

SUMMER 2018

insights

THE MAGAZINE OF SONOMA STATE UNIVERSITY



SSU's New Vintage

The Wine Spectator
Learning Center

insights

THE MAGAZINE OF SONOMA STATE UNIVERSITY

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Cover Illustration by Robert Geiss, '15



Antarctic Fishing Trip

Sean Place, professor of biology at Sonoma State, drops his fishing line into a hole drilled through the sea ice next to his piston bully vehicle outside McMurdo Station, Antarctica, last fall. Place is performing field research under the auspices of a NSF grant focused on elucidating the effects changes in ocean temperature and pH have on endemic fish populations. If these fish struggle with these changes, he explains, it could have serious ramifications on the food chain.

Photos by Anthony Tercero, SSU graduate student



I am a 1966 graduate of SSU with a major in Natural Science. Thank you for the recent issue (Fall 2017) of *Insights*.

I must confess I have not been an active alumnus. I was impressed with the celebration of the school's 50th year but am curious at the lack of any recognition for the first graduating class of freshmen admitted to the school in 1962. I am feeling some guilt in this for I was the ASB President and a member of this graduating class.

I believe that while President [Ambrose] Nichols has been remembered, there are many who made great contributions to what the school has become.

I will forever be grateful, as a science student, that I was introduced, through what we called then the "Institute of Modern Studies," to Professor Stan Lyman. He taught me to be excited about learning. There are too many others to mention here in whom I owe a debt of gratitude. My hope is that they will be remembered when the school contemplates its beginning.

Regards,
Jay M. Orcutt, '66, Natural Science

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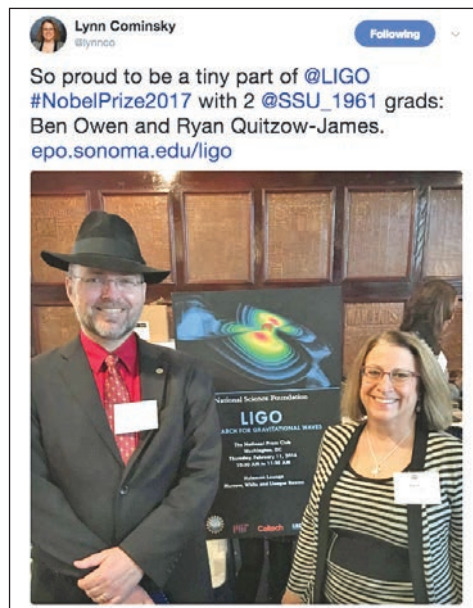
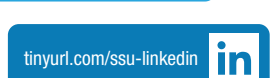
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Letters may be edited for length and clarity, and may be published in any medium.

Join the conversation





Joined by faculty, staff and students, President Judy Sakaki, front center, presented to some of the wildfire first responders a banner signed by the campus community thanking them for their life-saving efforts in October.

Greetings Sonoma State Alumni and Friends,

Thanks to our University and the North Bay community working together, the beautiful Wine Spectator Learning Center officially opened in May, providing new opportunities for Sonoma State students and wine industry professionals from around the world to meet, interact and learn.

As I approach my second anniversary as President, I continue to be amazed and grateful for the support that alumni and friends of Sonoma State provide as we link arms to accomplish great things for our students and the region.

I think you'll be moved by our recap of the fall wildfires, using voices from the SSU community, some from those who were intimately impacted.

In this issue of *Insights*, you will read about support from the wine industry, in particular, for the new Wine Spectator Learning Center and our nationally renowned Wine Business bachelor's, MBA and Executive MBA degree programs – all the first to be offered in the nation.

Stories of our Wine Business graduates and the industry professionals who hire them tell the impact that a Sonoma State education is making in this key North Bay industry. Their stories provide compelling evidence that university-community partnerships are important economic and social engines that bring success.

I think you'll be moved by our recap of the fall wildfires, using voices from the SSU community, some from those who were intimately impacted. Our campus continues to heal from the fires that claimed the homes of 55 students and 26 employees. We are grateful for alumni and community support of our Noma Cares relief fund, which has made it possible for affected students and employees to receive funds to replace their books, clothing and other needed essentials.

Enjoy all the wonderful stories in this issue of *Insights*, and thank you for helping Sonoma State University fulfill its mission of preparing students to be leaders with rewarding careers and individuals dedicated to contributing to the health and well-being of the world at large.

With warm regards,

Judy K. Sakaki, Ph.D.
President





Mischief Makers

Iconic American folk singer, songwriter, musician and activist Joan Baez is also an artist, and Sonoma State University is now home to a collection of 14 portraits she painted. The subjects, who Baez affectionately called Mischief Makers, are a diverse group of architects of social change, ranging from civil rights leaders Martin Luther King Jr. and John Lewis to Pakistani education activist Malala Yousafzai. The portraits were donated to the University by the Federated Indians of Graton Rancheria, in commemoration of Sonoma State's historic commitment to civil rights and social justice. Baez said she was delighted that her paintings will have a permanent home at Sonoma State University.



“In an attempt to confront the collapse and disintegration of morality being played out for us day after day, I painted portraits of people, most of whom I have known personally, who, with tenacity and courage, risk-taking and resilience have made another kind of social change.”

~ Joan Baez

(Clockwise) Joan Baez, Bob Dylan, John Lewis and Malala Yousafzai.

Convenient Composting

SSU students are closing the loop on food waste. Under a new composting program, students who live on campus and have a kitchen can receive a compost waste bin and bags in which to place their food scraps. Students then collect the waste, add them to the main campus compost bin and, in time, augment the student garden. As an added benefit, some of the food grown in the garden is contributed to NOAH, a Rohnert Park food pantry.

Jazmine Kary, a fourth-year business and marketing major and JUMP's (Join Us Making Progress) director of sustainability, spearheaded the new composting campaign. She received support from a \$2,000 Greenovation grant from the California State Student Association.

Initially, JUMP made 100 kits available to residence hall students, and more than half have already been claimed.

Although they are not able to participate in the waste bin program, Kary said students who live off campus or who do not have a kitchen in their residence hall room also have ways to compost at Sonoma State. "They may purchase their own biodegradable bags and leave their compost in specially marked bins near the Sauvignon and Beaujolais villages," she said. "All compost will then be taken to the campus garden and returned to the earth, where it can yield more produce."

"We're trying to educate students that composting is a thing and that it can be part of our culture and routine."

~ Jazmine Kary

Photos by Alyssa Archerda, '19



SSU resident hall student Peter Forte puts food waste in a bin.



Students sift through contents of compost bins.



Students put refined waste into compost containers.



Containers are spun to mix contents.



Mature compost is used to augment crops in student gardens.





Amelia Baker, left, and Jazmine Kary collect waste bins in residence halls.

1 MILLION **for Graduate Education**

More than \$1 million in federal funding over five years will allow SSU's McNair Scholars Program to continue helping first-generation, underrepresented and low-income students pursue graduate degrees.

During the past 10 years, 43 graduates who were SSU McNair Scholars have earned master's degrees, nine have earned doctoral degrees and many more are currently in graduate programs.

Among the assistance McNair Scholars receive are workshops and individual advising on the graduate school application process, research experiences with faculty mentors, opportunities to present and publish research both on and off campus, and funding for supplies and travel. The Sonoma State program is selective, only admitting 27 students each year.

A recent beneficiary was Sonoma State student Patricia Ayala Macias. Macias founded the Sonoma State chapter of Mujeres Activas en Letras y Cambio Social, a national professional organization for self-identified Chicana, Latina, Native American/Indígena women and gender non-conforming academics, students and activists. She also coordinated the inaugural North Bay Women of Color conference, held at SSU, and was elected Associated Student Senator of Student Services. She has presented at three conferences and plans to publish her third research paper by the end of this academic year.

"Both my parents didn't even finish high school, so the fact that I'm even thinking about grad school is completely different from what I grew up with," says Ayala Macias. **"McNair is changing the possibilities of what we can do."**



Out of This World

Sonoma State has expanded to the cosmos with the naming of an asteroid "25164 Sonomastate."

Larry Wasserman at the Lowell Observatory Near-Earth Object Search at the Anderson

Mesa Station in Arizona discovered

the asteroid in 1998, which gave him the right to propose a name to the International Astronomical Union, the body recognized by the world's astronomers as the sole authority for naming stars, asteroids and planets. Wasserman received the naming suggestion from SSU Professor Emeritus Joseph S. Tenn, who wanted to recognize the University for its science program.

25164 Sonomastate is located in the main asteroid belt between Jupiter and Mars. It is almost 2 miles in size and orbits the sun every 3.6 years.



Miss Hmong 2018

Cindy Cha is hard at work in her third year of a biochemistry degree. Balancing college coursework and a job is challenging enough, but Cha has a new title that will add another responsibility: "Miss Hmong California 2018."

Cha, a first-generation college student from Marysville in Yuba County, won the title at the annual Miss Hmong California competition. She wants others to know the pride she has in her Asian heritage – even if she's not an expert in the Hmong language.

"Being a Hmong-American means progressing in the Hmong community... trying to better the community," says Cha. "Being yourself allows the Hmong community to appreciate you for who you are and what you stand for."

A member of the SSU Hmong Alliance Association, Zes Hmoob, Cha hopes to use her title to bring a new level of meaning to the position. "The projects I have planned for this year include raising money to create scholarships for high school seniors and also for undergraduate students."



In Control, or Not?



Student Olivia Krieger, left, and Professor Jesse Bengson demonstrate a cap used to record brainwaves with student Alexandra Theodoroub.

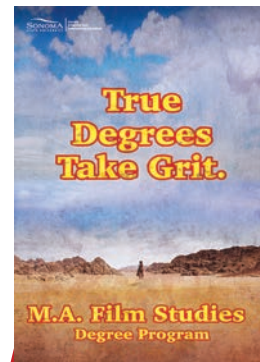
“How do we make decisions?” asks Jesse Bengson, an associate professor of psychology at Sonoma State who is studying whether we truly have “free will” over our lives. “These are very basic cognitive processes — for example, how do we develop expectations?”

Humans are inclined to believe we have control over every choice we make, says Bengson. “There are so many emotions that are based upon that idea that we are responsible for our own actions. I call it the flavor of free will.”

In an ongoing experiment, Bengson, with students Olivia Krieger and Alexandra Theodoroub, measures participants’ brain activity milliseconds before and after they make an arbitrary decision based on a visual cue.

Arbitrary decisions, he says, like being asked to pick a direction at a hypothetical fork in the road with no other details to draw from, are made by the brain with the randomness of a coin flip. Bengson and the students working in his lab at SSU are looking at brain activity to see what, if any, influence we humans might have on those split-second decisions.

“Looking at the brain activity, we could say with significance whether they were going to choose something happy or something sad, before the decision had even been made,” says Krieger. “This has an implication that the visual system has a role in whether we would choose something happy or something sad.”



And the Oscar goes to...

With Sonoma State University students traveling to the Cannes Film Festival to show their award-winning shorts for the past three years and the University’s film studies minor seeing a jump from six to 40 students, SSU has launched a master’s degree in Film Studies to turn big-screen dreams into fantastic reality.

The two-year, 30-unit program started in the fall and offers hands-on, creative film work as well as traditional film studies.

“This could be the launching pad for a lot of young, untapped talent that we already have at SSU,” says Ajay Gehlawat, faculty director of the new program. “Students can develop a vision for a film, master the tools needed to make it a reality and learn how to distribute it to the world.”

The Film M.A., offered through the School of Extended and International Education, gives students the opportunity to decide whether they want to take a filmmaking track to create their own movies or a film theory track. Technical training like editing and cinematography will be part of the filmmaking curriculum, and Gehlawat plans to keep up on the latest trends as part of the program.

“We want students to get into the new media technology, including digital distribution,” he said.

Hollywood has long had a love affair with the North Bay, from “The Birds,” filmed in Bodega Bay, and Petaluma’s “American Graffiti,” to the popular Netflix series, “13 Reasons Why,” filmed in Sebastopol and Vallejo.

The film industry also has roots in the North Bay with Lucasfilm’s Skywalker Ranch in Marin County and director Francis Ford Coppola’s multiple wineries and properties in Wine Country. The Sonoma, Mill Valley and Anderson Valley film festivals also attract stars to the area each year.



Starry, Starry Sky Redo

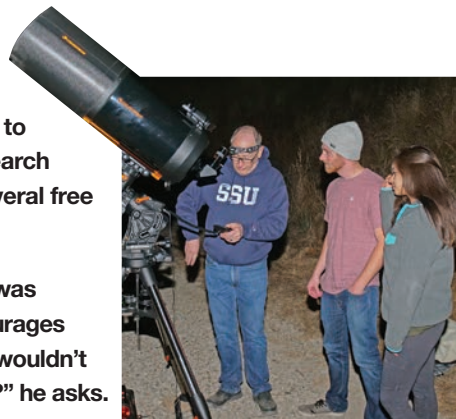
An upgraded Sonoma State University Observatory had its official unveiling last fall with a ceremonial ribbon-cutting followed by a public viewing night.

Many among the more than 200 campus administrators, faculty, student and community members pressed their eyes to the telescope to see what they could of the universe beyond Earth's atmosphere.

Upgrades to the facility include a slide-off pitched roof and digital presentation tools to complement what is being seen through the telescopes. The new facility is one of only two observatories in Sonoma County.

Roughly 1,000 students in astronomy courses use the facility throughout the year, and students and faculty will continue to be able to use the new observatory for research projects and special studies. SSU holds several free public viewing nights each semester.

Astronomy professor Thomas Targett, who was involved in the reconstruction project, encourages all to check out the new observatory. "Who wouldn't want to learn about the universe they live in?" he asks.



Breaking STEM Boundaries



Lynn Stauffer, dean of the School of Science and Technology at Sonoma State University, was selected as a recipient of the 2017 Inspiring Leaders in STEM award by *Insight into Diversity* magazine.

"Dr. Stauffer's positive mindset and expertise coupled with her dedication and grit have served her well as she has broken boundaries and expectations for women in STEM,"

wrote former interim Provost Jeri Echeverria in her nomination letter for the award.

Stauffer joined Sonoma State in 1994 as the University's first full-time computer science professor and was named dean of the school in 2012. Shortly after arriving, she established the Women in Computer Science group to support female majors. Early in her career, after seeing two bright young Latino men stop coming to class,

she started focusing on efforts to support not just women, but minority students in STEM (science, technology, engineering and mathematics).

In 2016, she helped found the Women in Tech group, which brings female faculty together with female and male students to support women in the fields of engineering, computer science and physics, collectively known as "tech" in the STEM world. The group took home several awards at its first entry into Sacramento's annual Solar Regatta competition last year against teams from UC Davis, San Francisco State and other large schools.

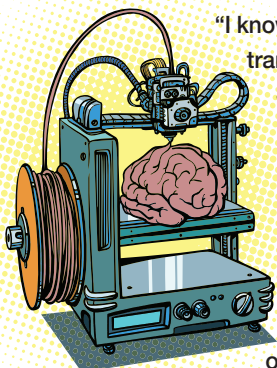


Open for Making

A new era of hands-on learning officially opened last fall at SSU.

Complete with new technologies like 3D printing, laser etching and virtual reality, the SSU Makerspace offers tools not found in traditional classrooms or labs.

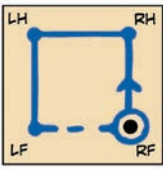
The Makerspace is a learning laboratory in the tradition of the Make Movement, and students, faculty and staff can tinker in the new center located in the University Library free of charge. The new space makes SSU the fifth CSU campus to have a makerspace.



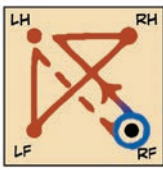
"I know that tinkering, hacking, building, crafting can unleash the transformative power of education," said Carlos Ayala, dean of the School of Education. "I know that because I have seen how making has given students the opportunity to be creative, innovative, motivated and have greater self-efficacy."

A grant of \$584,705 from the National Science Foundation was awarded to SSU last year to create a signature Maker program. Physics Professor Jeremy Qualls, founder of SSU's Makerspace, worked with Physics and Astronomy chair Lynn Cominsky and others on the grant. The grant tripled the size of the previous makerspace, which contained three 3D printers for student use in a small room.

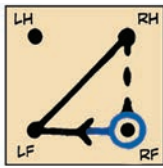
Beat of your own drum



Sonoma State University music professor and drum instructor George Marsh has played with everyone from Chuck Berry, Barbara Streisand and Jerry Garcia to countless others in his 60-year career. From that experience, he designed a new way of reading, learning and internalizing the elusive “feel” of music in his new book, *Inner Drumming*.



Marsh, has been working on this book since 1984. An updated version, released last year, feels like more than just a book — it’s more like a philosophy of playing music.



“*Inner Drumming* is dealing with how energy moves through your body to create the sounds you’re going to be playing on the drum set,” he says. “It’s not telling you to play any style.”

Marsh was already an accomplished musician and teacher in the early ‘80s when a student and Tai Chi instructor, Bob

Amacker, encouraged him to feel the energy in his body throughout each movement

of his playing: every kick of a big bass drum, the quick hits of the snare or ride cymbal, the foot pedal keeping time with the opening and closing of the hi-hat — the energy of each sound beginning as a movement of energy inside the drummer’s body.

Marsh has introduced the practice to his students at Sonoma State, bringing in a Tai Chi master for a three-hour class. “The students really connected with it,” he says.

The notation in the book looks like hieroglyphics to the uninitiated. It may be challenging for beginners, says Marsh, but most players will be able to understand

Some boxing matches might last two minutes, but for fighters in the ring, it feels like a lifetime. It’s a world explored in a new book by Sonoma State University American Multicultural Studies professor Michael Ezra. *The Bittersweet Science: Fifteen Writers in the Gym, in the Corner, and at Ringside* is an anthology of essays about boxing by writers who have extensive



Rolling with the Punches

firsthand experience, ranging from ringside to inside the ring itself. It’s been listed on multiple recommended reading lists throughout the country.

The book, edited by Ezra and Carlo Rotella, brings together a roster that expands the understanding of the sport’s appeal and debunks some of boxing’s greatest myths. Stories include boxing manager Charles Farrell’s defense of fixing fights and why it helps the sport, former Golden Glover Sarah Deming’s profile of young Olympian Claressa Shields, and Ezra’s own essay on “Navigating Boxing’s All-Time Rankings.”

The book was among the top picks by the *Boston Globe* and Boston’s NPR station WPNR last summer. Ezra is also the author of *Muhammad Ali: The Making of an Icon* and editor of the respected *Journal of Civil and Human Rights*.

Every Last Raindrop Counts

This fall a newly installed 5,300-gallon gray water system at SSU will begin irrigating a student garden that currently uses city water and supplies more than 1,000 pounds of fresh produce each year to a local food bank.

Environmental studies and planning major Ashleen Rai started working on a rainwater capture system three years ago for the student garden, and the two 2,650-gallon water tanks were hooked up this spring. The system works by collecting and filtering water runoff from the Environmental Technology Center’s steeply slanted roof and is expected to yield a 65 percent water savings during the dry summer months.



The garden is part of a Geography, Environment and Planning (GEP) class during which students grow, harvest and deliver food to the Neighbors Organized Against Hunger food bank, which assists 200 to 300 households each week.

The Watershed Academics to Enhance Regional Sustainability Foundation, a Sonoma State and Sonoma County Water Agency collaborative endeavor, contributed \$3,000 toward the project. Rai’s faculty adviser on the project is GEP Professor Karna Wong.




Visualizing
merging
black holes
for Nobel
Prize
winning
LIGO
project all
in a day's
work for SSU
scientific
illustrator
Aurore
Simonnet

By Becky Brisley

Photo/Illustration
by John Burgess

Cosmic Creativity



A woman with long dark hair, wearing a dark jacket, is shown in profile, looking upwards and to the right with a slight smile. The background is a dark, starry space. On the right side of the image, there is a large, detailed illustration of a black hole, showing a dark central region surrounded by a bright, glowing ring of light and concentric, swirling lines representing the event horizon and accretion disk. The overall scene is set against a backdrop of distant stars and a dark, textured space.

Black holes. Collisions in space. Astronomical phenomena happening billions of light years away, some of it recorded on data instruments, but invisible to the human eye. How could someone possibly illustrate what these phenomena might actually look like, in a way that shows the public what the scientific community sees? That's where artist Aurore Simonnet comes in.

Simonnet is a scientific illustrator who works for Education and Public Outreach (E/PO) at Sonoma State University, a group that works to develop educational materials for teachers and students, as well as enhance science literacy for the general public. It also helps develop material for researchers like the ones from the Laser Interferometer Gravitational-Wave Observatory (LIGO), who recently asked Simonnet to illustrate a public announcement on some esoteric findings: the merger of two black holes with a combined mass of 50 times that of our sun — spinning in opposite directions, some 3 billion light-years away. The illustration, which

shows the two bodies swirling around each other in opposite directions, ended up in the *New York Times* last summer.

And, when it was revealed last fall that the LIGO project was awarded the 2017 Nobel Prize in Physics, it was Simonnet's black hole illustrations that accompanied the announcement in media outlets worldwide.

"What makes me happy is when whatever representation I come up with, lands close to what they had in mind and helps other non-scientists understand what's going on," Simonnet said.

Simonnet has the unique task of portraying to the public eye things that even astronomers haven't directly observed or photographed, but know about only through detailed instrument readings. She goes back and forth with scientists to make sure she understands the science. Then she weighs the possibilities — visualizing a light source and its direction, picturing how matter could swirl around and analyzing what color it would be when light hits it.

"That's where my imagination comes in," she said. "It's all a mystery, but my goal is to attempt to put an image to it, no matter what it takes ... being somewhat artistic, looking pretty and realistic, hopefully."

And the picture she paints in her mind right away, she said, is often the one she sticks with. Her website, named "Aurorealis," features an array of colorful images that look like something out of a science-fiction fantasy, all the more compelling because they are based on scientific data.

"I often joke that you can just say something to her like 'draw a black hole warping space and time' and not only does she know what I mean, she can visualize the representations of incredibly abstract objects as things of beauty," said Lynn Cominsky, the director of E/PO, who created the group in 1999.

Simonnet has managed to impress the scientists as well.

"It takes a special blend of talents for the illustrator to have a high level of science literacy to translate our rantings into something both visually appealing and accurate," said Tyson Littenberg, the lead of the NASA Marshall Space Flight Center LIGO group. "It's a bit cliché, but a picture is worth a thousand words, and when those words are very technical I think its value is even more so."

Simonnet said she often pretends to travel through space and time via her computer — drawing intricate images and zooming close, immersing herself into a "beautiful cosmic place" and the night sky that she's been drawn to her entire life.

Born in the small town of Saucats near Bordeaux, France, she remembers her daily life being infused with creativity and color.

From animals to the unique local church in her town, she drew inspiration from her surroundings, even delving into other hands-on art projects such as clay modeling and paper model making. And one of the biggest inspirations that stuck out was *Astrapi*, a French children's magazine that boosted her imagination.

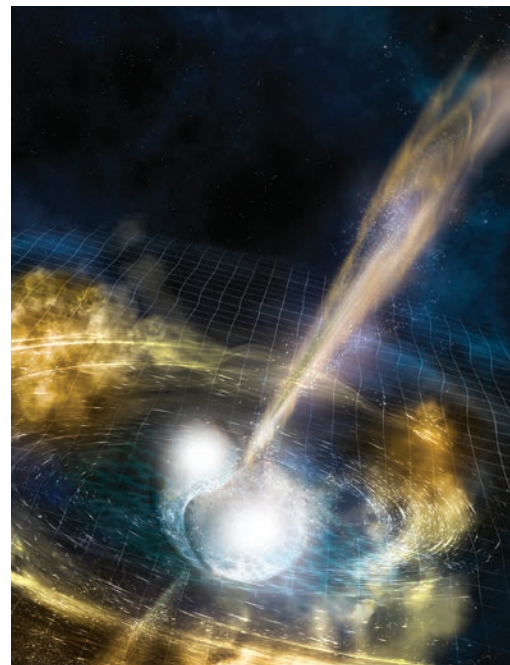
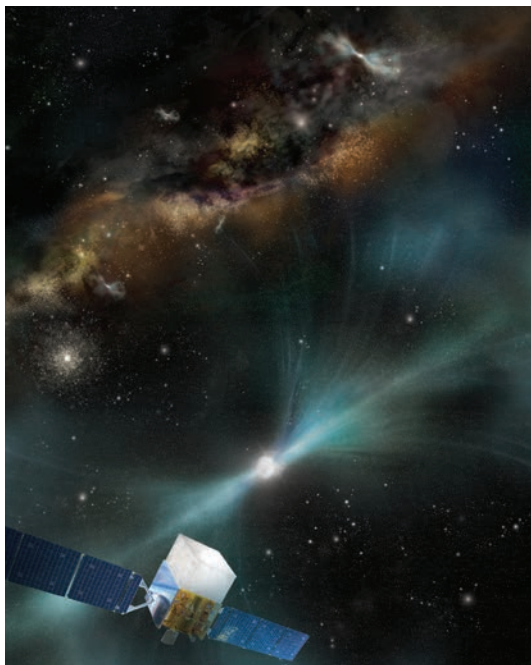
"When I was a kid, I was always trying to do oversized drawings with my colored pens or pencils for my parents," she said.

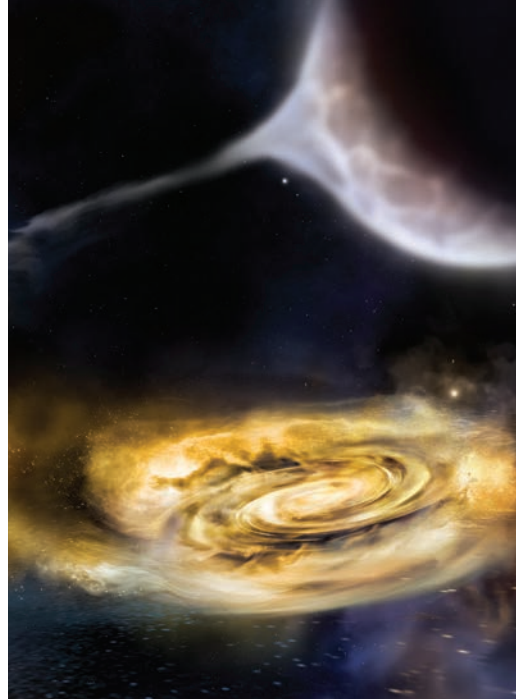
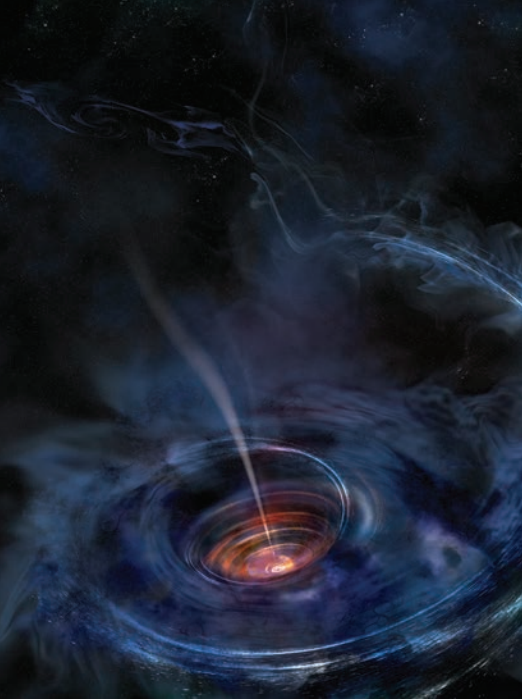
And in tiny Saucats, the inky night sky allowed the stars and moon to shine as brightly as her aspirations. "My mom, when I was very little, used to tell me stories about Madame La Lune to help me go to sleep," Simonnet said. "That she was up in the sky, hiding behind the trees playing hide and seek, and that made me want to look up at the stars."

And she took every chance she got to read stories about astronomy while growing up.

“What makes me happy is when whatever representation I come up with, lands close to what they had in mind and helps other non-scientists understand what's going on.”

— Aurore Simonnet





“It takes a special blend of talents for the illustrator to have a high level of science literacy to translate our rantings into something both visually appealing and accurate.”

– Tyson Littenberg, the lead of the NASA Marshall Space Flight Center LIGO group

“I always thought, wow, the distance. It’s so amazing and overwhelming — hard to visualize and understand,” she said. “It’s such a mystery to me, and I was drawn to trying to know more about it.”

But schooling in France never allowed her to branch out creatively as much as she would have liked. So when she was 17, she took part in an exchange program, staying with a family in Iowa and attending high school, which showed her the variety of courses and opportunities available to American students. After finishing high school in France, she returned to the United States.

Simonnet ended up at Chabot College in Hayward studying graphic design. She was able to explore other art classes in addition to her graphic design emphasis, such as watercolor, and she started to realize that while graphic design was useful, it wasn’t very interesting to her. So she returned to some of the elements that inspired her as a child, using drawing classes to bring plants and animals to life on paper. After she earned her AA in graphic design, she pursued a BA in physical science illustration from UC Santa Cruz — a major she meticulously crafted on her own to blend her love of art and astronomy.

Shortly after graduating, Cominsky gave Simonnet the opportunity of a lifetime.

“She gave me that chance, and I am forever grateful for it. How often does one find a job in their field, and such a specific field in my case, right after college?” Simonnet said.

But Cominsky saw a flicker of light in Simonnet and her passion, and she said she was so impressed with Simonnet’s art portfolio that she hired her right away.

“Her college mentor suggested that she reach out to me, and I am eternally grateful that he did,” Cominsky said. “She is my most valuable employee and her outstanding illustrations have played a major role in the success of our group’s outreach efforts.”

One of Simonnet’s favorite educational projects, for example, was a creative webcomic series, called “Epo’s Chronicles,” published over the course of a few years starting in 2008, which uses a character named Alkina and her ship Epo to convey several science concepts that the department focuses on. Topics ranged from the Fermi and Swift missions, which try to observe gamma rays, to educational material about other celestial bodies and galaxies. “It was just fun because we had to convey real science, but at the same time we could go into fantasy storylines, traveling into the universe,” Simonnet said. “That was awesome.”

And that’s the main inspiration that continues to motivate her work — though her curiosity has always prevailed, she emphasized that she hasn’t always understood complex aspects of science.

“I also know that science isn’t easy to represent, especially astronomy. There is a large amount of stuff that we know and discover, but the only way to put an image to it is by data graphing, mostly,” she said. “So I wanted to be able to help people who struggle with science...to be able to put an image to it.”

And in addition to her passion for education, her desire to understand the universe and explore the unknown sparks her creativity every day.

“It’s just this mystery — what’s out there, what does it look like, if we could see it, how beautiful would it be?” **S**

(Reprinted by permission from The Press Democrat.)

“ In the moment when the fires first started, my thoughts were for the safety and security of our students and a deep gratitude that I could call people at 3 a.m. that in many cases I hadn't yet met, wake them from a sound sleep, and ask them — if they were safely able to do so — to come help support the campus in the EOC (Emergency Operations Center). And they said yes, they came, and they stayed for days. What a testament to the heart that is SSU. ”

Joyce Lopes, Vice President for Administration and Finance, EOC Commander

Voices from the Fire

Oct. 8, 2017. The night firestorms began hurtling through Sonoma and Napa counties, burning more than 200,000 acres and forcing 90,000 people to flee their homes. Knowledge of the emergency came to each of us differently: the knock of an RA on a student's door, the bullhorn from a sheriff's vehicle, a text from a friend or worried call from a family member.

The paths that each of us have followed since is equally as varied. The campus closed, except for a small emergency operations group that monitored communications and campus safety. Students living on campus went home. On Oct. 18, the University reopened and the campus began the process of sharing and healing.

Gathered here are just a few voices from the fire. Some are in the moment and some are more retrospective. But all show the compassion and desire to help the Sonoma State community.



David Dougherty,
Interim Chief of Police

“I REALIZED THAT WE HAD A SIGNIFICANT PROBLEM AS I DROVE OVER THE MOUNTAIN TO SSU FROM RURAL BENNETT VALLEY, WHERE I NOTICED THE FLAMES NOT ONLY ALONG THE ROAD BUT ALSO ON THE MOUNTAINS ABOVE SSU. I NEEDED TO GET TO WORK.”



Following

Our thoughts are with the students & employees of Sonoma State this morning. Follow [@SSU_1961](#) for fire updates.

“The fires and the weeks following were a time to support our community. For the Green Music Center, it was a chance for our performances to help with the healing process. We immediately spread the word that everyone should come as they are and pay what they can, which resulted in the distribution of hundreds of free tickets. Those concerts were charged with emotion and the power of being together.”

Jacob Yarrow, Executive Director, Green Music Center


“ The most difficult impact is to the students, faculty and staff who lost everything and those who are still emotionally scarred by the fires. They will not recover for years, and we are committed to continuing to provide them support.”

Missy Brunetta, Director of Emergency Services



Sonoma State University shared Sonoma Sheriff's video. October 15, 2017

We at #NomaNation would like to thank the more than 10,000 firefighters and first responders from all over the nation and Australia who are here with us in Sonoma and Napa. You are saving our homes and our lives. You are saving our schools and our communities. The only way we can think to thank you in return is to promise that we will do all we can to cherish and nurture what your work has made possible for us as students and educators.



42,252 Views

Sonoma Sheriff
October 11, 2017



“AS SOON AS I KNEW THAT MY FAMILY AND I WERE SAFE, I KNEW I HAD TO GO VOLUNTEER.”

Minwha Lee, Accounting student, Class of 2019



“ I first realized how big the fires were when they hit Santa Rosa and the Round Barn, which isn't far from my apartment. The historic landmark no longer exists because it was burnt to the ground.”

Alex Randolph, Communications student, Class of 2018

DEAR NOMA GIVES COMMITTEE,

“Thank you for carefully reviewing my application and for awarding me a check for \$2,000. You have no idea what this means to me, my parents and our pets. We are truly grateful for this contribution on your behalf, and we will use this donation to get back on our feet and take it step by step.

Personally, it's not the money that I am grateful for, but the support you have given me as an SSU alumnus and now as an SSU faculty member in these difficult times. This devastation is extremely hard to overcome, but having people like you around me gives me hope for the future.

Sometimes in life we fall so that we can learn to pick ourselves up. Truly, thank you for helping us pick ourselves up from this tragedy. Thank you Noma Cares Committee. And may our neighbors, neighborhood and community rise from the ashes and come back stronger than ever.”

GOD BLESS YOU.

David M. Vinas, Outreach Advisor, Academic Talent Search

“THANK YOU, THANK YOU, THANK YOU!! THIS EMAIL BROUGHT A TEAR TO MY EYE. I AM SO GRATEFUL TO WORK IN SUCH A SUPPORTIVE ENVIRONMENT.”

Rosanna Kelley, Noma Gives Fire Recovery Fund recipient



“I hopped in my car and drove there to help with whatever I could. Since the SSU campus was closed, I ended up spending the next week and half pulling 12 hour+ shifts at the shelter helping to run logistics. At its peak, the shelter served over 300 people a night who were forced to flee their homes as the fires persisted. Despite the circumstances, it was touching to witness first-hand the ways in which the community pulled together during the crisis.

It's going to be a long road to recovery. But from what I know to be true about Sonoma County residents, we are a resilient bunch. I have hope that the kindness and dedication displayed during such trying times will continue to permeate our lives, and like a phoenix, we will literally rise from the ashes as a stronger community.”

Kathryn Stewart, Associate Director of Communications Green Music Center

“Thank you so much for your help. This will help me so much on getting established again.” **Tyler Matthews**, Noma Gives Fire Recovery Fund recipient



“I WATCHED ALL THE DESTRUCTION UNFOLDING ON TV FOR A WHILE, AND I COULDN'T JUST STAND STILL. I HAD TO GO VOLUNTEER BECAUSE I KNOW THE COMMUNITY WOULD DO IT FOR ME.”

Shounan “Corey” Li, Accounting student, Class of 2019



Wildfire Recovery Efforts

Addressing the needs of faculty, staff and students who lost homes and possessions as a result of the fires, the campus began the Noma Cares campaign, under which Noma Gives provided financial support to those in need.

“ I went to the shelter to answer my call to service. Over the past several days I have listened to so many horrific stories of what it was like to witness burning homes. The sadness can be truly overwhelming. **I also saw how the stress of disaster can bring people together.** I was just amazed how everybody in this community was willing and ready to help. ”

Mohammed Ibrahim, Electrical Engineering graduate student and Red Cross disaster worker at the Santa Rosa Veteran's Memorial Building

OVER \$130,000 CASH DONATIONS TO NOMA GIVES FIRE RECOVERY FUND

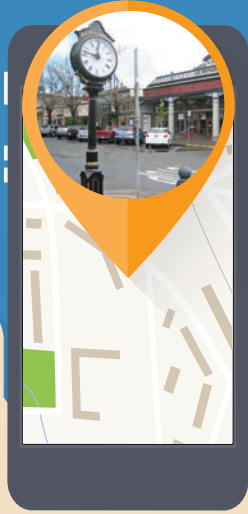
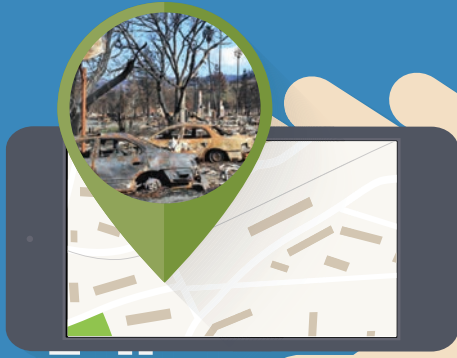
MORE THAN \$30,000 IN-KIND DONATIONS

\$150,000 GRANT FROM NORTH BAY FIRE RELIEF FUND

450 INDIVIDUAL DONORS

AWARDS MADE TO 81 STUDENTS, 19 STAFF, 7 FACULTY

FUNDS USED FOR PURCHASING BASIC NECESSITIES, SCHOOL SUPPLIES, GROCERIES; TEMPORARY HOUSING; REPLACING LOST BELONGINGS



LIVING HERITAGE

**Digital mapping anthropology
project takes on new meaning
after the fires**

By Nicolas Grizzle, '06

“IN MANY WAYS, DIGITAL MAPPING IS THE DIRECT DESCENDENT OF THAT IMPULSE TO SHARE AN IMAGE OF A SHARED PLACE WITH YOUR COMMUNITY.”

– MARGARET PURSER, SSU ANTHROPOLOGY PROFESSOR

The evidence that people place high importance on a sense of place stretches back 200,000 years, to the first images painted by humans on cave walls. But for all that’s changed in the world, this concept is still important to us. A group of Sonoma State University students and professors has created the Living Heritage app to meet the need to celebrate locale and share our stories.

“People didn’t paint on the walls of caves for themselves, they did it for the community,” says Anthropology Professor Margaret Purser, who started the living heritage digital mapping project in 2014. “In many ways, digital mapping is the direct descendent of

historic preservation, to building community—is much more focused on what people need to do in a given day to maintain who they are in this place.”

The web-based Living Heritage app uses GIS technology to layer maps with different data, including historical, demographic, socio-economic information and more. It uses a Google Maps-style interface that allows users to upload a photo and text to a certain location, and to see what others have posted as well. The result is a living, breathing story told by the people who have a connection to the location.

Partners in the process include SSU professors Ali Kooshesh (Computer Science) and Matt Clark (Geography) and their students, as well as the city of Santa Rosa, the



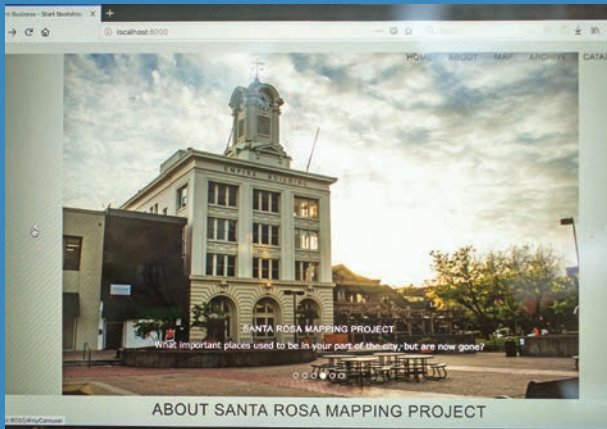
that impulse to share an image of a shared place with your community.”

Purser is taking a different approach to anthropology. For heritage to be useful, she suggests, we have to be able to use it. So the question is this: How do we develop a sense of place in the place we live now?

“Instead of putting a velvet rope around the historic house,” she says, “living heritage — this new approach to

museums of Sonoma County, Historical Society of Santa Rosa, Sonoma County History and Genealogy Library and several other groups and individuals.

It’s no coincidence that the app was being developed just in time for the city of Santa Rosa’s sesquicentennial (150 years) celebration in September. In fact, Purser is on the Mayor’s Sesquicentennial Task Force. *continued on page 22*



"I just happened to be designing this project, and we were going to 'press go' on the mapping at the beginning of 2018, and at the end of 2017 something happened that will change the map forever," says Purser.

That something was one of the most devastating wildfires in California's history, which began Oct. 8 and burned for more than a week, killing 40 people and destroying 6,100 homes, including nearly 5,300 homes in Sonoma County alone: major losses in Santa Rosa,

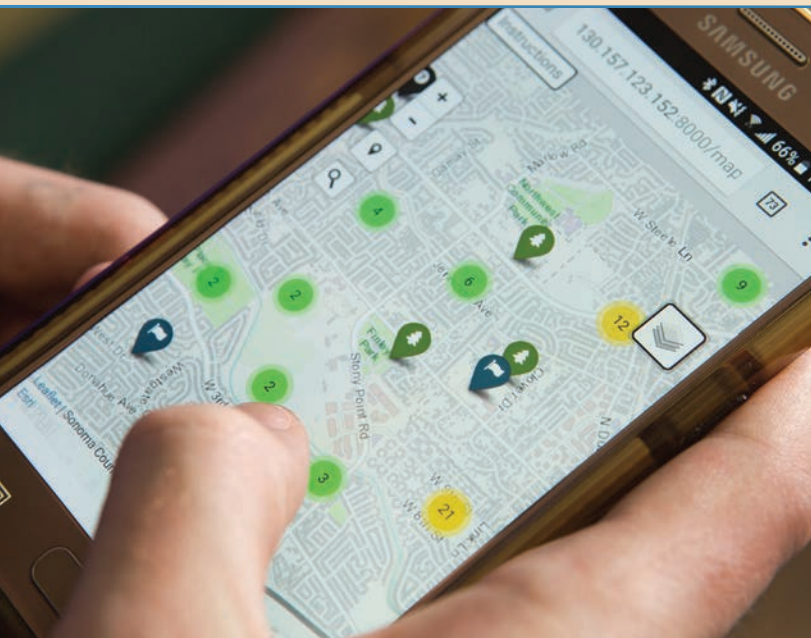
Rincon Valley, Mark West, Larkfield-Wikiup and Fountaingrove.

The importance of the living heritage project was heightened in the wake of the fire, and the group sprang into action.

"The fires started Sunday night, and by Monday afternoon I got my first email saying, 'How do we take the mapping project and turn it into something that supports the recovery after the fires?'" says Purser.

The 15 students working on Purser's project had been at the Journey's End mobile home park a week before the fires, introducing themselves and their neighborhood mapping project to residents. Unfortunately, because this was an initial survey, no photos or recordings were taken before most of the homes were destroyed. Now, the group has offered to make a memory map for Journey's End and Coffey Park, using photos and video of the immediate aftermath, including the rallying of the community to bring hope for the future.

"THE MAP IS A WONDERFUL TOOL THAT CAN CAPTURE THE PAST, PRESENT AND, BECAUSE IT CAN SHOW YOU WHERE YOU WANT TO CHANGE THINGS, OR WHAT YOU



The app uses GIS technology to layer maps with different data, including historical, demographic and socio-economic.

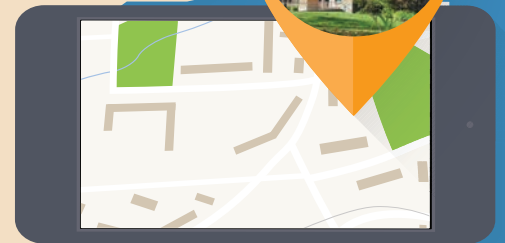
The fire has renewed the importance of neighborhoods for many Santa Rosa residents, says Purser. "People who may not have been aware that they even lived in a neighborhood now feel that neighborhoods are incredibly important," she says. "And that word has taken on a meaning and resonance for this city that, ironically, it always should have had. Because it's always been a city of neighborhoods."

Post-fire meetings Purser has attended about recovery and rebuilding have been standing-room-only, she says. "People in those meetings said that the fires have made them realize that they wanted to know more about their neighborhood."

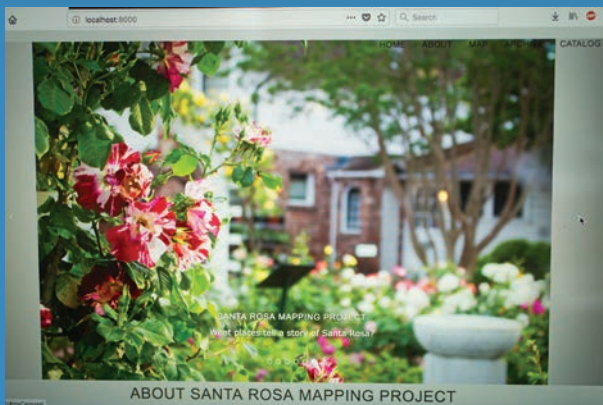
The importance of neighborhoods has been a topic of study for Purser for some time. From 2000 to 2013, she



Anthropology professor Margaret Purser, right, and computer science major Blake Vollmer, who is helping develop the Living Heritage app with fellow student Colby Facendini, geography, environment and planning major.



TO A CERTAIN EXTENT, THE FUTURE, WANT TO KEEP.” – MARGARET PURSER, SSU ANTHROPOLOGY PROFESSOR



worked on mapping neighborhoods in Fiji in preparation for the colonial capital of Levuka’s designation as a UNESCO World Heritage Site. The Living Heritage app is not only valuable in a historical context, but it provides a forum to celebrate a sense of place for Santa Rosa’s 180,000

residents. Though this project only includes one city, Purser says it could be used as a model to inspire others in other parts of the country—or the world.

“The map is a wonderful tool that can capture the past, present and, to a certain extent, the future, because it can show you where you want to change things, or what you want to keep,” she says.

“But what I tell students is what’s more valuable than a map is the mapping process, because it gets people in a neighborhood to talk about what the important places are. That’s the idea of living heritage.” **S**

Purser is currently looking for a permanent host for the app’s web data to keep it open and available to the public. To get involved, contact her at purser@sonoma.edu.



SSU's New Vintage

The Wine Spectator

Learning Center opens a

new chapter for the

internationally recognized

Wine Business Institute

By Shirley Armbruster

Twenty-two years ago, North Bay winemakers were staring at increasing business pressures, changing regulations and technology challenges in what was clearly becoming a globally competitive industry. They knew they needed help to train the next generation of industry leaders. They found what they needed, right at home.

“The Harvard MBA of the wine business is happening at Sonoma State,” says George Hamel III of Hamel Family Wines in Sonoma.

The Wine Business Institute, an education and research institute of the School of Business and Economics at SSU, was created by a partnership of academicians and industry professionals and was tailored to meet the specialized needs of the wine industry.

The University created the nation’s first bachelor’s degree in wine business in 1998 and followed up with the first MBA in wine business in 2008. In 2012, SSU introduced the first executive MBA in wine business program in the world and, this fall, will roll out the first hybrid executive MBA of its kind, combining online and on-site learning.

And, now there’s more - the opening in May of the Wine Spectator Learning Center on campus as the institute’s new home provides “a nexus for the next generation of wine business education,” says Armand Gilinsky, the Korbel Professor of Wine Business at Sonoma State University.

The new home will enhance a program that is laser focused on the wine business and has given thousands of individuals the pedigree that allowed them to enter the

wine industry or to move up in already established careers.

Professionals from the North Bay, throughout California and around the world choose Sonoma State University’s Wine Business Institute for its extraordinary academic preparation that includes real-world case studies and industry leaders joining business professors in the classroom.

“The Harvard MBA of the wine business is happening at Sonoma State.”

As wine business MBA graduate Aimee Chang of Nine Suns Winery in Napa puts it: “The Sonoma State experience is a magical blend of academics, the theoretical and the conceptual.”

“The Sonoma State experience is a magical blend of academics, the theoretical and the conceptual.”





BS, Wine Business Strategies 2002

Elizabeth Rice

First-gen grad

Elizabeth Rice is one of the WBI's first-generation of graduates, earning a bachelor's degree in Wine Business Strategies from SSU in 2002. She started a career in international wine business with Delicato Family Vineyards, based in Napa. She then spent four years in Toronto as the Area Manager for Canada, Central America and the Caribbean followed by five years in Dublin and two in London as Regional Manager of Europe. She returned to Napa in 2014 for the opportunity to grow in her career again as Delicato's Director of International Marketing and Operations. "My education at Sonoma State gave me the foundation I needed," says Rice.

Sonoma MBA Wine Business 2017

Jingmei Su

From Canton to Napa

Jingmei Su grew up in Canton, China, and graduated from Guangdong University of Foreign Studies in 2011 with a major in English Translation and a minor in Japanese. In 2014, she enrolled in the MBA in Wine Business program at Sonoma State University and found it "a lot more challenging than I expected, given that I didn't have enough work experience in the wine industry." But Su persevered, graduated in 2017 and worked for Robert Mondavi Winery of Constellation Brands before accepting her current position as International Trade Concierge Manager for Treasury Wine Estates in Napa.



The beginning of a beautiful partnership

At first it was a question ... What do you think? Then it was a partnership ... Let's do this together. Today it is a comprehensive program in teaching the business side of winemaking.

"The program teaches not just the business of wine but the business of business. There's really nothing like it in the United States."

Gary Heck, president and owner of Korbel Champagne Cellars, was there at the start in 1996 and has been a guiding force as chairman of the board of the Wine Business Institute at Sonoma State University.

"President Ruben Armiñana and Business Dean Lawrence Clark came to me to ask my thoughts on starting a partnership between

the University and local wineries to offer a wine 'business' program at Sonoma State," says Heck, who stepped up to lead the way, volunteering to help guide the program by introducing it to his industry colleagues.

Twenty-two years later, the wine business bachelor's, master's and executive MBA programs are flourishing, and the Wine Business Institute plays a key role in seminars, symposia, research and leadership development.

The institute's board meets regularly with faculty and administrators to offer guidance on how the University can continue to fine-tune curriculum and programs to help students prepare for and advance their careers.

Ron Rubin, who spent two decades in the distribution of wine, liquor and beer, purchased a winery in 2011 and wanted to learn more about Sonoma State and the Wine Business Institute. He quickly became involved with the WBI board and now is its president.

“The SSU program has been unbelievably inspiring. I only wish I had done it sooner.”



Currently enrolled
Sonoma Executive
MBA Wine Business

Currently enrolled
Sonoma Executive
MBA Wine Business

Rafael Rios

Scott Stone

Lifelong learners

Rafael Rios is an accomplished attorney working with wine and vineyard clients. Scott Stone is a successful winery general manager. Both are current students in the executive MBA in wine business program.

“I didn’t have the business education and background in the wine business, and I knew an advanced degree would be helpful for working with clients in continuing their growth, and for me to continue to build my own label, Themis,” says Rios, who has practiced law in Napa since 1994.

Now about halfway through the executive MBA program, Rios is getting just what he wanted.

“Having industry people come in to speak and teach and explain the processes has been extremely helpful to understanding how the business side works.”

Stone has been in the wine industry for 25 years, working his way up to his current role as GM at Schug Carneros Estate Winery in Sonoma.

“I’m a firm believer in lifelong learning, and, as I’ve watched the wine industry progress, I felt the need to pursue an MBA to keep pace,” he says. “I find the wine business more interesting every day; it’s got a lot of intricacies other industries don’t have. The SSU program has been unbelievably inspiring. I only wish I had done it sooner,” he says.

Rubin, proprietor of Ron Rubin Winery, was especially looking forward to the recent opening of the Wine Spectator Learning Center on campus. He calls it “a necessary bridge” between academics and industry.

WBI Board Vice President George Hamel III brings a unique perspective to the board: he’s both an industry executive and a Sonoma MBA in Wine Business graduate. Hamel, the managing director of Hamel Family Wines, is a relative newcomer to the industry, leaving the investment world in New York to join his family in Sonoma when they started the business in 2011.

Hamel had been thinking about an MBA program, and the Sonoma MBA in Wine Business made sense, given his new career path. The timing was perfect: “I was creating a business at the same time as going through the MBA program. The program teaches not just the business of wine but the business of business. There’s really nothing like it in the United States.”

Desiring to make an impactful contribution, the family provided a major donation to the Wine Business Institute with a \$3 million gift to create the Hamel Family Faculty Chair in Wine Business.

“People want to share best practices. There’s a genuine willingness to collaborate and help. We’re friendly competitors,” he says.

Will Phelps, director of Hospitality for Joseph Phelps Winery in Napa, describes the Wine Business Institute as “a leader in the wine business ... and with a little bit of time, they’ll be in a league of their own.”



George Hamel III



Sonoma MBA
Wine Business
2013

**Stephanie
Peachey**



Sonoma Executive
MBA Wine Business
2014

Aimee Chang

Farewell NYC

Stephanie Peachey was a marketer, and Aimee Chang was an architect. Wine brought them from New York City to Sonoma State University to study and, eventually, to live in California.

Peachey, who had a “passionate hobby” for wine, was having “what-do-I-do-next?” career thoughts when she heard about the SSU wine business degree. She and her husband moved to the Bay Area so she could start the MBA program, and he relocated his business there.

“It was a steep learning curve and sometimes intimidating in class,” she says. “I was sitting with people well-versed in the wine business.” Today she is vice president of Direct to Consumer and Brand Strategy at Kosta Browne Winery in Sebastopol.

A decision by Chang’s family to move from growing and selling grapes to building a winery drew her into the business. She designed the Nine Suns winery building in the Napa Valley from her home in New York. As she was pulled further into the business, she also was drawn to SSU for the Executive MBA program.

“The mix of academic-focused professors from SSU and industry professionals gave us lots of theory and practical know-how,” she said. “It allowed me to hit the ground running and think strategically at a higher level.”



The Wine Spectator Learning Center destined to serve as global hub

The world’s leading wine business education program deserves a contemporary, spacious home that welcomes students, alumni, industry professionals and the public. That home is now a reality, thanks to generous donations from the wine industry.

The Wine Spectator Learning Center is an \$11 million project that involves the complete renovation

public seminars and events.

A naming gift of \$3 million was given by the Wine Spectator Scholarship Foundation.

The building - with a signature wall of wine bottles at the front door - features a student commons, collaborative spaces for students, faculty and business leaders and a café.

TLCD Architecture based in Santa Rosa and Truebeck Construction of San Francisco designed and constructed the center to LEED Silver standards.

Exterior features of the building include a garden with grapevines and the Student Success Pathway, including recognition of student names linked to a scholarship dedicated to first-generation college students and children of vineyard and winery workers.

“All of us on the Wine Business Institute Board believe this center will become a business think tank

“We designed it to encourage the gathering of people from across different sectors...from throughout the world where wine is produced.”

of a 15,000-square-foot building in the center of campus into an education and industry hub with three advanced-technology classrooms and venues for



Marvin & Hazel Shanken



Gary Heck



Ron Rubin

Major donors

A look at the donor list confirms the wine industry's confidence in the value of the Wine Spectator Learning Center.

Marvin and Hazel Shanken of the Wine Spectator Scholarship Foundation

Robin and Michelle Baggett of Alpha Omega and Tolosa Wineries

Giancarlo Bianchetti of Fetzer Vineyards

Roy and Rachael Cecchetti of Cecchetti Wine Company

Wayne Chaplin of Southern Glazer's Wine & Spirits

Gerret and Tatiana Copeland of Bouchaine Vineyards

Alan Dreeben of Republic National Distributing Company

The Gallo Family of E. & J. Gallo Winery

Gary Heck of Korbel Champagne Cellars

Tom Klein of Rodney Strong Vineyards

Terry Lindley of American AgCredit

Wally Lowry, Wine Business Professor Emeritus

Charles Merinoff of Breakthru Beverage Group

The Michael Family of Peter Michael Winery

Fred Pierce of Pierce Education Properties

Bill and Eva Price of Price Family Vineyards

Ron Rubin of Ron Rubin Winery

Alex Ryan of Duckhorn Wine Company

The Sichel Family of Laurel Glen Vineyard

Sonoma State University Enterprises

Chris and Vern Underwood of Young's Market Company

The Wagner Family of Caymus Vineyards

for the wine business here and around the world," says George Hamel III, vice president of the board and managing director of Hamel Family Wines in Sonoma.

While the building and grounds are impressive, the Wine Spectator Learning Center is more than a successful construction project, said William Silver, former dean of the School of Business and Economics, who was instrumental in the growth of the Wine Business Institute and development of the new Learning Center.

"This center was designed to be a gathering place to bring together those in education, global research and industry. We designed it to encourage the gathering of people from across different sectors, not just students, faculty and staff, but also community members, alumni and industry professionals from throughout the world where wine is produced," says Silver.

Sonoma Executive MBA Wine Business, 2015

Sonoma Executive MBA Wine Business, 2014

Will Phelps

Christian Ahlmann

The family business

The wine business is family business for Christian Ahlmann (Six Sigma Ranch and Vineyards in Lake County) and Will Phelps (Joseph Phelps Winery in Napa Valley).

Ahlmann was born in Copenhagen, Denmark, and grew up in the states, graduating with a degree in agriculture from Kansas State University. His parents began developing ranch property in Lake County, and Ahlmann joined them in 2008.

"I can grow pretty good grapes. But to go from that to building a company you need either excellent on-the-job training or a good program like SSU offers," he says. He clearly remembers the value of a real-world, \$100 million real-life scenario that he worked through in one class.

Phelps has an undergraduate degree in business and worked as a harvest intern in France and South Africa before joining the family business in 2012. He earned a wine business MBA in 2015.

Phelps found the leadership development and human resources classes most impactful. "And in addition to the academic side, there continues to be great networking opportunities with people who are experts in all facets of the industry," he says.

"There continues to be great networking opportunities with people who are experts in all facets of the industry."



Sonoma MBA
Wine Business
2017

Felicia Prater

On a mission

Felicia Prater has a passion for wine, and she's on a mission: She wants to help African-Americans and other minorities discover the joy of what she calls "a great bottle of goodness."

With a Sonoma MBA in Wine Business and her business, The Urban Taste, Prater is determined to introduce a culture of wine drinking to minority communities. "African-Americans want to try wine, but they're not sure if they will like it. The only people they see drinking wine are celebrities, not regular people who look like them."

Six years ago Prater developed a business concept to take wine on the road in Cincinnati, where she lives, with in-home tastings, events at wine stores and partnerships with retailers to expose African-Americans and other minorities. Her concept was well-received. But Prater soon realized that her academic training hadn't equipped her to work in the world of wine. She entered the Sonoma State University MBA in Wine Business program, commuted every 10 days from Cincinnati to Rohnert Park for 16 months and took two international trips - all while employed full-time as operations manager for a packaging company. She graduated last August.

The program was helpful "beyond what I could have imagined. It's everything I wanted - connections with classmates, winemakers, distributors, regional sales reps, big companies and small, family-owned companies."



World-class faculty powers world-renowned programs

You can't create a world-renowned academic program without a world-class faculty. That's just what Sonoma State University has developed for its wine business programs.

"Our wine business faculty members, like all of our faculty

"...Offer extraordinary learning experiences to the next generation of wine industry leaders."

in the School of Business and Economics, teach relevant and timely material that combines the expertise drawn from academic research with the real-world insights gained from industry practice," says Interim Dean Karen Thompson. "Their collective experience and individual contributions to academic leadership allow us to meet and exceed benchmarks in higher education and offer extraordinary learning experiences to the next generation of wine industry leaders."



Ray
Johnson



Damien
Wilson

The wine business undergraduate and graduate programs and the Wine Business Institute are housed in the School of Business and Economics, with eight full-time faculty and 28 adjunct faculty who are often working professionals in the industry. Over the years, SSU has conferred 980 undergraduate Wine Business degrees, 49 MBAs and 112 Executive MBAs. Some 10,000 individuals from 25 countries have taken advantage of professional development courses in wine business. Here are some of the outstanding leadership and faculty:

Ray Johnson, executive director of the Wine Business Institute: "Sonoma State University wine business programs are the academic leader in North America and the University's reputation is expanding throughout the world, drawing students from more than two dozen countries."

Damien Wilson, a native of Australia, brought his international experience to the University in 2015 when he arrived from the Burgundy School of Business in France to become the Hamel Family Faculty Chair.



Armand
Gilinsky



Liz
Thach



Tim
Wallace



Honore
Comfort

Armand Gilinsky, the Korbel Professor of Wine Business, has taught strategy and entrepreneurship at SSU since 1994. He's the author of more than 50 published business case studies and several articles on entrepreneurial strategy, sustainability strategy and socially responsible entrepreneurship. He is also the founding editor in 2014 of the Wine Business Case Research Journal, which is published by the Wine Business Institute and reaches more than 10,000 readers.

Liz Thach, MW, Distinguished Professor of Wine, is invited to speak and teach around the globe. During a recent sabbatical, she spent three months in Burgundy, France, conducting research, writing a paper and speaking to university business classes. Thach has been recruited by several other universities, but wherever she travels, she always comes back to Sonoma State University. "I'm madly in love with Sonoma and Napa," she says. "They are among the most beautiful places to work in the world. And I love being at Sonoma State."

Tim Wallace, Executive in Residence, was named the first executive in residence in March 2016 after serving for 22 years as CEO of Benziger Family Winery. Wallace said moving to academia fulfills a longstanding dream of his – "to give back in a meaningful way to an industry that has enthralled and enriched me for almost three decades."

Honore Comfort, Executive in Residence, joined the University in August 2017 after nine years as executive director of Sonoma County Vintners. She is working with the Wine Business Institute to develop strategies for growth and new program development, and leading outreach efforts to connect with the local and national wine industry. She helped produce a Wine Business Institute wildfire impact assessment study to evaluate immediate and long-term effects of the wildfires on the North Coast wine industry and provide data to inform a full recovery of the wine tourism economy.

WBI



"The MBA positioned me for what I wanted to do. Professionally, it let me get to the next step."

Sonoma MBA
Wine Business
2010

Abigail Smyth

Wine Traveler

Abigail Smyth admits to having wanderlust. She "got the wine bug" during a trip home to Northern California while a Peace Corps volunteer in West Africa. She worked wine positions in Australia, Napa and Sonoma, heard about the Sonoma MBA in Wine Business program and enrolled. Her passion for wine and her love of travel are now both satisfied in her position as Export Manager at Crimson Wine Group. Though she's based in Petaluma, Smyth oversees more than 30 different country markets and happily travels 25 to 35 percent of the year. "The MBA positioned me for what I wanted to do. Professionally, it let me get to the next step," she says.

Alumni Association Board of Directors 2017-18

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BA International Economics, 2004

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BS Business Administration, 2001

Vice President/Administration

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MPA Public Administration, 2017

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BA Environmental Studies and Planning &
BA Economics, 2014

Michelle Fielder

BA Sociology, 2012

Vanessa Johns

BA Communications, 2013

Patrick Maloney

BA Political Science, 2014

Jim Manly

MBA, 1999

Logan Pitts

BA Political Science, 2017

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BA Business Administration-Marketing
& Psychology, 2005

Travis Saracco

BA Communications, 2012

Frank Scalerio

BS Psychology, 1983, UC Davis

Shari Shamsavari

MA Psychology, 1994

Alumni Association Director

Laurie Ogg

BS Kinesiology, 1994 & MA Kinesiology, 1999

Alumni Board Meeting



SSU ALUMNI ASSOCIATION BOARD MEETS — SSUAA Board president Joe Huang, second from left, convened the winter meeting of the association. Pictured with Huang, from left, are Board member Renan Young and MBA Forum liaisons Carole Addison and Jorge Morellon. Not pictured James Elliott, Michelle Fielder, Logan Pitts, Annette Powell, Vince Cortese, Jim Manly, Shari Shamsavari, Frank Scalerio, Molly Rattigan, Nate Campbell, Patrick Maloney, David Felte.



Board Members Travis Saracco and Libby Dippel



Board Members
Annette Powell and
Vanessa Johns



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Thank You from Your Alumni Association

The Sonoma State University Alumni Association is committed to fostering, renewing and enhancing the relationship between alumni and SSU. We are working diligently to provide resources and opportunity for our alumni to connect with one another, SSU students and the SSU community.

Thank you for taking the time to complete the Alumni Survey. Your responses are being compiled and analyzed to help determine how we can better serve you. Look for our report in the fall issue of *Insights*.

If you haven't done so already, give us your updated email and mailing address so we can send your alumni pin!

We're here to serve you and welcome your feedback and input. Contact us at 707.664.2426 or alumni@sonoma.edu.

SSUAA 5K

September 2017

Overall male winner,
Vojta Ripa



Overall female winner: Olivia Elliott, with her dog, hangs out with her father, SSU Alumni Association Board member James Elliott, and employees from Elliott CPA group



Upcoming Events

September 2018
Heart of SSU Alumni 5K

October 2018
San Francisco Mixer

November 19, 2018
Lagunitas Fundraiser

Lagunitas Alumni Mixer Heart of SSU Scholarship Fundraiser

November 2017



Above, Michelle Fielder, left, Rachel Fuller '12, right

“The Lagunitas event was fun! I liked getting to meet new people who share an equal love for our time at Sonoma State. It brought up fond memories of my college years, and it was especially neat to hear the scholarship recipient speak about how much receiving the scholarship meant to her.” Rachel Fuller '12



2017-18 Nichols Scholar Rosa Martinez, '17, center, with her family

SF Mixer

November 2017



“It is always great to reconnect with fellow alumni at Happy Hour events. It is fun to interact, make business connections, laugh at old memories and make new friends. I value my relationships from SSU, as they have helped to shape the person I am today.” Sarah Wanser, '06

In Memoriam



Harold Alderman

Harold Alderman, Emeritus Professor of Philosophy, passed away on Sept. 15, 2017 in Lincoln, Mass. He was 81 years old.

Born in Jacksonville, Fla., he served in the U.S. Navy, graduated from the University of Florida, and received his Ph.D. in Philosophy from Tulane University in 1968. He taught at Sonoma State University for almost 30 years, where he was a dynamic teacher and received the Distinguished Teaching Award. He chaired the University scholarship committee, on which he served for 12 years; he also chaired the University tenure and promotion committee and served on numerous other academic committees. He is the author of *Nietzsche's Gift*, published in 1977, and 30 other academic publications, principally in the areas of phenomenology and ethics. Later, he wrote four screen plays, five novels featuring the philosopher/detective Hank Wyatt and several semi-autobiographical short stories. He and his wife moved to New Orleans after he retired in 1998, then lived in the Boston area to be near their children and grandchildren. He was a man of agile mind, creative imagination, articulate personality and sentimental heart. He is survived by his wife Christine, his sons Derrick and Jason, five grandsons, and his brothers Peyton and Paul Phillips.



Brittany Martin

Brittany Martin, '17, BA Marketing & Wine Business, tragically passed away on July 15, 2017. Martin was a student athlete/scholar from Oakmont High School and recently graduated from Sonoma State University with a degree in Marketing and Wine business. She was a shining light to all those who knew her and will be forever loved and missed. Martin is survived by her parents Dale and Kimberly Martin, her brother Kyle and his wife Kelsey, her grandmother Vivian Spuehler and grandparents Robert and Diane Martin, uncles, aunts, nieces and nephews and her new puppy Kona that she truly adored.



JoAnn Ritko Pozzi

Terry Morgan, '05, BA Chemistry, passed away in January 2017.

JoAnn Ritko Pozzi, '67, BA Business Finance and Management, passed away January 2017.



Pat Vachini

Pat Vachini, '67, BA Psychology, passed away in October 2017. A talented homemaker for many years, she raised her four children, then helped with the family restaurant business, taught CCD at St. Vincent de Paul church for 30 years and was the activities director at Petaluma Peoples Service Center for 17 years. Bringing sunshine and goodness to all with her radiant, signature smile and giving nature, she was ever grateful for the blessings of faith, family and friendships.

Weddings

Sean Curley, '05, BA Sociology, and Colleen Bryson, '14, BA History will wed in 2018

Madison (Altendorf) Deghi, '12, BA Kinesiology, married **John Deghi, '12, BA Psychology** on Nov. 3, 2017. They both began working as RNs at Stanford Children's Hospital in Palo Alto in March.

Erin (Riley) Gregg, '12, BA Global Studies, married Joe Gregg on Sept. 30, 2017.

Frank Jurik, '78, BS Chemistry, and Sheila (McClain) Jurik, '78, BS Biology, celebrated their 40th wedding anniversary on Jan. 18, 2018.

Natalie (Hambalek) Karmally, '13, BS Biology, married **Ali Karmally, '13, BS Biology**, on Nov. 12, 2017.

Nohemi (Lopez) Klinck, '12, BA History, married **Kyle Klinck, '14, BS Business**, on Nov. 10, 2017.

Kaitlin (Nicolls) Muench, '14, BA Criminology and Criminal Justice Studies, married **Joseph Muench, '13, BS Business**, on Sept. 22, 2017.

Emily Sparks, '12, BA Sociology, married Michael Johnson on April 8, 2017.

Marybeth (Costa) Sween, '13, BA Sociology, married Norman Sween on May 31, 2017.

Mary Anne (Lindke) Wong, '06, BA English, married Will



Riley-Gregg



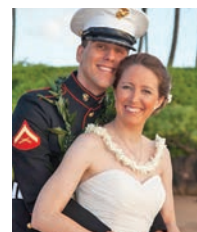
Hambalek-Karmally



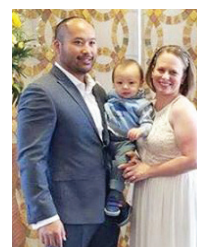
Lopez-Klinck



Nicolls-Muench

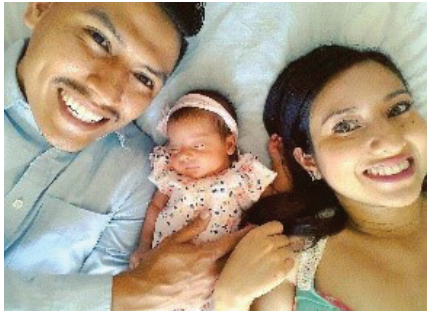


Costa-Sween



Lindke-Wong

Births



Baby Coria and family

Alfredo Coria, '06, BA Communications, and **Lilian Zelaya, '06, BA Psychology,** welcomed daughter Zanaira Coria Zelaya on July 16, 2017.

Molly (Geib) Cotton, '11, BA American Multicultural Studies, and **Bradley Cotton, '11, BA Environmental Studies,** welcomed their second baby girl in 2017.

Caitlin (Hicks) Donaldson, '07, BA Economics, and **Walt Donaldson, '07, BA Hutchins Liberal Studies,** welcomed their second daughter in February of 2017.

Stephanie (Jones) Elliott, '01, BA Hutchins Liberal Studies, and her husband welcomed their second baby in 2017.



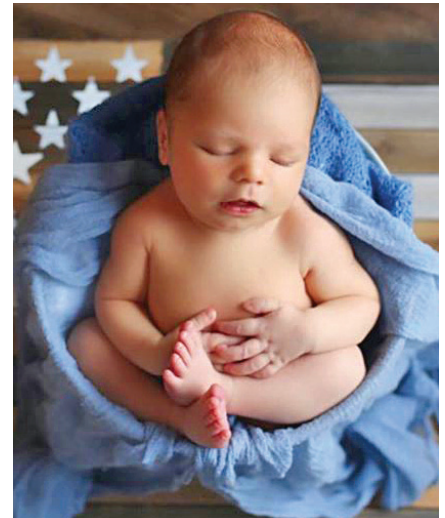
Baby Hahn

Whitney (Hannaford) Hahn, '05, BA English, welcomed her son Jude Lee Hahn on May 13, 2017.

Kaylie (Huff) Spittler, '12, BA Kinesiology, and her husband welcomed son Cole Carlton in December 2017.

Genevieve Stiles, '14, BA Anthropology, welcomed her daughter Harper into the world on June 13, 2017.

Danielle Woods Taylor, '11, BA Hutchins Liberal Studies, and her husband welcomed their second son Owen Henry in July 2017. He joins older brother Nicolai Joel Taylor.



Baby Spittler



Baby Taylor

Desirae (Folda) Tedeschi, '07, BA Economics, and **Eugene Tedeschi, '06, BA Business Finance** welcomed their second child, son Hudson Beau Tedeschi, on Nov. 29, 2017. He joins older brother Emerson Tedeschi.



Baby Tedeschi and family

We Want to Hear All About You

Do you have a special event to share with your fellow SSU alumni? We are ramping up this new section of Classnotes dedicated to weddings, births and in memoriam. Please send photos of your recent nuptials and family additions, or if we can help remember an SSU alum who has passed on, please let us know. Visit www.ssualumni.org/alumniupdate to submit photos and to share your milestones.

Submit your news for Classnotes at www.ssualumni.org. Click on "Alumni Update Page."

Tell Us About Your Professional Accomplishments

As *Insights* grows so does our Classnotes section. We want to know what you've done with your degree and where it has taken you. Here's a way to tell us about the new job, promotion, awards, recently published book, change of career, etc. Think of it as a wonderful vehicle for networking. We are proud of all our alumni and want to share your professional news. We would love for you to include photos (the bigger the better) so please submit them at the same time. Visit ssualumni.org/alumniupdate to share your milestones with us!

1970s

Brent Betterley, '78, MA Counseling, retired after 28 years as a licensed psychologist and more than 40 years in mental health. He now pursues a career providing ecologically smart transportation for students and staff at two Minnesota colleges.



Wayne Drumheller

Wayne Drumheller, '72, BA English, is a writing consultant, photojournalist, book editor, photographer and publicist. He started a second full-time career as editor and founder of the Creative Short Book Writers' Project in 2010. Since 2010, he has helped more than 100

writers independently publish their work.

Geoffrey Hamburg, '72, BA English, has retired after 23 years as an architect at the New York State University Construction Fund.

Steven Moore, '70, BS Biology, made his career as a California State Park ranger and supervising ranger from 1971-2002. Since retiring, he works summers as a seasonal interpretive ranger at Great Basin National Park, in Nevada. In addition, he loves hiking, cross-country skiing, exploring, history, music and volunteer service.

John Ohanesian, '77, BA Political Science, was the president and CEO of Bosley hair loss/restoration company from 1990-2010. He later co-founded a bio-tech regenerative medicine enterprise in 2002 and in June 2017 joined Lear Capital as the president/CEO. Lear Capital is a U.S. direct response marketing and sales company that

focuses on the sale of precious metals.

Richard Sandvick, '71, BA Management, retired from State Compensation Insurance Fund as the sales manager after 28 years.

1980s

Damon Blue, '86, German, is currently a senior consultant with Sierra-Cedar, leading workday student systems and HCM implementations.

Obet Robert Cortez, '84, BA Sociology, MA Psychology, was employed by Napa County Health and Human Services as a mental health counselor for 30 years before retiring in 2010. He now volunteers with AARP as a safe driving instructor for seniors, with the Adult Literacy Program at Steele Lane Elementary School in Santa Rosa and with the Jewish Free Community Clinic.

Donna Curry, '89, BA Management, is a marketing manager partner with Kinetica.

Debbie Hanks, '85, BA Sociology, worked for several years in human resource development then left the corporate sector to work in education in the 1990s. She has since earned a multiple subject teaching credential, administrative credential and a master's degree in

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educational administration. She currently serves as the assistant superintendent for the Sebastopol Union School District as well as the principal at Brook Haven Middle School in Sebastopol. In 2016, she received the Sonoma County Administrator of the Year Award.

Wendi Hart, '88, BA Communications, has worked in sales, promotions and marketing in a variety of industries focused mainly in financial services and is currently a Farmers Insurance agent. She is the mother of three and is married to a commercial photographer.

1990s

Michelle Covington, '93, BA Management, was hired by Sonoma County Family YMCA as chief advancement officer.

Kristen (Schoenmann) De Haan, '93, BA Spanish, BA Psychology, finished her master's degree in teaching with a specialty in special education and participated in commencement this spring, exactly 25 years after receiving her bachelor's degree from Sonoma State University.

Laurie McCartin, '98, BA Liberal Studies, obtained her master's degree in social work from California State University, Long Beach, and has been working for several

hospices over the past 13 years. She currently resides in southern Oregon.

Michael K. Moberly, '96, BA Accounting, has joined the Morgan Stanley Wealth Management office in Santa Rosa as vice president, financial advisor and certified financial planner.

Jessica Moore (Adams), '98, BA Psychology, after falling ill, started the nonprofit foundation PurplewithaPurpose.org to help raise funds and awareness for concussions, migraines and head trauma.

Denise Orpustan-Love, '93, BA Sociology, is an educator, author and recipient of the Angeles Arrien Cross-Cultural Foundation for Education and Research Legacy Grant on Basque Folklore. She recently published the book *The Mill House Speaks: Seven Pathways to the Ancestral Basque Homeland* (2017).

Anjana Utarid, 90, BA Psychology, has been named executive director of the Sebastopol Center for the Arts. She formerly served as executive director of the Sonoma County Children's Village and was accreditation manager for the Council on Accreditation in New York City.

2000s

Charli Hoffman, '01, BA Political Science, BA



Charli Hoffman

Women's and Gender Studies, is a partner at Hanson Crawford Crum Family Law Group, where she works as a certified family law specialist. Outside the office, Hoffman enjoys spending time with her husband and children and taking advantage of all of the activities and outdoor spaces the Bay Area offers.

Lindsay Jones, '07, BA Communications, worked in promotions and marketing at Marvel Entertainment for four years. She then transitioned into the digital entertainment world where she worked in marketing and communications for Machinima and now runs consumer PR and communications for DEFY Media, a large digital media entertainment company.

Christopher Stafford, '01, BA English, joined Bank of Marin as a senior trust officer in the wealth management and trust group. He will administer various types of trusts and manage relationships with beneficiaries and other clients.

Jonna Weidaw, '02, BA

History, '03 CRED Social Science, is an alternative education teacher who will be giving an EdTalk titled "Together We Succeed: How Design Thinking Can Change Lives." She has been employed at the Mendocino County Office of Education in the Alternative Education Department since 2003 and is the recipient of a Digital Excellence Award from the state for technology integration and instruction. She also works for Dominican University providing seminars for student teachers in classroom management techniques, 21st century skills and coding.

Barbara Wells, '07, BA



Jonna Weidaw

Global Studies, was the associate curator of an exhibition at the Sonoma Valley Museum of Art, which was on display for the first quarter of 2018. The exhibition, "Libros de Artista," is a compilation of artists' books by contemporary Mexican artists.

2010s

Taylor Castillo, '12, BA Hutchins Liberal Studies, received her master's degree

in teaching and currently works as a fourth grade teacher for the San Ramon Valley Unified School District.

Natalie Good, '10, BS Business Accounting, has accepted the position of relationship manager for WEX Inc., a provider of payment processing and information management services.

Ben Layman, '13, MBA Business, was named the new president of St. Mary's Hospital in Janesville, Wisc.

He will be responsible for managing and growing the organization's hospital programs and health services throughout south central Wisconsin.

Ashlee Lung, '12, BA Hutchins Liberal Studies, earned teaching credentials for special education (mild/moderate and moderate/severe) and preliminary administrative services credential. She also earned a master's degree in educational leadership

and administration. Lung accepted an administrative position at Clayton Valley Charter High School in Concord as the director of student services.

Heather Rehnberg, '17, MBA Executive Wine Business, has joined Rombauer Vineyards as director of marketing. She formerly served as brand manager at Treasury Wine Estates where she developed marketing programs for Beringer Vineyards' luxury

and commercial tiers in the U.S. and internationally.

Chelsea Winer, '13, BA Psychology, obtained her master's degree from California State University, San Diego and is currently working in the college's Student Life and Leadership Department as a student life advisor.

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From Seawolf to “Survivor” Finalist

By Francisco A. Carbajal, '17

Outwit. Outlast. Outplay. These are the rules that alumnus Devon Pinto, '16, the fan favorite surfer contestant of the popular reality television series “Survivor: Heroes, Healers and Hustlers,” had to follow for 38 days. Those rules got him to the final round of the competition before being eliminated after a controversial fire-making challenge.

“My interaction at Sonoma State with numerous types of individuals and personalities really showed me how to make friends with everyone on “Survivor,” which thoroughly benefited my game play in the end.”

Normally when two contestants fight for the last spot in the “final three,” they are either voted in or out by the tribal council. For Pinto and Ben Driebergen that process was turned on its head when the producers of the show did away with the voting and replaced it with a simple fire-making challenge. Driebergen went on to win the challenge and the season.

Pinto had dreamed of playing “Survivor” ever since he watched the first season with his mom. “Survivor was the most challenging yet self-satisfying experience of my life,” he remarks.

Pinto came to Sonoma State University in 2012 as a freshman right out of high school from his hometown of Carlsbad. He majored in finance and graduated in 2016. Classmates remember Pinto as a “funny, relaxed, incredibly sweet guy just like the on-screen persona America deeply fell in love with.” Pinto credits his time at SSU for developing a very special skill that helped him make the final episode of the “Survivor” season finale last winter: his

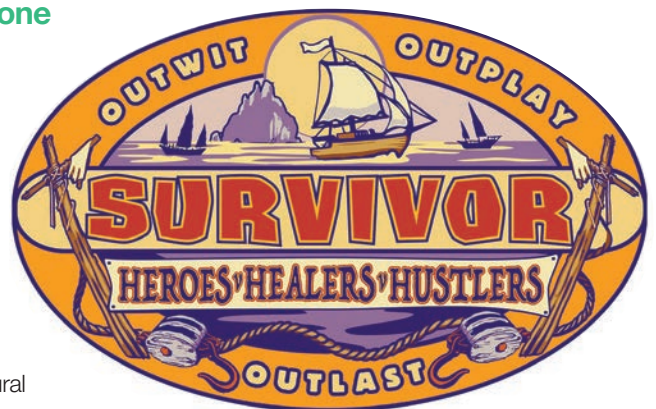
people skills. “My interaction at Sonoma State with numerous types of individuals and personalities really showed me how to make friends with everyone on “Survivor,” which thoroughly benefited my game play in the end,” says Pinto.

While he graduated in 2016 in finance, his fondest memories at SSU went beyond the finance discipline.

“I loved my anthropology of humor class where I did stand up for a final, and one of my favorite classes was the natural history of the Hawaiian Islands,” says Pinto.

After the excruciating season of “Survivor,” during which he lost 19 pounds, Pinto isn’t going to rest on his laurels. He is currently recording his first album “It’s All Gravy” with his band “Devonthedo” and continues to instruct yoga and surfing. Pinto is also starting his own business with the goal of giving back.

“I loved my anthropology of humor class where I did stand up for a final, and one of my favorite classes was the natural history of the Hawaiian Islands.”



“I’m starting my lifestyle brand, DO Lifestyle, where I will be reflecting a happy, healthy and positive way of living,” says Pinto. “I am also working towards helping out a friend, who is currently building a community center in Cambodia with donation-based yoga classes and portions from DO Lifestyle.” [S](#)

Alumna Delphine Metcalf-Foster Shatters the Glass Ceiling

By Kathryn Stewart

Inspirational. Steadfast. Courageous.

Glass ceiling breaker. All serve as fitting descriptions of Vallejo-native and Sonoma State University alumna Delphine Metcalf-Foster. Unassuming and humble, for years she has quietly championed the welfare of America's veterans, all the while charting her own path to the top of one of America's great military organizations.

Delphine Metcalf-Foster comes from a long line of military pioneers, so despite being tormented and bullied by other girls throughout elementary school, she says standing up for what is right was instinctive, and in fact, the only option in her family. Although she had initially considered a military career, with a young family and a husband in the Air Force, she instead began her career in medicine, working at Alta Bates Summit Medical Center as a nursing aid and at Stanford Hospital as a surgical technician to remain close to home. Yet, when the opportunity to serve came knocking, she was convinced to enlist in the Army.

After 21 years of service, Metcalf-Foster retired as first sergeant in 1991, earning numerous awards for her service during the Gulf War. Not one to sit still, she promptly joined the California Chapter of Disabled American Veterans and decided to finish the education she started at Solano County Community College, enrolling in the Liberal Studies program at Sonoma State University.

"I give a lot of credence to Sonoma State. It opened my eyes to so much that is going on in the world. While a student, the late Dr. Levell Holmes asked me to speak to his history class about my military service, and it became

apparent to me that the female combat soldier perspective was missing from our history books."

The thread of service is apparent throughout her life. Since her time in the Army, Metcalf-Foster has volunteered countless hours through speaking engagements about her experience as a female combat soldier, especially to younger generations. "A child cannot be what a child cannot see. I felt it was important to share my military experiences, so our young people had an example," she said.

Shortly after joining her local DAV chapter, Metcalf-Foster was encouraged to assume officer positions and became a louder voice for veterans. Though she was approached to pursue candidacy for California State Commander of DAV, Metcalf-Foster was committed to completing her degree at Sonoma

force in the efforts to change the long-held narrative surrounding women in leadership, especially within the armed forces. "I never felt being a woman was a liability for me, even in the Army," said Metcalf-Foster. "I joined to be a part of a team." And she is part of an impressive team. With the announcement of her appointment to the National Commander position in spring 2017, she leads a team of more than 1.3 million members.

Nearing her mid-70's, she continues



"While a student, the late Dr. Levell Holmes asked me to speak to his history class about my military service and it became apparent to me that the female combat soldier perspective was missing from our history books."

State and postponed her campaign for a year to complete coursework. She graduated in 2001 with a bachelor's in liberal studies.

Delphine Metcalf-Foster is a leading

to blaze her own trails: Metcalf-Foster is the first female veteran as well as the first African-American female to hold the DAV's most important position in its 96-year history. A new trail indeed.



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SSU Ranked #5 for Studying Abroad

Sonoma State University has been ranked No. 5 among the nation's top universities for studying abroad by the Institute of International Education, a leading nonprofit educational and cultural exchange group. The ranking is for the number of students who study abroad for at least one year at master's degree-level colleges and universities.

During the 2017-18 academic year, 89 SSU students studied around the world. That number is up from the previous year's 56 students who studied abroad for a full academic year. This coming fall, 102 students are set to participate in study abroad programs, with 74 of those continuing in spring 2019. Top choices for SSU students are the United Kingdom, Italy, France, Australia and Germany.

“The reason we have a strong year-long study abroad program is, in part, thanks to the support of faculty and academic departments.”

Hope Ortiz, International and Exchange Programs advisor at SSU



Cameron Keyser studied abroad in Australia during the 2015 calendar year as a junior Environmental Studies and Planning major.

Above left: Paige Hunter studied abroad in 2016-17 in France as a junior Communications Studies major.

Above right: Marissa Starman, left, and Nicole Hickmott studied abroad in 2017-18 in London. Both were junior Psychology majors.

