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M. Conzicab

Spring 1993-94

Cal State

SAN BERNARDINO

NEWS FOR ALUMNI AND FRIENDS OF THE UNIVERSITY

**WRITER
JIM BROWN:
TURNING HIS
WORLDS
RIGHT-SIDE
UP**

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**COACH JUAREZ
AND THE GOAL
TO PUT U.S.
SOCCER ON
EQUAL FOOTING**

PAGE 15



CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

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COVER:
English professor and novelist Jim Brown putting his best foot forward in Hollywood.

C O N T E N T S



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Nicholas Coussoulis Honored



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Ceremonies Will Attract
Thousands

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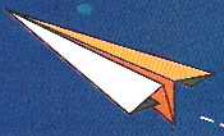


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A NOVELIST
TAKES PASSAGES
FROM HIS LIFE
AND PUTS THEM
GENTLY TO THE
PAGE

BY SAM ROMERO
PUBLIC AFFAIRS ASSISTANT

S taying alive and out of prison were as good a set of excuses as any for a wandering 14-year-old to straighten up. Jim Brown had always done poorly in school, failing first grade and battling throughout what he later learned was dyslexia. His best teacher had been the wrong crowd, and at the age of nine or 10 his occasional classroom was an East Los Angeles park kicking around with friends, making his way home around 10 or 11 or midnight, scurrying back before his mom got home from work.

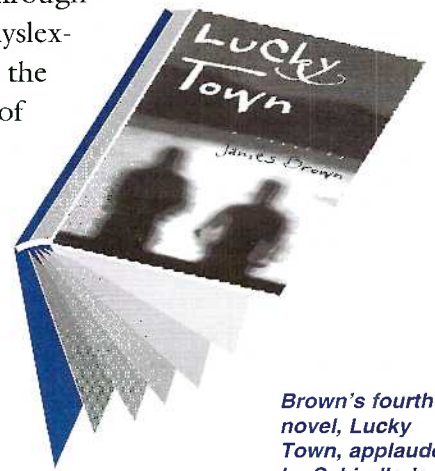
The world was not turning as it should. So at 14 Jim's obsession and discipline became creating a world he could manipulate. That's when Jim Brown began to write.

An English professor at Cal State, Jim now teaches students how to create their own worlds. "There are very few things you can control in your life, but your writing you can," he says. "This is where you're God, briefly."

By the time he was 19, Jim published his first novel. Five years later he wrote *Final Performance*, a partly autobiographical story based on the life, theatrical aspirations and suicide of his older brother. It was a story he needed to tell, says Jim, before he could go on to tell any others. His fourth novel, *Lucky Town*, won the 1992 Chesterfield Film Project Award given by Universal Studios and Amblin Entertainment, a company owned by Steven Spielberg. It also has helped get his foot in the crowded doors of Hollywood re-writing a script.

Most of Jim's stories revolve around families and their neglect, brothers and loyalty, fathers and sons. It is in these stories that Jim finds satisfaction in making them come out how he wants them to come out. And in some measure, sometimes, life does imitate art, and a 36-year-old finds he has created two sons with his wife, Heidi, a woman he has been with for an uncommon 20 years. It is a world he could not have hoped to duplicate in real life when he began playing creator.

BUT IT IS THE REAL WORLD, HIS WORLD.

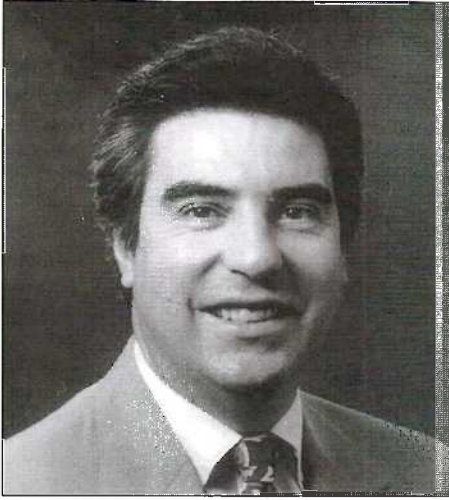


Brown's fourth novel, Lucky Town, applauded by Schindler's List author Thomas Keneally, will hit bookstores in May.





EXPLORING DIFFERENCES, EXPLODING MYTHS



William Aguilar

**BY WILLIAM AGUILAR
VICE PRESIDENT FOR
INFORMATION RESOURCES
AND TECHNOLOGY**

In his most recent book “The Disuniting of America,” Pulitzer Prize-winning author Arthur Schlesinger, Jr., observes that the ideological differences that have separated nations and peoples of the world are disappearing as the cold war comes to an end. This end of strife is, however, being replaced by deeply rooted and repressed hostilities manifested in racial and ethnic conflict. Evidence of Schlesinger’s contention is visible worldwide.

The United States is witnessing an increase in racially and ethnically based hostilities at many social levels. This deplorable condition, which affects us all, is one I believe must be addressed and combated. Southern California, with arguably the most ethnically diverse population in the world, is especially vulnerable and must take decided steps to retard this malaise. To bury our heads in the mire and pretend we are not afflicted is unacceptable.

Colleges and universities have long been recognized for their high tolerance of differences. One of our most sacred traditions—academic tenure—is predicated on safeguarding the privilege of faculty to espouse their views however controversial they may be deemed by others. It is, therefore, fitting and proper that CSUSB has established a Committee on Diversity.

Founded by President Evans in fall, 1993, the committee, which I chair, is comprised of three students, five faculty, five staff, two representatives from Human Resources, three deans and two vice presidents.

The committee’s purpose is to develop a sustained effort that will provide to the campus some events, activities and discussions that will focus on diversity. These experiences will permit us to explore, understand and appreciate one another’s uniqueness. Our university must know that there are options besides those of total assimilation or strict segre-

gation. These options include appreciating and valuing diversity.

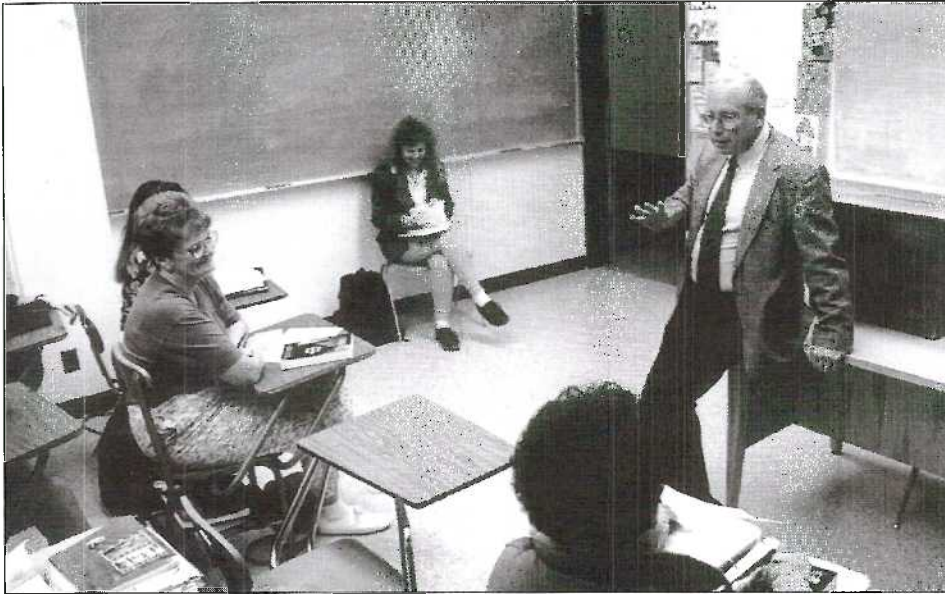
The guiding concepts the committee will use to breed a diverse university are many. Among them, members of groups previously excluded from full, fair and respected participation in higher education are now present on campus as full participants; the university itself provides a supportive community environment that values such participation, an environment that fosters success; the institution recognizes the value of the groups the students and faculty identify as sources of important intellectual perspectives, sources of personal support and avenues of participation in universal concerns. I see diversity as a positive resource, rather than a liability to an institution.

The committee plans to delve into many controversial and difficult issues. In its first year, however, the committee’s focus will be ethnic and cultural diversity. Panel members will attempt to assess the views, conditions and perceptions that exist on our campus through questionnaires, open forums, focus groups, informal discussions and analysis of existing data. From these measures the committee hopes to develop campus strategies that deal with an increasingly complex and sensitive topic.

Clearly, the concept of diversity is broadly interpreted. And, in all likelihood, it has distinct meanings to each of us. My definition of diversity is that it is characterized by inclusiveness. It embraces the distinctness of individuals—be those differences in age, gender, cultural background, ethnicity, sexual orientation, or religious beliefs. The university must reflect those differences within its own walls—its student body, faculty and curriculum. If this university is going to succeed in its instructional mission, then it must prepare its students for the world which is, among other things, ethnically and culturally diverse.



WHITE NAMED OUTSTANDING PROFESSOR



English Professor Ed White is the campus's Outstanding Professor in a CSU competition and will be honored for the second year in a row by the Chamber of Commerce in May.

A nationally known expert on writing, Ed White (English) is Cal State's Outstanding Professor for 1993-94. He has been with the university since it opened in 1965.

Now working on five books, two of them with other authors, White has earned widespread recognition for his work on how to teach writing. His recent books include a revision of *Teaching and Assessing Writing*; *Inquiry: A Cross-Curricular Reader*, and chapters on assessment and evaluation of writing teachers. White has taught a writing-across-the-curriculum workshop for faculty as well.

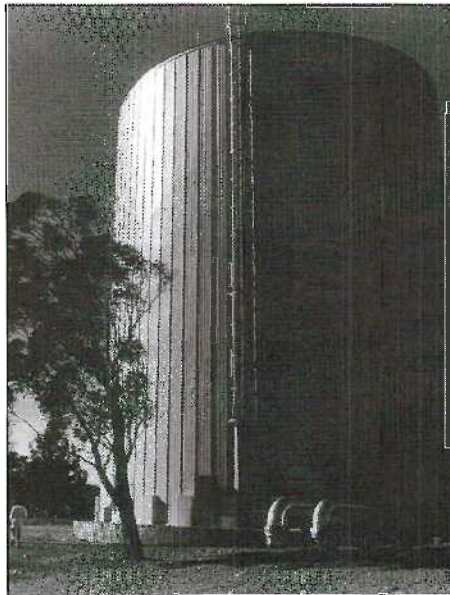
"Any teacher will teach the suggested material for a class, but Dr. White meant for the learning to continue long after the final exam," says former student Lois Stephenson. In the margin of an old syllabus from White she recently spotted a note she'd written that said, "Don't read for class. Use for life later."

Born in Brooklyn, White earned his B.A. from New York University and his M.A. and Ph.D. from Harvard University. Two years ago, White was one of 15 scholars selected to give their views at a U.S. Department of Education conference on national goals for education.

ENERGY EFFICIENCY EARNS HANDSOME REBATE

Standing 66-feet high and 52 feet in diameter, the university's thermal energy storage tank has earned a \$321,000 rebate from Southern California Edison while helping the campus reduce energy costs since it began operating in December. Use of the tank, which stores one million gallons of chilled water to cool all major buildings, comes at a time when the university has seen its utility costs triple compared to the mid-1980s, prior to the widespread physical expansion that has occurred at the university.

The thermal energy storage tank (at right) will help the campus avoid \$435,000 in energy costs annually. Photo by Sam Romero



TEXT, EYES & AUDIOTAPE


Volunteers are being sought for a reading program that tape records nearly 50 textbooks and other printed materials each quarter for the visually impaired and dyslexic students at Cal State. Participants should be able to read smoothly, enunciate nicely, have a pleasant voice and turn in selected readings punctually so that students can stay one week ahead of assignments. Readers are given a short training session on methods for effective reading. The Services to Students with Disabilities Office then provides a tape recorder, tapes, a book or other printed materials and an assignment sheet. More information is available at (909) 880-5239.

CAMPUS HOLDS DUAL CEREMONIES FOR COMMENCEMENT AGAIN

Continuing with the day-long observance of graduation begun last year, Cal State will hold two ceremonies June 18 in front of the Pfau Library. The schools of Business and Public Administration and Social and Behavioral Sciences will hold their graduation exercises at 9 a.m. while at 5:30 p.m., the schools of Education, Humanities and Natural Sciences will conduct their ceremonies. More information is available from (909) 880-7050.

SENIORS TRAIN TO HELP BOOST ENGLISH SKILLS OF HISPANICS

Helping the region's non-English proficient Hispanics is the goal of a new program that's training senior citizens to teach English as a Second Language through the Cal State Office of Extended Education. Thirty-six participants will complete the program this spring and become eligible to teach English, as well as job and life skills, to Hispanic adults during the 1994-95 academic year. Under the grant-funded program, the trained teachers will receive a salary while the program will be offered at no cost to those whom it will serve.

Known as Project HELP (Hispanics and Elders Learning Partnership), the program is sponsored by CSUSB's Office of Extended Education as well as the CSU Commission on Extended Education. Additional information is available at (909) 880-5979. 



SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



Harold Dyck presents study on Mobil Chemical

Harold Dyck (Information & Decision Sciences) presented a paper he co-authored with **Sue Greenfeld** (Management), "Mobil Chemical and the VPP," to the North American Case Research Association. He also has been elected to a second term as secretary of the Southern California chapter of the American Statistical Association.

"The Single Audit Act of 1984: A Seven Year Experiment—Should We Keep It or Abolish It?" is the topic of inquiry by **Sung-Kyoo Huh** (Accounting and Finance), whose research concludes that the process is helpful in uncovering areas of governmental noncompliance.

Yasha Karant (Information and Decision Sciences) reported on "An Inconsistency Between Quantum Mechanics and Gravitation" at a fall research symposium on campus.

A "Comparison of Compensatory Damages Between Durango, Mexico and California in Wrongful Death Actions" is being undertaken by **Gary Patterson** (Management).

Farm Labor Movement in the Midwest: Social Change and Adaptation Among Migrant Farmworkers is a new book penned by **Ernesto Reza** (Management).

Elisabeth Ryland (Management) presented some of her strategies for weaving environmental issues into the teaching of business at the university level in a faculty research symposium on campus last fall.

Mary Smith (Marketing) co-authored "The Impact of Gender and Dress on the Choice of a Minority Certified Public Accountant for a Small Business" in the *Journal of Business and Entrepreneurship*. She also co-wrote "The Potential of American Education for Global Transfer of Entrepreneurial Principles" in *Business and Science: Theory and Practice, Academy of Business Administration*. She collaborated with colleague **Nabil Razzouk** (Marketing) on "Improving Classroom Communication: The Case of the Course Syllabus," which was published in the *Journal of Education for Business*.

Michael Trubnik (Accounting and Finance) published "Insurance Cost Containment and Control" on *The CPA Journal*.

Victoria Seitz and colleague **Vic Johar** (Marketing) collaborated on "Advertising Practices for Self-Image Projective Products in New Europe: A Print Advertising Content Analysis," which was printed in the *Journal of Consumer Marketing*.



Ernesto Reza publishes book on migrant farmworkers

TRAINING, RESEARCH NEEDS ADDRESSED BY BUSINESS FACULTY

Businesses' need for continuing education and training as well as targeted information and research are met through two extensions of the university's School of Business and Public Administration. Cal State's Inland Empire Management Center provides specialized seminars, short courses, management training and other instructional activities that meet

the challenges of the changing work environment.

Consulting services, research and data analysis are available through the university's Institute of Applied Research and Policy Analysis, which has been servicing public agencies and private organizations since 1985.

Both organizations, headed by **Drs. Barbara Sirotnik** and **Shel**

Bockman, draw upon interaction with the business community to prepare programs and future services. Members of the Business Partners executive club will benefit directly from the expertise available through the center and the institute (see page ___ in Gift Rap). More information about these services is available at (909) 880-5729.



The connections made by **Renate Caine** (Secondary/Vocational Education) between teaching methods and new knowledge about the physiology of the human brain was captured by the Public Broadcasting System for its "Future Quest" series that will present 22 programs beginning next fall.

Elementary Social Studies: A Whole Language Approach is a new book by **Susan Cooper** (Secondary/Vocational Education/Administrative Computing/Media).

"Moving Beyond the Textbook to Teach Students with Learning Disabilities" was published in *Teaching Exceptional Children* as a collaborative effort of **Patricia Tefft Cousin** (Advanced Studies). She also co-authored "Supporting Students with Reading and Writing Difficulties in Your Literature-Based Program" for *California Reader* 26.

In a collaborative effort, **Patricia Kelly's** (Elementary/Bilingual Education) work on "A Theoretical Framework for Reading Recovery: Early Intervention to Assure Success" was published as part of the *Claremont Reading Conference 57th Yearbook*.

Kathryn Reilly (Advanced Studies) has been elected to a two-year term as secretary of the California Association for Career Development.

"A Course in Mainstreaming for Regular Educators: A Successful Delivery Model" appeared in *Teacher Education Quarterly* and was co-authored by **Dwight Sweeney** (Advanced Studies). Additionally, he is the author of two other papers: "Basic Principles of Psychodynamic Assessment for Students with Emotional or Behavioral Disorders" and "Cognitive and Personality Characteristics of Incarcerated Adolescents," both of which were presented at separate fall conferences.

School Finance: A California Perspective is a book authored by **Arthur Townley** (Advanced Studies). He also co-wrote the paper, "Administrator's Perceptions of Obstacles to the Full Inclusion of EBD Students," with **Dwight Sweeney**.

PRISON GROWTH SPARKS EDUCATIONAL NEED

With the highest incarceration rate of any state in the nation, California—with its 120,000 prisoners—has a tremendous need for teachers with special skills who can educate imprisoned individuals. Cal State's Center for the Study of Correctional Education is grappling with that need by providing services for veteran as well as aspiring teachers who work in juvenile institutions and adult prisons.

"Training in public education does not necessarily prepare one for working in a correctional institution," comments **Carolyn Eggelston**, who, with her husband and colleague **Thom Gehring**, co-directs the center in the university's School of Education. "Our best estimate is that 35-45 percent of the instituted population meets the guidelines for special education."

In addition to overseeing the M.A. degree in educational administration with an emphasis in correctional education, the center's directors focus on providing inservice workshops for corrections teachers and conducting research in the field. Currently, Carolyn is analyzing the effectiveness of a course she's taught via electronic mail for corrections teachers in New Mexico. Later this spring, the center's faculty will be assessing a literacy tutoring project conducted at the Banning Rehabilitation Center using video technology.



Renate Caine to be featured on national PBS series



Susan Cooper publishes text on whole language



SCHOOL OF HUMANITIES



Kathryn Ervin serves as guest director

Kathryn Ervin (Theatre Arts) served as guest director for a production of Abram Hill's play "On Strivers Row" presented at the State University of New York at Stony Brook during the winter quarter.

La Distorsion de la Logica y la Prosa de Quevedo is a new book authored by **Mirta Gonzalez** (Foreign Languages).

Peter Holliday (Art) is the author of the recently published book Narrative and Event in Ancient Art.

Straight Answers to People Problems is a new text authored by **Fred Jandt** (Communication Studies).

The differences in expectations of male and female supervisors' use of influence over managers was explored by **Kevin Lamude** (Communication Studies) in research he reported at a fall symposium on campus.

Dominique Louisor-White (Foreign Languages) has published "Latin American Gay Literature: A Biographical and Critical Sourcebook." She also has received a grant to conduct interviewing and research work in England on the topic of Jorge Luis Borges' self-translation.

Johannes Galliculus (Hahnel): The Introduction to Song Composition is a new book written by **Art Moorefield** (Music).

Meryl Perlson (Communication Studies) had an experimental video "Bicycle" selected for the "Bad Girls" art show at the New Museum in New York and the UCLA Wight Art Gallery in L.A.

"The Role of Children's Literature in Education" was elaborated upon by **Dian Pizurie, Greg Gilbert** and **Luanne Castle** (English) in a faculty research symposium on campus last fall.



Meryl Perlson has bi-coastal shows of video



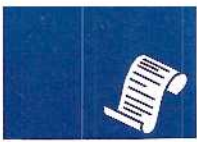
UNIVERSITY ACQUIRES ITALIAN ANTIQUITIES

A 26-piece array of Italian ceramics, some dating to the 9th century B.C. and most to the third and fourth centuries B.C., are being added to the permanent collection of art at the university.

The ceramic antiquities hail from the Italian peninsula, with some pieces dating prior to the Greek colonization of southern Italy, notes Richard Johnston, professor and chair of the Art Department. The largest piece, a 42-inch-high Apulian volute krater (pictured at left),

was used to hold and mix liquids, such as wine and water, Johnston states.

A gift to the university from Ellen and John W. Karnoff of the Los Angeles area, the artifacts are a portion of their collection that had been exhibited at the De Young Museum in New York. The gift was facilitated by art dealer John Rilling, whose offices are in Whittier. The value of the collection will not be specified.



SCHOOL OF NATURAL SCIENCES

Susan Addington (Mathematics) is the author of a new book, *Galois' Dream: Group Theory and Differential Equations*. She also is taking advantage of advances in computer technology to create pictures of hard-to-visualize mathematical objects, as she demonstrated in a Faculty Research Symposium on campus last fall.

“Acute and Chronic Effects of Aspirin on Selected Endurance Variables” was researched by **Jennie Gilbert** (Physical Education), who notes that “a chronic dose of aspirin may be detrimental to athletic performance.”

“Empathy: Theory and Research” is a manuscript authored by **Janice Layton** (Nursing) in the *Review of Research in Nursing Education*.

“The Effect of Temperature on the Sensitivity of Nitrogenase to Oxygen in the Cyanobacteria *Anabaena cylindrica* (Lemmermann) and *Gloeotheca* (Nageli),” coauthored by **Dennis Pederson** (Chemistry), was published in *New Phytol.*

“Tissue Culture of Cryopreserved Human Fetal Brain Tissue” is the topic of a paper presented by **Jeffrey Thompson** (Biology) to the Department of Clinical Neurosciences at Huashan Hospital in Shanghai, China.

“Non Product Type Cycles and Their Triangular Algebras” is a paper that **Belisario Ventura** (Mathematics) presented at the 1993 Great Plains Operator Theory Seminar.

Ching-Hua Wang (Biology) received a \$98,590 grant from the National Institutes of Health for research on “Early Intestinal B Cell Response to Helminthic Infection.”



Susan Addington pens a new book

STUDENT INVENTS BRAILLE GRAPHICS

When **Paul Lovvik** dialed the Braille Institute in Los Angeles, he thought the new computer program he'd written for blind users just might bring braille math graphics into the home. “But I didn't realize it was going to bring useful braille graphics into the publishing arena,” says the 24-year-old computer science major, whose new program has enabled the institute to cut the production of a braille picture from one or two weeks to less than 30 minutes. That ability is a big advantage for blind computer users who can now generate their own pictures every time they run the program. Lovvik's program also can draw braille maps, which is why Cal State, Northridge began talking to the Braille Institute about it following the Jan. 17 earthquake. That earthquake rendered



Paul Lovvik designing one-of-a-kind software

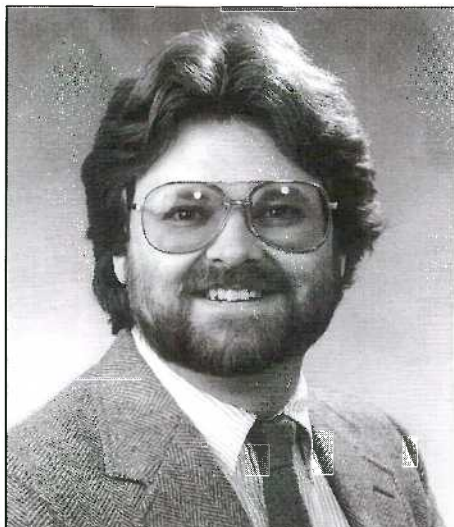
many of its buildings unusable, forcing the campus to install new, temporary offices and classrooms in new locations. Ohio State and Purdue also are using the program.

Lovvik's program, only recently

copyrighted, was purchased by the Braille Institute, allowing it to mass produce textbooks quickly. Up to now, only “sighted users” could “draw” braille pictures.



SCHOOL OF SOCIAL AND BEHAVIORAL SCIENCES



Research of Robert Cramer and students gets national press

A content analysis of racism and sexism in pornography has been completed by **Gloria Cowan** (Psychology) and alumna **Robin Campbell**. Cowan and colleague **Lynda Warren** also have had an article titled “Co-Dependency and Gender Stereotype Traits” accepted for publication in the journal *Sexual Roles*.

The work of the Social Learning Research Group, headed by **Robert Cramer** (Psychology), intrigued *Psychology Today* enough to do an interview regarding the group’s latest study on the “mating and dating” habits of humans that will appear in the news briefs section of the May/June issue.

The Journal of the American Medical Association selected **Liz Klonoff** (Psychology) as one of four authors featured in its February edition to appear in a national news conference regarding the observance of the 30th anniversary of the U.S. Surgeon General’s warning about the hazards of cigarette smoking. Her research article on the illegal sale of single cigarettes in California was published in the Feb. 23 issue of the journal.

The “Economic Conversion, Social Work and Community Practice” implications of the transition from a national dependency upon military facilities is explored by **Nancy Mary** (Social Work) in an article for *Community Practice*.

“Keynes’ Personal Investing: Activities and Beliefs” is an article **Tom Pierce** (Economics) had published in *Social Science Journal*.

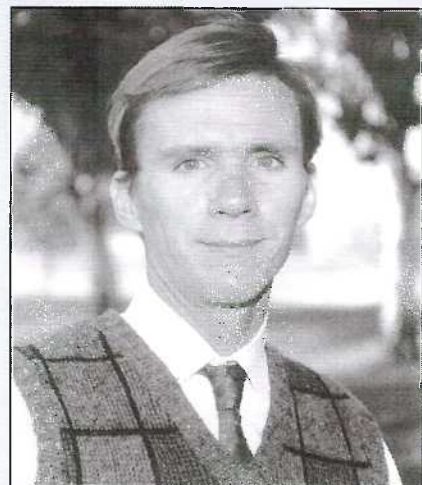
Just off the press is **Nancy Rose’s** (Economics) book, *Put to Work: Relief Programs in the Great Depression*.

Criminological Theory, a major revision and expansion of a popular text by **Frank Williams** and **Marilyn McShane** (Criminal Justice), is being published this year.



Liz Klonoff in a national press conference

UNDAUNTED, YUCAIPAN PURSUES POST-GRADUATE WORK



When **Dana Untch** was in high school, he finished in three years. An accomplished athlete, he competed in gymnastics, figure skating and spring board diving. His future held promise as he began a military career in 1977 and set a rigorous pace for himself—earning an associate degree and completing a variety of training programs. But his vocational goals—and athletic prowess—took a sudden turn in 1985 when he became disabled and had to leave the service. Al-

though his struggle to overcome this setback remains a personal matter, he continues to demonstrate a sense of enterprise. Dana is one of 17 participants in the CSU Graduate Equity Fellows program this year; he’s working on a master’s degree in social sciences with the goal of earning a Ph.D. and teaching in the field. He’s also active as a community volunteer, helping the elderly and the Inland AIDS Project.



COACHELLA VALLEY CAMPUS

A DOZEN SCHOLARSHIPS CREATED FOR CVC

A \$36,000 gift from Jim Rogers of Rancho Mirage has established a scholarship fund designated specifically for students at the Coachella Valley campus.

A dozen individuals will benefit from the Rogers Scholarship Program that aims to support persons at the junior, senior and graduate levels of their education.

"We are most grateful to Mr. Rogers for his generosity and foresight in creating educational opportunities for the people of the valley," comments Peter Wilson (Dean). "Many of our students are low income and have extremely limited resources for anything but the necessities. CVC is the only public postsecondary option in the immediate area for students interested in obtaining bachelor's or master's degrees or teaching credentials."

CAMPUS BEGINS RESTAURANT MANAGEMENT PROGRAM

Upper-division courses leading to a degree in restaurant management will be offered to Low Desert students beginning in fall 1994 in a cooperative effort of the CVC and Cal Poly, Pomona. The College of the Desert joins this partnership by offering lower-division courses that complement the three-year sequence resulting in the bachelor's degree, notes Peter Wilson.

Video-conferencing classes from Pomona and San Bernardino will constitute part of the program, which includes some general education and business courses. Interest in the program was expressed by hotel management and resort industry representatives in the Low Desert.

A memorandum of understanding among the institutions was signed by the three presidents at a March 29 reception in the Low Desert.

A PLACE OF PERMANENCE



The Coachella Valley campus's new buildings may look the same as the old modulares to the casual onlooker but that's deceiving, says Peter Wilson (Dean). The structures, installed in December, have been designed with current needs in mind, such as a professional office and reception area to greet new students, he says. In addition, a separate room has been established for library services that electronically link Low Desert students to the main campus facility. A 24-workstation IBM computer lab also is at the students' disposal.

AQMD GRANT EXPANDS DESERT'S DISTANCE LEARNING CAPABILITIES

A half-million dollar proposal to establish a distance learning network between Cal State, its branch campus in Palm Desert and two other locations in Joshua Tree and Blythe is being funded by the South Coast Air Quality Management District (SCAQMD).

The \$486,458 project, that will be nearly matched by the university, will set up capabilities for televised instruction between Cal State and outlying classrooms. It is endorsed by SCAQMD for its ability to reduce the commute of students, faculty and staff.

Nearly 500 students are enrolled at Cal State's Palm Desert campus and approximately 100 persons are expected to take advantage of the classes that will be available through this project at Copper Mountain College in Joshua Tree and at the Palo Verde School District offices in Blythe, reports Peter Wilson (Dean).

"I look at this as the beginning of a comprehensive effort to expand the accessibility of four-year degrees and graduate programs for Low Desert residents," Wilson remarks, adding that the teleconferencing network could be linked with other school districts in the future.

The video-teleconferencing system would enable the university to deliver instruction and academic advising, as well as offer conferencing capabilities during non-class hours, Wilson notes. Equipment will be established at the Palm Desert campus site first while telecommunications links are made between the site and Joshua Tree and Blythe. The system is destined to serve 40 classrooms altogether and will be fully operational by 1998.

Other potential uses for the network include in-service programming for K-12 teachers, educational services for inmates of Cahuckawalla Valley State Prison and university outreach activities. The technology also will offer the benefits of programming available from several of the other 19 California State University campuses, Wilson adds.



GROUNDBREAKING EXPECTED THIS SPRING

UNIVERSITY ART MUSEUM THREE-QUARTERS FUNDED

The University Art Museum public campaign is advancing with more than \$60,000 collected in pledges from university faculty and staff alone since December. Julius Kaplan (Graduate Studies), a member of the campaign committee, has spearheaded this effort.

The campaign goal, originally set at \$560,000, has been increased by approximately \$200,000 to meet costs revealed in the first round of construction bids submitted on the project, says Richard Johnston, Art Dept. chair. Adjust-

ments were made on some of the architectural specifications to achieve economy on the project, he adds.

Several generous private gifts also have been received from Edward and Evelyn Hill, who have pledged \$25,000 toward the project, and Edward and Cheryl Dunagan '85, who have contributed \$2,000.

With about 70 percent of the fundraising goal met, the University Art Museum may break ground this spring.

DISTINGUISHED ARROWHEAD EXECUTIVE: NICHOLAS COUSSOULIS



Nicholas Coussoulis

Lake Arrowhead real estate developer Nicholas Coussoulis '75 is being honored May 13 with the Arrowhead Chief Executive Officer award that will be bestowed by the university during a luncheon on campus co-sponsored by the Board of Councillors of the School of Business and Public Administration.

Coussoulis has been a long-time supporter of higher education. He was the first in the community to make a large-scale private gift to the university by enhancing the Health and Physical Education Complex that is under construction. The 5,000-seat indoor arena will bear the name of his parents, James and Aerianthi Coussoulis, in recognition of his contribution.

NEW GIFT SUBSTANTIATION RULES NOW IN EFFECT

Tax rules regarding the gift receipts that donors must have in order to claim deductions as of Jan. 1, 1994 are summarized as follows:

● "Quid pro quo" contributions of \$75 or more are deductible to the extent that the gift exceeds the benefits conferred. The charity must provide the donor with a "good-faith" estimate of value of the benefit received and inform the donor that any tax deduction is limited to the difference between what was given and the value received.

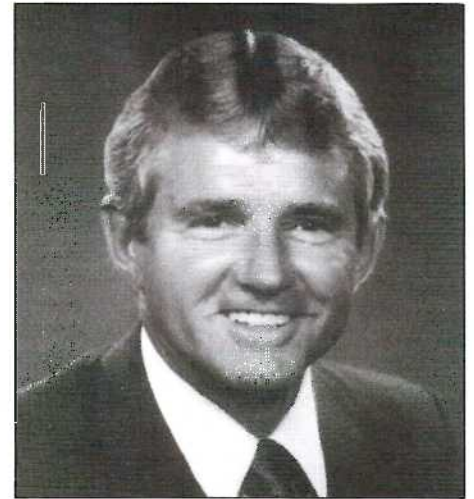
● Gifts of \$250 or more are deductible with appropriate written acknowledgment. The donor must have a written receipt from the charity stating whether a benefit was received as well as its value. The acknowledgment must specify that "no goods or services were received" by the donor, if that is the case.

With non-cash gifts of \$500 or more, the tax rules remain the same and require proper substantiation with form 8283.

(Information for this article was furnished by McGladrey & Pullen, C.P.A., San Bernardino.)

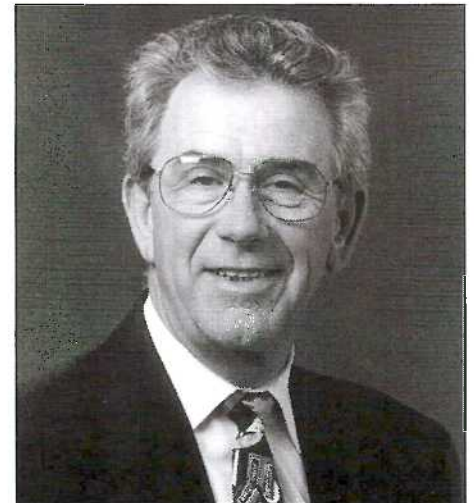
REDLANDS, WEST-END EXECUTIVES JOIN BOARD

Redlands accountant Bruce Bartells and Rancho Cucamonga real estate developer Ted Dutton are the newest appointees to the 25-member University Advisory Board.



Bruce Bartells

Bartells is president and chief executive officer of Soren, McAdam, Bartells, Certified Public Accountants, Inc. A CPA for 23 years, Bartells has overseen the Redlands firm, which serves California, Arizona and Nevada, for the past 11 years.



Ted Dutton

Dutton has 30 years of experience in the real estate, land development and property management businesses. He is currently the vice president of development for Cadiz Land Company, which owns more than 30,000 acres in the Mojave Desert, among other holdings.



BUSINESS PARTNERS GALVANIZES CORPORATE INTERESTS IN RESEARCH AND TRAINING

An executive organization, known as the Business Partners, is being established at Cal State to solidify the business community's interaction with the Inland Empire's largest School of Business and Public Administration.

"Business Partners members have the unique opportunity to help build a business school of the highest quality that will respond to the diverse and growing needs of the region well into the 21st century," states Don Baker, chair of the steering committee for the new group.

Already comprised of nearly three dozen members, Business Partners is creating opportunities for representatives of

professional and public organizations to foster economic and educational progress.

Exploratory topics could include new growth markets, your effectiveness as an executive, managing organizational change and improving productivity without expanding staff, Baker says. Executive sessions will help resolve problems, denote significant needs for faculty research in specific industries and provide entrees into real-world instruction for the classroom.

Membership is limited and can be arranged with Eldon Lewis, dean of the school, at (909) 880-5700.

Business Partners' Steering Committee and Charter 100 Members

Computer Communications International

Sid Ward, Ph.D.

City of San Bernardino,

Economic Development Agency

Timothy C. Steinhaus '75

Eadie and Payne

Deborah Crowley '81

John F. Prentice

Ernst & Young

Sally J. Anderson

Don Ecker

Joseph Silvano II

First Federal Savings & Loan

Jerry E. Miller

First Interstate Bank of California

Cynthia Siddons

Food Industries Sales Club of

Riverside and San Bernardino

Counties

Kellie Wright

Foothill Independent Bank

Joanna Bruno

Fredericks Benefits

Robert A. Fredericks

The Gas Company

Judith W. Batteny

GTE California

Ken Foshee

IDS American Express

Paul R. Mata '87

Inland Empire Business Journal

William J. Anthony

Johnson & Higgins of California

Roberta Davis

Lund & Guttry

Keith Lyrle

Manpower Temporary Services

Evelyn Wilcox

McGladrey & Pullen

Lisa Conser

Wilfred Heitritter

Rod LeMond

Gerald M. Newcombe, '76, M.P.A. '82

Ronning Real Estate

Anne M. Ronning

The San Bernardino County Sun

Brooks Johnson

San Bernardino Associated

Governments

Wesley C. McDaniel

Soren, McAdam, Bartells

Gary L. Christenson

Jan Fratt '83

Jeff Vander Kooy

Cindy Watts

Specialty Minerals

Linda Lingo '82

James Mulkey

Stater Bros. Markets

Don Baker

Dennis Beal

Jack H. Brown

Swenson Accountancy Corp.

Dean A. Norling

Union Bank

Terry Gray

Vavrinek, Trine, Day & Co.

Linda S. Todd '86

Watson Medical Laboratories, Inc.

Marie M. March '93

BUSINESS PARTNERS' 1994 SCHEDULE OF EVENTS

Pencil in now on your calendar some of the events taking shape for the Business Partners members. You'll receive notification by mail as the engagements are confirmed.

May 3

An Afternoon with Peter F. Drucker, Ph.D.

Business and Management
Telecast from George
Washington University,
Washington, D.C.

2-5:30 p.m., Jack. H. Brown Hall

May 13

Arrowhead Chief Executive Awards Luncheon

Honoring Nicholas Coussoulis '75
12 noon-1:30 p.m., Student
Union Events Center

June 23

Business Partners & School of Business and Public Administration

Alumni Reception

Hosted by President
and Mrs. Anthony Evans

June

Business Partners Breakfast Roundtable

"Emotional Distress and Sexual Harassment in the Workplace: Legal Issues and Solutions"
Facilitated by CSUSB Professor
Lloyd Peake

July

Business Partners Seminar

"NAFTA: Opportunities for the Inland Empire"
Co-sponsored by CSUSB and
Ernst & Young

September

Business Partners Conference

"Inland Empire Economic Planning for the 21st Century"

November

Inland Empire Urban Planning and Real Estate Symposium

Hosted by the Urban Planning graduate program, CSUSB
Professor Tom Lyons

December

Business Partners Holiday Social



CALLING ALL PARENTS

First it was the holidays. Then the Olympics. Now income tax returns. Before you know it, it will be Fourth of July—a great time to celebrate but too late to make your gift to Cal State's 1993-94 Parents Fund.

That's why now seemed like the right moment to remind you that Cal State is counting on your tax-deductible gift to this year's Parents Fund.

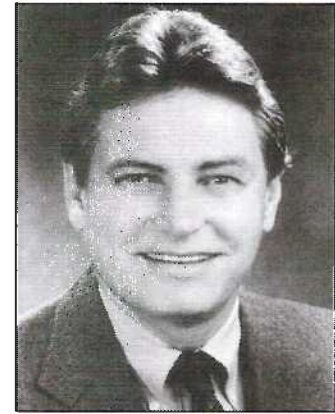
If you haven't yet fulfilled the pledge you made earlier this year when a student phoned, consider this a friendly reminder. (We know you've been meaning to send it in!) And if we missed you during the Parents Fund Drive, we hope that you won't miss this opportunity to join more than 1,300 other Cal State parents who pledged or who have already contributed over \$71,000. Parent contributions are

especially important to Cal State because they are largely unrestricted which means the university may invest those dollars in programs with the greatest need.

Why not use the envelope in this magazine today to make your gift or fulfill your outstanding pledge? If you are not able to meet your original commitment, please let us know. We understand that circumstances change; we just need to know what we can count on.

One more thing. The parents who made their gifts already this year asked us to encourage you to make yours before June 30 so that your name will appear next to theirs in the university's 1993-94 Honor Roll of Donors. The Honor Roll is just one of the ways we say "thanks" for your generosity, and it comes out with the next issue of Cal State Magazine.

NEW BOARD CHAIR



Rod LeMond, partner in the San Bernardino office of McGladrey and Pullen, C.P.A., is the new chair of the Board of Councillors, an advisory group to the School of Business and Public Administration.



"Hi, (your name) . This is Kevin. I'm a student at Cal State, San Bernardino, and I'm calling you tonight on behalf of the Alumni Fund."



Sound vaguely familiar? Wish it didn't? It's okay. You won't hurt our feelings by saying so. You see, we Cal State fundraisers are people, too, and our private time is as precious to us as yours is to you. So this year we put ourselves in your shoes and came up with the "Beat Us To It" Alumni Fund Drive. Here's how it works.

Your Part:

- ▲ You open your 1994 Alumni Fund Drive letter.
- ▲ You read it and consider what Cal State has meant to you.
- ▲ You send your pledge/gift right away—and beat Kevin to the phone.

Our Part:

- ▼ We make sure your gift goes to your department or the program you choose.
- ▼ We thank you—by mail—for your generous support.
- ▼ Kevin calls one of your former classmates who didn't act as quickly as you.

Your early response means Cal State saves the cost of a phone call to you. That's very important right now when *every dollar counts*. And by beating Kevin to the phone, you can be sure Cal State won't be calling during your dinner, favorite T.V. show or novel.

The bottom line, of course, is that the sooner Cal State receives your gift, the sooner we can put it to good use.

Could it get any easier? We don't think so. But you tell us. In fact, call if you'd like at (909) 880-5006. We'd enjoy hearing from you. Kevin especially.





JUAREZ TAKES LEAVE TO COACH THE COACHES



Carlos Juarez aims to put U.S. soccer on equal footing.

With World Cup soccer fever infecting millions across America, there may be no better or more exciting time for Carlos Juarez to be in the thick of things.

In January, the successful Cal State soccer coach, who had just come off a 13-4-3 season, took his post as one of about five specialists for the U.S. Soccer Federation, which is sending him around the country training coaches, holding symposiums and clinics, speaking, working with youth national teams and hunting for new, raw talent.

The U.S. plans to start a professional soccer league in 1995.

But the country is striding behind the rest of the world in playing competitive soccer, says Juarez.

"It's because we're young, and they have history, and they've always had first division-teams." The longevity has given young players from other countries role models, while in the U.S., says Juarez, players effectively finish their soccer careers when they graduate from college—three, four, five years before reaching their playing peak.

"The whole idea behind this," says Juarez, "is to bring (American) soccer up to par with the rest of the world."

One of the key lessons young players should learn, thinks Juarez, is to make

commitments and take responsibility.

"Times are changing," he explains. "Ten years ago, student athletes were basically hard-working individuals who put themselves through school, played, worked hard." Now, students aren't as willing to work. "They're full-time student-athletes."

Juarez will have some involvement with the World Cup competition this summer, analyzing games, training—all the technical things that would concern a coach.

In the meantime, almost 14 million children in America will be playing soccer—more children than in any other organized U.S. sport.

He will return to his coaching duties at Cal State, assumed temporarily by his assistant of five years, Bret Baker, after a year of working full-time for the Soccer Federation. And it may be some of his players who will play in a new pro league or in a World Cup.

"This is only the third World Cup out of, I think, 15 that we (the United States) have been part of, and the reason we're part of this one is because we're the host," Juarez says. "We as Americans are not satisfied with just being 'there.' We want to be one of the best. The quickest and the best way to do it is to start with the coaching."



COYOTE SPRING SPORTS CALENDAR

APRIL

- 2 Baseball**
Cal State, Los Angeles
4:00 p.m.
- 5 Baseball**
Concordia College
3:00 p.m.
- 6 Softball**
Concordia College
2:00 p.m.
- 7 Baseball**
UC, Riverside
7:30 p.m.
- 9 Softball**
Cal State, Bakersfield
Noon
- 10 Softball**
Cal Poly, San Luis Obispo
11:00 a.m.
- Baseball**
UC, Riverside
2:00 p.m.
- 11 Golf**
UC, Riverside
(@ Arrowhead Country Club)
1:30 p.m.
- 21 Baseball**
Cal State, Dominguez Hills
3:00 p.m.
- 22 Softball**
University of San Diego
2:30 p.m.
- 30 Softball**
UC, Riverside
Noon

MAY

- 5 Baseball**
Cal State, Los Angeles
7:00 p.m.

All listings are home games (unless noted otherwise). For more information, call the CSUSB Athletics Dept. at (909) 880-5011.





AN AFTERNOON OF RECOGNITION AT HOMECOMING '94



Forty-seven alumni, winners of the Distinguished Alumni Award between 1975 and 1993, were honored at an Alumni Association reception during Homecoming '94. A plaque listing the names and CSUSB degrees of all the award recipients now hangs on the first-floor wall of University Hall. In addition to honoring these distinguished alumni with this permanent plaque, the Association hopes to inspire current and future students through the recognition of those "who have gone before them."

Following the reception, more than 250 guests joined the alumni in the 4th Annual Chili Dinner, held for the first time in the new Student Union Events Center. The crowd then headed for the gymnasium to watch the Cal State Women's Basketball team defeat Cal Poly Pomona by a score of 69 to 63.

VOLUNTEER ASSISTANCE NEEDED AT GRADUATION

The Alumni Association again will be hosting booths at the 1994 Commencement ceremonies for the sale of food and drinks during the morning and evening of Saturday, June 18. Your help is needed! Alumni volunteers, along with their spouses and teenage children, can assist the Board of Directors in this fourth annual event, the proceeds of which benefit scholarships and the Student Emergency Loan Fund.

"This is a great opportunity to meet other alumni and to see the campus again," said Terry May, vice president of the Alumni Association and organizer of this year's events. If you would like to volunteer for one or both of the ceremonies, or get more information, call Mary Colacurcio, Director of Alumni Relations, at (909) 880-5008, or send in the attached coupon.

SHARING A MEMORY AT HOMECOMING



Cheryl Flowers (left), B.A. geography, '77, M.B.A. '87, and winner of the 1990 Distinguished Alumni Award, shares a memory with Laraine Turk, Acting Associate V.P. of Student Support Programs at Cal Poly, Pomona. Cheryl is the Assistant General Manager of the San Bernardino Municipal Water Department. Cheryl and Laraine became friends when Laraine was the Serrano Village Residence Director from 1974 to 1977 and Cheryl was the Resident Assistant.

CAREER CONNECTION CONFERENCE

Saturday, May 21, 1994, 9:30 a.m. to 1:30 p.m.

Workshops and Seminars

Student Union Events Center

Open to alumni, students and the general public.

Registration Fee: Students \$10, Alumni \$15, Others \$25.

For additional information, please call the Career Development Center at (909) 880-5250.

COUNT ME IN! I'D LIKE TO HELP THE ALUMNI ASSOCIATION ON SATURDAY, JUNE 18, AT:

- A.M. ceremony (The 9 a.m. ceremony will be for the graduates of the schools of Business and Public Administration and Social and Behavioral Science.)
- P.M. ceremony (The 5:30 p.m. ceremony will be for the graduates of the schools of Education, Humanities, and Natural Science.)
- I am available for both ceremonies
- I can't help this year but here's my contribution to the Scholarship/Student Emergency Loan Fund: \$ _____

Name—please print _____

Address _____

City _____

State _____

Zip _____

Home phone _____

Daytime phone _____

Send to: Alumni Relations Office
Attn: Mary Colacurcio
California State University, San Bernardino
5500 University Parkway, San Bernardino, CA 92407

**1969**

Alan G. Dyer, B.A. sociology, and life member of the Alumni Association, recently was elected to a two-year term as water board director for the West San Bernardino County



Alan G. Dyer

Water District. He is employed as an adult education supervisor and instructor for the San Bernardino and Rialto adult schools; he also teaches Extended Education classes for Cal State.

Cecilia Rios-Deutsch, B.A. sociology, is a 24-year employee of the Riverside County Probation Dept. The first Hispanic female to be promoted to the position of Probation Division Director, she is currently in charge of the Riverside Juvenile Hall. She and her husband, Osker Anthony, have a 12-year-old daughter, Traci.

1971

Richard Leeson, B.A. English, professor of English and director of teacher education in English at Fort Hays State University in Kansas, is the author of *William Inge: A Research and Production Sourcebook*. It will be published in spring 1994 by the Greenwood Press. He is under contract with Greenwood to write a book on African-American playwright Lorraine Hansberry.

1972

Cornel G. Ormsby, B.A. physics/mathematics, received his M.A. in mathematics from Cal State, Sacramento in June 1993. He writes, "I finished my course work at CSUS in 1990 (actually, after completing 60 semester-units of graduate courses, I ran out of classes to take!), but I didn't pass the second of two required Comprehensive Examinations until spring of '93."

1974

Charles (Chuck) L. Sutphin, B.A. geography, is the owner of CHS Electric and Construction in Yucaipa. CHS specializes in

commercial and industrial electrical jobs for schools, business and industry. His wife, **Clara**, a 1989 CSUSB grad, has a B.A. in liberal studies.

1975

Plays by **Linda Stockham**, B.A., M.A. anthropology '87, the secretary at CSUSB for anthropology and geography, have made it to Hollywood, Los Angeles and Broadway. In May 1993 her one-act play, *Murder-Suicide*, had a staged reading at FirstStage of Hollywood, and *Divorce Sale* was produced Off-Off Broadway in June 1993 by the Manhattan Players. Her latest play, *Desperate Means*, had a staged-reading by the Metropole Theatre Works of Los Angeles in January 1994; *Lionel Grey*, which had its world premiere at Northern Kentucky University in April 1993, had its west coast premiere in Los Angeles in February 1994.

1976

Sandra Smith Mella, B.A. psychology/sociology, M.A. '91 psychology, writes from Warrendale, PA that she "came to Pennsylvania for a 'visit'—got 'stuck' when (her) house in California burned down. Trying to adjust to snow and cold while getting the money to come back home by working as (a) psychotherapist and teaching at local colleges. Boy—do I miss the beach and the desert!"

1977

Kenneth Rolf, Jr., B.A. geography, is a planner and demographer for the Western Riverside Council of Governments and is responsible for compiling and analyzing socioeconomic data for air quality, transportation and growth management programs.

1978

Charles K. "Chuck" Bird, M.B.A., retired from the U.S. Navy as a Medical Service Corps officer, has applied for a patent for sports collectible display items. He lives in Frederick, MD, a history-rich area just north of Washington, D.C.

Corbett Monica, B.A. psychology, and **Vince Vegna** B.A. '80, M.A. '83 psychology, have entered into partnership with Joel Huff and they are operating *Buon Amici's*, a restaurant serving breakfast, lunch and dinner. Located in the shopping center at the corner of Kendall and University, it is becoming a favorite of Cal State students, staff and faculty.

1979

Mark K. Ulmer, B.A. administration, M.B.A. '87, and life member of the Alumni Association, is the executive vice president of PNC Mortgage in Vernon Hills, IL. He will manage the real estate agent production office in the western half of the U.S. Most

recently, Ulmer served as senior vice president of the company's national operations.

1980

Margaret Hill, M.A. educational administration, principal of San Andreas High School in San Bernardino, was among nearly 600 supporters and critics at a first-of-its-kind summit on public education in San Francisco, sponsored by Assembly Speaker Willie Brown. Principals like Hill are helping to prepare youth for the outside world by motivating students, parents and businesses to help keep students in school, concentrating on school work and providing job-training internships. As a result, in her seven years at San Andreas, she has seen the dropout rate decline from 22 percent to about 12 percent. At the same time, enrollment increased from 150 to 240.

1982

Sandra L. Diaz, B.A. liberal studies, is a bilingual kindergarten teacher at Sheridan Way School in Ventura.

1983

Dr. Marsha Liss reports that former student, **John Bacon**, B.A., M.A. '86 psychology, is now the associate director of the CHILDHHELP facility in Virginia. Dr. Liss served on a panel with Bacon at the Substance Abuse and Mental Health Services Administration's observance of Child Abuse Prevention Month. Bacon "feels that Cal State and the developmental psychology program gave him his roots," Liss says.

In the spring of 1993, **Juan Delgado**, B.A. English, a professor in the CSUSB English Dept., received the University Educator of the Year Award from the Association of Mexican American Educators. He received letters of recognition from Senators Barbara Boxer and Ruben Ayala, Congressman George Brown and other legislators. Also, his book of poems, *Green Web*, was one of the two winning manuscripts in the Contemporary Poetry Series and will be published by the University of Georgia Press, fall 1994.

Robert Yohe, B.A. anthropology, received his Ph.D. in anthropology from UC Riverside in 1992 and now is the state archaeologist and deputy state historic preservation officer for the state of Idaho. He and his wife, Belinda, live in Boise.

1984

R. Okpara Danjuma, B.A. political science, is the program coordinator for Xanthos, serving at-risk high school students. Having received an M.A. in political science from San Francisco State University in 1992, he is pursuing now a Ph.D. in liberation theology of the African diaspora.

John Harrell "Hal" Eusey, M.A. education, and his new school, the Cooley Ranch



Elementary School, were featured recently in an article in the San Bernardino Sun. Ensey, the principal of the new \$5.2 million school that will house 400 students, says, "The students are absolutely thrilled to death." That's due, no doubt, to the fact that they attended school for two years in portable trailers at another site.

1985

Guillermo A. Amaya, B.A. administration, is the owner of Amaya Insurance Agency in Victorville. His agency is connected with the Farmers Insurance Group of Companies. Amaya's future plans include a return to school for a master's degree in education.

Our last issue incorrectly listed the news about Lillian Enstrom under the year 1980. We are reprinting her news here. **Lillian J. Enstrom**, B.A. human services, $\Phi K \Phi$, is a property inspector and field representative, as well as the insurance inspector, for mortgage companies across the U.S.A.

Kelly Schmidt, B.A. human development, is a licensed nursing home administrator. She passed the Board in November 1990 and is currently the administrator for C.A.N.A. Corporation in Largo, FL. Schmidt and her husband, Robert, live in St. Petersburg.

E. Marie Snyder, B.S. administration, has been made a partner in the firm of Lund & Guttry, certified public accountants, in Palm Springs and Rancho Mirage.

1986

Thomas Frederick Breitreuz, M.B.A., the special districts manager for the city of Moreno, implemented a full cost recovery program for administration of special districts, including formation of districts that secure public funding for the construction and maintenance of public infrastructure. He and his staff of 10 administer public improvement bonds in excess of \$46 million to construct streets, sewer, water and storm drains. He also is responsible for a \$4.5 million annual maintenance budget to provide street lights and public landscaping. His wife, **Polly**, is a 1989 CSUSB graduate with a B.A. in administration.

Robin Scott Dowell, B.A. administration, has been named a supervisor by the CPA firm Eadie and Payne. Dowell will be responsible for audit supervision and training of new accounting personnel and will continue providing estate and income tax planning. He is a member of the California Society of Certified Public Accountants, the Society of California Accountants and the San Bernardino Estate Planning Council.

1987

Michael E. Bizier, B.A. administration, has joined Computer Resources for Business in Palm Desert as an account executive. He

will oversee sales and training for a variety of computer network systems and accounting programs. He resides in La Quinta with his wife and son.

Eileen Eglund, B.A. administration, is a supervisor with the San Bernardino County's GAIN program as an employment services specialist. Eileen received the County's 1993 Public Service Recognition Award for Excellence.

Janelle Tinkham Wesner, B.A. liberal studies, is a teacher for Paso Robles School District. She and her husband, David, are living in Cambria.

1988

Dr. Cathy Day, B.S. biology, a veterinarian in the Antelope Valley, was a consultant in a recent article in the Antelope Valley Press about the "Many Aspects of Care (that) Contribute to a Healthy Horse." She moved to the Valley from Oakdale where she worked at the Pioneer Equine Hospital.

David K. Jenne, D.P.M., B.S. biology, is in the Dept. of Orthopaedics at the Southern California Permanente Medical Group in Fontana. He was the recipient of a Leonard Family Scholarship from the First Presbyterian Church of San Bernardino for four years while at Cal State. He says he is "greatly blessed to be living my goal of working at Kaiser as a podiatric physician."

Tina Zavala Minkley, B.A. sociology/liberal studies, is employed as a child development specialist at Pacific Clinics in Pasadena. She and her husband, **Dennis**, live in San Gabriel.

1990

James Cordova, B.S. administration, is a staff accountant at Cushman & Wakefield, in downtown L.A. at the MCI Center. He and his wife, Karen, live in Azusa.

John Harold Gilner, B.S. administration, is employed as a financial special projects accountant by Pacific Physician Services in Redlands.

Shelly (Hutchinson) Gooch, B.A. sociology, A , received her M.S.W. from San Diego State University and is now a social worker at Hemet Valley Medical Center. Her husband, **Todd**, B.A. '90 administration, is a firefighter with the city of Riverside. They also own a catalog business.

Robbie Warshaw, B.A. special major, and an active member of Players of the Pear Garden during her years at Cal State, is the assistant director of Alumni and Annual Support at Harvey Mudd College.

1991

Manuel J. Barba, B.A. social sciences, currently is teaching government and economics at Valley View High School in Moreno Valley. He began work on his J.D. degree at

Western State University in Fullerton in January.

Sheri Lynn McKeever, B.A. communication, currently working toward a teaching credential at CSUSB, is employed by Mervyn's in Fontana.

John M. Serio, B.A. geography, an assistant planner for the city of Victorville, processes land use applications; reviews commercial, residential, and industrial projects; and assists the public in current and advanced planning issues.

1992

Darlisha E. Asher, B.A. administration, is happy to report that she has "landed an exciting career challenge as an accounts payable and payroll supervisor for a non-profit organization—Preschool Services Dept. in San Bernardino."

Christopher J. Farr, B.A. political science, M.A. '93 National Security Studies, $\Phi K \Phi$, is in Air Force officer training in Texas. His wife, **Barbara Lee Coburn**, B.A. '92 political science, is a sales representative for the Bristol Meyers Squibb Company.

Julianna Jones, B.A. environmental studies, $\Phi K \Phi$, is a second-year law student at Willamette University College of Law; she was on the Dean's Honors List in the fall semester. Julianna is clerking for the Oregon Dept. of Justice, General Counsel Div., Natural Resources Section.

Craig L. Martin, B.A. history/political science, is the general manager of International Safety Devices in Hesperia. The company manufactures self-contained breathing apparatuses. Craig wishes "Good Luck to the 1994 Model U.N. Team!"

Tracy Stout, B.A. biology, is a lab technician for the Blood Bank of San Bernardino-Riverside Counties.

Valerie K. Strouse-Edwards, B.A. social sciences, operates MultiMedia Video Productions in San Bernardino. MMVP provides videotaping services such as depositions, weddings, speaking engagements, parties, home/business inventories, and real estate, as well as duplications and transfers of home movies/slides to videotape. Her husband, **Adrian J. Edwards**, B.A. '90 administration, works part-time at the business and full time at Petroleum Recycling Corp. in Fontana. The Edwards have provided volunteer services to D.A.R.E. (Fontana) and Kids Against Crime. Valerie writes, "Because the benefits of an education can be multifarious, the Edwards wish to extend a 10% discount in the wedding market to CSUSB students, graduates, staff and faculty. A heartfelt thanks to the CSUSB Child Care Center, Dr. McShane and Dr. Mariam for a memorable experience for both my daughter and myself."



1993

Russell Vincent Bogh, B.A. administration, is a field representative for Assemblyman Ted Weggland in Riverside.

Jennifer L. Brase, B.A. administration, is a LAN administrator for Pomona First Federal Savings at their new loan center in Rancho Cucamonga.

Carmen Y. Dobry, B.S. health science, AΦ, is working on her M.S. degree in health services administration at Cal State. Besides being a full-time grad student and working at two jobs, she finds the time to be the grad rep for ASI; starting a chapter of the Joseph Campbell Foundation; racing sail boats in Long Beach, Dana Point, and San Diego. She also is the founder and president of the American College of Healthcare Executive Student Association, vice president of Alpha Phi Alumnae Chapter, serves on the Council of Graduates and undertakes many other activities too numerous to list.

Russel Phelps III, B.S. administration, TK, recently received his license to sell securities, stocks and bonds and is a financial planner for IDA Financial Services. While at Cal State he held the offices of president, vice president, and historian of Tau Kappa Epsilon.

BIRTHS

A daughter, Kaitlin Lillie, Aug. 23, 1993, to Forrest Hillis, B.A. liberal studies '91, and Sheryl Foster-Hillis, B.A. liberal studies '91.

A daughter, Lauren Candiss, Dec. 30, 1993, to Anthony Huffaker, M.S. psychology '90, and his wife Sheryl.

MARRIAGES

John Harold Gilner, B.S. administration '90, to Marina Marguerite Fletcher, Nov. 7, 1993.

Sheri Lynn McKeever, B.A. communication '91, to Russell Vincent Bogh, B.A. administration '93, Nov. 6, 1993.

Tracy Stout, B.A. biology '92, to Gerald Hileman, Nov. 20, 1993.

Janell Tinkham, B.A., liberal studies '87, to David Wesner, Oct. 16, 1993.

IN MEMORIAM

Fred A. Lopez III, B.A. political science '79, on Dec. 5, 1993.

William J. Mahoney, B.A. mathematics '88 (date unknown).

Max Mitchell, B.A. history '92 (date unknown).

Steve G. Sanok, B.A. liberal studies '78 (date unknown).

Gifts "In Memory of" deceased alumni, faculty, students or friends, or "In Honor of" the same, may be made to the CSUSB Foundation, 5500 University Pkwy., San Bernardino, CA 92407-2397. Call (909) 880-5008 for further information.

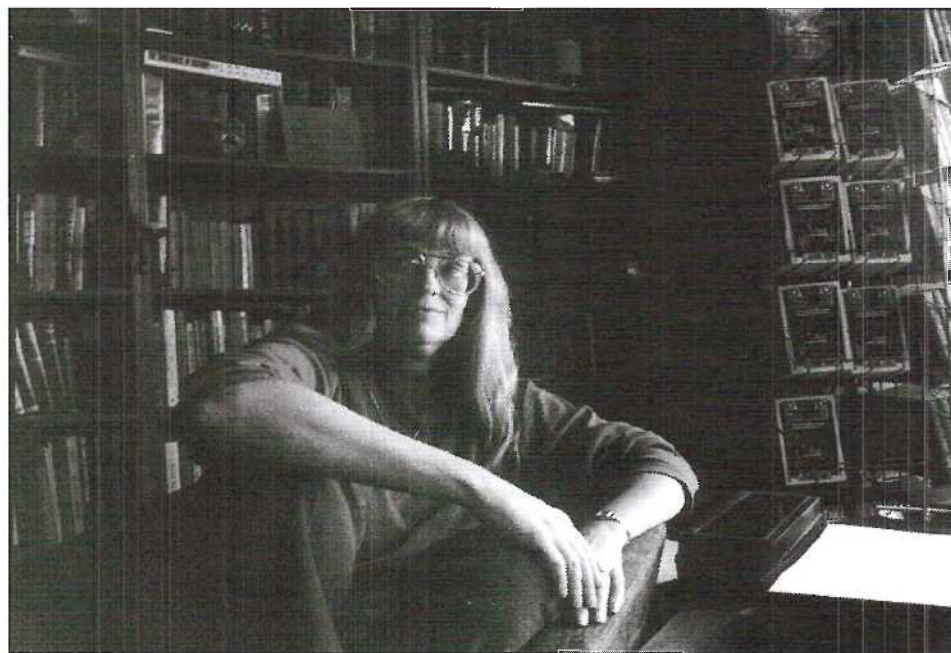
THUNDER FROM BELOW

The timing of the Cal State magazine January cover story on earthquake research proved uncanny when the country's largest natural disaster erupted in Northridge on Jan. 17. Here, with every detail, alumna author Joanne Fluke describes her experience and that of her husband at the epicenter that fateful day.

At 4:31 on Monday morning, Ruel and I woke up to an ear-splitting crack. It was almost like a powerful lightning bolt accompanied by a deafening crack of thunder. Then the shaking started, so violently that we were unable to sit up. Every time I tried, it bounced me back

not being able to see.

Shiva (our dog) was in bed with us. She licked our hands and tried to comfort us. I petted her, feeling for injury and was relieved to find that she was fine. Ruel and I were uninjured. (At the time, I didn't realize that I had bruises from the books.) We tried to crawl out of the bed, but we were completely disoriented. Nothing was where it was supposed to be. Our flashlights were by the side of the bed. We'd thought we were prepared for earthquakes. But the bedtables weren't where they'd been when we'd gone to bed. Our first instinct was to get outside in case the walls caved in and where we



Joanne Fluke at home in Granada Hills

down again. There was a horrible crash as the roof in the family room collapsed and the chimney came down into the room. Along with this crashing and tossing and trembling, I heard the sound of glass shattering. It seemed to go on forever, although it was actually only 31 seconds. During all this, I was pelted with books from the bedroom shelf (150 of them). The bookcase, a huge one, jumped three feet and fell on my side of the bed. Luckily, it caught on the mattress and didn't crush me. During all this, it was pitch black. My worst nightmare. I hate

couldn't be hit by flying objects, but I remembered all the splintering glass and I made Ruel find his shoes. Mine were readily accessible, thank God!

Somehow, Ruel managed to find a lighter and the sight that greeted us in the flickering light was straight out of a nightmare. Our bed was right by the sliding glass door to the backyard, but it was blocked. Shiva (like Lassie) led us out to the hallway. It was blocked by about 500 videotapes that had hurtled off the hallway shelves. We picked up armloads

(Continued on next page)



THUNDER FROM BELOW ... continued from page 19

of tapes and tossed them down the hallway in the darkness to clear a path to the living room.

I held Shiva's collar so she couldn't bolt and get hurt on broken glass. Ruel kept flicking his lighter and we saw the front door was blocked. No exit there. And then I smelled gas! Ruel asked me if I was sure (without the lighter we'd be in total darkness). I said yes. I could smell it and hear it hissing.

Shiva really earned her kibble for the rest of her life. She led us around most obstacles and we crawled over others (piles of books, glass, pictures and furniture) to find that the living room patio door was also blocked by a heavy bookcase. I remembered that I had a flashlight in the kitchen drawer under the microwave so we lifted two bookcases and got into the kitchen. I walked across the glass (tons of it everywhere) to find that the drawer was a gaping hole.

Did I mention that we were both without glasses? (Actually, it didn't matter at this point. It was pitch black anyway.) The kitchen door to the patio was jammed, but we got it open and went outside. What a relief! It took us 25 minutes to exit the house!

I was in thin cotton pajamas, and Ruel was in sweatpants, no shirt. It was cold. We were shivering. We called for

Tooni (our yellow lab) but she didn't come. Ruel told me to stop calling. If she was pinned under something, she'd try to get to us and injure herself even more. We could hear Billie, the cat, crying from the family room, but we couldn't get to her. We sat on plastic patio chairs and cried. We were sure that Tooni was dead and Billie was dying, but there was absolutely nothing we could do. I don't think I've ever felt so damn helpless.

Then the explosions started. They sounded like mortar shells. The sky lit up with towering flames. (Six blocks from us a main gas line exploded and burned.) For a split second, I wondered whether this was really an earthquake or whether we were being attacked. I remember chiding myself for being ridiculous. Who would attack us? We were friends with the Russians now, weren't we?

Ruel brought me back to reality by saying that the explosions were gas. That was some small comfort since the huge, main gas line that serves this whole valley runs right by the side of our house and up the mountain.

By the light of the red sky and shooting flames, we could see each other. Ruel looked like hell and I knew I couldn't look much better. Our minds were semi-working. What to do in an earthquake? Rule number one. Shut off the gas to the

house. Unfortunately, the gas shut-off wrench was in the garage. And that posed a new problem. The outside gates to the house were padlocked and the keys were kept in the missing kitchen drawer. They were now somewhere in the rubble of the kitchen. No time to look and not enough light to see.

Ruel told me to stay on the patio so he'd know where to find me. He went back inside the house and opened the drapes. By the light of the fires outside, he managed to find: our glasses, clothes for us, jackets and my purse! (It had his medicine, car keys, money, and all the stuff we'd so badly need if the house came down.) I was so grateful! Then he picked through the rubble of the family room, got a flashlight and the cell phone from the car, disabled the garage door opener so we could open it manually, and got a hammer so we could smash the gate lock. After we'd accomplished that, we shut off the gas meter. What a huge relief!



(Editor's note: Although Joanne's letter is not reprinted in its entirety, we do want you to know that her other dog and cat were safe and unharmed, too.)

TELL US MORE ABOUT YOURSELF

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone (_____) _____ Bus. Phone (_____) _____

Soc. Sec. No. _____ Year of Graduation _____

Degree _____ Fraternity/Sorority _____

Major _____

Spouse _____ Is Spouse a CSUSB Grad? Yes No

If yes: Year of Graduation _____ Degree _____

Major _____

Information that you would like to share in Cal State magazine.

(Write here or attach additional page.)

(Note: Birth and wedding announcements require dates and names of all concerned for a separate listing.)

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



From art to lectures to outdoor fun, Cal State, San Bernardino offers a variety of activities for the entire family. Keep this quarterly calendar handy. Share and enjoy. You are encouraged to call ahead and confirm an event using the phone number listed after each description. All numbers are in the 909 area code.

April 13

Talk.
"Children of Color: Challenges for Clinical Practice and Social Policy," by Jewelle Taylor Gibbs, renowned expert on issues concerning minority youth. 7:30 p.m., Recital Hall. Free. 880-5501.

APRIL 21-MAY 27

Art Show.
"A Collective Voice" showcases the creations of eight women artists—all CSUSB faculty. Opening reception April 21, 5-7 p.m., University Art Gallery. Gallery hours: Mon.-Fri., 9 a.m.-4 p.m. Free. 880-5802.

APRIL 23

Environmental Expo.
The Inland Empire Environmental Expo '94 for children and adults. Special presentation by magician Steve "Trash" Richerson performing tricks with garbage. 2:30 p.m., large gymnasium. Free. This year's theme, "Live Green for Life." Expo runs 9 a.m.-4 p.m., Commons, Student Union and University Hall area. Free. 880-5681.

MAY 11

Talk.



Isabel Allende

"An Evening with Isabel Allende," author of *The House of the Spirits* and niece of Salvador Allende, former president of Chile slain in 1973. 8 p.m., Student Union Events Center with book signing. Free. 880-5855.

MAY 14

Festival.
The Second Annual Sweet Grass Gathering features Native American arts and crafts, food and dance. 1 p.m.-midnight, Pfau Library lawn. Free. 880-5188.

MAY 20

Music.
CSUSB Wind Ensemble, Luis S. Gonzalez, director, with Rim High School Concert Band, Bruce Rubio, director. 8:15 p.m., Creative Arts Building Recital Hall. General admission \$5; students and senior citizens \$3. 880-5859.

MAY 20, 26, 28, JUNE 4, 10, 12

Theatre.
"A Piece of My Heart," by Shirley Lauro, captures the compassion, sacrifice and contributions of the women who served in Vietnam. Curtain time for all evening shows is 8:15 p.m. June 12 show is a 2 p.m., Sunday matinee. University Theatre in Creative Arts Building. General admission \$8; senior citizens and CSUSB alumni with an Alumni Association membership card \$5; students \$3. 880-5876.

MAY 21

Festival.
The African American Family Conference features the music, dance, food and dress of the culture. 10 a.m.-5 p.m., Lower Commons Plaza. Free. 715-2290.

MAY 21, 27, JUNE 3, 5, 9, 11

Theatre.
"Tales of the Lost Formicans," by Constance Congdon, exposes the absurdity of modern life while it celebrates the human

spirit—ever evolving, ever determined to survive. Curtain time for evening shows 8:15 p.m. June 5 show is 2 p.m., Sunday matinee. University Theatre in Creative Arts Building. General admission \$8; senior citizens and CSUSB alumni with Alumni Association membership card \$5; students \$3. 880-5876.

JUNE 2

Music.
CSUSB Jazz Band, Andy Cleaves, director. 8:15 p.m., Creative Arts Building Recital Hall. General admission \$5; students and senior citizens \$3. 880-5859.

JUNE 8

Music.
CSUSB Symphonic Band, Luis S. Gonzalez, director. 8:15 p.m., Creative Arts Building Recital Hall. General admission \$5; students and senior citizens \$3. 880-5859.

JUNE 12

Music.
CSUSB Concert Choir, Loren Filbeck, director. 8:15 p.m., Creative Arts Building Recital Hall. General admission \$5; students and senior citizens \$3. 880-5859.

JUNE 17-JULY 14

Art Show.
"24th Annual Student Art Show." Opening reception June 17, 5-7 p.m., University Art Gallery. Gallery hours: 9 a.m.-1p.m., Mon.-Fri. Free. 880-5802. ☺



In the Good Ol' Summertime
And now it's been 10 years since Cal State began the annual Summer Entertainment Series. Don't miss this year's. A couple of favorites will return—Popular Demand and Latin Society. Plus you'll enjoy the good variety of music you've grown used to hearing over the years. Join us July 6-August 24 in celebrating this tenth anniversary every Wednesday evening, 7 p.m. in the great outdoors.



IN FULL BLOOM— They'll stand bright and straight and in full regalia—the graduates of 1994—when, on June 18, Commencement will trumpet the end of studies and the budding of fresh careers.

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