

SUMMER 2005

SONOMA INSIGHTS

THE SSU
IMPACT

SONOMA STATE UNIVERSITY

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SONOMA INSIGHTS

The Sonoma State University Magazine

Volume XII, Number 2 • Summer 2005

SPECIAL REPORT



THE SSU IMPACT

After conducting an extensive economic and social impact study, it is apparent that the CSU is changing the state of California, and Sonoma State is making a huge impact in the North Bay. This issue of *Insights* looks at the numbers and gives a "face" to the impact of Sonoma State University.

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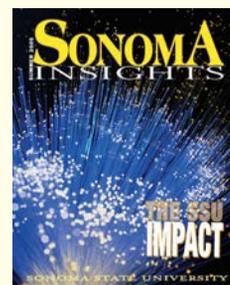
Give us your thoughts about *Insights* magazine

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ENDNOTE

Test pylons drive Green Music Center closer to reality

Inside back cover



ON THE COVER

Fiber optic cable is a familiar sight at the companies of Telecom Valley which neighbor SSU. With light emitted from the many filaments, the cable stands as a symbol of the multitude of ways Sonoma State has an impact upon the surrounding region.

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A Campus of
The California State University

SONOMA INSIGHTS is produced twice each year, in the summer and the winter, by the University Affairs Office at Sonoma State University.

**University Affairs Office
Sonoma State University
1801 East Cotati Avenue
Rohnert Park, CA 94928-3609**

(707) 664-2158
www.sonoma.edu/uaffairs/insights@sonoma.edu

PRESIDENT

Ruben Armiñana

**VICE PRESIDENT,
UNIVERSITY AFFAIRS**

Dan Condron

INSIGHTS EDITOR

Sandy Destiny

CONTRIBUTING WRITERS

Susan Kashack
Jean Wasp

PHOTOGRAPHER

Linnea Mullins

CONTRIBUTOR

Yvonne Clarke

DIRECTOR, ALUMNI RELATIONS

Kate McClintock

Send address changes via U.S. Postal Service or e-mail to:

Office of Development
Sonoma State University
1801 East Cotati Avenue
Rohnert Park, CA 94928-3609

development.office@sonoma.edu



NOSTALGIA

I was a student at Sonoma State ‘80-’85. I just want you to know how much I enjoyed reading the “Then and Now” issue of *Sonoma Insights*. It made me feel very nostalgic. Sonoma State had become a beautiful campus by the time I went there — I always loved the ponds and trees and all the greenery. It’s wonderful to hear that the students are proud of their school now; it’s true that when I went there, Sonoma was still combating the “Granola State” reputation.

Yvonne Thorne-Booth

B.A. 1985

SHUT DOWN AND SIT IN

It was the spring of 1969 and the college counterculture was in full swing. Sonoma State had been quiet until a mixed bag of disrupters appeared on campus recruiting students to rise in protest, presumably of the Vietnam War and other things we didn’t quite understand. They stated their intention of closing down the school for no particularly valid reason.

A group of us Vietnam vets were there to get our education and not to engage in closing anything down, except perhaps the student cafeteria, which at the time wasn’t a gourmet outpost. The group visited us several times passing out leaflets and then announced they would be back with the plan to shut us down.

We vets also gathered and decided that when they reappeared we would approach them with our views. One warm, sunny

spring day they gathered on the lawn in front of the main building. We vets were there and approximately 30 of us surrounded them.

We had appointed one of us to speak, and while they were talking he tried to interrupt them, but they ignored him, and us. So, in true military form, we shouted them down with more than a few well chosen words from our recent past. They stopped talking and turned to face us with astonishment on their faces, clearly surprised that anyone would dare confront them.

Succinctly our spokesperson told them that this campus wasn’t closing down, unless it was for the ambulances to come and collect their prostrate bodies. Then several of us spoke up to confirm that probability, this time describing precisely how they would end up prostrate.

That was the end of the potentially great Sonoma State shut down and sit in. As we returned to our respective classes over the next few days, with the exception of a few, we were thanked for our participation.

Sam Wein

B.A. 1969

KUDOS

I loved the latest edition of *Insights*, with the look back at the last 40 years — loved the photos!

Great job.

Colleen Bentley-Adler

Director, Public Affairs
California State University
Chancellor’s Office

RANDOM MEMORIES

I transferred to Sonoma State from a junior college in January 1971. I graduated two years later, with a BA in English. I kept a diary for a few months of that period, which supplements my recollections. Some random memories follow:

- Christmas carolers sang beautifully in the library shortly before Christmas break

began in December '71.

- A rock concert by the lake in spring '71 was well-attended, and the crowd was boisterous but otherwise ruly. Country Joe and the Fish were among the performing bands.
- A peace march to protest the Vietnam War in spring '72 began on campus and ended at the Cotati quad. A North Vietnamese flag was run up a flagpole.
- An exhibit of lifelike nude sculptures in Darwin's lobby drew crowds in November '72.
- Subfreezing temperatures in December '72 culminated with snowfall on campus in the middle of the month.
- Rock bands frequently performed on a stage Fridays at noon in front of the Commons during my time at SSU. Enthusiastic dancing always broke out. Old Vito, a dance instructor, would gyrate among the dancers. He was characteristically dressed in flowing clothing that matched his gray hair.
- A large student "die-in" protested a Marine Corps recruiting table outside of Stevenson Hall. Prone bodies lay all around the table area.

Phil Ratcliff
B.A. 1972

CANINE CORPS

I just received my copy of *Sonoma Insights*, Winter 2005. I really enjoyed some of the old photos and it brought back some great memories.

I have a newspaper article about something that probably has long been forgotten regarding the Canine Corps provided at Sonoma State (as it was called then). I was appointed director and ran the program along with other student helpers. It was a program that was voted on by students and faculty and approved to allow dogs on campus. I have an original copy of the article along with a photo that the *Argus Courier* newspaper ran on Friday, June 23, 1972. I also have an original invitation to the graduation along with the program of the 12th

annual commencement that I saved all this time.

Sandi (Schwarz) McClure
B.A. 1973

TECHNOLOGY

The latest issue of *Insights* has been forwarded to me in Boston where I'm spending the year. I liked the way in which the accomplishments of the school were calmly presented, without puffery, rhetoric or overblown claims to excellence.

There was one thing that did strike me, however.

Information Technology director Sam Scalise's prominent quotation on page 12 could be interpreted, without a context, as suggesting that the faculty is somehow resisting student demands for modernization through the use of new information systems. Knowing Sam, I doubt that this was his intention. How best to integrate new technologies into all aspects of University life, sharing benefits and burdens equitably, is a complex question not easily summarized in a one line quote. I don't think anyone was well served by the inclusion of this quote in this way.

Other than this, and an unfortunate reference to some of the social convulsions during the civil rights movement of the 1960's as "race riots" (page 4), I found the latest *Insights* good reading.

Victor Garlin
Professor of Economics



Insights welcomes feedback from readers. Please send letters via e-mail or US Postal Service.

e-mail: insights@sonoma.edu
USPS: Sonoma Insights
University Affairs Office
1801 East Cotati Avenue
Sonoma State University
Rohnert Park, CA 94928-3609

Reunion: CSA and student Residential Life staff

Were you a community service advisor while you were at SSU? Perhaps you were a programmer, community nurse, newsletter editor or governance coordinator. Or, you may have been an executive board member in the RSA.

The CSA program started in August 1981 with just five advisors. This was quickly expanded to eight — one for each of the living units. There were 408 residents. Today, there are 43 CSA's serving almost 2,500 residents.

A celebration of the 25th anniversary of the CSA program will be held during a reunion weekend in spring 2006.

A database of everyone who has served as a CSA or as another Residential Life staff member between 1980 and 2005 is being constructed. Anyone who would like to be included is encouraged to send the following information:

- Name
- Address
- Phone number
- Position held in Residential Life
- Years on staff or involved with RSA

Send it to
Chuck Rhodes
via email or call:
chuck.rhodes@sonoma.edu
(707) 664-4033



SPECIAL REPORT



THE SSU IMPACT

The impact of Sonoma State University upon the North Bay Region can only partly be told in dollars and cents. There are also the “faces” — the people who give their time and talents to others.

How do you place a value on a university? A college education changes lives. A college education can mean a better job, a higher income and a more stable economic future. In fact, a person with a bachelor’s degree can earn nearly \$1 million more than a high school graduate during his or her working life.

A college education opens up infinite possibilities that can transform a person’s life.

But what is the value of a university itself?

In the past year, the California State University set out to answer this question. Clearly, the CSU is about changing lives. But after conducting an extensive economic and social impact study, it is apparent that the CSU is also changing the state of California.

The California State University enrolls nearly 400,000 students and awards more than 82,000 degrees each year. It provides the bulk of the state’s workforce in the competitive industries that keep California strong and will help the state’s economy thrive in the future.

The economic and social impact of the CSU is enormous. In fiscal year 2002-03, the state’s general fund support and the average annual capital spending of the CSU was \$3.09 billion. However, the full amount of direct CSU-related expenditures totaled \$7.46 billion. And, by calculating the “ripple effect” of the CSU expenditures throughout the state economy, the total impact is estimated at more than \$13 billion.

Consider these points on how the CSU is “working for California.”

- For every \$1 the state invests in the California State University, the CSU returns \$4.41. That is a four-fold return.
- The CSU sustains more than 200,000 jobs in California.
- The CSU provides the majority of the skilled professional labor force that is critical for the state’s knowledge-based industries – such as engineering, business, technology, media, computer science, education, nursing and agriculture.
- The CSU is the source of 51 percent of all bachelor’s degrees awarded, and more than 40 percent of all master’s degrees awarded in California.
- The CSU believes in improving local communities. CSU students contribute 33 million hours a year to community service activities, ranging from preschool reading programs to public art preservation to health education.



REGIONAL IMPACT

The CSU study indicates that Sonoma State University has a high magnitude impact on the North Bay Region. Here are some highlights:

- The annual expenditures of SSU, its employees and students in the North Bay are \$216 million. Given the “ripple effect” of this spending, the total impact of SSU on the local economy exceeds \$383 million.
- Almost \$12 million is spent locally each year by SSU students.
- This impact sustains more than 5,300 jobs in the region, and generates nearly \$20 million per year in tax revenues.
- For every \$1 of state investment in SSU, the University returns \$4.97 to the regional economy. This is almost a five-fold return on the public’s investment.
- SSU students perform more than 120,000 hours of community service.

The numbers are impressive, but the impact is much broader and deeper when one imagines the numerous personal ways the University’s students, employees and alumni affect their communities and the region as a whole.



LOCALLY GROWN

The rise of large, discount franchises and the Internet only serve to inspire marketing whiz for local bookstore.



In the mid-1980s, after graduating from Sonoma State University, Tom Montan (B.A. Sociology, 1986) took a job at Copperfield’s Books. It was simply to be a summer job. But life took a detour for Montan, who is today living an endless summer. He is still with Copperfield’s and has served as a driving force in the growth and prosperity of the well-respected Sonoma County retail bookstore.

Started in 1981 by Paul Jaffe and Barney Brown, Copperfield’s now operates four stores in Sonoma County, a new store in Napa County, two used bookstores and one Internet store. Early on, Montan’s marketing skills and enthusiasm for books caught the founders’ attention, leading to his appointment as director of marketing in 1988.

Montan envisioned the bookstore as a local forum for the exchange of ideas. To stimulate such dialogue, he brought well-known authors such as Amy Tan, Leonard Nimoy, Gloria Steinem, Newt Gingrich, J.K. Rowling and Pulitzer Prize-winning poet Gary Snyder to Copperfield’s.

“We were founded on ideals of being independent and creating a forum for ideas. This has always been our guiding force, and I am grateful that our customers have continued to embrace our goals,” said Montan.

Exploring different ways to get ahead in the ever-competitive bookselling marketplace, Montan and Copperfield’s introduced such innovations to the stores as music, in-store cafés and used books.

“Before if we had a used book, it could sit on our shelf for years. Now with the Internet, these books sell much quicker because people from all over the world are looking for unique books and they search online to find them,” Montan said.

Recently, via the Internet, Copperfield’s sold a first edition of Walt Whitman’s *Leaves of Grass* for more than \$15,000.

“The Internet has become our invisible competitor — and also our marketing partner. It is everywhere,” Montan said. “While certain sections, such as computer and technical books, do very well online, people still like to touch and browse before buying. I truly believe that people will always love and enjoy shopping in bookstores no matter how many books are available online.”

And these days, the soft-spoken, unassuming Montan knows that having a few rooms filled with the latest books is not enough to satisfy the multifaceted interests of today’s sophisticated customer. This stands as his challenge and inspiration as he continues to craft Copperfield’s into a place where avid readers can browse the aisles, choosing books to leaf through and consider, and into a place of drama and activity.

Tom Montan’s dedication and commitment were recognized recently when he was selected as Copperfield’s CEO.

He lives in Sonoma County with his partner of 14 years and their two young children, one of whom is a die-hard fan of the American Girl series for young girls. He has a passion for sculpture, creating pieces out of clay and casting them into cement, plaster or concrete. Several years ago, he was involved with the now infamous sculpture entitled “The Door” in Sebastopol that caused quite a stir with residents and the community and sits today in the town center. He continues to create outdoor pieces that intrigue and amuse him.

—Susan Kashack

Businessman by day, father and sculptor by night, Tom Montan has been a driving force in the growth of Copperfield’s Books, a highly successful Sonoma County business that has now expanded into Napa.

COPPERFIELD’S BOOKS

Founded: 1981

Number of stores: 5

Calistoga

Napa

Petaluma

Santa Rosa

Sebastopol

Copperfield’s Used & Rare Books:

Petaluma & Sebastopol

Copperfield’s Books has been consistently voted Best Bookstore in Sonoma County by reader surveys in the local press.



DEMAND AND SUPPLY

A relationship between the University and the local high-tech industry forms as a result of basic economic principle.



MORE GROWTH

The computer and engineering science master's program is now entering its fifth year. The first MSCES students received degrees in 2003, and to date almost 40 have graduated.

A testament to the success of the graduate program, this fall Sonoma State enrolls its first class of students in the new undergraduate engineering science program. The focus will be on electronics and communications.

The Department of Engineering Science has been created to house both of the programs.

The undergraduate and graduate programs benefit from the Cerent Engineering Science Center, named for Cerent Laboratories (now part of Cisco Systems) for its contributions to the founding of the MSCES program. The state-of-the-art laboratories are equipped with about \$2.5 million of equipment.

Today, looking back from her cubicle in the development and testing division of Calix headquarters in Petaluma, Calif., Mari Rajakumari clearly sees the path that stretched before her. But, in 2000, that path was anything but clear.

Dot.com was in full boom. To the north of Silicon Valley, along the Highway 101 corridor of Sonoma and Marin counties, telecommunications companies were springing up across the landscape. They soon became a driving economic force in Sonoma County and the area they occupied was dubbed Telecom Valley.

But, as the companies grew, so did their need for employees trained for work in the high-tech sector. There were not enough applicants to fill the highly technical professional positions. The search for an answer to this scarcity brought Telecom Valley leaders to Sonoma State University.

SSU responded. The School of Science and Technology worked hand-in-hand with Telecom Valley companies to create the master's program in computer and engineering science. Students can pursue either communications and photonics or computer hardware and software systems, both specializations highly valued in Telecom Valley. The master's program started in fall 2001. The first graduate emerged in spring 2003.

When the tech boom went bust, Rajakumari found herself in the same position as other trained computer professionals — unable to find a job. She and her husband had just relocated to Sonoma County for his job. But, unlike some of those other out-of-work techies, Rajakumari soon had a baby boy to care for.

"When my son was old enough, I began again to look around for a possible job, but there weren't any that I was qualified for," Rajakumari said.

She had heard about the MSCES program at Sonoma State and decided to look into it, ultimately enrolling in fall 2002.

"I really liked all of my professors and classes," Rajakumari said. "The program was really good because it is tied so well with the local businesses."

One of the strengths of the program is its link to the Telecom Valley companies. Local professionals share their cutting-edge knowledge with the students, and an advisory board assures that the students' training will be directly applicable to the real world.

Before she had even finished the program, Rajakumari landed a position at Calix.

"A classmate from Sonoma State who also works at Calix called and told me about the job opening," she said. "I was excited when I got the job, but my life was a little crazy at first because I still had to finish my professional project for my master's degree."

But that was last year, and life has settled down for Rajakumari. Her degree complete, she now focuses on her four-year-old son, her husband and her job.

"I am learning a lot here because they put me on different types of projects each cycle," she said. A project cycle normally lasts six months.

And life at Calix has improved as well. Begun as a start-up in 1999, the privately funded company weathered the downturn in the economy and no longer considers itself a start-up company. In fact, the supplier of telecommunications products announced this year that it had matured into a \$100 million company, doubling its sales over the previous year.

—Sandy Destiny

Before she finished her master of computer and engineering science degree at SSU, Mari Rajakumari was hired as a systems test analyst at Calix, a Telecom Valley company. Left, she talks with coworker Yasu Tanaka, a principal system test engineer.





CSI SONOMA

Crime Scene Investigation intern uncovers the real world of forensics.

Aaron Damm has been filing fingerprint cards for days in the windowless office of the Sonoma County Sheriff's Department crime scene investigation unit in Santa Rosa.

"Occasionally I find a mistake and then I feel like a real detective," he says. Damm has learned how to tell the difference between the ridges, loops and other patterns that make each print unique among the more than 220,000 entries in the county's records system.

The criminal justice grad planned a future as a police officer before his stint at the CSI unit lit up his awareness of the field of forensics.

His spring semester internship has given him a wider view of the possibilities for career options in the criminal justice field. "I love it," says Damm, a former kinesiology major who is even working part of the summer although he will gain no credit for it.

"Criminal justice is exploding with opportunities these days as jobs with good salaries lure students away from their studies even before they finish their degree," says department chair Patrick Jackson. "Many of them come into the field having been inspired by the popular TV show CSI and its variations. That is a major reason why the internship is a crucial part of their education," he says.

"The mass media has created an image of CSI work that is not at all like the real world," say both Jackson and Sergeant Scott Dunn, head of the Sonoma County Sheriff's Department Crime Scene Investigation Unit.

Dunn hasn't watched a single episode of CSI all the way through except when he critiqued an episode for criminal justice students this year in Pat Jackson's class on media and crime at SSU. "Many of us think we should be paid overtime to watch it," he laughs.

Nothing happens as quickly in real life as it does on the hour-long TV drama. Most small offices like Sonoma County's think long and hard before ordering DNA analysis through a private lab, which can cost up to \$2,000 each or take more than eight months to complete at the state lab in Sacramento.

There have been some pretty dramatic changes in CSI work in the past 15 years, says Dunn who is assisting his department in acquiring some new technology through Homeland Security Grant funds. One is a new computer system that will allow enhancement of surveillance tapes to a degree not before possible.

Sheriff's deputies serve as crime scene investigators in Sonoma County. Dunn heads the unit of four detectives which handles about 25 cases a week. He uses the services of interns from SSU or Santa Rosa Junior College during the year.

Dunn stretches to make sure the interns see other criminal investigative opportunities. Since weeks can go by without a significant incident occurring on their shift, Dunn makes up for it by devising mock crime scenes for interns to test their wits.

On slow days, Damm duplicates videotapes, photographs and other materials to fulfill attorney requests. But when occasions have allowed, the sheriff's detectives have brought him along to witness post-mortem exams and listen in as the forensic pathologist brings the team in the autopsy suite to explain her analysis of the victim's cause of death.

Damm now knows of over 20 different ways to lift a fingerprint, that most criminals are inept at getting away without leaving evidence at a scene and that homicide is typically one of the most solvable of crimes.



CLASS ACT

More than 400 SSU students a semester find themselves in local internships where they become adept at "seeing the classroom experience in real life," says Elaine Leeder, dean of the School of Social Sciences.

Asked to serve for approximately 135-150 hours a semester, these students can find themselves in positions ranging from a counselor-in-training to economic policy researchers to a classroom assistant, a legislative aide or a soil analyst. Aligned with their classes in the social sciences, they support after-school programs, jails, prisons, environmental agencies, domestic violence shelters, marine laboratories, sheriffs' departments and other social welfare organizations.

"They especially help agencies stay in business that are surviving on a shoestring budget," says Leeder, "and thus can continue to offer critical services to the community."

— Jean Wasp

Aaron Damm examines a document for almost-invisible indented writing with an electrostatic vacuum box at the Sonoma County Sheriff's Department.

GET PHYSICAL

Unlike any other program in the area, Sidekicks gives developmentally challenged children a place to get in the game and have fun.

Kevin Norman bounces the ball a few times, his eyes trained on the goal. He cradles the ball in his hands, sizing up the shot. Then he crouches and recoils, sending the basketball in a sweeping arc straight to the basket. Daniel Turner stands at the post and assists the ball through the net. Kevin leaps, fist pumped to the sky. Excitement, jubilation barely describe the enthusiasm Kevin is unable to contain. He acknowledges his adoring fan — his mom Allison seated nearby at a picnic table.

“Basketball is Kevin’s favorite sport,” Turner announced, tossing the ball quickly back to Kevin.

The Sidekicks session only lasts one hour, and Kevin wants to get in as much basketball as he can. So much effort, desire, enthusiasm and excitement — you’d never know that Kevin was any different than most children on a playground.

When Elaine McHugh joined the Sonoma State kinesiology department faculty, a friend warned the former classroom teacher that she would not get to work directly with children anymore.

“I couldn’t let that happen,” said McHugh. “The children are the reason I do this. They are my inspiration.”

Then the adapted physical education coordinator discovered a way to keep contact with the children while filling a need. No P.E. programs for disabled and developmentally challenged children existed in the area at the time. So she started Sidekicks.

After lining up SSU facilities and a way for Sonoma students to volunteer while earning needed community service hours, McHugh contacted area schools and agencies to recruit participants. That was 1996, and the program has been going strong ever since.

“We give the children a way to physically play that they’ve probably never had before,” McHugh said. “They love to come play.”

Sidekicks is held on Saturday mornings during the fall and spring semesters. During each of the three one-hour sessions, one Sidekicks student is paired with an SSU volunteer. Sometimes the child participates in a group activity. Sometimes he or she chooses individual sports.

Turner got involved with Sidekicks in order to fulfill 30 community service hours for his Women and Gender Studies course last spring. A member of the SSU golf team, he chose Sidekicks because it fit his schedule, but admits he got much more from the experience than fulfilling his service hours.

“It made me aware of how lucky I am,” the senior sociology major said. “You have a really good time, and you make somebody’s day a little better.”

Among the other activities Turner and Kevin played together were soccer and bowling. The volunteers let the children determine what to do. Some children choose several sports or leisure activities during the hour; others stick with just one.

Turner concentrated on developing Kevin’s basketball skills.

“He has trouble tracking from left to right,” Turner said. “So we worked a lot on dribbling, moving the ball from his left hand to his right hand.

“At first Kevin had to struggle to make a basket. Then he got better,” Turner said.

“I absolutely saw improvement. It was wonderful for the kids and the students.”

—Sandy Destiny

Right, Daniel Turner, a Sidekicks volunteer, bounces Kevin Norman on a large ball during one of the Saturday sessions last spring. Above, Turner and Kevin play basketball, and Kevin’s mother Allison watches.

Left, Elaine McHugh follows Kevin on the adaptive bike.

RIDE WITH PRIDE

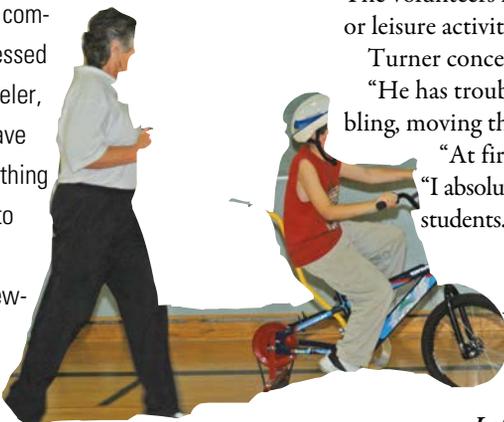
Lance

Armstrong may have achieved an amazing feat in the history of the

Tour de France, but the kids in the Sidekicks bike workshop believe that they have truly accomplished the impossible — riding a two-wheeled bicycle.

Elaine McHugh began the bike programs as a special summer workshop after meeting Richard Klein, the inventor of the adapted bike that helps the students master the two-wheeler.

For one week, these children with disabilities and developmental delays come to the Sonoma State University campus and learn to ride a two-wheeled bike. Then at the end of the week, the students show off their new skills during a bike rodeo. While not all of them have completely progressed to a two-wheeler, all of them have learned something about which to boast and to beam with new-found confidence.







QUANTUM STAR

Lynne Morrow finds the promise in music theater.

“First come the words, then the music.” Monteverdi said that as he created new ideas of song and melody for the stage in the 17th century. SSU professor Lynne Morrow keeps that idea alive with her enthusiastic leaps into the arena of musical theater all over the San Francisco Bay Area — from choruses and Broadway musicals to pocket versions of classical operas.

Whether they are glitzy Broadway tunes, an operatic libretto or an avant garde a capella piece with a twist, this conductor and mezzo soprano brings the wide sweep of musical theater to her students.

Several years ago, Morrow founded the Quantum Opera Theatre at SSU where she tries to elevate the “stepchild status” of musical theater with a fresh and innovative approach, presenting productions of classic operas, new works of music theater, and Broadway musicals.

“I believe everyone loves opera,” she says. “They just don’t know it. I want to rekindle the interest that is already there.”

Born and raised in the East Bay, Morrow was asking for piano lessons by age 4, playing the viola at age 8 and the French horn at age 13. She kept her musicianship alive through her adult life as she made a living as a computer programmer for 13 years in Oakland. While working at her day job, Morrow stayed busy in her own time becoming known through the musical community as an excellent music teacher and coach. The Pacific Mozart Ensemble first hired her as a jazz coach.

“She is one of the few people I have met who is truly competent in multiple musical genres from classical, jazz to pop to gospel,” says PME director Dick Grant. “She seems to have the same high level of understanding and ability to teach them all. She has a generous intellect and a broad view and is very easy to work with.”

Morrow has also performed as a mezzo soloist with the San Francisco Symphony Orchestra and the Midsummer Mozart Festival and is the host for the annual summer Stern Grove Music Festival.

At age 40, she decided to pursue her passion full bore and headed to one of the best music conservatories in the nation at Indiana University-Bloomington for graduate studies in opera coaching and choral conducting. Her thesis was on “Porgy and Bess.” With Ph.D. in hand, she was ready to join the SSU faculty in 2001.

“She really is getting to be a star,” says her colleague Jeff Langley, chair of the SSU music department, about Morrow’s recent accomplishments. “She has a very high tolerance for chaos. The world can be falling apart around her and she keeps this incredible calm. She slowly calms everyone else down and pulls the pieces together. She can pull the most amazing things together in an incredibly short period of time.”

Langley notes that Morrow’s widening connections in the Bay Area music world are providing much needed professional exposure for SSU students who can work with the likes of a major tenor like John Duykers who played Chairman Mao in the original production of the opera “Nixon in China.”

“She has managed her growth slow and steady,” says Grant. “She is going to be a very substantial figure in the music scene some day.”

—Jean Wasp



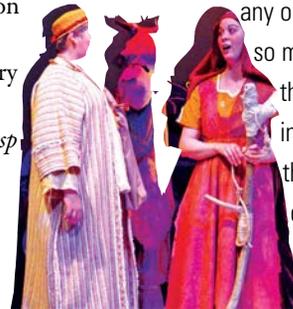
CONDUCTING MASS

The Sonoma State University music theater professor had a hand in the reimagining for modern times of Leonard Bernstein’s “Mass,” which was performed and recorded by several choral groups with conductor Kent Nagano and the Deutsche Sinfonie-Orchester in November 2003 in Berlin.

This was the first recording of “Mass” since Bernstein’s own in 1971, when Jacqueline Kennedy Onassis commissioned it to honor her late husband, John F. Kennedy, at the dedication of the Kennedy Center in Washington, D.C.

Morrow was also an assistant conductor for the May 2005 production of the “Mass” by the Oakland East Bay Symphony conducted by Michael Morgan. Her work with the Street Chorus in that production drew acclaim. Colleagues associated with that performance stand in awe of her organizational skills where more than 200 singers were onstage at any one time. “When you put so much heart into your work the result can only be exciting and gratifying to anyone that hears it,” says Morgan of Morrow’s musicianship.

On the set of a production of the Quantum Opera Theatre, Professor Lynne Morrow brings the wide sweep of musical theater to her students.



ELITE EDUCATORS

They could get a job anywhere, but these educators chose to put their skills to work in high-need schools.

On the wall of Dana Pedersen’s third grade classroom at Sheppard Elementary School is a sign that reads “Teach! Not Tell!” She encourages her students to be “problem solvers” as they go through a science lesson in describing the liquids found in the various rooms of their home.

Less than two miles down the road, Jenny Fleischer is teaching a class in cell biology at Elsie Allen High School. She’s unveiling the mysteries of human genetics that lead to some people having curly hair, some having blue eyes and others unattached ear lobes.

On the board is the last assignment of the day ... SpongeBob DNA, after the popular TV cartoon character.

Both of these teachers earned their teaching credentials at Sonoma State University and then went on to complete the rigorous National Board Teaching Certification program conducted by the National Board for Professional Teaching Standards.

This is a competition that winnows out almost 60 percent of those who attempt it, but both Fleischer and Pedersen mastered this “gold standard in teaching” and then chose to teach in schools where families fight poverty and English is often the second language spoken at home.

“They could get a job anywhere, but they chose to stay in high-need schools,” says Martha Ruddell, recently retired dean of the SSU School of Education. Research has shown that board-certified teachers like these are among the most effective in classrooms where the students face limited resources both at home and at school.

Elsie Allen’s student population draws from the most culturally diverse section of Sonoma County. Twenty-nine percent of the student body are English language learners compared to the county average of 10 percent. Many of Fleischer’s students may be able to speak English in social situations but cannot read it at the academic level required for a science such as biology.

Fleischer works to develop an engaging curriculum to meet the needs of her students and also mentors new teachers in the SSU teaching credential program.

“A one-size-fits-all approach to education does not work for our population,” she says. “Teachers need to have a greater variety in their arsenal to help children learn.”

“Jenny has a deep and rich understanding of what it means to be a teacher,” says one colleague. “She is a natural — firm and yet compassionate.”

The majority of students at Sheppard Elementary School are English language learners — 72 percent of the student body is Hispanic or Latino. Despite the fact that the poverty rate has almost doubled in the past 10 years in its service area, the school boasts a great deal of family participation and teacher leadership.

Pedersen teaches bilingual classes for third graders and is the coordinator of the Gifted and Talented Program for the Roseland School District.

“Dana has an ability to challenge all kinds of students from English language learners to the gifted,” says Sheppard principal Tom Castagnola. “It is rare to have someone that is that well organized and dedicated, especially for English-language learners.”

“The biggest challenge in transitioning students from Spanish to English is to help them academically and socially and to do it in meaningful ways,” Pedersen says.

—Jean Wasp



TEACHING TEACHERS

SSU has graduated in the past five years more than 1,300 elementary, secondary and special education teachers and 232 new administrators, and awarded 165 Master of Arts to area teachers.



National Board certified teachers making a difference in Santa Rosa, Calif., schools: Jenny Fleischer, left, teaches biology at Elsie Allen High School, and Dana Pedersen teaches third grade at Sheppard Elementary School.





RICHARD OHLEMACHER

B.A. Environmental Studies and Planning, 1992

School of Social Sciences

Manager, Environmental Systems,
Northrop Grumman Corporation



WENDY SMITH

B.S. Nursing, 1979

M.S. Nursing, 1986

School of Science and Technology

Professor of Nursing and Director of
the Family Nurse Practitioner Program,
Sonoma State University



JAN SOFIE

B.A. Studio Art, 1991

School of Arts and Humanities

**Single Subject Teaching Credential in
Visual Arts, 1994**

School of Education

Administrative Credential, 2005

**School of Education, Educational
Leadership**

Director, ArtQuest Program, Santa
Rosa High School

2005 Distinguished Alumni Awards

Three outstanding Sonoma State alumni have been selected to receive this year's Distinguished Alumni Award.

RICHARD OHLEMACHER

From grassroots efforts of the international development community in the African Sahel to conducting diplomatic protocols for multilateral environmental agreements at the U.S. Embassy in South Africa, from negotiating with foreign nations for the exchange and application of advanced technology to monitoring the natural cycles of the Earth's systems and the commercial applications of that environmental information, Richard Ohlemacher's career has continued to build upon his early studies and influences at SSU. After graduation in 1992, Ohlemacher was selected to join the U.S. Peace Corps and was sent to Senegal, West Africa, where he initiated an environmental education program that later served as a model countrywide.

After receiving his master's degree in international affairs from Columbia University, Ohlemacher was selected as a Presidential Management Fellow for the federal government.

During this time he worked on international and interagency science and technology policy, as well as specific applications for implementing international, Earth-monitoring and environmental agreements at the Department of Commerce in Washington, D.C., with the National Oceanic and Atmospheric Administration. His last two years at NOAA were spent with a small cadre of staff reporting directly to the NOAA administrator and under secretary of commerce for oceans and atmosphere, retired Navy Vice Adm. Conrad C. Lautenbacher. His principal focus centered on the first-ever Earth Observation Summit, a high-level political initiative spearheaded by Lautenbacher and the secretary of com-

merce. Hosted by Secretary of State Colin Powell, Secretary of Commerce Donald Evans and Secretary of Energy Spencer Abraham, over 30 nations and 20 international organizations participated at the highest levels. Ohlemacher and his team were recognized for their achievement with the Gold Medal for Leadership.

Ohlemacher has since left public service to join Northrop Grumman Corporation in Los Angeles as manager of environmental systems.

WENDY SMITH

Wendy Smith began her work at Sonoma State University as a lecturer in the undergraduate and graduate nursing programs. In 1994 she became the director of the graduate Family Nurse Practitioner Program while completing her doctoral degree. She was appointed as a tenure track faculty member in 1995 and has been a leader in the nursing department's FNP program for over 10 years. Since becoming the director, Smith has written and been awarded seven competitive grants. She has procured over \$2.7 million in funding support for the distance delivery of the FNP program in rural areas in California. She has utilized the federal grant awards to launch an innovative distance delivery program to rural CSU campuses. Smith and her team expanded the program by offering the graduate FNP curriculum to rural campuses that do not have the faculty expertise and/or resources to provide advanced practice nursing programs in their communities.

Program grants have benefited Sonoma State University and sister campuses Humboldt, Chico and Stanislaus by funding advanced practice education at all sites, covered faculty salaries, equipment costs and operating expenses. In turn, these grants benefited local communities and service areas by enabling nurse practitioner students to work in medical offices, rural and community clinics, and homeless shelters providing a myriad of services to what are described as medically underserved populations. Since Smith has been the FNP program director, 345 students have graduated from the program, 60 students from the distance program at rural CSU campuses.

Smith holds a Doctor of Nursing Science degree from the University of California,

San Francisco, and an adult education credential from UC Berkeley Extension.

JAN SOFIE

Jan Sofie has served as the director of the innovative ArtQuest at Santa Rosa High School for seven years. This award-winning public school magnet program was created to serve secondary students for whom creativity is paramount. As the program director, Sofie oversees all applications and has helped expand the 11-year-old ArtQuest from 75 students to over 520 students. She has also been instrumental in increasing the program's offerings from just two to seven arts disciplines.

She has fostered partnerships with a variety of cultural organizations, institutions of higher learning, prestigious art colleges, businesses and community groups. Sofie has written or co-written several successful grant proposals, including the Local Arts Education Partnership grant from the California Arts Council in partnership with the Sonoma County Arts Council and grants from the California Department of Education. In 1999, ArtQuest won the Jack London Award for educational excellence and was a precipitating reason for a California Assembly Resolution in 2003 proclaiming Santa Rosa High School and ArtQuest as exemplary educational programs. Sofie served in a leadership role for ArtQuest's two large-scale collaborations with the Santa Rosa Symphony, "The War Requiem Project" and "Child of Our Time." Additionally, Sofie has taught the Advanced Placement Studio Art portfolio class for nine years, with her students attaining an overall 97 percent passage rate.

Sofie is finishing her thesis in educational leadership with an emphasis on arts education, focusing on student voices within the ArtQuest program. As a student of SSU professor William Morehouse, she was introduced to the famed artist Christo's work and subsequently worked on both his California projects, Running Fence and The Umbrellas.

Music student awarded Nichols Scholarship

Born in the United States to an American father and Israeli mother, Noam Lemish has lived most of his life in Israel. In 2002, after finishing high school, and being excused

from mandatory military service in Israel, he moved to the Bay Area to study with pianist and composer W.A. Mathieu and to pursue a career as a composer and jazz



Noam Lemish

pianist. Lemish was introduced to the Jazz Music Program at SSU and began his undergraduate studies during fall 2002. He has been involved in a wide variety of musical studies and activities since starting at SSU. He has performed in more than 40 concerts and productions, as actor-pianist in a musical theater production, and as the longest standing member of the SSU Jazz Band.

In 2004, Lemish founded one of SSU's newest student clubs, the Inappropriate Society. The club provides an open forum for students to come together, discuss, explore and challenge issues such as alienation, social conformity and norms, taboos and social injustice. The club is also a direct non-violent action group focused on bringing attention to issues through organizing activities and events on campus.

Growing up in a highly politicized, turbulent region to parents who were actively involved in the peace movement in Israel, and witnessing the plight of war, Lemish has always been aware of social injustice and the value of life. Living a self-examined, compassionate life that nurtures tolerance and a love of humanity is extremely important, Lemish said.

R E A D E R S H I P S U R V E Y

With your help we can make *Sonoma Insights* a better magazine. Please take a moment to fill out the survey by marking the answer that best fits you.

You may complete the survey online at:
www.sonoma.edu/pubs/survey.shtml

Or, you may mail this page to:
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 Rohnert Park, CA 94928-3609

1. Are you: Male Female
2. What is your affiliation with Sonoma State University?
 Please check all that apply.
 - Alumni Parent
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3. I enjoy receiving *Sonoma Insights* in my mailbox.
 Agree Disagree
4. *Insights* is currently published twice a year. How often would you like to see it published?
 More frequently The same Less frequently
5. Would you like to see *Insights* published on the Web?
 Yes No
6. If you would like to see *Insights* on the Web, which format would you prefer?
 - All content found in the print version
 - Expanded text and photos with more information
7. How much of each issue of *Insights* do you read?
 All Most Some Very little None
8. Thinking about the different departments in *Insights*, how often do you read:

	Always	Almost always	Occasionally	Rarely	Never
"On Campus"	<input type="checkbox"/>				
Features	<input type="checkbox"/>				
Cover stories	<input type="checkbox"/>				
AlumNotes	<input type="checkbox"/>				
9. How much new information do you get about SSU from reading *Insights*?
 All Most Some Very little None
10. How well does *Insights* meet your overall need for information about SSU?

- | | Very Well | Well | Average | Poorly | Not at all |
|---|-----------|------|---------|--------|------------|
| 11. Considering the recent issues of <i>Insights</i> that you have read, would you like to see more:
"On Campus" | | | | Yes | Maybe |
| No | | | | | |
| Features | | | | Yes | Maybe |
| Factoids (statistical graphics) | | | | Yes | Maybe |
| AlumNotes | | | | Yes | Maybe |
| Interviews | | | | Yes | Maybe |
| Photos | | | | Yes | Maybe |

12. Thinking about the coverage of the following subjects and your personal desire for information about SSU, how much would you like to hear about:

	A lot more	A little more	Adequate as is	Very little	Not at all
Students	<input type="checkbox"/>				
Athletics	<input type="checkbox"/>				
Faculty	<input type="checkbox"/>				
Administration	<input type="checkbox"/>				
Academics	<input type="checkbox"/>				
Community	<input type="checkbox"/>				
Alumni	<input type="checkbox"/>				
Other CSUs	<input type="checkbox"/>				

13. How would you rate the story subjects/topics presented in *Insights*?
 Excellent Good Fair Poor Bad
14. How would you rate the quality of writing in *Insights*?
 Excellent Good Fair Poor Bad
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 Excellent Good Fair Poor Bad
16. Would you like to see more pages in each issue of *Insights*?
 Yes No
17. How would you rate the photo quality in *Insights*?
 Excellent Good Fair Poor Bad
18. How would you rate the overall quality of *Insights*?
 Excellent Good Fair Poor Bad

Other Comments: _____

If you are interested in participating in a follow-up survey or a focus group, please list your email address:

Thank you for participating in our survey.



TESTING, TESTING

Concrete pylons shape a surreal scene at the Green Music Center site at the northeast corner of the Sonoma State University campus, after eight test piles were driven into the soil in June. The pylons will help determine the soil reaction and will set the stage for the next step — more than 400 piles to be driven approximately 60 feet into the earth to support the GMC Concert Hall.

The pile-driving work will be completed this fall and construction of the hall begins in the spring. A spring 2008 completion date is anticipated.

June 15, following installation of the pylons, some members of the Green Music Center Leadership Council, the Santa Rosa Symphony and Sonoma State University gathered to make their mark upon one of the concrete structures. Many well-wishers took up markers and penned their thoughts on one of the concrete piles.



Driving a test pile at the Green Music Center site.



Maureen and Don Green



Well-wishers commemorate the next step toward construction of the center.

MARK YOUR CALENDAR

FALL ALUMNI EVENTS

**ALUMNI ASSOCIATION
LIFE MEMBERS' RECEPTION
&
FIFTH ANNIVERSARY CELEBRATION
OF THE UNIVERSITY LIBRARY**

Thursday, Sept. 22
5-7 p.m.
University Library
Schulz Information Center, Room 3001
Sonoma State University

R.S.V.P. by Friday, Sept. 16
(707) 664-2426
alumni.office@sonoma.edu

**2005 DISTINGUISHED ALUMNI
AWARDS DINNER**

In recognition of this year's honorees:
Richard Ohlemacher, '92
Wendy Smith, '79 & '86
Jan Sofie, '91, '94 & '05

Thursday, Oct. 6
5:30-9 p.m.
DoubleTree Hotel, Rohnert Park

R.S.V.P. by Friday, Sept. 23
(707) 664-2426
alumni.office@sonoma.edu



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