



insights

FALL 2014

A MAGAZINE OF SONOMA STATE UNIVERSITY

A land for learning
stays “forever wild”

Club Sports go National

Below:
Amanda Saiki taking 8th place in
Women's Individual Barebow Competition



THE 22 NATIONALLY COMPETITIVE SPORTS CLUB TEAMS at Sonoma State, and the 500+ student athletes who take part in them operate like small businesses. Organizing travel plans, creating practice and game schedules, setting budgets, creating guidelines and goals and following up with risk management issues are just a few items a sports club president, treasurer, and safety officer must accomplish each season. With exceptionally motivated students organizing and operating the club teams, it is no surprise sports clubs have been successful at Sonoma State for 30 years. Students are doing the work of professionals while going to school, working part time jobs and competing at the highest level.

Past national champions have been crowned from men's lacrosse, rowing and men's volleyball. This past year was filled with more honors and championships:

Women's lacrosse: WWLL League Champions- 1st Team all league:
Ashlee Floren and Erin Walthall

Men's volleyball: NCCVL Coach of the Year: Jim Cherniss

Cheer: 5th place at Nationals

Dance: 4th place at USA Nationals

Equestrian: 2 National Riders, 4 Reserve Champions

Triathlon: 1st Place Stanford Invitational

Archery: 4th Place Barebow Mixed Team and 6th Place Barebow
Men's Team at Nationals

-Mike Dominguez

FALL 2014

INSIGHTS

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Cover photo:
One of Mother Nature's havens
at the Fairfield Osborn Preserve.
Photo by Linnea Mullins

SONOMA STATE UNIVERSITY
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SPARKING A LEGACY OF ENVIRONMENTAL EDUCATION AND RESEARCH

FORTY-FIVE YEARS AGO, JOAN AND WILLIAM ROTH GAVE 200 acres of family land on Sonoma Mountain to the Nature Conservancy.

The gift was a way of honoring Joan's father, the legendary early 20th century conservationist Fairfield Osborn, who deepened the nation's understanding of the importance of environmental stewardship.

Osborn's 1948 publication, "Our Plundered Planet," was a prescient and devastating critique of human stewardship of earth's natural resources that was translated in 13 languages and read by millions worldwide.

The gift was also an example of the family's dedication to conservation, a continuing legacy that they shared with their ancestors.

William Roth was heir to the Matson shipping empire and a lifelong public servant who served President John F. Kennedy in fashioning historic trade negotiations. He also served as a regent of the University of California, supporting free speech rights for students. His philanthropic efforts were so generous that San Francisco columnist Herb Caen called him "saintly."

Roth and his wife Joan were realists when it came to land preservation, says his grandson Will McCauley. "When they chose to

acquire lands, they found ways to protect them in perpetuity."

This was as true of the Osborn Preserve as it was for Ghirardelli Square, the historic brick chocolate factory that Bill and his mother Lurline Matson Roth protected from condominium development by transforming it into the popular San Francisco landmark that it is today.

"My grandfather sought to make each property useful so that no one would want to change it in the first place," says McCauley.

The Roths' vision for the Osborn Preserve was a place of learning. The preserve's first program was naturalist training that taught students and community members to lead school children on educational hikes. Developed by TNC and still going strong today, it is one of the oldest environmental education programs in Sonoma County.

Transfer of Osborn Preserve lands to SSU in 1997 began a legacy that provided the University with a growing base of educational and research opportunities for students, faculty and the community.

Under the leadership of Director Claudia Luke, the Osborn Preserve now serves as a base of operations for students and faculty working with community partners to address some of the region's critical land management needs.

“We help to integrate SSU academics with environmental issues of regional importance,” says Luke. “Today we engage students and faculty on topics in watershed management, coastal grasslands, environmental sensor networks, soundscape ecology, biodiversity conservation and invasive species control.”

When Sudden Oak Death was discovered in California in the mid-1990s, research at the Osborn Preserve was at the forefront of investigations into the cause and effects of a devastating disease that is transforming California ecosystems.

A new environmental sensor network integrates environmental topics into the curriculum for engineering and computer science students, and alerts the City of Rohnert Park to intense downpours that warn of possible flooding conditions downstream.

A land-management training program educates students and community members in field techniques, then creates opportunities for them to work on projects with environmental non-profits throughout Sonoma County.

Even the invisible sounds of nature were captured for an innovative dance performance called Soundscape that thrilled the Roths and others who watched it performed last winter at SSU’s Green Music Center.

As the Osborn programs have diversified, the Roth family has continued to grow the preserve. In 2004, they donated an additional 200 acres, doubling the size of the preserve. And in 2013, they donated a 40-acre parcel that retired development and access rights across preserve lands, ensuring the property would be “forever wild.”

Today these properties lie within an important regional wildlife corridor that protects movements of wide ranging species like mountain lions.

“We are firing on all cylinders now,” says Luke. “The Osborn Preserve has become a place of inquiry, discovery and inspiration to students, faculty and the community.”

Six months after the most recent 40-acre donation, William Roth died at the age of 97.

To the family, the Osborn Preserve lands were a treasured spot, a “magical place,” said Joan Roth.

The Roths first purchased the lands on Sonoma Mountain in the 1950s as a summer retreat. It was a place where the family could ride on horseback over the mountain for a dinner in Glen Ellen, and a place to create adventures with their three daughters and growing families.

Today, the Fairfield Osborn Preserve brings inspiration and learning about our unique local landscapes to SSU and surrounding communities. It remains a symbol of a family’s hopes, generosity and love of the land.



“The Roth’s dreams have been heard; they are in safe hands and are on a trajectory to help make the world a better place,” Luke says.

— JEAN WASP

The Fairfield Osborn Preserve is part of the SSU Preserves network (www.sonoma.edu/preserves) that includes the Galbreath Wildlands Preserve and Los Guillicos Preserve.

Get involved: Visit, become a naturalist, donate, like us on Facebook. Learn more at www.sonoma.edu/preserves/osborn

William and Joan Roth (far right) with SSU Preserves Director Claudia Lake (second from left) and their children (left to right) Maggie, Jessica, grandson Willem Vorster and his mother Ana Roth.





Albert Martos Maldonado works with Professor Farid Farahmand to calibrate an environmental sensor at the Fairfield Osborn Preserve.

A Sensor Network An Environmental Sensor Network Opens Up New Worlds of Data at Fairfield Osborn Preserve

WHEN ALBERT MARTOS MALDONADO described the sensors currently operating at Sonoma State University's Fairfield Osborn Preserve —measuring the energy use, climate, even cell phone locations—the students in the SSU Preserves Naturalist Training Program were amazed.

Few knew how much data was being gathered and none realized they could use the information to support class work and independent projects.

The Department of Engineering Science and the SSU Preserves are creating a network of these sensors at SSU's Fairfield Osborn Preserve.

The network, being built by students, is a motivational tool that is teaching students across campus about how information technology can help them in their own studies. When fully developed, the sensor network is anticipated to benefit over 1,200 students annually.

"The goal of the educational Osborn Sensor Network is to transform the learning

experience by moving learning outside of the classroom and connecting it to real life," says Farahmand, associate professor in the Department of Engineering Science and the project lead.

"It is only then that math is no longer scary, science is exciting, engineering is popular, and technology makes sense."

The sensor network initially began as a series of senior capstone and master's projects by students in Engineering Science. Working with Farahmand, students built a weather station, developed a solar bank monitoring system, and designed wireless network topography.

The project expanded to involve students from other institutions such as Petaluma High School and Santa Rosa Junior College. A 2014 CSU Campus as a Living Lab Grant brought three students from the junior college to work with engineering science seniors on the sensor network projects.

The Osborn Sensor Network is one

of the first educational sensor networks to be built specifically to give students experience in design and construction, and serves as a resource for coursework and independent projects.

"The Osborn Sensor Network creates a unique opportunity to create cross-disciplinary teams of students that can work together to learn about the environment," said SSU Preserves Director Claudia Luke. "Students will end up thinking outside the box, talking about ideas beyond their academic disciplines, and learning teamwork."

To design the network, Farahmand and Luke collaborated with staff at other preserves in California: the UC Davis Quail Ridge Reserve and UC Berkeley Angelo Coast Range Reserve.

"Our goal is IT literacy for students in all disciplines," says Farahmand. "These are skills that will last a lifetime."

— Suzanne DeCoursey

FOOD

Connecting the Dots

LOOK AROUND THE SONOMA STATE CAMPUS and you will see yellow and blue posters stating, "Do One Thing Today." As the new face of "Sustainable SSU," the posters highlight the student, faculty, staff and administration's commitment to sustainability.

The "Do One Thing Today" theme, or "DOTT," was developed as a call-to-action for the Sonoma State University community to do one thing each day — large or small — to help create a sustainable campus, community and world.

The campus is a living laboratory continually focused on the environmental, economic and cultural implications of sustainability.

"There are many things going on in sustainability, but each thing is separate so we don't know what others are doing. It just seems we need a way to connect all the parts," says student Sustainability Senator Allison Jenks.

"Do One Thing Today" is intended to connect the dots... pun intended," says Paul Draper, SSU's director of sustainability.

The mission of Sustainable SSU is to implement programs and structures for achieving a more sustainable campus. Drawing on a strong track record of past accomplishments, courses and co-curricular programs and physical environment, Sustainable SSU is moving forward to expand academic programs, support green technology and planning on campus, and partner on and off campus to improve the University's sustainability profile.

"Empowered by their education, our graduates will emerge into communities, careers and personal lives as passionate and skilled collaborators able to imagine, design, coordinate and implement solutions for realizing a sustainable, prosperous planet," says Draper.

See the video at: www.sonoma.edu/sustainablenessu



Back to School

FOR ALL THE DIFFERENT HOMETOWNS THEY CLAIMED and areas of interest they professed, the hundreds of new freshmen arriving Saturday at Sonoma State University described remarkably similar emotional states.

They all spoke of combined excitement and anxiety as they faced new roommates, their first college classes, their first time out on their own.

As would be expected at the start of any new journey charged with so much expectation, uncertainty and import, they were eager to get going, but most were anxious, too, for a whole host of reasons.

"It's, like, mixed emotions," David Lechuga, a double music and Spanish major from San Jose, said. "Like, for one, you want to get out of the house. But you're going to be on your own: You've gotta clean your own dorm, do your own laundry."

"It's exciting. It's nerve-wracking," said San Francisco resident Ana Oropeza, already aware of important items, like hangers, that she forgot to bring.

San Diego resident Brittney Karanopoulos—the first person on either side of her family to attend college—wondered how hard her classes would be.

But life without curfews and parental oversight? Enthusiasm clearly trumped students' fears.

"Super excited" is how communications student Roland Schmidt, also from San Jose, put it. "I'm pretty well-prepared." The incoming freshmen class, at 1,850 students, is the largest in the school's 53-year history, officials said. Along with about 800 transfer students from other schools, it will help bring the student population to a record high of nearly 9,300.

So the campus was absolutely packed on Saturday, as Freshmen Move-In got under way, and new students arrived with entire families, and sometimes friends, as well, all loaded down with bins and boxes, pushing handcarts or piling wheeled suitcases high with other belongings.

Wrestling with their own melange of joy and sorrow, parents carried in bedding, dishes, printers, plungers and flat-screen computers.

Several parents remarked on the commercialization and cost of setting up a dorm room in the modern-age. But most seemed to enjoy the move-in as much as their kids, though with a slightly mournful edge.

"It's kind of hard letting the last one go," Susan Leseur, of Chester, said as she helped daughter Emma, the youngest of seven, arrange her desk.

"It's a big transition," said another parent, Mary Beth Matics, of Rocklin, whose daughter, Hayley, was watching her dad assemble an IKEA dresser across the hall. "It's an emotional day. I'm happy for her, but I'm sad." "Daddy's girl, gone," said Karanopoulos'



Above: Brother Ian, 16, and mom Cynthia help freshman Jack Vikan of San Clemente (right) move into his suite during move-in weekend for Sonoma State University students.

Below:
Dad's like Don Hoen were doing the heavy lifting.

father, Scott, who, with his wife, Debbie and her father, Bruce Sisson, predicted they, at least, would be weeping when it was time for goodbyes.

"This is a little sad," Oropeza's dad, Placido, said. "I'm feeling it more and more, now that it's come."

— Mary Callahan

Published in the Press Democrat, Aug. 16, 2014.
Reprinted with permission. Photography: John Burgess



SCHROEDER HALL OPENS · *A Stage for All Reasons*

THE MUCH-ANTICIPATED GRAND OPENING OF SCHROEDER HALL added a final coda to the completion of the Green Music Center in late August. A weekend of a dozen free concerts and a special “Tribute to Charlie Brown” by David Benoit to honor local philanthropist Jean Schulz marked the celebration.

Schroeder Hall’s gently-curved stone exterior and distinctive, swooping roofline punctuates the south perimeter of the Green Music Center grounds. The 3,420 square-foot hall is notable



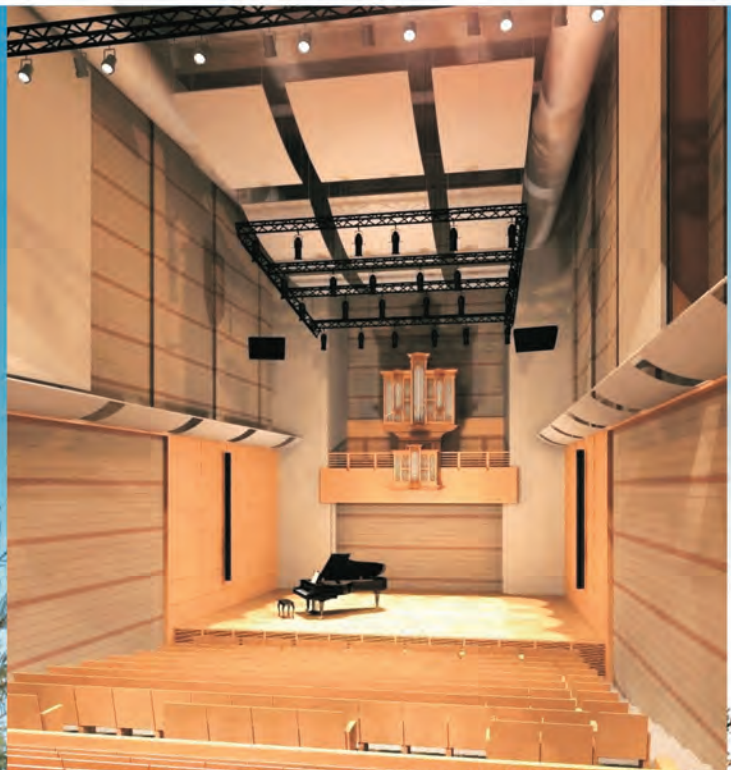
for its curved architecture, soaring ceilings, and dedicated organ balcony where a 1,248-pipe Brombaugh Opus 9 organ, a gift to the University by donors BJ and Bebe Cassin, will live.

Seating 250, the hall is constructed of red oak, with

accents of rare woods. The organ’s metal pipes range in size from 16 feet long to some smaller than a pencil.

The hall will feature presentations exploring many musical genres entitled “Sundays at Schroeder.” Throughout the year, it will be home to the students and faculty of the Music Department who will utilize the space for classes, rehearsals, recitals and performances. The hall will also be used as an expanded classroom, becoming one of the largest academic spaces on the campus.

As another venue for student life and co-curricular programming on the campus, Schroeder Hall can serve as an additional space for meetings, presentations, and workshops organized annually by student groups.



Launching Pad for an NFL Hall of Fame Career

THE MOVIE HASN'T BEEN MADE YET but the opening scene would invite curiosity. Larry Allen is sitting at the kitchen table in his mother's house in Compton, the Los Angeles suburb filled with violence, iron bars protecting windows and too many young lives on the borderline. Allen is thinking about his past.

When he was 10 he was stabbed eight times trying to stop a beating of his younger brother. Allen attended four high schools in four years in four different cities. His father had little influence. Now 20, Allen is unemployed, with no prospects. For all intents and purposes his life has hit a brick wall.

The phone rings. It's a football coach from some place called Sonoma State University.

The next screen image is this: It's 22 years later. Larry Allen is standing in the bright sun of Canton, Ohio. He is giving his induction speech into the Pro Football Hall of Fame. He receives a standing ovation, from an adoring crowd and the other NFL Hall of Famers.

"Larry is Sonoma State's most famous athletic alumnus," said Frank Scalerio, assistant SSU football coach who made that phone call, now a special assistant to one of the University's vice presidents.

Allen emerged from a life no one would want to realize the American Dream: A family, financial security for even his grandchildren and the unquestioned judgment that he was the greatest offensive lineman to play in the NFL.

His is an epic journey, the kind that feels apocryphal, a true piece of fiction.

"For six weeks back in 1991 I was on the phone daily with Vera," Scalerio said of Allen's mother. Scalerio was trying to assuage mom's fears. SSU was a place that offered what Compton couldn't: safety, peace and a future. Scalerio had seen Allen play at Butte College, a junior college in Oroville. Poor grades sent Allen back to Compton.

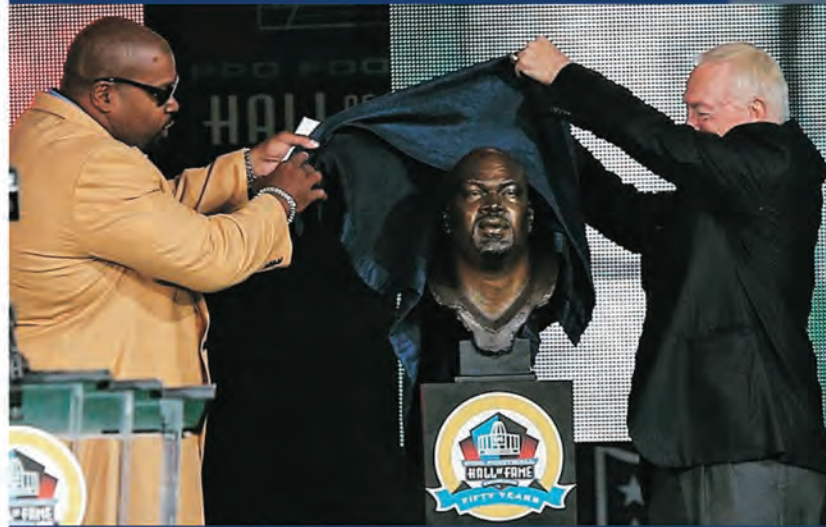
Scalerio convinced both Tim Walsh, SSU's head football coach, and Allen's mother that Larry could make grades and play for the university. Fine, Walsh said. Send Allen to the gym when he gets here. We'll see what kind of athlete he is. Allen drove from Los Angeles, parked his car and walked into the SSU gym. He was wearing white pants, white shirt and white street shoes. He looked like a vanilla popsicle.

"What can you do with the basketball?" Walsh asked Allen. Walsh snickered, as did the SSU players who were there. Allen was 6-foot-3, 320 pounds. Humans that size tend to have the agility of a woolly Mammoth. This was going to be fun, to see this oaf move. Don't hurt yourself.

Allen took two steps and dunked the basketball with such force the gym went quiet, silent in their awe.



Larry Allen unveils his bust after being inducted into the Pro Football Hall of Fame.



"I felt a sense of relief," Scalerchio said. "No one believed what I said about this kid.

Two years later no one believed Dallas knew what it was doing either, when the Cowboys picked this unknown kid from unknown Sonoma State in the second round on the 1994 NFL Draft.

"I mean, here's a guy from Sonoma State... who ever *heard* of Sonoma State," said John Madden back in 1995. Nine offensive linemen were drafted ahead of Allen.

"I had to win every play," Allen said. "I wanted them (opponent) to tap out (surrender)."

Allen came to that philosophy out of necessity. As a kid growing up in Compton Allen would get beaten up coming home from school. Vera would tell him to get tougher.

"Vera wasn't interested in excuses," Scalerchio said. "She wanted results."

First in Compton, then at Sonoma State, finally in the NFL, the results were stunning.

At SSU Allen hit Scotty Regan – a 6-foot-5, 260-pound defensive end from Humboldt State – so hard Regan lost consciousness while in the air. When Regan hit the ground he tore the ACL in his right knee and missed the rest of the season.

YouTube became practically a Larry Allen website. If you search on YouTube:

- "Larry Allen Darion Conner" (You'll see the 340-pound Allen chasing down and catching the Saints linebacker FROM BEHIND.)

- "Larry Allen Brady Poppinga" (You'll hear hear Poppinga, a Green Bay linebacker, talk about Allen throwing Shaun Rogers to the ground. Rogers is a 6-foot-4, 350-pound defensive tackle for the New York Giants.)

- "Larry Allen 700 pounds" (You'll see Allen bench-pressing 705 pounds in the Cowboys' locker room.)

Allen is a member of the SSU Athletic Hall of Fame. He made 11 Pro Bowls, seven consecutive All-Pro teams and is a member of the NFL's All-Decade Teams for both the 1990s and the 2000s. He never removes that Super Bowl XXX championship ring.

"When I went to Dallas to see Larry play," Scalerchio said, "they treated me like a celebrity. Once they find out I coached Larry I never have to buy a drink or food. I had to tell them to stop. I can't drink that much or eat that much."

Cowboy fans couldn't care less if a movie was ever made about Larry Allen. Why? The answer is simple. In Texas, Larry Allen is way more popular than any ol' middlin' movie star.

— Bob Padecky

A STAR ON AND OFF THE FIELD

On June 21, 2014 Larry Allen returned to Sonoma State University to take part in a fundraiser benefitting athletic scholarships. Proceeds from the event netted approximately \$23,000 for SSU student-athletes.



REPRESENTING CUBA POLITICS ASIDE

Sonoma State's Model UN cohort brought back another round of awards from the National Model United Nations simulation held in New York.

"We are very proud of our SSU student delegation," said Cynthia Boaz, professor of political science and advisor to the U.N. class at SSU. "These students have worked as a strong team to create a real-life diplomatic delegation and were officially recognized for their abilities, preparedness and dedication."

This year SSU students were selected to represent Cuba, which brought extra diplomatic challenges given the nature of world geopolitics. The delegation met with the Cuban Permanent Mission to the U.N. in preparation for their presentations, and spoke with Cuban representatives about policies and current issues.

The 26 students from Sonoma State placed resolutions and debated in 13 committees during the five-day conference. They were awarded a third place award for the overall delegation. They also received recognition for best position paper for the United Nations Industrial Development Organization Committee and an outstanding delegate award for the United Nations Educational, Scientific and Cultural Organization Committee.

More than 5,000 university delegates from all over the world come to New York City each spring to debate current real-world United Nations issues, submit and debate resolutions and solve global problems.

The conference is a leading forum that fosters global citizenship and addresses issues related to regional conflicts, peacekeeping, human rights, women and children, economic and social development and the environment.

LGBT HISTORY COMES TO LIGHT

Queer history is about to see the light of day in California's K-12 schools. If SSU Women's and Gender Studies Chairperson Don Romesburg has his way, the story won't just include history-making heroes.

Romesburg is working rigorously with other lesbian, gay bisexual and transgender (LGBT) scholars to develop a new framework that weaves analysis of gender and sexuality as social and political forces throughout time.

"Students can only truly understand families, communities, social practices and politics by understanding how they shaped and were shaped by same-sex relations and gender diversity – and how this changed over time," he says.

California made history in July 2011 when Governor Jerry Brown signed into law AB 48, the Fair, Accurate, Inclusive and Respectful (FAIR) Education Act. The legislation amended California's Education Code, requiring the roles and contributions of LGBT people and people with disabilities be accurately portrayed in K-12 history teaching and instructional materials.

Since May 2013, Romesburg has steered a rigorous effort to recommend revisions of the California K-12 History-Social Science Framework. Working with two co-editors, he is producing a groundbreaking report: *Making the Framework FAIR: California History-Social Science Framework Proposed LGBT Revisions Related to the FAIR Education Act*.

The report prepares students to understand LGBT people in relationship to society and history more generally.

If adopted by the California Department of Education, the revisions will bring its history components into alignment with the LGBT-inclusion requirements of the FAIR Education Act.

More information, including the downloadable report, is at clgbthistory.org.

YOUR EFFORTS MADE A DIFFERENCE

Thank you to our many advocates that took the time to reach out to your legislators asking them to support the CSU's budget request. In June the legislature approved a budget proposal that maintains a \$142.2 million allocation for the California State University—roughly \$95 million below the support budget approved by the CSU Board of Trustees in November 2013.

"The budget enables the university to maintain existing programs, services and tuition fee levels," said Chancellor Timothy P. White. "Our biggest challenge is that this funding level falls below the threshold we need to admit the thousands of fully-eligible California students who seek a CSU education."

Once again, we thank you for your advocacy efforts on behalf of Sonoma State and look forward to continuing our work with you to support the ongoing success of the CSU.

Get an alert when your involvement can make a critical difference by signing up at advocacy@sonoma.edu to take action. Making your voice heard is critical for the state's decision-makers to commit to improving higher education.



(far left)

The SSU delegation came home with nine awards over the past four years. Only 10% of all delegations receive an award according to Dr. Cynthia Boaz (second row on the right).

(left)

Dr. Don Romesburg has taken a leadership role to shed light on LGBT history for K-12 student education.



Terroir (ter' wär), noun. 1. the complete natural environment in which a particular wine is produced, including factors such as the soil, topography, and climate.

Wine Business 2.0: The Next Vintage

THE WORLD OF WINE BUSINESS IS AN EXCITING PLACE TO BE and thanks to generous gifts from two industry icons, SSU will be making sure it can help meet the challenges ahead with well-trained professionals steeped in the passions of the industry.

In late 2015, construction will begin on the transformation of the University Commons building into the Wine Spectator Learning Center making it the new home of the 18-year-old Wine Business Institute (WBI).

"Just as a sense of place differentiates a winery and its wines, this new home will differentiate the Wine Business Institute and declare our 'terroir' to the world," says Dr. William Silver, dean of the School of Business and Economics, which includes the WBI.

The new facility is made possible thanks to a seed gift of \$1 million on behalf of Korbel from Gary Heck, its president and owner, as well as a \$3 million gift from Marvin R. Shanken, editor and publisher of Wine Spectator magazine, through its Scholarship Foundation.

"Students, faculty, industry professionals and alumni will collaborate here in programs and on projects that will support the short and long term success of the wine industry in California, the U.S. and around the world," says WBI director Ray Johnson.

Besides the construction project, discussions are also

underway on programming and educational resources that will leverage the shared expertise of SSU's faculty and M. Shanken Communications.

"Wine Spectator is the premier media brand in education for the wine industry and Sonoma State University is a global leader in wine business education and research. This is a great pairing of two world-class education partners," said SSU President Ruben Armijaña.

INSIDE THE NEW WBI

Upon completion, the 15,000 ft. building will be organized around three focal areas: an education core, a student commons with areas for collaboration and student-run businesses, and an industry center with space for professional and academic faculty and program leadership.

The Wine Business Institute Classroom and Commons will be the largest teaching space with room to reach 120 students and transform into a gathering space for events or forums. The Business of Hospitality Classroom will be a space for learning through multi-media and hands-on teaching the art and science of marketing and selling wine.



TLCDARCHITECTURE



The addition of the Global Wine Business Classroom will provide a state-of-the-art, technology-enhanced seminar room that will deliver WBI classes to the world and bring the world into its classes.

Complementing these three focal areas are outdoor spaces like the Lakeside Terrace that will provide space for outdoor learning and demonstrations as well as industry gatherings at the Center.

These will integrate directly into the programming that will happen inside the building, leveraging the beauty of the campus and the region, just as the best wineries do.

— Annemarie Brown

Excellence in Teaching

EARNING AN AWARD is not on the minds of Professors **Eric Williams** and **Jerry Morris** as they teach and mentor their students. But students lucky enough to study under them—as well as their faculty colleagues—easily realize how deserving each is of the Sonoma State University 2014 Excellence in Teaching Award.



Above:
(left to right) Criminal Justice Professor Eric Williams visits Supreme Court Justice Clarence Thomas with SSU students Alexis Pomush and Natalie Wisdom.

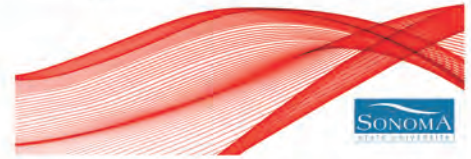
Below:
Mathematics Professor Jerry Morris (second from left) with students Hannah Winkler, Jon Graham and Daniel Simonson at the awards ceremony of the SSU Mathematics & Statistics Festival.

LAST YEAR MORE THAN 600 PEOPLE FROM ACROSS THE COUNTRY studied at the WBI and professionals from a dozen countries participated in its online program in Wine Business Management. The relatively new online program complements the degree programs offered on campus and the certificate programs in Wine Entrepreneurship, finance and accounting for the Wine Industry and the Direct to Consumer Certificate launching in November.

“There is no other university in the U.S. where top wine industry leaders come together with the common goal of continuous improvement; for themselves, for the companies they work for and for the industry as a whole,” says **Shannon Donnell** (above left), Grower Relations and Vineyard Operations Manager at Sonoma-Cutrer Vineyards, who earned her Executive Wine MBA at Sonoma State in 2013.

Brian Shapiro (above right), President of the WBI Alumni Council and Direct-to-Consumer Manager at Stryker Sonoma Winery adds, “As students continue to graduate and enter the wine industry I believe that the value of an education from Sonoma State and the WBI will continue to garner the respect and recognition that it deserves. The students graduating today are the future of this industry and with the community’s support, the WBI will continue to be the future of education and wine industry research.”





THE STARTUP CLASSROOM

Many have suggested millennials entering the workforce are likely to have an average of 15 jobs and up to seven careers in their lifetime, while people across generations face a tough and competitive job search environment. Is it possible that educators could do something more to help young people be ready for the shifting environment of today's workplace?

Imagine the energy and creativity that characterize "startup" companies, and transfer that atmosphere to a classroom where teachers and students are creative partners in a venture of learning and discovery. Picture the classroom as a place where collaboration is a critical element of critical thinking and problem solving and students own the learning process through their own curiosity. In this place, elementary school children through young adults in college are engaged and understand that each learning experience is a building block toward their future.

In The Startup Classroom, students and teachers think of themselves as entrepreneurs. Not merely in a monetary sense but in a sense of investing in themselves, investing in their future, investing in their skills, and investing in the belief that they are responsible for their own future. Teachers are both expert coaches and fellow learners who guide students in the discovery process which

inevitably reaches beyond the physical walls of the school building into the community and connected to a network of other innovative teachers and learners via social networks. This way of thinking is what we call The Startup Classroom.

THE ENTREPRENEURIAL EDUCATOR

The vision for The Startup Classroom began when Paul Porter, professor of education and Mark Nelson, entrepreneur in residence, both at Sonoma State University, began wrestling with questions like "What would happen if we taught our children to think like entrepreneurs? What if our teachers and students looked at risk as an opportunity? What if we actually taught about change?" Out of these conversations they collaborated to develop a Massively Open Online Course (MOOC) on how to foster entrepreneurial

thinking in our teachers, schools and students.

"When Mark and I first talked, I found we were saying many of the same things but with different language," noted Porter. "I talked about fulfilling each person's potential. Mark talked about building a life portfolio of skills and experiences. I talked about doing what you love. He talked about aligning what you love to do with economic realities. We both now see so many ties between the worlds of education and business. We are exploring this idea together in our MOOC, The Entrepreneurial Educator."

In the course, Porter and Nelson break down what they call an 'artificial barrier' between education and business, and they investigate how the beliefs and behaviors of 'edupreneurs' (a term they coined to designate the overlap between these worlds) invest in their own personal development, and have the ability to adapt to change. An 'Edupreneur' is an agile life-long learner, who understands his or her own inner passions and invests in the future with planning, hard work and determination.

Teaching that is grounded in this mindset will help students face both college and career more successfully. "It's critical that we empower young people to be able to think and to take risks if they're going to be successful in today's economy," says Dan Blake,

continued...





director of innovation and partnerships for the Sonoma County Office of Education and contributor to The Edupreneurial Educator course. “That can’t start in the last semester of high school. It really has to start earlier in terms of giving young people awareness of what options exist out there...and that’s when that real spark takes place.”

Porter and Nelson’s course is itself an entrepreneurial venture in that it is the first MOOC ever launched by Sonoma State. MOOCs have gained popularity in recent years, offering high quality university instruction free to anyone with an internet connection. These courses are massive, often drawing thousands of participants from around the world, and open because they are available to anyone who has an internet connection. There is no fee to enroll. The course was offered for a first run in Summer 2014 to nearly 1,000 students, with a second launch coming to a wider audience this October. Upon completing the course,

students will have the option to pay for a certificate of completion or continuing education units if they desire.

So far The Entrepreneurial Educator has drawn participants from around the globe —most from North America. A majority of the students are mid-career professional educators motivated to drive innovation and change in their schools and teaching.

Participants share their ideas and experiences in scheduled live and online “office hours” with Porter and Nelson, and on Twitter using the hashtag #edupreneur.

Teachers enrolled in the class understand this vision and want to support this kind of thinking for themselves and their students. “We are all part of the bigger picture,” noted one student, “finding personal interests and maintaining a network of community members is key to what will help build a foundation of usable lifelong skills, so that each individual can be successful independently.”

This course is just the first in what will be a series of courses and programs in The Startup Classroom, a collaboration between the School of Business and Economics and School of Education. To join and support this movement visit www.thestartupclassroom.com

— PAMELA VAN HALSEMA

Above:

The Startup Classroom was a unique, strategic collaboration between SSU’s education and business leaders. Dr. Carlos Ayala, Dean of SSU’s School of Education is one of the creative minds of the project.

Below:

Mark Nelson, (left), School of Business & Economics entrepreneur-in-residence and Dr. Paul Porter, faculty in the School of Education, have brought their outside-the-box thinking to the kind of 21st century education K-12 students need for success in their world.

THE STARTUP CLASSROOM



ALUMNI NEWS

From the Alumni Association President...

Do you ever wonder what the Alumni Association does? That's probably the question I get asked the most. Well, the Sonoma State University Alumni Association is changing the response.

Under the direction of a dynamic and energetic board we are looking at ways we can help our alumni serve and give back to the University. The focus in the past has been to host events and reconnect current and distant alumni. That will continue via our signature events the "Scholarship Scramble" Golf Tournament in October and our Lagunitas mixer in November.

Our events will showcase the work we have been doing by introducing you to our scholarship recipients and other students who benefit from the programs we support; really that *you* support, by partnering with us.

We are also constantly asked, "What can we do to get involved with Sonoma State?" The first step is joining the Alumni Association. Memberships directly support our scholarship

funding. In addition, contact us about working with our students in the classroom, at orientation or at a college fair near you. Attend our events and learn about other exciting programs we are working on while seeing old friends and supporting SSU. Every bit of support, small or large, goes a long way.

Our goal is to do everything we can to enhance the educational experience of all students and provide extra support to students who wouldn't otherwise have the means to receive a quality education. We're about providing opportunity, ensuring today's students have the same opportunity we did when we were future alumni.

For more information on joining the SSU Alumni Association, the "Scholarship Scramble" (10/17/14) and getting involved call 707.664.2426 or visit www.ssualumni.org.

DAVID FELTE
2014-15 PRESIDENT, SSUAA
alumni@sonoma.edu

ALUMNI ASSOCIATION BOARD OF DIRECTORS • 2014-2015

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senior send-off

Last April, the SSU Alumni Association hosted another successful Senior Send-Off celebration for the class of 2014. Nearly 400 seniors attended the event and participated in games and activities. A free hot dog lunch served by President Ruben Armiñana and other members of the administration brought out hundreds of students to enjoy the frivolity, sunshine and fun. One lucky senior took home a \$500 Amazon gift card!



east bay alumni

To celebrate SSU alumni from the area, President Armiñana and his wife Marne Olson shared an evening of memories and conversation with Sonoma State graduates at Bocanova Restaurant in Oakland's Jack London Square.

three million strong!

Did you know that the next graduating class (2015) is **the class of three million**? In 2015, the 23 campuses of the California State University will have graduated three million students into the work force. Congratulations alumni, we are about to be three million strong!

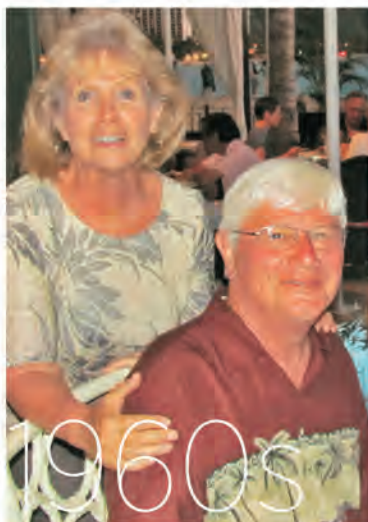
THE ALUMNI ASSOCIATION is hosting several alumni events this fall. We look forward to seeing you in the upcoming months! Come join us, see old friends, toast SSU and have a good time. Proceeds from these events support alumni student scholarships. For more information visit www.ssualumni.org.

UPCOMING EVENTS:

- SSU Scholarship Scramble**
- Alumni Association Golf Tournament
- October 17, 2014
- Foxtail Golf Club, Rohnert Park, CA



- Lagunitas Scholarship Fundraiser**
- November 24, 2014
- Lagunitas Brewery, Petaluma, CA



RALPH JAECK, Alumni Association Board Member,

'67, B.A., Economics, was a member of the first class to graduate from the new campus of Sonoma State College in Rohnert Park. His commitment to Sonoma State has not wavered. As a member of the Alumni Association Board, he and his wife drive down to monthly meetings from their home in Reno.

While at SSU, he was student body president (1966-67) and on the Board of SSU Enterprises. Upon graduating, he was awarded a fellowship in local government and later accepted a position with Santa Clara County that began a 40+ year career in city management, serving on the boards of numerous community organizations. In 1974 he received an M.P.A. from San Jose State and certificates in municipal management from Santa Clara University and labor relations from UCLA. He has taught at several community colleges, University of Phoenix and Golden Gate University and currently teaches at Monterey Peninsula College. Jaeck retired in 2009.

Jaeck attributes his esteemed career in city government to the education he received at Sonoma State University. "Not a day goes by that I don't recognize how valuable my education has been," he says. Jaeck is a strong advocate for education. Last spring he addressed the

Legislative Committee in Sacramento on behalf of the CSU urging the Governor to increase the budget allotment for education. Citing his own experience, Jaeck shared how his degree from SSU impacted his life and advocated for continued State funding to keep the opportunity available to today's students who, like him, can't afford to attend college without State support. Jaeck continues to stay involved with SSU and education. He serves on the SSU Alumni Association Board of Directors and is Vice President of the Osher Lifelong Learning Board at the University of Nevada, Reno. Jaeck currently resides in Reno, with his wife Barbara, whom he met at SSU. "She truly is the most priceless takeaway from my time at SSU."

1970s

Diana Paul Bort, '72, B.A. English recently published a short alphabet book, *Wild Naked Ladies*, about childbirth. She credits the origins of this book to her time at SSU when a fellow student brought her newborn to school, showed a birthing video, and told about the unassisted home birth of her child. Bort says she "received her life-purpose at that moment."

Janice E. Haslam, '86, B.S. Computer Science and her husband, Prof. Emeritus Gerald Haslam, are co-authors of a new biography, *Leon Patterson: A California Story* (Devil Mountain Books, 2014). Their earlier biography, *In Thought and Action: The Enigmatic Life of S.I. Hayakawa* (Univ of Nebraska Press, 2011), received an Award of Merit from the American Association for State and Local History and the Hayakawa Book Prize from the Institute of General Semantics.

1990s

Mike Harris, '92, B.A. Management is running for Mayor of Petaluma. He is the chairman emeritus of the Young Professionals Network of Petaluma, is the senior vice president of CrossCheck, Inc. and serves on the Petaluma City Council. Harris was elected to the City Council in 2002 as one of the youngest councilmen ever elected in Petaluma. He was re-elected in 2006 and in 2010. He served as the vice mayor of Petaluma in 2005 and has served on many boards and commissions. Harris was on the Transit Advisory Committee for Petaluma (chairman from 2009-2010), the Technology Advisory Committee (chairman from 2008-2009) and the Airport Commission among other groups. In 2010, he was honored as one of the "40 under 40" business leaders by the North Bay Business Journal.

1980s

Nancy Dobbs, '82, B.A. Political Science serves as president and CEO of the PBS-TV station KRCB-TV Channel 22 in Rohnert Park and the National Public Radio station, KRCB-FM (91.1). Hired in 1981 for a six-month position to help launch KRCB-TV, Dobbs has now helped pilot the station that has gained national recognition. Under Dobbs's direction, KRCB-TV's series "Natural Heroes" won several awards including eight Emmys. The series has been picked up by more than 60 percent of the public TV stations in the U.S. She also was the motivating force for the film "Rebels with a Cause," produced in 2012 which aired on more than 500 stations around the country on Earth Day. Dobbs has helped develop KRCB-TV Channel 22 into a \$2.8 million dollar a year budget complete broadcasting corporation.

Carolyn Hobbs, '88, M.A. Psychology recently had her upcoming book *Free Yourself: Ten Life-Changing Powers of Your Wise Heart* published by Wisdom Publication, scheduled to be released in October 2014. Hobbs has used the tools outlined in this book with clients, couples, and workshop students for more than 30 years to help create lasting peace and freedom within themselves.

Bryce Suderow, '82, M.A. American History has worked as a writer and researcher in multiple forms. Suderow had his article published in *Civil War Times Illustrated, North and South* and *Westport Historical Quarterly*. He went on to expand his thesis on the Battle of Pilot Knob into his first book, *Thunder in Arcadia Valley*. He co-edited *The Supplement to the Official Records*, and was co-author for the recently published Volume 1 of *The Petersburg Campaign*.

Tara Sharp, '99, B.A. Communications is head of marketing for sonic.net and has 15 years of experience leading and managing multi-channel businesses.

Marcus Urani, '99, B.A. Music—Jazz Studies is one of the founding members of Groundation, a reggae band which was founded at Sonoma State University in the late '90s. Since then, Urani has continued to work with Groundation in releasing 10 studio albums and is currently touring with their "Coming Home" 2014 North America Summer Tour.

2000s

Tyler Blanton, '05, B.A. Music is a vibraphonist and composer. He is recognized as a rising star in the New York City jazz scene according to "Downbeat," "JazzTimes," "Village Voice" and "New York Times." In addition, he has conducted workshops all over the United States and in Asia. His second studio album titled "Gotham," was released in March.

Bonnie Bright, '09, M.A. Psychology is the founder of "Depth Insights" e-zine, Depth Psychology Alliance (a global community) and the Depth Psychology List database. Bright's work has been published in multiple academic journals and books. The online resources she has developed allow people to access media, content and information about the psychology community.

Dustin Buck, '04 B.S. Business Administration is a Certified Financial Planner and the chapter president of BNI Extraordinaires, a professional networking group in East Sacramento. He previously held the positions of vice president and membership chair.

Ian Cauble, '03, B.S. Business Administration has become the 197th master sommelier in history since graduating. He created a film titled, "Somm," that documented his journey to becoming a master sommelier and a special viewing took place in the SSU Student Center ballroom earlier this year. "Somm" takes place in six countries over the span of two years and gives the viewers a taste of what it takes to become the highest merit in fine wine and beverage. Cauble has also received many other awards including Best Young Sommelier in the World. He has recently co-founded SommSelect with a fellow SSU alumnus, a website that gives wine enthusiasts special offers.

Jeffrey Dern, '05, B.S. Business Administration is working across the world in Switzerland for CareFusion. He started as the senior product manager then became the director of marketing for Connectivity Innovation and is now director of software and services for the Europe, Middle East and Africa/Australia and New Zealand markets. CareFusion is a global corporation that provides the health care industry with products and services.

Shannon Rake, '02, B.S. Environmental Studies, and **Katya Robinson, '07, B.A. English** are directors of The Outreach Program for Soccer (TOPS) at Sports City in Santa Rosa. This program gives children with special needs a safe environment to practice new skills and participate in fun and interactive soccer activities. Rake and Robinson sought to create a program for children with all types of disabilities and help them develop important skills in a comfortable environment.

The program is 100% volunteer-based and very successful.

Wendy Ranzau, '01, B.S. Nursing has worked for Hospice by the Bay, a nonprofit agency since 2010 when she was hired as the Sonoma County site manager. Since then, she has received multiple promotions including clinical director and was most recently appointed as chief operations officer by the Board of Directors. Ranzau previously worked for Kaiser Permanente in San Francisco as the service director.

Jennifer Schiavone, '05, B.S. Business Accounting was recently promoted to partner of Allen WineGroup, LLP, a wine industry business advisory firm. She joined Allen WineGroup in January 2013, bringing previous experience as senior accountant and tax supervisor for Linkenheimer, LLP as well as being staff accountant for CPA firm Dillwood Burkel & Sully.

Anthony Silvas, '09, B.A. Geography works for Siduri Wines in Santa Rosa where he is able to put his geographical knowledge and understanding of soils to use by explaining the unique characteristics of Siduri's Pinot Noir to consumers. He has recently begun producing his own vintage.

(Katie) Catherine Whisman, '06, B.A. Criminal Justice is a pretrial services officer at San Mateo County Probation. Among other responsibilities, she performs enrollment interviews with new defendants, writes memorandums to the court, and assists with drug and alcohol testing.

2010s

Shaun Richardson and Kimberly Finnie, '13, M.B.A. Wine Business were both recently recognized for their business case studies at the North American Case Research Association Conference in British Columbia, Canada. Sonoma State University was the only university to receive multiple awards of recognition.

Alex Sorci, '12, B.S. Accounting and Business now works as executive vice president of Sorci Insurance Brokage, Inc. Sorci previously held multiple positions such as as bank teller, account manager, intern, and tax consultant which helped prepare him for his most recent position.

Rebecca Prizer, '12, B.S. Business Administration, Marketing began working for Discovery Communications earlier this year as an account coordinator. Discovery Communications is the world's #1 non-fiction media company reaching 1.5 billion subscribers in 210 countries and territories.



JASON GREGORI, '12, B.S. Computer Science thought his career path might involve writing code or building computer structures for a multi-national corporation. Instead he finds himself as the director of technology for Lagunitas Brewing Company—and happily so. Founded in 1993 in California's Marin County, Lagunitas is known for

iconoclastic interpretations of traditional beer styles with irreverent descriptive text and stories on their packaging. The company is the fifth top selling craft brewery in the U.S. and makes beers such as IPA, a Little Sumpin Sumpin, Eyeball, Censored and Hop Stoopid. Gregori was the 80th employee in a company that now has 600.

Mike Warner, '11, B.A. Geography began working as a watershed aide for the Marin Municipal Water District upon graduation. As part of their watershed team, Warner responds to medical emergencies and wild land fires, maintains fire roads and trails, manages erosion issues, and monitors vegetation throughout 19,000 acres of wilderness.

Dan Stewart, '11, B.A. Geography landed a multi-role position at Claremont Graduate University in Southern California less than a year after graduation from SSU. He continues to work in their Office of Information Technology where he is a specialist for technical support, Apple OS X, and does graphic design.

Christoph Schopfer, '11, B.A. Geography landed a position as business manager for Auburn Euro Motors which he swapped for his previous job testing and monitoring water quality all within a year of graduation. Though he loves his new job, Schopfer still makes time to stay active in the geography community by attending CGS conferences and traveling as much as possible.

Natalye Childress, '11, M.A. English published a memoir in June titled, "The Aftermath of Forever: How I Loved and Lost and Found Myself." Her

writing discloses her life experiences in her early 20s while living in the San Francisco Bay Area. Childress's memoir is meant to show a path of self-discovery from coping with life after heartbreak. She first began working on the memoir while taking a writing class taught by SSU professor Noelle Oxenhandler.

Kristen Kampe, '10, B.A. Human Development now works as human resources administrator for Apple Retail in the Greater New York City area. She has past experiences in sales and as human resources and hospitality coordinator for Marriott International.

Travis Babin, '13, B.A. Environmental Studies was a former pitcher, infielder and assistant coach for SSU's baseball team. He also spent two years in the New York Mets organization. Recently, Babin was hired as the new coach for the Hartnell College baseball team.



Athletic Scholarships



Each year the SSU Alumni Association sponsors two scholarships, one male and one female, honoring SSU student athletes. To be considered for this scholarship, a student athlete must have outstanding achievements relative to intercollegiate competition, academics and community service. This year's recipients are **Nathan Bernstein**, baseball, and **Kelsey Hull**, women's volleyball. They each received a \$750 athletic scholarship award for the 2014-15 academic year. The scholarships were presented at "The Wolfies," the annual SSU Sports Awards Night.

IN MEMORIAM

To those faculty we lost: You will always be part of our Sonoma State memories.

- Barbara Biebush**, Library
- Richard Hendrickson**, English
- George Johnson**, Business
- John Kramer**, Political Science
- John Steiner**, Sociology
- Art Warmoth**, Psychology

Please email the names of any additional members of the Sonoma State University family who have passed away in recent years to: insights@sonoma.edu



LISA GRAHAM '95, B.A. Music

As a student at Sonoma State, Lisa Graham envisioned an exciting career and she has not been disappointed. She joined the Metropolitan Chorale of Brookline in Boston as music director in 2004. She is the Evelyn Barry Director of Choral Programs at Wellesley College, where she conducts the Wellesley College Choir, Chamber Choir and Glee Club in addition to teaching academic courses in the music department. She conducted the Handel and Haydn Society's Young Women's Chorus in Boston and will do so again in the upcoming season. Before her arrival at Wellesley, she was on the faculty at California State University, Northridge, where she conducted the Women's Chorale. She had her conducting debut with the Boston Pops Esplanade Orchestra with Keith Lockhart last season during their holiday concerts tour and joins them

again this season. Graham earned her master of music and doctor of musical arts at University of Southern California. As a vocalist, Dr. Graham has performed as a soprano soloist, toured extensively and sung with professional choral ensembles as well as occasionally singing jazz.



Jump Start the Future!

Through the generosity of Alumni, parents and friends, The Fund for Sonoma State provides unique and relevant educational experiences for Sonoma State University students. Our signature programs support student scholarship and hands-on research and creative activity.

It takes a collective effort from the entire SSU community to create and sustain the unique programs available to our students. Join the effort and contribute to the Fund for Sonoma State today!

Give Every Year, Make a Difference Every Day.

www.sonoma.edu/development/fund-for-sonoma

Scholarship Honors Devoted Wife... Benefits Dedicated Nursing Students



LAST DECEMBER, PATRICIA MCBRIDE'S CHRISTMAS STOCKING contained a very special gift—a student scholarship established in her name. Her husband Jim, an SSU alumnus, wanted to find the perfect way to celebrate his wife's devotion to Sonoma State University.

"I was looking for a way to honor Patricia, the work she did for the school, and the encouragement she provided to students in nursing. I was reminded of the words of SSU's former President David Benson, 'Think about what will be here in 100 years. SSU will be.' And now so will the Patricia Gore McBride Nursing Scholarship."

"It was a most special Christmas present," says Patricia McBride. "It was a sweet and thoughtful tribute to my dedication to nursing. I was thrilled when I was hired to work at the SSU Student Health Center because I had always been interested in student health and loved the teaching aspect inherent in that field."

McBride later became SSU's first college health nurse practitioner and served the university for nearly 40 years before her retirement a few years ago. The Patricia Gore McBride Scholarship recognizes nursing students who demonstrate a strong sense of

empathy and intrinsic value for patient care, aspects McBride embodied throughout her career.

The McBride's connection to SSU runs deep and the school is a very important aspect in their lives. They met on campus when Jim made an appointment at the Student Health Center, and their relationship blossomed after Jim became a student volunteer at the Student Health Center. The couple later married and made Sonoma County their home, and two of their three children are SSU graduates.

"We are proud to invest our resources in a long-lasting scholarship that acknowledges my wife's devotion to the field of nursing and our love of SSU," says Jim McBride.

To learn more about establishing a scholarship at Sonoma State University, contact University Development at 707.664.2712 or development@sonoma.edu.

2014 Ambrose Nichols Scholar

BIANCA ZAMORA HAS NEVER UNDERESTIMATED the privilege of a college education. Growing up in a farm labor camp, she understood the powerlessness of underrepresented communities. She took advantage of every opportunity available to her to attend college.

Now that she has achieved that goal and is attending Sonoma State University, Zamora does not let her financial hardships hold back her student experience. She holds three jobs to make ends meet, all while participating in leadership roles throughout the campus community. "I truly believe the biggest lessons students can gain and learn from happen outside the classroom," she says.

Fulfilling a commitment and self-promise to become a leader and role model, Zamora's campus involvement is vast and varied. During her three years at SSU, she has served as a peer mentor for the Chicano Studies Program, a peer advisor for the M.O.S.A.I.C. program, and an orientation leader for Summer Bridge. She is a graduate of the Women's Global Leadership Initiative Program and ran for president of Associated Students in spring 2014. She currently serves as the diversity senator.



Bianca Zamora (far left) finds time to have fun with her leadership and other responsibilities including time with Lobo (middle) and peer students.

“College is truly a place that is transformative with bright and transgressive minds,” says Zamora.

Zamora believes in the importance of leadership that focuses on diversity. She has been instrumental in bringing issues of diversity to the forefront through varied means.

In her freshman year, she co-authored the Chicano play, *Dream a Dream*, and in her sophomore year, she authored the play, *Soy Mujer*. Both plays focused on the experiences and obstacles faced by the Latino community and were performed on campus.

She used her acting and presenting skills to participate in *The Vagina Monologues* as an actor and acting coach, and was instrumental in hosting and implementing the “Gender Bender” event and the “Tunnel of Oppression,” both of which highlight diversity issues.

Zamora was also one of the lead voices to address the racially biased incident against the Black Scholars United that occurred this past year, speaking out against the incident in a speech to 300 students, faculty, staff and administrators.

Zamora has plans to continue her education after she earns her BA from SSU followed by masters and doctoral degrees in Educational Leadership and Student Affairs. She aspires to work as a student government coordinator and eventually earn a leadership and administrator role as dean of students. “College is truly a place that is transformative with bright and transgressive minds,” says Zamora, “and I want to work in a professional environment where I will be constantly challenged, and continually learning and growing.”

alumni



SSU's CHILDREN'S SCHOOL: *Where the Environment is the Teacher*

THE ENTRANCE TO THE ASSOCIATED STUDENTS' CHILDREN'S SCHOOL on the Sonoma State University campus is the first step to understanding the power of the environment as a teacher.

Some children harvest raspberries as others care for chickens that inhabit the outdoor area surrounding the school. Pears and other fruits growing in the garden will be ready for plucking soon.

The school offers a one-of-a-kind learning experience for children ages one to five, low-income families, and SSU students and faculty. It has undergone a series of transformations since opening in 1976. What is happening now is most compelling.

“The Children’s School prides itself upon a philosophy that allows children to explore and understand their environment and the living systems that surround them,” says Lia Thompson-Clark, director of the Children’s School. “That is why the Children’s School makes outdoor activities such a large part of a young child’s daily life there.”

continued on back page...

pb&j

the rise and fall of an iconic american dish

SONOMA STATE HISTORY PROFESSOR DR. STEVE ESTES has conducted research on gender and race in modern America. Examining the changing landscapes of family values and gender roles inspired him to ask how the peanut butter and jelly sandwich became such an iconic American dish. In this research, Estes found that the rise of the PB&J was due largely to its cultural significance, holding together American families and the larger society, both of which were rapidly changing in the second half of the twentieth century.

What's more American than mom, baseball and apple pie? Nothing if you are talking about the nineteenth century. If you are talking about the second half of the twentieth century, however, a more apt list might be step-moms, football, and the PB&J.

Although the first peanut butter and jelly sandwich was invented around the turn of the twentieth century

(according to a 1901 article by Julia Davis Chandler in the Boston Cooking School Magazine), the dish did not become popular until decades later. Industrial production of the three ingredients

contributed to the growing popularity of PB&Js, by reducing cost, spoilage, and preparation time. Hydrogenated peanut butter, sliced bread, and jarred jelly made the PB&J a cheap source of protein, fat, and sugar in the Great Depression. New Deal initiatives such as the federal school lunch program offered the sandwiches to hundreds of thousands American kids, but PB&J popularity exploded after World War II.

Journalists suggest that the military gave U.S. soldiers a taste for PB&Js in mess tents during WWII, but while the sandwich was served occasionally, sparse anecdotal evidence suggests that it was by no means a staple. In fact, it was the Baby Boom after the war and the growing population of school-age children that drove the popularity of the sandwich. Korean War veteran Gene Newman recalled that his wife Barbara always made provolone and prosciutto for him and PB&Js for their five kids. Occasionally, when the noon whistle blew, Gene would find a PB&J and Twinkie

in his brown bag by mistake, but he didn't mind. "Sandwiches are more than nourishment for the working man," Newman explained. "They are messages from home, love letters in clear plastic envelopes that say: You are not alone. Here is something a little special to brighten your day."

The women who made thousands of those sandwiches had a love-hate relationship with them as the PB&J came to symbolize both family devotion and domestic drudgery. Signifying maternal love, the PB&J was a ubiquitous prop in 1950s and '60s TV shows, "starring" in episodes of *I Love Lucy* and *Andy Griffith* among others. It was reputedly the favorite lunch of Jerry Mathers (the actor who played the title role in *Leave It to Beaver*). Yet the

knives that spread the love cut both ways. In a 1957

article, entitled "The Colossal Hoax of Time on Your Hands," harried mother and

writer May Osinga said she

ate PB&Js during her kids' naps out of

pure necessity.

When Betty

Freidan

critiqued "the

feminine

mystique," her

earliest

evidence was

the endless

orders for sandwiches

made by tireless mothers. In the

wake of the feminist movement, dads would

be making more PB&Js by the 1970s, and pairs of gay

dads would be doing the same by the 2000s.

As Baby Boomer children grew into teens and young adults in the 1960s, the peanut butter and jelly sandwich became a staple of the social movements of the era. From the civil rights protests to the Vietnam War, from student organizing to Woodstock, eating PB&Js marked activists as either quintessentially American or childishly naïve depending on one's perspective. The organizers of the 1963 March on Washington made thousands of cheese sandwiches, for example, but they recommended that everyone bring two PB&Js for sustenance during daylong rally that culminated with Martin Luther King Jr.'s "I Have a Dream" speech. By the 1960s, the PB&J was a staple of protest marches and Fourth of July parades, a celebration of American identity. Unsurprisingly, PB&Js became part of presidential politics—a way for candidates to appeal to voters. George Romney, Jimmy Carter, John Kerry,



Barack Obama, and most famously, George W. Bush ate them. In 2000, some of Bush's advisors worried that the candidate's unabashed love for PB&J on white bread would undermine his "gravitas." But Bush proudly (and savvily) announced his preference for the simple dish on Oprah, connecting to everyday Americans in ways that his rivals for the presidency did not. A few months later, he was ordering them from the White House chef.

Just as the PB&J reached its cultural zenith, however, three concerns threatened to consign the sandwich to the dusty cookbooks of history. Food safety, childhood obesity, and above all, allergies undermined the popularity of the lunchtime staple for American schoolchildren. It is not yet clear whether Baby Boomer grandparents and Gen X parents raised on the sandwich

will jettison such an integral part of their childhood in the face of daycare bans and school regulations. They won't if the Smucker's Corporation—which now makes jelly, Jif peanut butter, and the "Uncrustables," frozen, factory-made PB&Js—has anything to say about it.

It is too early to tell whether the PB&J will be history or not, but what is clear is that it had a powerful meaning for the generations of Americans who came of age in the second half of the twentieth century. As one journalist explained in an essay on the complexity of modern love in the 1980s: "In childhood, the words, 'I love you' are interchangeable with, 'How would you like a nice peanut butter and jelly sandwich.'" When a cultural icon is synonymous with childhood and love, I wouldn't bet against it.

RIVOIRE'S "ARMY" TACKLES ENERGY PROBLEMS OF SUPERCOMPUTERS



THE TITAN SUPERCOMPUTER at Oak Ridge National Laboratory (ORNL) in Tennessee is the second fastest computer in the world. It consumes nine megawatts of power—as much as 9,000 typical homes—in a space the size of a basketball court. It can do 20 trillion calculations a second.

ORNL is the Department of Energy's largest open science and energy laboratory where cutting edge research is continually possible using its immense computing power.

One of its primary missions is also to develop solutions for the energy security problems of the United States.

One of the biggest challenges in supercomputing is finding ways to improve the performance of supercomputers without increasing power consumption.

"Given the newness of the problem, we needed, as a first step, to better understand the energy-consumption behavior of various systems in these facilities," says Stephen Poole and Chung-Hsing Hsu of ORNL.

For help, they turned to SSU Professor Suzanne Rivoire who had been chasing this problem ever since writing her electrical engineering Ph.D. thesis at Stanford in 2008 on models and metrics for energy-efficient computer systems.

Her previous work, conducted in collaboration with Microsoft Research-Silicon Valley, was the first to quantify the challenges of modeling the power consumption of large-scale computing clusters.

Rivoire says, "supercomputing and cloud computing facilities provide enormous amounts of computational power to scientists and

continued...

left: Rivoire (front) in SSU's machine room with some of her students.

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everyday users alike. However, the high power consumption of these facilities threatens their ability to increase their performance in response to future demands.”

Rivoire and her colleagues at Microsoft proposed a high-level modeling approach to overcome these challenges and validate it across a range of hardware platforms and software applications.

With \$250,000 in contracts from ORNL over the last three years, Rivoire marshalled an “army” of SSU undergraduate computer science students to research the way applications consume power. More funds came from the Computing Research Association.

The goal of this project is to measure and analyze the power

consumption of typical supercomputing applications with the hope of finding predictable patterns and applying this knowledge to use a supercomputer’s fixed power budget more efficiently.

They hope to find ways to measure that usage and provide important data to those running server farms and data centers. Not only have the students built a first database for ORNL they proposed a variety of good methods to analyze the power curves/signatures.

“SSU undergrads involved in this project did an exceptional job at both sides of the problem,” says Poole.

— Jean Wasp

Physics of Music: Taking the Measure of Weill Hall

JACOB LEWIS CALIBRATES the digital display on the computer and Steve Anderson closes his ears with the palms of his hands as sound of a sweeping sonic whoosh penetrates every space of SSU’s Weill Hall.

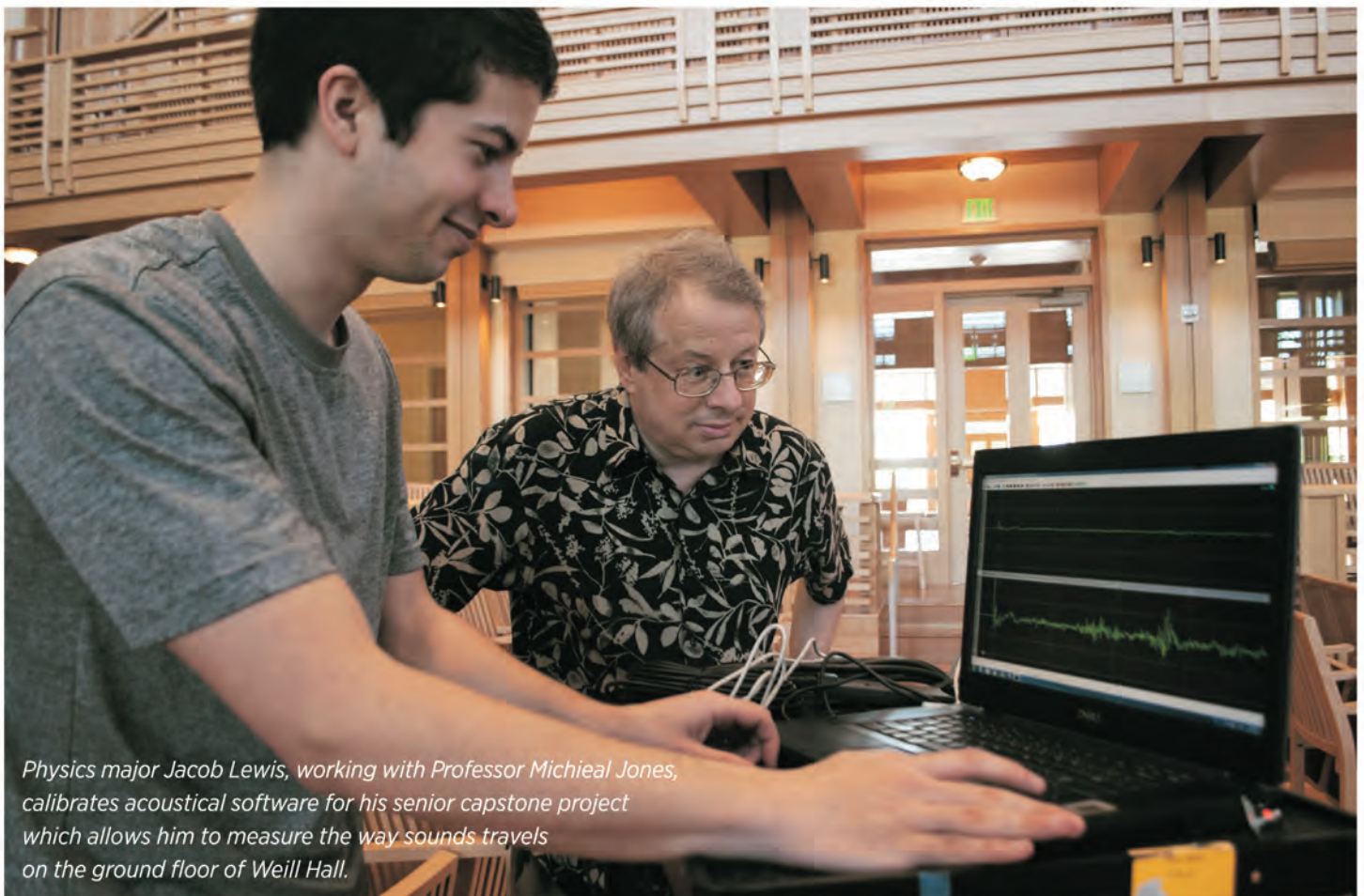
“It gets a little hissy at the end,”

says Anderson as he and Lewis get up to move the omni-directional microphones to another spot on the floor.

Before they are finished, Lewis, a physics major, Anderson, the science and tech support staff, and Dr. Michieal Jones, a lecturer in the Department of Physics

and Astronomy, will place the microphones in 11 other spots of the hall’s main floor.

With certain laws of physics at their command, they are working to discover how Weill Hall measures up to the claims it is one of the finest concert halls in the world.



Physics major Jacob Lewis, working with Professor Michieal Jones, calibrates acoustical software for his senior capstone project which allows him to measure the way sounds travels on the ground floor of Weill Hall.

Over the afternoon session, the three speak the language of acoustics: reverberation, clarity, brightness, early decay time, reflections, standing waves, absorption, timbre and tonal coloration.

And, there is also the multiple aspects of human sound perception tied to these attributes that form the basis of concert goers' judgments of their experience and listening pleasure.

The world's concert halls that continually rank the best are the shoebox designs of Vienna's Musikverein and Boston's Symphony Hall, each of which have similar architecture to one another and to Weill Hall.

"Because these two well-established halls are considered to be the standard to compare all other halls to, and because Weill Hall's design is inspired by those halls along with the architect's prior work, it would be a reasonable hypothesis that Weill Hall has "a better-than-average acoustic portfolio for classical music," said Lewis.

"We found ourselves with a hall that

was clearly designed by a master acoustician," he said after his measurements were complete. "Simply looking into the hall shows one exactly how much attention was paid to detail, from the lightly upholstered open-backed chairs to the thick glass used in the windows. An expert reveals himself in every little aspect of the design of the hall."

"When classical music is performed in Weill Hall, it sounds like it its intended to sound," said Jones. "The architects and acousticians have taken the reproducible, tried-and-true, shoebox design, their past experience with this design, modern acoustic measuring and modeling tools and produced a hall that is probably about as good as can be built at this time."

Jones maintains that the excellent acoustics of Weill Hall not only allows for a clear illustration of the nature of sound, but also allows one to explain how to control acoustics for a specific goal.

"Composers, conductors, performers and orchestras expect classical

music to be performed in halls like those," he said.

The outcome for the physics students working with Jones has a second reward beyond developing an understanding of the nature of acoustical measurements and the laws of physics.

They have developed an understanding that often leads to a greater appreciation of music at its highest level.

"The fact that the hall performs so well is not only great for the audiences, but also means it is ideal for acoustics education, research and training," said Jones.

The professor will continue to offer acoustical measurement of Weill Hall as a basic project for students extending Lewis' measurements with more detailed, location-specific ones.

He also would like to attempt psycho-acoustic measurements (surveys of trained listeners) to correlate listener experience with these physical measurements.

—Jean Wasp

ACOUSTIC-SPEAK

"Compared to the older halls, the compromise between reverberation (hall sound) versus clarity (direct sound) for Weill Hall is towards greater clarity, but without a large loss in perceived reverberance or envelopment. This will allow the hall more general usage than many of the older halls.

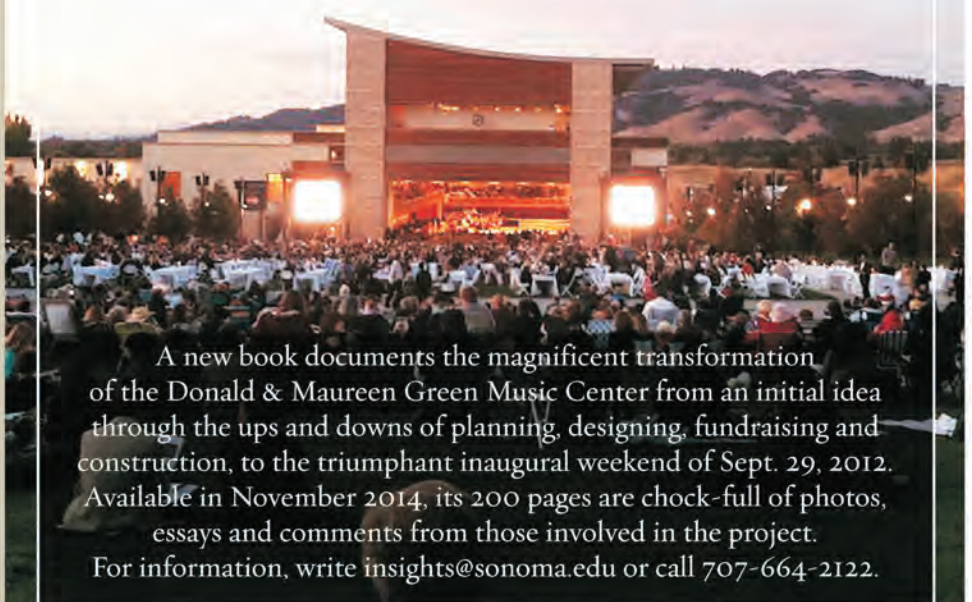
We have yet to measure the acoustics with the curtains lowered, but we would expect even greater clarity, less reverberation in this configuration.

The measured parameters are smoother in frequency response than most older halls. The smoothness will cause the reverberant hall sound to be more natural and uncolored which will be especially important for non-orchestral music.

This was probably achieved by very careful optimization of the surfaces - balcony fronts, railings, chairs and the many wood decorations which a casual observer will think are merely for aesthetics."

—Dr. Michieal Jones

GREEN MUSIC CENTER *Through the Inaugural Season*



A new book documents the magnificent transformation of the Donald & Maureen Green Music Center from an initial idea through the ups and downs of planning, designing, fundraising and construction, to the triumphant inaugural weekend of Sept. 29, 2012. Available in November 2014, its 200 pages are chock-full of photos, essays and comments from those involved in the project. For information, write insights@sonoma.edu or call 707-664-2122.



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SSU's CHILDREN'S SCHOOL

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The school was originally started as an Associated Students' program to help students pursue their education while their children were in a high quality, nurturing environment.

Thompson-Clark knows the importance of allowing children to explore their environment and develop ideas on their own. She also believes in teaching children resourcefulness, something that is vital as a child grows. These ideas are part of the Children's School's mission.

Part of the Children's School's philosophy is to serve not only young children, but also Sonoma State students themselves. The school employs 40-50 students from a range of majors.

In 2012, the Early Childhood Studies program was launched, allowing Sonoma State students to earn bachelor's and master's degrees in this area. The Early Childhood Studies program and the Children's School work together, creating a place where SSU students can use the Children's School as a learning laboratory. The Children's School also supports interns from the psychology department.

"There are profoundly different ideas about the best way to support children. We believe that children are born absolutely competent and know what it is they need to learn in order to grow and develop," says Thompson-Clark. "They construct their ideas about how the world works in many different and fascinating ways and we are here to help them do that.

— Kayla Galloway

