsen’s letter to the public, the press began to trumpet a “great international polar race”—much like the international car races of the period. If this was a race, it was between unequal competitors. Scott’s *Terra Nova* carried sixty-six men, thirty-four of them in the shore party. They had various missions to perform, only one of which involved reaching the South Pole. Amundsen’s *Fram* carried nineteen men, of whom only nine wintered in the Antarctic. All of them focused solely on getting a small party to the pole. Scott set his base on Ross Island, nearly seven hundred miles in a straight line from the pole. But his route called for going around obstacles and up glaciers with heavy sledges. Knowing this in advance, Amundsen established



## “The race became increasingly uneven as it progressed. The Norwegians used expertly trained dogs to pull their sledges rapidly across the Ice Barrier... Those not driving sledges used skis.”

his base, called Framheim, at the Bay of Whales, which was more than sixty miles closer to the goal and, as it turned out, offered a more direct path to it.

After laying depots along their planned routes during their first Antarctic autumn and wintering in their respective bases, the two expeditions set off for the pole late in 1910. Amundsen started twelve days before Scott and traveled faster. “The plan was to leave the station as early in the spring as possible,” the Norwegian explained. “If we had set out to capture this record, we must at any cost get there first.”



The science table from Robert Scott's *Terra Nova* expedition.

The race became increasingly uneven as it progressed. The Norwegians used expertly trained dogs to pull their sledges rapidly across the Ice Barrier, up the mountain passes, and over the Polar Plateau. Those not driving sledges used skis. The British struggled with experimental motorized tractors, white Manchurian ponies, and heavy, man-hauled sledges. Of course, only Amundsen knew in advance there would even be a race, and unlike Scott, he felt no compulsion to do science

along the way. The self-anointed arbiters of Antarctic geography at Britain's Royal Geographical Society fumed. “What an imposter!” Markham exclaimed to Keltie in December 1910 about Amundsen on learning that the Norwegian was headed south. Although doubting that Amundsen could reach the pole, Markham conceded, “He is still a source of some anxiety.”

“At three in the afternoon a simultaneous, ‘Halt!’ rang out from the drivers,” Amundsen wrote in his account for December 14, 1910. “They had carefully examined their sledge-meters, and they all showed the full distance—our Pole by reckoning. The goal was reached, our journey ended.” The Norwegians saw no sign of Scott. They camped for four days and used every available means to confirm their position. After repeated observations of the sun, which circled steadily around them for twenty-four hours each day, they determined that the camp was some six miles off the mark and moved their tent accordingly. “On December 17 at noon we had completed our observations, and it is certain that we had done all that could be done. In order if possible to come a few inches nearer to the actual Pole, Hanssen and Bjalland went out four geographical miles (seven kilometers) in the direction of the newly found meridian,” Amundsen wrote. At dinner, they smoked cigars to celebrate.



The news made headlines throughout Europe, North America, and the British Empire, with the supposed race between Amundsen and Scott featuring prominently in the storyline. “The whole world has now been discovered,” the *New York Times* declared on March 8. Some outside Britain seemed to delight in a small band

of Viking raiders tweaking mighty John Bull's nose. The *New York Times*, France's *La Main*, and the London *Daily Chronicle* paid Amundsen handsomely for exclusive rights to his first report. Other newspapers tried to scoop them or to run their own cobbled-together accounts, which led to a media frenzy. Celebrations erupted in Norway. At year's end, the *New York Times* ranked Amundsen's polar conquest as the number two news story of 1912, second only to the sinking of the *Titanic*.



Science now became the only consolation for the British. “If less successful than Amundsen from the standpoint of adventure, Captain Scott and his colleagues promise much ampler scientific material,” the left-leaning English weekly the *Nation* offered in April. “They have spent their energies in elaborate researches into climate conditions, geological studies, and inquiries into marine biology.” The elite literary journal the *Athenaeum* added in Scott's defense, “His expedition had serious scientific objects, so the ‘race for the South Pole,’ imagined by some newspapers, never took place.” Scott, the essayist suggested, was going to the pole in proper British fashion. Markham expressed the general view from the RGS: “There was no question of racing. The grand object was very far from that. It was valuable research in every branch of science. Capt. Amundsen's plan was different. He conceived of a dash for the South Pole without Capt. Scott's knowledge.” Similar comments appeared in other British journals. “We offer to Captain Scott and the other members of the British Antarctic expedition the thanks of the scientific world for the attention being given to systematic observations, which are of far greater value than the attainment of the South Pole,” the science journal *Nature* observed on April 4.

## The British struggled with experimental motorized tractors, white Manchurian ponies, and heavy, man-hauled sledges.

Amundsen's decision to begin a European lecture tour while Scott remained in the field put the RGS in an awkward position. Viewing him as a base record-chaser who had deceived their man, many RGS leaders did not want to honor Amundsen but not doing so might look petty. After all, the society had feted Peary for reaching the North Pole even though he too had done little science and his claim was shrouded in controversy. At least no one doubted that Amundsen reached a pole. RGS President Lord Curzon, an explorer of central Asia who once served as British viceroy of India, announced the invitation in May at an RGS anniversary dinner attended by Prime Minister H. H. Asquith. While praising Scott's science and questioning Amundsen's honor, Curzon noted that these concerns "should not deter them from recognizing brave and adventurous achievement wherever accomplished." A more "hearty and enthusiastic welcome," he suggested, would await Scott.



The encounter with the RGS was set for November 15. As the date approached, Markham counseled Kathleen Scott not to attend the lecture and wondered aloud how those RGS leaders who did attend could speak to her "after shaking hands with Amundsen." She returned her priority ticket for the event but slipped quietly into a top gallery. "Amundsen's speech was plucky and modest but dull, and of a dullness!" she wrote in the diary she still kept for her husband. "He did not mention you except just to say you were at McMurdo Sound." She noted with evident satisfaction that "there was scarcely anyone on the platform" with Amundsen except Curzon; Charles Darwin's explorer-son, past RGS president Leonard Darwin; and Scott's British rival, Shackleton. True to his word, Markham stayed away.

As Kathleen observed, Amundsen gave a modest account that avoided contrasts with Scott. He offered due credit to his sled dogs. Curzon was not so discreet. In introducing Amundsen he spoke more warmly of Scott, "whose footsteps reached the same Pole, doubtless only a few weeks later than Amundsen, and who with unostentatious persistence, and in the true spirit of scientific devotion, is gathering in, during the absence of three years, a harvest of scientific spoils, which when he returns will be found to render his expedition the most notable of modern times." In his closing remarks following the banquet, Curzon added, "I almost wish that in our tribute of admiration we could include those wonderful good-tempered, fascinating dogs, the true friends of man, without whom Captain Amundsen would never have got to the Pole." Then, as Amundsen remembered it, Curzon concluded with the phrase, "I therefore propose three cheers for the dogs," and turned toward the Norwegian.

Amundsen never forgave Curzon's closing comment, which he considered a "thinly veiled insult." He lectured throughout Britain with mixed success for another month. When the gate at some of the lectures in England could not cover his fee, Amundsen insisted on full payment even from charities that had organized the lectures to raise funds. "I won't let these damned English off one single penny," Amundsen wrote to his brother. "I will not yield a single point to this 'plum pudding nation.'" Much larger audiences awaited him in continental Europe and the United States.



Ernest Shackleton's Antarctic hut.

For their part, the British eagerly awaited a different explorer. "They must look forward to next spring," Markham told a huge crowd in Dundee, "when the whole country would welcome the return of Captain Scott, the greatest of all Polar explorers, and hear of the geographical achievements of himself and his gallant companions with the deepest interest and with well-founded national pride." A 1912 British children's book on polar exploration agreed. "Our own Captain Scott is rapidly approaching the goal," it assured readers, "and we sincerely trust that, though not first in the race—and, indeed, the obtaining of scientific results, not mere swiftness of march, was his aim—he too may win through." Early in 1913, the prime minister assured Kathleen Scott that her husband would receive a peerage for his work in Antarctica. The honor only awaited his return. Then Scott, a gifted writer and speaker, would tell a story that would dwarf anything Amundsen could write or say. Drawing on more than a century of British experience in the Antarctic and a dozen years of focused research on Ross Island and Victoria Land, including his two grand expeditions there, he would spin them a tale of science, empire, and adventure at the world's end. ■

From *An Empire of Ice: Scott, Shackleton, and the Heroic Age of Antarctic Science*, by Edward J. Larson, published by Yale University Press. Copyright © 2011 by Edward J. Larson. Excerpted by permission of Yale University Press. All rights reserved.





## CELEBRATE THE 75TH ANNIVERSARY OF PEPPERDINE UNIVERSITY

Join Pepperdine in honoring 75 years of strengthening lives for purpose, service, and leadership.

# WAVES Weekend

OCTOBER 14–16

The 75th Anniversary Celebration begins at Waves Weekend, October 14–16, on the Malibu Campus. Join us for the ultimate celebration of the Pepperdine family. Award-winning Waves Weekend will play host to students, alumni, faculty, family, and friends from all five schools. The celebration includes distinguished guests, live entertainment by singer-songwriter Colbie Caillat at the Waves Weekend Concert, storytelling, reunions, Blue & Orange Madness, Dean's Executive Leadership Series, Great Books 25th Anniversary Celebration, surfing, hiking, and much more.

[www.pepperdine.edu/wavesweekend](http://www.pepperdine.edu/wavesweekend)

### 75TH ANNIVERSARY CELEBRATION PACK

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Starting on Step Forward Day—September 10, 2011—record your service activities to produce a video of the work. Your video will be voted on by the Pepperdine community. Monthly prizes will be given to the best video and a grand prize will be awarded to the best video.

[www.pepperdine.edu/wavesofservice](http://www.pepperdine.edu/wavesofservice)



# LONDON 2012 OLYMPICS



Join international alumni and Pepperdine Olympians for the 2012 Olympic Games. Harry Nelson ('50) will be besting his Guinness Book of World Records title for attending his 18th Summer Olympics. Rent a room at Prince's Gate, Pepperdine's London study facility, at greatly reduced prices.

[www.pepperdine.edu/alumni/benefits/london.htm](http://www.pepperdine.edu/alumni/benefits/london.htm)

## PEPPERDINE ALUMNI SIGNATURE EVENTS

AUGUST 6: Museum of Flight—Seattle, Washington

AUGUST 13: *Pageant of the Masters*—Laguna Beach, California

SEPTEMBER 10: Step Forward Day—Worldwide

OCTOBER: Keys to Success—Denver, Colorado

OCTOBER/NOVEMBER: Escape to Napa Valley—Napa Valley, California



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Since founding the Karachi Relief Trust in Pakistan in 2007 to provide relief following natural disasters, KHAYAM HUSAIN (MBA '90) has witnessed the transformative power of community.

*(pictured: new construction for victims of recent flooding and earthquakes)*

By Sarah Fisher

## CONTAGIOUS GIVING

In the past six years Pakistan has been hit time and again by Mother Nature, its people suffering disasters that have claimed the lives of thousands and left even more homeless. When Cyclone Yemyin devastated Pakistan in 2007 while its people were still trying to recover from a level-7 earthquake that killed more than 70,000 people in 2005, Khayam Husain (MBA '90) knew he had to do something on the ground to help survivors recover and thrive.

"Yemyin was a tipping point," he remembers. "The momentum was there to start doing the relief work ourselves, and so we got into rehabilitation."

By "we," Husain is referring to the Karachi Relief Trust (KRT)—the nonprofit organization he founded following Cyclone Yemyin to unite communities of volunteers in times of crisis to help others survive and recover from calamity. The organization's motto is, "Together Each of Us Can Make a Difference," and so far,

they've not had any shortage of need: torrential rains and floods followed in the wake of the cyclone, leaving 2.5 million people homeless; a 6.4-level earthquake destroyed 20 villages in 2008; and flooding left a fifth of the country underwater last year.

Ironically, Husain says, the biggest danger to survivors of a natural disaster—flooding included—is a lack of drinking water. "In Pakistan I can tell you that most fatalities end up happening because of unclean drinking water and sanitation," he explains.

With a business degree from the Graziadio School of Business and Management, an undergraduate degree from the University of Houston, and nearly two decades as former managing director and now CEO of the Automobile Corporation of Pakistan—his late

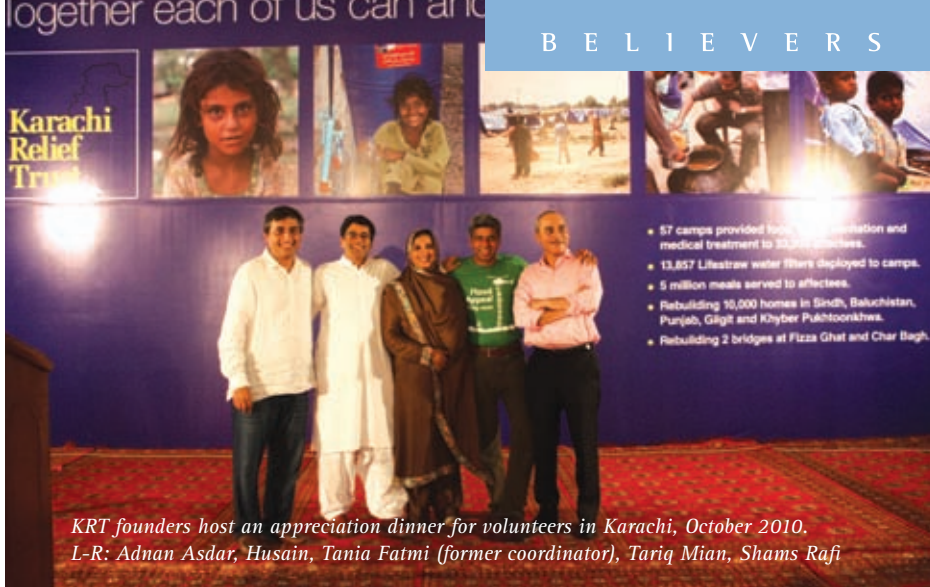
father's business—Husain runs KRT with a business savvy that enables victims to help themselves, hiring people in survivors camps to work for wages alongside unpaid urban volunteers to bake, tailor clothes, and build homes for the community.

He also builds relationships with sponsors who deliver food, clothing, medicine, and equipment, and partnered KRT with the Swiss water filtration company LifeStraw® to deliver "20,000 very-low-priced water filters that don't need changing and don't need any power," he says.

In addition, Husain used his Pepperdine connections (he was a founding member of the Malibu Group, a consulting group of MBA students at the Graziadio School) to partner with an

Austrian disaster management company that donated enough money to rebuild an entire village. Currently,





## Support for Japan

In the wake of the devastating earthquake and tsunami that struck Japan in March, members of the Pepperdine community rallied to aid the wounded nation. President Benton and students across the University answered the call of Jim Batten, chancellor of the Ibaraki Christian Education Community, enabling the purchase of food, water, and essential resources for the school. MBA students also came together to raise funds at the Graziadio School's annual Global Village event, and the University Church of Christ provided support to Japan's Mito Church of Christ.

KRT has a number of camps set up in the province of Sindh and is building approximately 2,500 homes for villages displaced by recent flooding, a figure Husain calls a “drop in the ocean” considering the vast numbers of people affected. But the important thing to Husain is that volunteers are uniting to make any difference they can.

“We’re enabling urban people like myself to help less fortunate people who have lost everything, and once you are involved you realize there is so much you can do,” he notes. “Warren Buffet once said he ‘won the ovarian lottery,’ and I feel the same way—I’m very fortunate to be given this opportunity to give.” He adds that he has strength to handle physically and emotionally draining relief work because of this sense of gratitude, as well as from his personal faith. “If you don’t have faith, you can’t do anything. We also have a lot of faith in what we’re doing.”

Beyond giving to the immediate needs of disaster victims, Husain has a wider perspective of KRT’s mission

as having a long-term effect on the communities. Having studied for a number of years in the U.S. before returning to a moderate Pakistan in the early 1990s with his wife, a UC Berkeley graduate, he hopes that KRT might help to relieve some of the recent tensions that have cropped up in certain communities.

“There is a crisis of intolerance in our country, and while most of what we do is infrastructure and construction of homes, we do realize that we need to pass along a basic education about tolerance,” he says. “When we’re rebuilding a village, we have a certain degree of leverage to ask them what they can do for us. We tell them we need them to send their children to school, particularly the female children, and we get a commitment from them to do that.”

Traveling around his country appealing to both potential volunteers and donors, Husain has already witnessed the impact KRT has had in its four short years, inspiring what he calls “contagious giving.”

He remembers a presentation in Karachi, Pakistan’s largest city and financial center in Sindh, after which he met a woman who was moved but had no money to give. She was wearing two gold bangles.

“She just removed the bangles and said, ‘Son, I want you to build homes with these.’ Those bangles were given to her at her wedding, but she was ready to part with them. She said, ‘Life goes on, but to give life and help build a home—there is power there.’” ■



The WAVES OF SERVICE movement celebrates, supports, and connects Pepperdine alumni committed to volunteerism and careers of service worldwide. Learn more about alumni like Khayam Husain and how you can get involved: [www.pepperdine.edu/wavesofservice](http://www.pepperdine.edu/wavesofservice)

# IN HIS EYES

Psychology professor Steven Rouse proposes that to believe in a loving God is to believe in a loved self.

By Sarah Fisher

Those of us exposed to the popular thinking of Dr. Phil know that “self-esteem” is a sticky issue in modern psychology. The trending theory goes that people need just the right level of self-esteem; if yours is too low, you risk unhealthy relationships, addictive behavior, and depression. If it’s too high, you’re probably the school or office bully.

Now Steven Rouse, professor of psychology at Seaver College and chair of the Social Sciences Division, adds a spiritual element to the body of research on self-esteem

with a theory about God-given value he calls “Universal Worth.”

“Universal Worth is a reason for positive self-esteem—a person can value their self because they have value to a deity and not because they’re any better than anyone or because they’ve experienced success or failure,” he explains.

The proposition, Rouse continues, is that people have a high level of Universal Worth if they exhibit three belief patterns: they value themselves because they believe they are valued by God; they believe that God values all people, universally; and they believe that their value, in the eyes of God, is not contingent upon good or bad behavior.

He developed the theory in part as a response to what he calls a “simplistic” shift in psychology: from considering

high self-esteem to be the golden ticket to life success, to viewing it as dangerous and aggressive. “A 2004 study showed that, just as chronic bullies in a school setting often have higher than average self-esteem, so do the kids who stand up against bullies to protect victims,” he says by way of example. “It’s inaccurate to say that high self-esteem is negative, just as it’s inaccurate to say that it’s the cure for society’s problems.”

Rouse hopes to show in his study—which, though still in its early stages, he summarized in an article titled “Universal Worth” to be published in the *Journal of Personality Assessment* (Fall 2011)—that it’s not just the level of self-esteem that determines psychological and behavioral health but also the root of that self-esteem. As a long-time Christian and psychologist,



he had been engaging in clinical personality research and substance abuse research for many years, but was itching to study something more applicable to his own life. He thought about his own faith journey and the people in his life he considered to be mature, “heroes of faith,” and the characteristics in them he would personally want to emulate: positive high self-esteem coupled with high levels of faith in a loving God.

Among his first test subjects have been volunteer Pepperdine students, who completed a number of questionnaires formulated by Rouse to collect the first batch of data. So far the results appear to back up his theory of Universal Worth, and anecdotal evidence from his Introduction to Psychology freshman class supports his idea that belief in God-given

value is psychologically enriching.

Rouse was encouraged by the example of a student who shared with him her experience of overcoming an eating disorder. “She spoke about how her unhealthy relationship with food really tied back to a lack of belief in her own worth as a person, until some people in her church helped her see that God does value all people. And if he values all people, then he values her.”

He also contends that equal value in the eyes of God does not lessen any individual’s value. “I think from our limited human ability, it’s hard not to rank people in the order of value we see in them. That’s one profound difference between our ability to value people and God’s ability to value people.”

Rouse’s research reflects changing values in the field of psychology, which had long ranked religion and

spirituality as fringe, almost-taboo topics but is now catching up to the idea that they could be worthwhile assets to the human experience. Recent studies point to the value of religion as a unifying experience with health benefits, including a 2006 study from the University of Pittsburgh, which found that churchgoers seem to live up to three years longer than non-churchgoing people.

Still, Rouse encountered a more rigorous vetting process when he submitted “Universal Worth” for publication than he experienced with his mainstream research—a process he relished for its added opportunity to prove his study as a legitimate topic of research.

“One challenge I have is making clear that I’m not proselytizing within my research, since it’s not my job to convert people to a specific religious worldview,” he asserts. “And I don’t believe that this is the only desirable form of self-worth.”

As he moves forward with the study, Rouse is curious to discover if the evidence supports his prediction that people with high levels of Universal Worth are more likely to behave altruistically, if they believe other people are valued as highly by God as they are. It’s the one area of his research that he hopes to share with two people in his life that he values very highly indeed: his two sons, aged 12 and 9.

“If I want my own kids to see value in themselves, what kind of value is it that I want them to learn?” he asks. “Ultimately, I realized that it’s not that I want them to see just see value in themselves—I want them to see value in all people, including themselves.” ■

# THE MACRO ENVIRONMENTALIST

By Gareen Darakjian

Long-time conservationist Michael Crooke inspires CEOs of tomorrow in the Graziadio School's SEER program.

With public trust in big business on the decline, Fortune 100 company boardrooms are buzzing about corporate social responsibility (CSR) and its benefits to the public sphere. At its core, CSR favors the triple bottom line model, which prioritizes the macro-values of people, planet, and profit. While companies are applying the ethics-based principles in their strategies to improve quality and revenue, veteran environmentalist and eco-entrepreneur Michael Crooke has elevated the philosophy in Pepperdine classrooms.

The former president and CEO of Patagonia outdoor apparel company joined the University in 2010 as the Distinguished Visiting Professor of Business Practice at the Graziadio School of Business and Management, where he launched a comprehensive certificate program in Socially, Environmentally, and Ethically Responsible (SEER) Business Practice. The program, made available to full-time MBA students last fall, seeks to transform the corporate landscape by introducing a new approach to integrating conservationism, authentic green marketing,



environmental stewardship, social enterprise, corporate citizenship, and social entrepreneurship into the mainstream.

"Ultimately, the grand businesses of the 21st century will be those that subscribe to a SEER-type model," explains Crooke, now assistant professor of strategy. "Teaching MBA students—future CEOs—seems like the right place for me to be at just the right time."

Inspired by Patagonia founder Yvon Chouinard, Crooke wrote his doctoral dissertation using research on the SEER model to examine the role of values in high-performance organizations as witnessed during his 15-year career as CEO at numerous companies. Among its endeavors, the SEER model promotes the integration of a sustainability ethic into all business practices.

"A great service or product in my point of view stipulates that a business must look at the environmental aspects of the product itself," asserts Crooke, who earned his PhD in management from Claremont Graduate University in 2008. "Both the environmental and social components are critical: you need to understand your supply chain and if there are questionable labor procedures involved. You also need to know if there is waste involved in the supply chain. Those are not only the concerns of a social point of view, but a brand point of view."

Critics of the SEER philosophy argue that stricter government regulation is necessary to check companies that promote CSR, and such businesses are urged to be honest in revealing both their ethical and unethical practices. "Companies that choose to speak publicly about making decisions with a SEER perspective must remember that authenticity and transparency are the key elements of the emotional connection a brand can forge with its customers using this type of strategy," says Crooke. "If a nongovernmental organization (NGO) discovers inconsistencies in a company's procedures, it will devastate the brand. Nike found that out the hard way in the '80s. Now they are one of the most transparent companies on the planet."

Emphasizing the importance of quality among CSR's three macro-values of

people, planet, and profit, Crooke adds, "Starting with a great product or service encourages a company's long-term, financially secure success. Without a product that wins in the marketplace the experiment is over." Thus the SEER model encourages a complete mindset focused on embedding these four macro-values into the company culture instead of only integrating green initiatives into a company's mission.

Throughout his decades-long career as a socially responsible businessperson, Crooke has become a pioneer in sustainable corporate

Ultimately, the grand businesses of the 21st century will be those that subscribe to a SEER-type model. Teaching MBA students—future CEOs—seems like the right place for me to be at just the right time.

— Michael Crooke

practices, implementing initiatives that have revolutionized the eco-friendly apparel industry. One such initiative was a collaborative effort between Crooke and Chouinard to brand Patagonia's longtime commitment to pledge one percent of annual sales to environmental organizations worldwide. Today, "1% for the Planet" has become an alliance of over 1,500 companies that have adopted the program and collectively given away \$20 million to grassroots foundations.

At Patagonia, Crooke parlayed the SEER message by mobilizing the "Common Threads Recycling Program," which encouraged customers to return their worn Capilene base-layer clothing to the company to be recycled and

remanufactured into new products. This initiative significantly reduced inventory cost and use of petroleum-based products to make fibers. "Even if a person does not subscribe to global warming, he or she must still look at what goes into their product and strive to eliminate as much waste as possible," he argues.



Crooke's dedication to the environment has been a lifelong investment beginning as a child growing up in the diverse landscape of Aloha, Oregon. Surrounded by unspoiled nature of the northwest in the family garden and watching spawning salmon fill the creeks during Boy Scouts campouts, Crooke became an outdoor aficionado, later joining the Navy SEALs and earning a BS degree in forestry from Humboldt State University.

Working in the woods of Oregon, he could have never imagined that the activities to which he devoted so much time could be done in the scope of a career. "You can embed your values in any organization," he reveals. "That was a powerful lesson that brought it all together for me. Now, I use the SEER model in every aspect of my life. If it's not able to be part of whatever I'm doing, then I don't do it. That's my screen." ■

➔ **ON THE WEB** Read more about the program: [magazine.pepperdine.edu/patagonia](http://magazine.pepperdine.edu/patagonia)



## A GREAT EDUCATION

AS AN  
EDUCATION  
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THE WHITE  
HOUSE,  
SCHOOL  
OF PUBLIC  
POLICY  
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HATTIE  
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BEGINS A  
JOURNEY OF  
CREATING  
CHANGE  
IN OUR  
SCHOOLS.

By Sarah Fisher



**A COLLEGE FRESHMAN IS TOURING DOWNTOWN LOS ANGELES WITH A GROUP OF HER PEERS.**

They visit Skid Row, the infamous city stretch that contains thousands of homeless persons. One stands out to her among the crowd: a baby crawling on the ground, watched by parents with nowhere to house their child. She is heartbroken for this family.

“I asked myself why and how does this happen in America? The word ‘education’ popped into my head,” remembers School of Public Policy graduate student Hattie Arrington. “I decided that day that the only way to give these kids a chance was to give them a quality education. I became devoted to making quality education accessible to homeless and low-income kids.”

Just a few years later and Arrington has taken that devotion all the way to the White House, where she is one of just four graduate interns working for U.S. secretary of education Arne Duncan. After that life-changing Skid Row experience, she declared her major at the University of California, Los Angeles in urban learning, with a minor in elementary subject matter, and decided to achieve her goals not in the classroom but through education policy and legislation. Even as she completes her postgraduate degree at Pepperdine, she has begun to make her mark in Washington, D.C., contributing to prestigious government initiatives such as the first-ever White House Conference on Bullying Prevention.

Arrington helped plan the March 10 conference, identifying participants for the conversation about an issue that has made international headlines following a number of bullying-related teen suicides. In his opening remarks

to the attendees, President Obama said the goal of the conference was to “dispel the myth that bullying is just a harmless rite of passage”—an assertion that Arrington wholeheartedly supports.

“It’s so important to create policies that protect students’ rights and to make schools a safe environment for all students, so that they can learn free of the fear of being bullied,” she says, adding that she also had the opportunity to attend meetings with Secretary Duncan for organizations that work with local communities to combat bullying. The conference was the most high-profile example of what she plans to achieve through her career choices: raising awareness of educational issues to create change on the ground.

“We wanted to ensure that everyone left empowered to go back to their communities to help prevent bullying. We were also able to bring school districts and educators together to think about solutions to the bullying problems at their schools. School districts, families, and communities—they should all work to protect their students.”

Without knowing the exact solutions right now to problems with such deep roots, Arrington does know that attempting to find solutions has motivated her to excel at her own schooling in order to reach the White House. The Department of Education is responsible for making financial decisions for education in the country, as well as studying educational initiatives and highlighting key educational issues.

The selection process is rigorously competitive for the five-month program, and since working with Secretary Duncan from January to May of this year, she has expanded

her own repertoire of policy expertise and fired up her optimism and desire for change even more.

“I have had an overwhelmingly positive experience as an intern, having learned a lot from both my peers and my superiors,” she comments, adding that she considers internships during the second year of graduate studies to be the ideal time, due to the depth of understanding already achieved from the first year of policy study. “It’s an invaluable experience.”

Now that she has completed the White House internship program and is finishing her master’s work, she hopes to go on to law school in order to make a difference on the legislative side of education policy. Before then, she plans to spend a bit more time with her family, who have barely seen her in recent, hectic months, as well as volunteering “with homeless shelters, since they are still close to my heart.”

With that, Arrington circles back to the very reason she decided to pursue education policy—the Skid Row baby—when she adds that the highlight of her five months in Washington, D.C. was being exposed to programs already in place to further educational options and access for children across the country. She moves forward charged up with the belief that there is still progress to be made, and that she is one idealist ready for the job.

“My ultimate goal is to ensure that every child in America has access to a great education. I’d like to see that every person has an opportunity to go to school, graduate, go on to college, and be whatever it is they are passionate about.” ■

*Hattie Arrington is photographed in the Eisenhower Executive Office Building in Washington, D.C., May 24, 2011. Credit: White House*



# TWO FOR TEE

## BROTHERS **ANDREW** AND **MICHAEL PUTNAM** CHASE A SHARED DREAM ON THE GOLF COURSE.

by Gareen Darakjian

**WHEN DANIEL AND KARIN PUTNAM JOINED A SMALL GOLF CLUB IN TACOMA, WASHINGTON, MORE THAN TWO DECADES AGO, THEY NEVER COULD HAVE PREDICTED THAT THEIR SUNDAY AFTERNOON PASTIME WOULD LEAD TO SUCCESSFUL CAREERS FOR TWO OF THEIR FOUR YOUNG BOYS.** Nor could they have anticipated that Michael ('05) and Andrew ('11) would become legends in the history of Pepperdine University's golf program as the top two players of all time.

"They didn't want little kids on the course, even though I could probably beat a lot of the older members when I was 10 or 11 years old," Michael recalls of his placement in the four-hole group at Fircrest Golf Club. For years, the youngster perfected his

swing under the watchful eyes of golf pros at the club, including PGA Hall of Famer Ken Still, who lauds the "true talent" as a man about whom "there aren't enough adjectives to describe." It wasn't until a fellow junior golfer upped his game on the green that Michael's competitive spirit kicked in. "He started taking lessons and getting better than me," admits Michael. "He was my best friend out there, but I didn't want to see him beat me!"

Though he excelled at the sport throughout high school, Michael remained uncertain of the long-term role that golf would play in his life until his sophomore year at Pepperdine, when he shot a 64—the course record—at the NCAA regionals. "That round flipped the switch and made me realize that I can play golf for a living at the highest level and beat anyone on any given day," he remembers. Soon enough, the PGA tour expressed interest and it was a "no-brainer" for Michael to turn professional.

"Michael had some success playing in tournaments, so I watched him go through that process and kind of did the same thing," recalls Andrew, who similarly took to the course every summer, playing golf and training with a swing coach. Summer swing practice turned into yearlong golf

## CAREER HIGHLIGHTS

|                  | ANDREW   | MICHAEL  |
|------------------|--|--|
| TOP 20 FINISHES  | 36 (tied with Michael for No.1)  | 36 (tied with Andrew for No.1)   |
| STROKE AVERAGE   | 72.56 (No. 2)  | 71.61 (tied for No.1)  |
| TOP 10 FINISHES  | 21 (No. 4)   | 22 (tied for No.1)   |
| CAREER VICTORIES | 2  | 4 (No.1)   |
| ROUNDS PLAYED    | 141 (No. 7)  | 160 (No.1)   |
| HONORS           | All-WCC first-teamer (3)<br>WCC All-Academic (2)<br>All-American (2)<br>WCC Commissioner Honor Roll Bronze<br>GCAA All-American (2)<br>2005 Byron Nelson Award | All-WCC first-teamer (3)<br>WCC All-Academic (3)<br>All-American (3)<br>2003 WCC Championship medalist |

programs, where the young talent applied himself because "I saw that some of my hard work was paying off and started thinking of the potential awards, possibly getting a college scholarship, and even playing golf as my job."

When Andrew began to consider his collegiate career, he looked no further than his older brother's alma mater. At Pepperdine the younger Putnam excelled, earning competitive accolades such as multiple All-American and WCC honors. "There's always competition between us," admits Andrew. "When we get to play together, we always try to beat each other, even more so now, because I have some ability to compete with him!"

Last summer Andrew proved himself a worthy competitor when he qualified for the U.S. Open as an amateur, just as Michael had in 2007. "I grew up watching my brother play on the tour thinking hopefully it would be me one day," he admits. With Michael in steady competition on the PGA tour and making his third U.S. Open appearance this summer, recent graduate Andrew is preparing for the Waves' postseason, heading to regionals and nationals and preparing to play in amateur tournaments back at home.

Despite their healthy sibling rivalry, the brothers can agree on some things. "A lot of young pro golfers on tour treat the sport

like it's their life and the only thing that decides what they are," explains Michael, "but I try to treat golf as something I do and not who I am." Echoing his brother's sentiment, Andrew explains, "When you spend so much time playing a sport, your identity and worth as a human becomes tied to how you perform, but my identity is not in what I do or what I play, and that's a good lesson that I'm glad I learned early on."

Witnessing his older brother's highs and lows throughout his career, the younger Putnam has learned to see past the glamour and victory of golf, noting, "It's harder than people think. You're out there playing for your livelihood and job for the next year." In fact, Andrew experienced firsthand the effects of failure during a slump in his sophomore year at Pepperdine. "You put so much time into practicing and getting better, and when you digress and move backwards, it's frustrating," he admits. "It feels like a job. I wasn't having fun anymore."

Recovering in true sportsman style, Andrew took to heart an important lesson his more experienced brother learned himself early on. "You can't play professional sports if you don't love the game," Michael asserts. "There are a million people who love the game more than you or just as much, but you just have to work hard at it and hopefully have a little bit of talent and luck." ■

➔ **ON THE WEB** Like Andrew Putnam, Waves golfer Taylore Karle ('11) graduated this spring after concluding one of the most successful careers in Pepperdine golf history. Read her story: [magazine.pepperdine.edu/two-for-tee](http://magazine.pepperdine.edu/two-for-tee)



# THE TRIPLE THREAT

**AWARD-WINNING ACCOUNTING PROFESSOR FARRELL GEAN REMEMBERS HIS OUTSTANDING COLLEGE BASEBALL AND BASKETBALL CAREER.**

By Sarah Fisher

**“WE WERE ONE PITCH FROM GOING HOME**, in the second game of a double-elimination tournament at the bottom of the ninth inning, and we were trailing 3 to 0. There were two outs and nobody on base. The two batters before me got on base...and I hit a triple knocking them in to score...then I scored, we scored again, and won the game 4 to 3.”

It was the World Series in Phoenix; the year was 1971, but Farrell Gean, associate professor of accounting at Seaver College, remembers that game like it was yesterday. He was the star batsman at Lipscomb University, a senior accounting major with speed and a strong arm, and this was the school's first year at the World Series. The game set a precedent, which took them all the way to the finals. “We were really turning water into wine the way we came back in from behind every game in the last inning,” Gean fondly remembers. “Thus, Lipscomb calls the 1971 team, ‘The Miracle Bisons.’”

This spring Gean returned to Nashville to throw out the first pitch of a game at Lipscomb to mark the 40th anniversary of that "miraculous" debut year in the World Series, and this fall he will be inducted into their Athletics Hall of Fame for his impressive place in their athletic history. The year before the World Series game he had set a number of school baseball records, including four batting records in his sophomore year and hitting two grand slams in his junior year; he was the last athlete at Lipscomb to letter all four years in two sports. But while he is thrilled to be honored in the Hall of Fame and looks back on his college days with many fond memories and just a touch of wistfulness, Gean has had 40 years of triumphing at everything he sets his strong arm to, including hitting his 30-year anniversary at Pepperdine this year.

Foregoing an attempt at a pro-baseball career—he confesses he was exhausted after four years of baseball, basketball, and the honors system—Gean listened to the advice of a professor who believed in his academic potential. He jumped right into earning his MBA and PhD in accounting from Georgia State University, and charged ahead with his financial and academic career with the same gusto he gave to college sports.

Among his many post-athletic accomplishments, Gean designed the curriculum for the bachelor's degree in accounting at Seaver College in the early 1980s and was recognized as the Harriet and Charles Luckman Distinguished Teaching Fellow at Pepperdine from 1992 to 1997; his consulting career has included a number of notable clients, including the Baron Edmund de Rothschild; and in recent years, golf has taken over as his sport of choice and he recently achieved a hole-in-one at a charity tournament in Moorpark, California, winning a Rolex in the process.

"I'm an avid golfer these days," says Gean, clearly thrilled to be competing in a sport again. After all, for the first two decades of his life, he lived and breathed his first and second loves—baseball and basketball (in first place today is his wife of 16 years, Virginia, who is also an adjunct professor of managerial accounting). Growing up in western Tennessee, his father pitched to him in their backyard, and got him started in the Little League and the Babe Ruth American Legion. His high



Gean, the last athlete at Lipscomb to letter all four years in two sports, will be inducted into the Lipscomb Athletics Hall of Fame this fall.



school had a strong baseball program and although he always shined brightest on the diamond, he actually received a basketball scholarship to Lipscomb and worked hard to excel in both the sports and his studies.

"It was very challenging, but it was also symbiotic," he says, adding that staying physically fit helped maintain mental strength, too. "Boy, my basketball conditioning was intense. We had to show up every fall able to run a six-minute mile, so I spent the summer training. And during the school year, I was having to stay up a little longer to finish my assignments and spent a lot of my weekends studying. But I enjoyed the balance."

That unstoppable drive is helping him balance his two current projects: establishing a master's degree program in accounting at Seaver College and finishing two books he is working on. One is a collection of nonfiction stories from Christian CEOs about incorporating spirituality into making business decisions, while the other, *Unfair Ways*, is a golf-themed mystery novel with an ethics-in-accounting component that can be integrated into the classroom "to bring some life to otherwise fairly sterile concepts," he says.

"I like the theory of accounting more than the practice," he continues, with a southern drawl that hasn't subsided in the three decades since he left his

home state of Tennessee to join the Pepperdine faculty in 1981. "I practiced for a while with Ernst & Ernst, but I really enjoy the classroom. I always enjoy catching up with the alumni, too. I've got former students who are now partners in major firms all over the country. That is meaningful to me."

As for the issue of any rivalry between Gean's two Churches of Christ-affiliated schools, he says he loves both equally and differently, being proud of both his athletic heritage at Lipscomb and his academic career at Pepperdine. The key to building such a full and accomplished resume, he adds, is to be grateful for your successes and never allow yourself a fear of failure.

"It's important to remember to thank your creator for giving you your talents," he says. "Besides, I always liked to win! I think you should always want to do more, to win more." ■

# PRINCE OF THE

Award-winning olive oil taster Elliott Taylor puts his discriminating palate to work.

Draped in the mist of its Mediterranean climate, the Northern California hideaway of St. Helena, set among the pastoral idylls of Napa County, is home to lush vineyards and valleys of international renown. Also nestled in the verdant landscape are fragrant olive groves, where Seaver College student Elliott Taylor first became captivated by the epicurean craft of olive oil tasting.

Growing up in Orinda, California, and on his family's bucolic St. Helena property, Taylor learned the ins and outs of the culinary world while traveling to and from nearby restaurant openings with his father, a successful commercial contractor and developer. "I was his buddy that he would drag to all of these events," recalls Taylor, "so I grew up surrounded by chefs, restaurants, and food."

At nearby wineries in his teens, "each would bring me olive oil to taste," Taylor reminisces. "Before I knew it, I found myself attending seminars and taking a test to become an apprentice on the California Olive Oil Council (COOC) panel." After passing the highly competitive exam, Taylor became the youngest person at the COOC tasting table.

# PRESS

By Gareen Darakjian

The 21-year-old has since been trained to swirl, sniff, and taste the rich, scented olive oils that have been carefully measured, heated to 82 degrees Fahrenheit—the prime temperature to release the maximum amount of aroma—and presented in cobalt-tinged glasses to disguise the color so as not to influence the taster's judgment. "It's crazy what you can pick up," he says of the discriminating palate he has developed as a California

olive oil taster. "If someone plants a couple orange trees near the olive trees, the taster can pick it up." Becoming fluent in the language of olive oil, moreover, is all about practice. "Each panelist has gone through years of training," he notes. "It's very intense. Less than 20 percent of the human population has the ability to detect threshold levels of defects, and I was worried I wouldn't be able to do it."

Interacting with the other panelists, including both harvesters and producers with various professional backgrounds, has become more than just a hobby for the olive aficionado. Taylor eagerly sought their advice on what trees to plant, ideal climate, and location, then set out to produce an award-winning blend of his own—with a twist. "A majority of the olive oils produced in St. Helena are Tuscan or French. No one has done the specific Spanish varietal that we will be trying to achieve," he explains of plans to incorporate imported varietals from Argentinian olive trees not yet found in North America. After combining Manzanillo, Sevillano, and Arbequina olives—a California heritage blend—grown and harvested on the Taylor

family property, Prince Olive Estancia was born and its first artisan oil was certified "extra virgin" by the COOC.

Keeping true to the small-scale philosophy, Prince Olive Estancia's staff is comprised of members of the Taylor clan, including older sister Jenefer ('08), who is in charge of marketing and event planning at the property.

Nurtured by the Taylors from pick to

IT'S CRAZY...  
if someone  
plants a couple  
orange trees  
near the olive  
trees, the taster  
can pick it up.

—Elliott Taylor

press, the smooth and pungent oil went on to win a Gold Medal at the 2011 California Olive Oil Competition, an accolade that drew interested stockists and mass producers to the family's door. Taylor asserts, however, that Prince Olive Estancia products will not be found lining local grocery store shelves anytime soon. "I want to keep the exclusivity really strong," he emphasizes. "I want to keep it as a boutique olive oil production estate in St. Helena and keep production at 200 to 300 bottles."

Maintaining an award-winning olive crop is not without its challenges. Fears of frost and fruit flies run rampant in the Napa climate. "We have a small amount of trees, so we've spent a lot of time giving them attention," explains Taylor. "If any problems ever arose, we were right on top of it, but we haven't had to replace a tree and haven't ever lost a season."

No longer the youngster at the tasting table, Taylor's peers now pay more attention to what he has to say, though he remains humble about his success. "I never got into this to make a bunch of money," he says. "We could plant 800 trees and, with the Gold Medal winning, put it into tons of stores and mass produce it and ship it overseas. But ultimately it's a really fun hobby and we've taken it to an exciting level. It's only going to go up from here." ■



# A FINE BALANCE

A HUSBAND-AND-WIFE TEAM OF SEAVER STUDIO ART ALUMNI FINDS A MIDDLE GROUND BETWEEN THEIR CREATIVE PASSIONS AND ENTREPRENEURIAL PURSUITS.

By Gareen Darakjian

**T**HE DOUBLE LIVES OF JOSHUA ('07) AND HILARY ('06) DILDINE BEGAN THE DAY OF THEIR ENGAGEMENT IN JULY 2008.

Both independently successful fine artists with extensive portfolios and exhibited works, the couple put their heads together to come up with do-it-yourself options for their impending nuptials. They hatched the idea of creating original keepsake artwork that only two artists would think of when planning a wedding: a hand-drawn, personalized fingerprint tree that they used as a guest-book at their reception. "We wanted something that was really personal and collaborative," says Hilary of their motivation. "It was a nice visual representation of the day," she recalls; the piece of art now hangs in their dining room at home.

Inspired by the local buzz around their inventive idea and Hilary's Pepperdine study abroad experience in France, the pair launched Bleu de Toi, "crazy for you", and posted a few of their drawings on handmade marketplace Etsy.com. They sold out by the end of the day and have



Joshua Dildine, *Sweet Dreams, Sweeter Tomorrow*, 2010, acrylic and oil on linen, 48" X 36"

We have been able to find a way to make a living and do something that is creatively touching a lot of people's lives.

—Hilary Dildine

Hilary Dildine,  
*Crossroads of America*,  
2008, oil on canvas with  
cotton yarn, 72" X 48"

continued on the same track since March 2010. "There is something really neat about having something that has been touched by all of the people special enough to share their special day with," explains Hilary of the company's popularity. "We started a new trend in the wedding industry," Joshua adds, "and it has grown like wildfire."



insists, "they're very much rooted in representation," where family portraits or magazine ads are used as models for his compositions.

After graduating from Seaver College and moving cross-country for graduate school, Hilary became fascinated with maps, particularly of the United States. "I had a

The couple now splits their time between creating the expressive art of their training and the commercial art that largely provides their livelihood. Joshua, who received his master of fine arts degree from Claremont Graduate University, runs a thriving studio art practice in Pomona; teaches beginning, intermediate, and advanced painting in Santa Ana; and regularly shows his artwork in galleries around Los Angeles, where he is professionally represented. His abstract paintings emerge from a three-step process; as Joshua explains, "I first build a structure on the canvas, then destroy it, then rebuild it, so that there's a birth, death, and resurrection within each piece." As conceptual as his paintings seem, he

great experience traveling abroad with Pepperdine twice and felt like I knew Europe better than I knew my own country," she says. Now she creates a series of globes based on places that she has traveled to or plans on visiting. "All of my artwork deals with a sense of journey, a sense of place, and places from memory," she explains. Though representational in construction, the finished paintings appear abstract and feature open-ended qualities.

As the Dildines continue to immerse themselves in both branches of the art world, they view their manufactured products as a blend between the creative and commercial. "We conceived the trees and are constantly creating new designs



that people might want to purchase," maintains Hilary. "We wouldn't be able to do them if we didn't have artistic rendering skills. There's definitely an art in trying to create what the client wants."

Dating back to her days as a graduate student at the Savannah College of Art and Design, Hilary understood the reality of her dual identity as an artist: "a side of you that makes wonderful, creative, interesting, thoughtful fine art, and the other side of you that has to make a living." Today she and Joshua consider themselves lucky to be able to create fine art while pursuing their entrepreneurial venture at the same time. "Since we run this company, there isn't a sense of desperation. We have been able to find a way to make a living and do something that is creatively touching a lot of people's lives," she says. ■

➔ ON THE WEB Learn more about the Fine Arts Division: [seaver.pepperdine.edu/finearts](http://seaver.pepperdine.edu/finearts)



# SUMMER MOVIES




## BUILT FOR FUN

Indisputably my all-time favorite summer movie is *April Love*, starring longtime Pepperdine friend Pat Boone.

In 1958 my favorite radio station presented "The Battle of the Crooners." Each Sunday right after church, I would check to see who won. It was usually Elvis Presley, but sometimes it would be Ricky Nelson, and on a great day, it would be Pat Boone. The same Pat Boone who had visited my Church of Christ in Jacksonville, Florida, one Sunday in 1956 or 1957.

So when *April Love* came to town, not only was the movie great fun—a quality that I especially associate with summer movies—but it had such cachet with our church group that I was able to see it three times in 10 days. To see a film that many times in that short a period of time...it had to be summer.

Each year I expect to reexperience that fun, that joy of a favorite movie. Usually my summer movies of choice have great kinetic energy: *Harry Potter*, *Indiana Jones*, *Star Wars*, *Batman*, *Die Hard*. Such summer movies tend to create the fun with plenty of action, heroic leads, and the capacity to capture one's imagination. Now that I am a grandfather, I am especially keen to share with my granddaughter remarkable "cartoons" like *Cars*, *Toy Story*, *The Incredibles*, *Monsters Inc.*, and look forward to their sequels.

There are films that, at least for me, have the qualities of the summer's best films, but that you might not have stumbled upon yet. One with much of the fun (and many of the same overriding values) of *April Love* is *Bend It Like Beckham*. Thinking of sports films, *Sugar* is one of my two all-time favorite baseball movies, and because it is about baseball, it qualifies as a summer movie, even though it is more serious than most.

Five international films have given me a similar sense of great fun as the American blockbuster summer hits. While each of these films has a similar sense of good and evil as a more innocent film like *April Love*, let me forewarn you that these films would definitely be R-rated in the U.S.

*District B13* is a French film featuring impressive urban "gymnastics" stunts known as parkour. *Raising Phoenix* has somehow created stunts that have been described as "drunken break dancing in a martial arts form," which is rather hilarious. While the level of "evil" in *Tell No One*, *The Secret in Their Eyes*, and the trilogy that includes *The Girl Who Kicked the Hornet's Nest*, is otherwise off-putting, there is a level of pure cinematic fun in these films that I associate with summer movies (but not for the faint hearted).

*Summer movies...even better with a friend!*

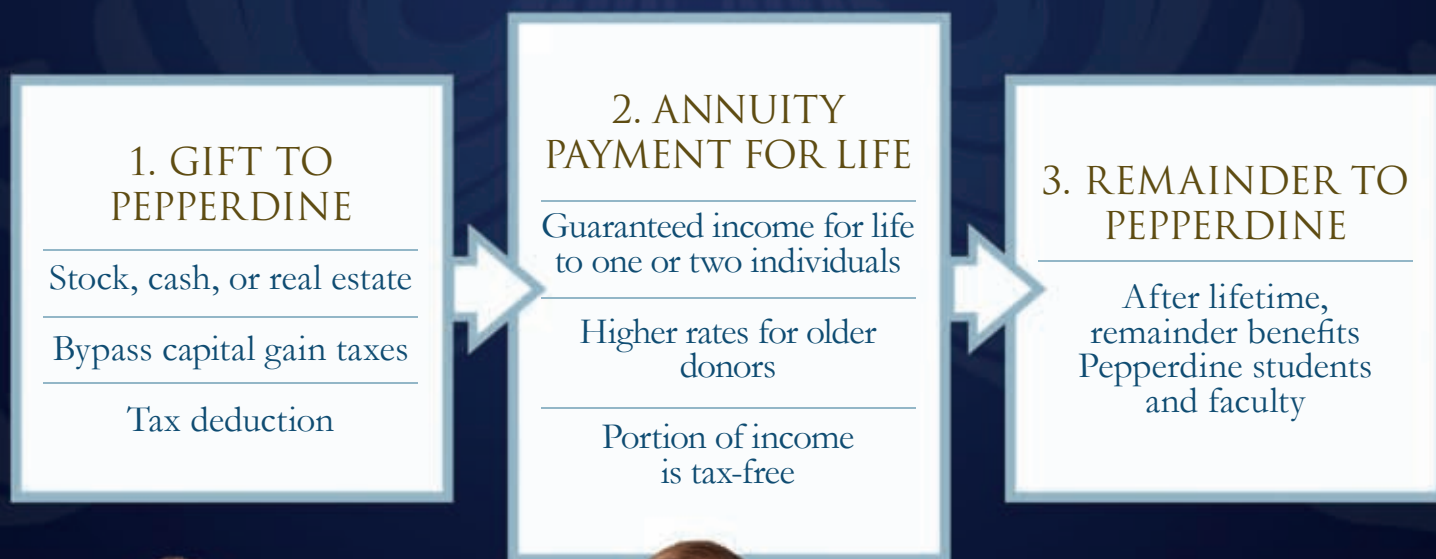
*Michael Gose (MA '75) is a professor of humanities at Seaver College. He specializes in Great Books and film studies, and taught his popular Sunday Night Film class for 20 years.*

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