

SPRING 2014

# insights

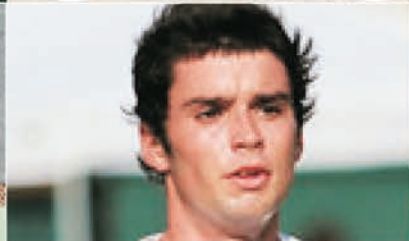
A MAGAZINE OF SONOMA STATE UNIVERSITY







# seawolves





# A MAGAZINE OF SONOMA STATE UNIVERSITY

# insights

SPRING 2014

## INSIGHTS

is produced by the University Affairs Division

### President

Ruben Armijaña

### Vice President · University Affairs

Dan Condon

### Vice President · University Development

Erik Greeny

### Editor

Susan Kashack

### Writers

Jane Bender

Karen Brodsky

Penny Hastings

Katherine McDonagh

Janet Palmer

Andrea Rodriguez-Jereb

Pam Van Halsema

Nick Walden (*Press Democrat*)

Jean Wasp

Katie Watts

### Contributors

Anne Biasi

Annemarie Brown

Michelle Covington

Sandy Destiny

Peter Flores

Casey Marshall

Laurie Ogg

Sue Riley

Ashley Wolfe

### Photography

Egdar Angelone

Brandon Broznan

Sandy Destiny

Cody Fitzgerald

Stephen Kirschenmann

Tyler Lobe

Jean Wasp

### Graphic Design

RodericWallace Design Consultancy

[www.sonoma.edu/insights](http://www.sonoma.edu/insights)

INSIGHTS is printed on FSC certified, recycled stock.



[facebook.com/sonomastateuniversity](https://facebook.com/sonomastateuniversity)

[twitter.com/sonomastateuniv](https://twitter.com/sonomastateuniv)

[youtube.com/CSUSonoma](https://youtube.com/CSUSonoma)

[pinterest.com/sonomastate](https://pinterest.com/sonomastate)



## inside...

- 4 · No Place Like Home
- 6 · Attack of the CropMobster
- 7 · Tiny Satellite Hits the Orbit
- 8 · Meet Zarin Mehta
- 9 · Trio Ariadne Delights
- 10 · Studying Animal Behavior
- 12 · Entrepreneurship Imagined
- 14 · Scientist-Teacher
- 15 · Self-Esteem: A New Look
- 24 · Place Matters
- 25 · Honoring World War II Victims
- 27 · Sonoma State at 100



## ALUMNI NEWS & INFORMATION

- 19 · Distinguished Alumni
- 20 · Classnotes
- 22 · Nichols Scholar
- 22 · Athletic Scholarships

## BRIEFS

- 11 · International Center
- 18 · Rededication of Alumni Bricks
- 23 · Swirl It!

### Cover photo:

Student enjoying "The Living Room" in the Student Center.

Photo by Sandy Destiny.

SONOMA STATE UNIVERSITY  
A&E - STUDENT LIFE - ATHLETICS - FACULTY NEWS -

# NEWSCENTER

SUBSCRIBE TO NEWSCENTER FOR DAILY  
UPDATED NEWS AND EVENTS AT SSU.

[SONOMA.EDU/NEWSCENTER](http://SONOMA.EDU/NEWSCENTER)



# There's No Place Like Home... *or maybe there is!*

**SONOMA STATE UNIVERSITY**  
students are now enjoying more comforts of home, such as cozy couches and lots of healthy meal choices, with the opening of the new Student Center.

THE 130,000-SQUARE-FOOT, THREE-STORY BUILDING instantly enhanced residential living when it opened in November 2013, and it quickly became the campus hub for dining, social, recreational and cultural activities.

Its spacious "Living Room" (see cover photo) on the main floor is a lounge area with a massive fireplace as a focal point. The upper floors feature state-of-the-art conference rooms and the largest ballroom in Sonoma County.

Nearly all of the dining venues on campus shifted operations to the Student Center, which showcases "The Kitchens," an upscale food court with stations specializing in unique gastronomic options for students, staff and visitors. Executive Chef Eric Lee, a Food Network Star finalist, is focusing on healthy, locally-sourced food whenever possible for the various food "platforms."

Until recently, most students ate in Zinfandel Dining Hall, a traditional cafeteria with meals served at specific hours for breakfast, lunch and dinner. A major change is the continuous availability of food at the new Student Center from early morning until 11 p.m. The Kitchens has a seating capacity of 858, tripling the capacity of the Zinfandel Dining Hall.

"Slice" has a large pizza oven, "Passport" features dishes from around the world, "Flame" is a traditional grill, "Garden" is a massive salad bar, "Sizzle" specializes in Mongolian-style cooking, and "Etcetera" has desserts, soft serve ice cream, pastries and coffee.

Students can view chefs at work and taste the results at the "Chef's Demonstration Kitchen." By standing and watching food preparation in front of them or on nearby video monitors, they can learn how to creatively prepare meals.

Beginning last fall semester, students who purchased a meal plan paid one price for all-inclusive, unlimited food. This pricing structure is becoming more common on college campuses, said Jessica Way, director of the Student Center and Event Operations.

The Student Center also includes retail areas where students without a meal plan, staff or visitors can purchase beer, wine and casual food throughout the day. A new pub, "Lobos," is designed to be like a sports bar with wood paneling made from recycled wine barrels, large wall-mounted flat-screen TVs, a performance space and a heated outdoor patio.

*Family Rules*  
SAY PLEASE & THANK YOU  
ALWAYS  
tell the truth  
DO YOUR BEST  
Pay with hugs & kisses  
SAY I LOVE YOU  
KEEP YOUR PROMISES  
LISTEN  
TO YOUR PARENTS  
Use kind words  
Know you are loved







Seawolf Plaza straddles the outdoor space between the University's Recreation Center and the Student Center, making the area a natural meeting place for students who are working out or just hanging out.

## AND THEN THERE ARE THE RESIDENCE HALLS

"Students just want to be with their friends and this changes the face of residential living," said Way. "For students, living on campus is hip and fun. For parents, it's a beautiful place to live and it's safe. "Our goal is to keep students on campus on the weekends. And we want to give them a place to call home," she said.

As the University has grown and expanded residential offerings, it has aimed to create a sense of community among students while giving them extra conveniences and comforts, such as swimming pools and hot tubs.

The dark cherry-stained cabinetry, attractive overhead lighting and spacious kitchen counters in Tuscany Village, SSU's newest residential area, scarcely resemble conventional college dormitories. Tuscany Village resembles some Sonoma County rental townhouses, with quality detailing, such as crown molding, Corian countertops, laminate wood floors and faux-brushed steel kitchen appliances. In addition, the Tuscany units feature bedrooms with their own bathrooms, ample closet space, living room furniture, and doors opening to a landscaped central courtyard.

When SSU's on-campus housing was launched in 1972, Zinfandel Village featured suite-style accommodations with students taking their meals in a central cafeteria. Cabernet Village opened in 1985 with apartments that include kitchens, giving students the option of eating in the dining hall or cooking for themselves.

Prospective SSU students and their parents today are attracted by the availability of new or updated residential accommodations, and 90 percent of freshmen live on campus. Sophomores and transfer students comprise the majority of other on-campus students.

"With 3,100 students living on campus, this is one of the most residential of the CSU campuses," said Nicole Hendry, SSU's housing director.

SSU has differentiated itself from many universities that have multi-story dormitories, with often-cramped double and triple rooms and a restroom on each hallway shared by dozens of students. Those dorms typically have a common area with a microwave and refrigerator, but most students rely on cafeteria meals.

Room and board costs at SSU are comparable to what other CSU schools charge, said Hendry.

When SSU business major Megan Cooper transferred from another CSU campus last year, she was immediately impressed by the dramatic improvement in her housing. She lived with other transfer students in Sauvignon Village.

"At my other college as a freshman I lived in a plain, gray, tall concrete building. There were 12 rooms on each floor, and all were triples. We used one bathroom with three stalls and three showers. There was one microwave down the hall, and you had to wash dishes in the bathroom sink," said Cooper.



*"It's like a neighborhood and there are always activities going on... At SSU, I felt like this was home."*

"What I liked about SSU was the architecture and not having tall buildings," she said. "In Sauvignon, I had a much bigger room, a big closet, the living room was triple the size and there was a patio I could go out on."

Cooper said the village design creates a central area making it easy for her to meet new people.

"It's like a neighborhood and there are always activities going on. Your living situation really impacts you. You're not at home, but you want to feel comfortable in your new home. At SSU, I felt like this was home," she said.

Another transfer student, Ryan Schindler, is living in Tuscany after attending a community college. While he didn't live on campus there, many of his friends did and he spent considerable time in their dorms. He noted those dorms lacked a community living area or kitchen facilities.

"I am very happy with my living conditions here at Sonoma. My sister lives in Cabernet, and even those older res hall buildings are still very nice," he said.

— Janet Palmer





# Attack of the CropMobster: It Takes a Village to Fight Hunger

**THE TRAGIC JUXTAPOSITION** between 40 percent of our national produce going to waste and one in six people being hungry is just begging for a solution.

If food waste were a nation, it would be the top carbon dioxide emitter after the U.S. and China.

One answer has come in the form of CropMobster ([www.cropmobster.com](http://www.cropmobster.com)) a crowdsourcing website created by two SSU alumni who harnessed the power of social media to significantly reduce hunger by helping farmers.

The brainchild of SSU alumni Nick Papadopoulos and Joanna Cedar, Cropmobster uses social media—email, Facebook, Twitter, even the old standby telephone tree—to get surplus produce from farmers, grocers and restaurants to those who can use it.

A typical example is Sebastopol's Laguna Farms that had several boxes of produce good for canning and pickling. It needed to be sold quickly so they posted an alert on CropMobster.com. The retail value is \$230; they'll sell it for \$100. Community members and hunger relief nonprofits that have signed up to receive alerts can take advantage of the deals. The farmers make money from their crops and the food doesn't go to waste. In some cases, food is offered free if a glean team will pick it from the fields.

Since CropMobster began in the spring of 2013, it has diverted approximately 20 tons of food that would otherwise have been wasted into more than 100,000 servings, generating thousands of new dollars for farmers and food sellers. CropMobstering has been featured on National Public Radio's

*California Report* and CNN's *The Larry King Show*, and received inquiries from every state in the country.

Their goals are big but the CropMobster team sees them as achievable:

- Feeding hungry people who are interested in agriculture and willing to work for it
- Supporting local farmers and preventing food waste
- Increasing the visibility and income of low-income local food producers
- Strengthening community bonds

Papadopoulos and Cedar took top honors last June at California's second annual Sierra Nevada Innovation Challenge, competing against 50 finalist companies from around the state.

—Katie Watts



## **Nick Papadopoulos, '04, B.A., Liberal Studies-Hutchins School**

Nick graduated magna cum laude from Sonoma State University with a focus on interdisciplinary studies and has advanced training from the Cambridge, MA-based Consensus Building Institute and Lincoln Institute for Land Use Policy. Philanthropy and the advancement of important causes is a particular passion of Nick's. He spent three years in the wine business helping lead Vintage Wine Estates' cause-related wine division including Stonefly Vineyards and Burning Hawk Wines.

## **Joanna Cedar-Joyner, '92, Teaching Credential**

As the CEO of PressTree, LLC, Joanna's mission is to provide a modern technology and social media platform for businesses and organizations of all sizes to facilitate positive social change. When Nick Papadopoulos approached Joanna and her husband Gary Joyner with his concept for CropMobster, his ideas immediately fell into line with their personal passion for food, community service, education and creative problem solving through the use of technology.



*Above: Re-routing food takes a team of committed volunteers.*

*Above right: Joanna Cedar-Joyner and Nick Papadopoulos.*



# UNDERGRADUATE SCHOLARSHIP FUND SENDS

## “TINY” SATELLITE INTO ORBIT

A VERY SMALL SATELLITE built by a team of Sonoma State University and Morehead State University students has been successfully launched into outer space to measure the magnetic field of the earth.

Called T-LogoQube, the one-pound satellite, measuring 5 cm x 5 cm x 15 cm, was carried by a Russian DNEPR-1 rocket as it thundered into orbit on Nov. 21, 2013, from Dombrovskiy Cosmodrome at Yasny, Russia.

It carried an Italian micro-satellite called Unisat-5 which actually released the student-made satellite into space. This first launch by SSU breaks new ground for the University's Department of Physics and Astronomy allowing it to do space-based measurements with its own equipment.

T-LogoQube is measuring the Earth's magnetic field in order to determine the satellite's pointing direction. It uses on-board magnetic torque coils to control its orientation and crosses Sonoma County daily at noon and midnight.

The satellite transmits magnetic field and other data to ground stations at Dr. Garrett Jernigan's Little H-Bar Ranch in Petaluma, California and the Space Science Center in Morehead, Kentucky. Jernigan is one of the mentors for the project along with MSU professor Bob Twiggs. The first data packets were received and decoded using the Little H-Bar Ranch ground system on Nov. 23, 2013.

Commands were successfully sent back to T-LogoQube the next day from the radio transmitter at the ranch. T-LogoQube was built by about a dozen undergraduate students from SSU's Department of Physics and Astronomy (led by Chair Lynn Cominsky) and MSU's Department of Earth and Space Science in Kentucky (led by Chair Ben Malphrus). The Space Science Center at MSU

conducts ground systems operations for and is partially supported by Kentucky Space, directed by Kris Kimel.

SSU physics major Kevin Zack was the lead student on the entire project, while Sean McNeil and Will Roche led the MSU effort. Zack won the American Physical Society Far West's section Steven Chu Award for Undergraduate Research for his talk about the satellite at the sectional meeting held in November.

Other SSU physics students involved in the project were Ben Cunningham, Hunter Mills and Lauryn Loudermilk. SSU equipment technician Steve Anderson also provided important support in establishing an earlier testing facility in Darwin Hall on the SSU campus. At SSU, this project was supported by Professor Lynn Cominsky's NASA Education and Public Outreach group, and by a recent award through the SSU Undergraduate Scholarship Fund.

After being tested at MSU's Space Science Center, Professor Malphrus took the T-LogoQube to Italy where Sean McNeil installed it into the Unisat-5. Malphrus then accompanied Unisat-5 to Russia for the launch. The Nov. 21 launch was the first to deploy PocketQubes, the smallest class of satellites ever operated in orbit.

T-LogoQube is one of four PocketQubes launched from Unisat-5. PocketQubes are smaller versions of CubeSats: the PocketQube concept was originated by MSU Professor Bob Twiggs. Both CubeSats and PocketQubes provide excellent educational opportunities for students as they are relatively inexpensive to build.

Prior to launch, T-LogoQube was known by several other names: "Eagle-1," "BeakerSat-2" and "MagPocketQube." It was renamed after launch, a common tradition for successfully operating satellites. The "T" in T-LogoQube stands for "tiny." The "Logo" in T-LogoQube refers to the Logo programming language, which has been used for the first time in orbit.

Left:

Team that built the first satellite launched by SSU are (left to right) Ben Cunningham, Steve Anderson (SSU equipment technician), Kevin Zack (project student lead, holding satellite), Hunter Mills and Dr. Garrett Jernigan (mentor). Not pictured Laura Chase, Dr. Lynn Cominsky, Lauryn Loudermilk, Aaron Pacheco and Tony Zack.

Left: The T-LogoQube Satellite  
Below: The names of the SSU team are inscribed inside the satellite.





# Meet Zarin Mehta

ZARIN MEHTA JOINED THE GREEN MUSIC CENTER at SSU this year and anticipates taking audiences, near and far, on a great musical journey. Cited among the top arts administrators internationally, Mehta served most recently as president of the New York Philharmonic, and previously as president and CEO of Chicago's Ravinia Festival, and as managing director of the Montreal Symphony.

## *What are your goals for the Green Music Center and the Joan and Sanford I. Weill Hall?*

We have a university with a territory spread out in small towns over a large area with a wonderful hall in the middle. I want to make this a destination to the people in all those towns, and beyond. We also have the unique 250-seat Schroeder Hall opening soon and in a year or two the large MasterCard Performing Arts Pavilion, which will feature great outdoor performances, showcasing a wide range of musical genres and performers. There are lovely hotels and restaurants in Sonoma County and the weather is fantastic—and the parking is just out front of the hall. The Green Music Center is certain to become a destination location based on those attributes alone, but with world class artists, the spectacular Weill Hall, and soon, the Schroeder Hall and the MasterCard Pavilion, the mix is astounding.

## *What do you see as the future of the Green Music Center and Weill Hall?*

We are still experimenting, and the formula and programming will naturally evolve as the other venues open. One aspect of our philosophy will be steadfast, though: we will bring the world's greatest music to Sonoma State University, for the benefit of the students and the people of Sonoma County and the larger area. Weill Hall is very special, but the location is as well. Being situated on a state university and connecting campus performances to education benefits both students and performers.

## *What is the best piece of advice you ever received?*

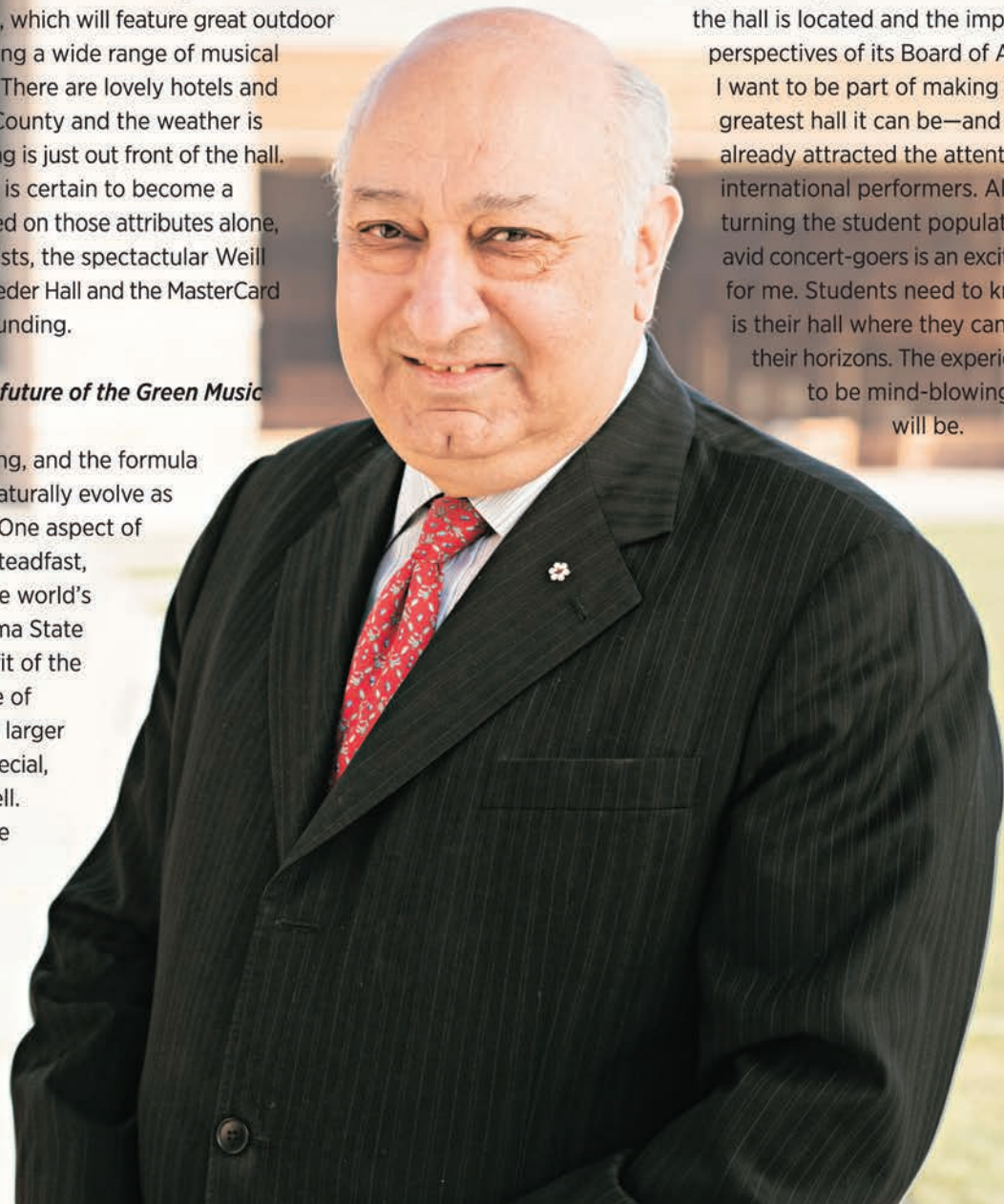
I am a very positive thinker. The best advice I got was from an old gentleman politician, who said to me, "You know, there aren't any problems in the world, only solutions." I was in my 20s at the time, but have lived by that thought. It was good advice that has served me well and helped me look at challenges with a fair amount of excitement.

## *What trait do you value most in friends and colleagues?*

Honesty, creativity, hard work. I see those traits in the people involved with the Green Music Center and Weill Hall. I'm inspired to be part of that.

## *Why the Green Music Center and Sonoma State?*

I accepted this position because of where the hall is located and the impressive perspectives of its Board of Advisors. I want to be part of making this the greatest hall it can be—and it has already attracted the attention of international performers. Also, turning the student population into avid concert-goers is an exciting goal for me. Students need to know this is their hall where they can expand their horizons. The experience has to be mind-blowing, and it will be.







*“The trio represents the single most successful integration between the academic mission and the performing arts operation here.”*

## *Musical Trio Entertains & Enlightens*

**TRIO ARIADNE IS FORGING A UNIQUE CONNECTION** between Sonoma State University’s music department and the Green Music Center by integrating classical music into residential life. And students are responding.

Three accomplished musicians were hired for the 2013-14 academic year to live on campus and perform, teach and attract potential SSU students via outreach efforts. As the first Weill Artists-in-Residence, they are enhancing education for music and performing arts majors, and creatively introducing non-arts students to the music world.

Cellist Saeunn Thorsteinsdottir, pianist Elizabeth Joy Roe and clarinetist Carol McGonnell applied for their positions as the trio. They are alumni of a competitive fellowship at The Academy, an educational initiative of Carnegie Hall, The Julliard School, Weill Music Institute and the New York City Department of Education.

“The trio represents the single most successful integration between the academic mission and the performing arts operation here,” said Thaine Stearns, dean of the School of Arts and Humanities.

“We want to get students thinking about music other than what’s on their headphones,” said Stearns.

The program is a collaboration between residential life, the music department and the Green Music Center.

The three musicians are living in on-campus studio apartments for the year. Some of their work is formal, such as lectures and concerts, while other duties are more informal, such as courtyard conversations and hosting a back-to-school barbecue.

“We want to get our residential students, including our non-music students, to use and enjoy the Green Music Center,” said Cyndie Morozumi, director of residential life.

“The whole idea is to take accomplished artists who want to spend time on a college campus to bring their expertise and talent to music students, to work with the community to utilize

the Green Music Center, and to work with residential students,” said Morozumi.

The musicians have spoken to non-music majors in a music appreciation class to describe what it’s like to have a creative life, and met with music students to discuss entrepreneurship, and the potential of technology and social media in connection with music.

In conjunction with a fall concert by the Silk Road Ensemble, the trio held a workshop prior to the event with a freshman learning community and gathered informally with students for pizza to prepare them for the upcoming performance.

“This is an incredible opportunity,” said Roe. “We are so inspired by our surroundings, and this is a nurturing environment to create music. We are also fortunate to be working in conjunction with remarkable faculty, and have gotten a lot of support.”

“To perform at the Green Music Center is a privilege because the ambiance, acoustics and quality of the artists make it a top-notch venue. We feel honored to help enhance the Northern California cultural and artistic community,” she said.

This spring, Trio Ariadne is offering pre- and post-concert music appreciation workshops for students linked to a performance by the Vienna Philharmonic. The Trio also has scheduled visits to area high schools, and will do a lecture/demonstration for the Santa Rosa Symphony Youth Orchestra. In conjunction with the SSU Holocaust Lecture Series, the Trio will do an on-campus lecture and performance, and is planning to take SSU music students to perform at area synagogues.

Stearns envisions the residency strengthening SSU’s reputation as a university with an exceptional music and performing arts program, which will inspire potential students to consider the University.

“We have a world-class facility and we would be remiss if we didn’t develop the music department to match it,” he said. “We want to recruit national and international music students to come to SSU, and raise the profile of our faculty. The Trio adds up-and-coming musicians, and is a supplement for the music faculty. It is working remarkably well.”

— Janet Parmer







# Student Research Helps Wildlife Preserves and Zoos Understand Animal Behavior

WHEN THE SAN FRANCISCO ZOO GOT A GROUP OF SQUIRREL MONKEYS in 2010, they called on a Sonoma State University professor to help them understand the all-male population.

“In the wild, squirrel monkeys live in heterosexual groups,” explains Karin Jaffe, an associate professor of anthropology. “There was concern that a group containing only males would display high levels of aggression leading to injuries.”

Working with two students from her Primate Ethology Research Lab program, Jaffe was able to reassure them. After observing the monkeys’ behavior, the students determined that they were less aggressive than expected, vocalizing their objections rather than resorting to physical fights.

Jaffe considers that a perfect example of the win-win value of the unique collaboration between SSU and local zoos. Drawing from her experience doing fieldwork in Kenya and with the San Diego Zoo, students can do real research while also helping zoos solve their problems.

She created the primate program referred to as SSUPER in 2007, but in the past six months, interest has heated up. As many as six students were enrolled in the class this spring, observing animal behavior at Safari West in Santa Rosa and at the San Francisco Zoo.

At Safari West, two are studying cheetah mating behavior and the male-male aggression of patas monkeys. In San Francisco, one student is studying the behavior of mandrills.

Jaffe also is talking with Safari West about three more projects: water consumption of desert-adapted gazelles, cross-species fostering by gazelles and mating behavior of de Brazza’s monkeys.

As an undergraduate at UC San Diego, Jaffe studied the behavior of Bornean and Sumatran orangutans, and from 1997-1999 she lived in Kenya, doing dissertation research by studying the ways vervet and patas monkeys struggle against predators.

“I believe that being able to talk about concepts using my own experiences brings them to life for the students in a way that doesn’t happen if they simply read about them,” Jaffe said.

She also has the credibility to foster partnerships with organizations that teach her students while also helping the animals.

“I think it is a valuable opportunity for students to work with zoos. Zookeepers already have a full-time job, and it can be difficult for them to spend the necessary time to observe and collect data to answer some questions.”

Along the way, her students get the opportunity to explore their options after graduation, determining whether they like behavioral anthropology and want to pursue graduate degrees.

Dan Cusimano earned a B.A. in anthropology from SSU in 2011, and interned at Safari West.

“It gave me a chance to see what I wanted to do,” Cusimano said. He now works at Safari West as the research and education coordinator and has asked students in the SSUPER program for help with several projects.

“Good research is beneficial to our animals and the zoology world,” he said. He also has confidence in the student researchers because he knows they work with Jaffe much like he did, and because he is familiar with what they have already learned in the classroom.

“The primary objective of our research program is ensuring a high quality of life for the animals,” Cusimano said.

Jaffe points to two other students who have similar success stories.

Natalie Hambalek worked on the squirrel monkey program in 2012 and graduated this last spring with a B.A. in biology. She will start a Ph.D. program in zoology at Oregon State University.

While enrolled in Jaffe’s primate behavior methods class, Marcia K. Brown studied mandrill dominance hierarchies at the San Francisco Zoo. After earning a B.A. in anthropology in 2010, she enjoyed it so much that she returned for an M.A. in biological anthropology.

Jaffe is heartened by the increase in observation requests from Safari West, which allows animals to roam in open range areas,





*Left: Professor Jaffe and SSU biology majors Nicole Tillquist and Gini Michels identify greater kudus at Safari West.*

*Below: Daniel Cusimano shows Professor Jaffe the dentition of a gazelle jaw.*

and the San Francisco Zoo, which has more traditional enclosures. She also is pursuing the Oakland Zoo, hoping to develop a similar partnership.

“It might be something such as perceived animal aggression,” she said. “But the keepers aren’t able to observe an animal in the same way as a student.

“After research has been completed we might find that the animals are aggressive only three percent of the time, but it just happens that is the time they were observed by the zoo staff.”

Jaffe maintains a list of students who are interested in research from which she draws when opportunities become available. She and the student then come up with a general outline of what is to be accomplished.

More experienced students, such as

those in a master’s program, are given more latitude to change the parameters of observation. Jaffe believes the SSUPER program will help attract graduate students as it grows.

“Potential students see the opportunity of doing this type of research rather than trying to absorb the cost of traveling to the field or interning at one of the larger zoos in the country.”

Along with providing the opportunity for students and helping zookeepers, Jaffe hopes to compile her data and present it to the American Zoology Society or the Applied Ethology Society as an example of what can be accomplished with this kind of partnership.

—Nick Walden

*(Reprinted by permission of The Press Democrat)*



Find out more about the **Sonoma State University Primate Ethology Research Lab** at

[www.sonoma.edu/users/e/enstam/ssuper](http://www.sonoma.edu/users/e/enstam/ssuper)

For a look into the activities of the students involved, visit

[www.sonoma.edu/users/e/enstam/student-research.html](http://www.sonoma.edu/users/e/enstam/student-research.html)

AN ORGANIZATIONAL CENTER to meet the needs of the growing number of international students on the SSU campus is in the works—and what it will offer them is more than just a place to call home.

The School of Extended and International Education will launch the Center for International Education in the former Student Union building—recently vacated, moving all services to the new Student Center. The building has been renamed International Hall.

According to the National Council for the Social Studies, the terms global education and international education are used to describe strategies for:

- gaining knowledge of world cultures;
- understanding the historical, geographic, economic, political, cultural and environmental relationships among world regions and peoples;
- examining the nature of cultural differences and national or regional conflicts and problems;
- and acting to influence public policy and private behavior on behalf of international understanding, tolerance and empathy.

“This will make a dramatic difference for our international students. Having the Center will provide a new model of global recruitment of students and will offer all students an insight into cultures other than their own,” says Mark Merickel, dean of the School of Extended and International Education.

The new Center will bring together the offices and staff of International Services, Study Abroad program, Sonoma State American Language Institute and matriculated international students.

For more information, contact:

Roberta Hodges, Director, International Education, [berta.hodges@sonoma.edu](mailto:berta.hodges@sonoma.edu)

International Services:

[www.sonoma.edu/is/](http://www.sonoma.edu/is/)

American Language Institute:

[www.sonoma.edu/exed/ssali/](http://www.sonoma.edu/exed/ssali/)



# Getting a Headstart on Entrepreneurship



*below:*  
Entrepreneur Darren Fong with some of his products for his company **OFF THE MAP SF**.

*left:*  
One of Darren's signature hats.

WHEN DARREN FONG BORROWED his mom's vintage sewing machine to customize the brim of a hat, he had no sewing experience, no intention of making money, and no idea that his creation would become a legitimate, thriving business. Only one year later, the Sonoma State student is selling handcrafted hats, shirts and sweatshirts all across the world with his clothing

joined the student arm of Sonoma State's Community for Entrepreneurial Leadership and Learning (CELL), a new campus movement with a mission to foster innovation. Through cross-disciplinary programs and partnerships, like providing student entrepreneurs with assistance and resources, CELL's goals are to support entrepreneurial careers, infuse entrepreneurial thinking in education and accelerate entrepreneurial action in the community.

"Our generation is graduating into a world and society that requires us

to think more innovatively—taking risks, leveraging passions and pursuing hobbies," says Patrick Maloney, student lead of CELL and an entrepreneur himself. He was inspired by his love of coffee to create his own specialized beans, in a business he named "Bun" after the Ethiopian word "Buna" which means coffee.

"CELL's not just for people who want to start a business. It's about thinking from different angles or perspectives, rather than what traditionally makes sense," says Maloney.

Over the past year, the students of CELL have partnered with local entrepreneurs, Sonoma State alumni and various organizations to demonstrate and



line, "Off the Map SF."

"I've had my hands in every aspect of my business, from designing, manufacturing, marketing and shipping my products," says Fong. "There have been a few problems I've run into, but I learn from every single one. My experience makes it easy to think of what other student entrepreneurs would need help with for their businesses."

Inspired to help fellow student entrepreneurs achieve similar success, Fong

inspire creativity, taking risks and pursuing passions.

"Entrepreneurialism isn't just for business students—it's for art majors, science majors, math majors and everyone else," says Fong. "It's all about having an entrepreneurial mindset."

Maloney has big plans in the works, including student innovation awards, a market day to showcase student businesses, and a storefront in SSU's new Student Center to sell student-made products and creations.

"It is exciting to be leading this venture with a team that epitomizes the innovative, creative, and proactive spirit of the student entrepreneurs it is our mission to support," says Kirsten Ely, CELL Faculty Lead and Mentor.



## NURTURING AN ENTREPRENEURIAL SPIRIT

“OUR AIM IS TO IGNITE AND INFUSE entrepreneurial thinking and behavior into our students, across Sonoma State University and throughout the surrounding community,” said William Silver, dean of the School of Business and Economics.

The entrepreneurial mindset encompasses more than just starting businesses—it involves having the courage to take risks, leveraging passions with careers and learning from like-minded individuals. Through cross-disciplinary and collaborative partnerships with students, faculty, and leaders of both business and education, CELL intends to revitalize careers, develop critical thinking and grow problem-solving by stimulating entrepreneurial thinking.

“We’re trying to demystify the word ‘entrepreneur,’” said Sonoma State’s Codding Entrepreneur-in-Residence Mark Nelson. “Entrepreneurs are everywhere.”

CELL has three broad goals:

- **To transform the educational system at Sonoma State University and the North Bay Area.** Now more than ever, there is a need for adaptability, curiosity, imagination, collaboration, leadership, initiative and critical thinking. Collaborative projects with the School of Business and Economics and School of Education like the Innovate/Educate Sonoma Conference, an Unleashing Entrepreneurial Spirit course for educators and an Entrepreneurialism in Education certificate are just a few ways CELL is stimulating creativity in classrooms.

- **To launch and support entrepreneurial careers.** In an increasingly competitive job market, particularly for the generation on the brink of graduation, innovation is necessary for survival. Current initiatives to support student success include the student arm of CELL, an Entrepreneurship Freshman Learning Community and a cross-disciplinary Creative Arts and Digital Media Entrepreneurship certificate program.

- **To accelerate entrepreneurial action.** CELL continuously seeks methods to support the entrepreneurial spirit in the community through partnerships like Sonoma County BEST and the North Bay iHub—a collaboration of education providers, accelerators and incubators focused on growing the North Bay’s entrepreneurial ecosystem.

Learn how you can join the movement by visiting [www.sonoma.edu/entrepreneurship](http://www.sonoma.edu/entrepreneurship).



Above: The student leadership team of Sonoma State’s *Community for Entrepreneurial Leadership and Learning (CELL)*, a new campus movement with a mission to foster innovation. Pictured from left: Patrick Maloney, Kelsey Koon, Adam Jay Loria, Alex-Sanchez-Bialetti. Front: Kirsten Ely, CELL Faculty Lead and Mentor.

As of right now, Maloney and the team are learning from their own successes and failures, taking risks to create a truly unique entrepreneurial community on campus.

“We want to see SSU as a center for innovation and entrepreneurial incubation,” says Maloney. “There are new, exciting things coming out of SSU.”

See the related video titled:

“ENTREPRENOMA” at <http://vimeo.com/77880034>

— Katherine McDonagh



Above: Patrick Maloney’s “Bun” coffee was inspired by his enjoyment of a good cuppa.

Below: Another student entrepreneur, Lindsey Voight, has had success offering her items on etsy.com (her brand: LindseyVee).







# STANFORD SYNCHROTRON RADIATION LIGHTSOURCE



## Scientist-Teacher

DANIEL KELLY HAS HIS FEET in the two worlds of teaching and research and thinks the days of students learning from a single textbook are quickly fading away.

“Students these days need to know how to access, criticize, and synthesize information...and they need to be able to communicate,” says the newly-minted high school teacher (Education, '13) who works in Palo Alto.

Kelly earned a B.A. in mathematics and a B.S in physics from SSU with a minor in philosophy. He is credentialed to teach in both and also earned credentials in the Single Subject program.

But he also remains active as a scientist himself, having completed two summer STEM Teacher and Researcher (STAR) internships at the Stanford Linear Accelerator Center (SLAC) National Accelerator Laboratory in Menlo Park, in a laser laboratory for photo-cathode research.

With the guidance of a research mentor, STAR Fellows work full-time on a group or independent research project, and participate in weekly education workshops focused on exploring the nature of science and transferring their experience to the classroom.

Kelly is working on developing a four-year computer science curriculum for the high school where he works. When he himself was in school, he liked to do computer coding as a hobby. He says his work at SLAC showed him how coding could be an indispensable professional tool for achieving research goals.

Kelly plans to make the computer science curriculum current and relevant for his students, and hopes to include coursework in open source operating system coding for Linux, and creative hands-on projects using hardware like Raspberry Pi and Arduino.

“These are devices that blur the lines between software development and electrical engineering,” he says.

Kelley is also planning projects that allow his high school students to access, use and even contribute to open source software.

From the classroom to the lab, Kelley is hoping to show his students how to reflect on their learning process as scientists, not just students, with the goal of producing self-reflective, inquisitive, and resilient scientists, researchers and engineers in the end.

—Pam Van Halsema







## Looking Up and Seeing Green

### *The Battle for Self-Esteem among Young Women has a New Frontier*

RECENT RESEARCH CONDUCTED by a Sonoma State University psychology team found that the more diverse a woman's close friends are, the less likely she is to experience feelings of envy and inferiority when she compares her physical appearance to them.

The research by professors Heather Smith, Matthew Paolucci Callahan and graduate student Stephanie McKee began in 2008, and was recently published in the *Psychology of Women Quarterly*.

Numerous studies have identified the value of close friend demographic diversity for increasing tolerance, empathy and civic engagement, but Smith and McKee say "ours is the first research study showing that having more close friends from *different* ethnicities, religious backgrounds, ages, sexual orientations and genders can mitigate the negative impact of physical appearance comparisons."

Smith suggests that this happens because "women with more demographically diverse friends might be exposed to different

and less constrictive physical appearance norms, they might be more likely to critically evaluate their own group's physical appearance norms, and/or they might have fewer opportunities to compare themselves to demographically similar peers."

"This is just another example of why diversity is a great thing," Smith said. "I like the idea that if you have a more diverse group of friends, you're protected from some of those negative, envious feelings and more likely to feel inspired."

Smith, who admits to being fascinated with this topic, has conducted similar research

*"If you have a more diverse group of friends, you're protected from some of those negative, envious feelings and more likely to feel inspired."*

on comparisons in the past. "I think we compare all the time, and we can't avoid it," she said, "...what you can do is reframe it, so that's what really interests me."

Identifying why close friendship diversity mitigates feelings of envy and resentment, and whether this benefit extends to women and men from minority ethnicities and sexual orientations, is a crucial question for future research.

#### WHAT'S A GIRL TO DO?

McKee says their findings suggest that women's comparing themselves to others is not the problem. The problem is when the comparisons elicit negative emotions. So rather than suggest one "stop comparing," the answer may be to reduce the negative emotions that arise when they are made.

*Their research points to taking these steps:*

FIRST, FOCUS LESS ON THE BODY ITSELF AND MORE ON THE QUALITY OF LIFE A HEALTHY BODY CAN BRING.





## ...Looking Up and Seeing Green

When women in the study compared themselves to successful college athletes, they did not feel envy, inferiority or resentment, but rather, they felt inspired.

### SECOND, CULTIVATE A DIVERSE GROUP OF CLOSE FRIENDS.

When women had close friends from diverse groups (a non-white friend, a gay or

lesbian friend, an older friend), they reported far fewer negative emotions when making physical comparisons.

### THIRD, FOCUS ON HOW TO ADJUST INTERPRETATIONS OF PHYSICAL APPEARANCE COMPARISONS.

As tempting as it might be, simply telling young women to stop comparing their

appearance to others is unrealistic.

A more successful approach would ask how to move people from feeling envious to feeling motivated, either by changing their general attitudes toward their bodies, or by leveraging the benefits of cross-group friendship to include a closer examination of physical appearance norms and stereotypes.

### TELL US. WE'RE LISTENING.

Your opinion counts and we want to hear it... positive and negative.  
Please take our brief survey (22 questions). Go to <http://tinyurl.com/insightsS14>

### BUT WAIT...THERE'S MORE!

Want to write a Letter to the Editor?  
Got an opinion on a story?  
Love/hate the cover?  
Wondering about that particular photo?  
Your address is wrong?  
Let us hear from you at [insights@sonoma.edu](mailto:insights@sonoma.edu)

### AND THANK YOU!



# alumni

## ALUMNI NEWS

### From the Alumni Association President...

I HAVE THE HONOR OF SERVING as the president of the Sonoma State University Alumni Association this year. We have a motivated board with an immense passion for our university. We have a skilled and dedicated leadership team guiding our organization. I would like to thank our returning officers: Molly Rattigan (Vice President) and David Felte (President-Elect) and welcome our new officers Ross Goodwin (VP of Finance), Joe Horak (Vice President) and Nadine Burns (VP of Administration) to our team.

Our two major goals for 2013-14 are to (1) develop a valuable member benefits program to increase alum association membership by 20 percent and (2) provide at least 10 networking and personal development opportunities to alum to help them achieve their career goals. Our new benefits program includes discounts to performances at the Green Music Center and several key businesses throughout Sonoma County. Our events committee is preparing to host events in varying locations and formats. We launched a quarterly webinar educational series focusing on career growth and personal development.

Keeping alumni "in the loop" is important to us. Not on our email list? Let us know at [alumni@sonoma.edu](mailto:alumni@sonoma.edu). Interested in coming to an event this year? Make sure to read your monthly newsletter and review our website frequently to obtain current information.

Prepare yourself for an exciting, fun-filled year with the SSUAA! Take advantage of the opportunity to rekindle old friendships, better your community, support our undergraduates and further your career. If you are not a member of the Alumni Association, consider the opportunity.

SARAH SCUDDER  
President, SSUAA  
[sarah@thesourcinggroup.com](mailto:sarah@thesourcinggroup.com)



Left to right:  
David Felte, SSUAA President-Elect,  
Sarah Scudder, SSUAA President,  
Ray Johnson, Director, SSU Wine Business Institute

### ALUMNI ASSOCIATION BOARD OF DIRECTORS

- Nadine Bruns, Vice President, Administration (B.S. Nursing, 1982)
- Nate Campbell, Director (B.A. Communications, 1998; M.A. Interdisciplinary Studies, 2002)
- Vincent Cortese, Director (B.A. Communications, 2000)
- David Felte, President-Elect (B.A. Economics & B.S. Business Administration, 2001)
- Ross Goodwin, Vice President, Finance (B.S. Physics, 1978)
- Joe Horak, Vice President, Recruitment & Volunteers (M.A. Public Administration, 2008)
- Jim Manly, Director (M.B.A., 1999)
- Lori Ogg, Alumni Association Director (M.A. Kinesiology, 1999)
- Spike O'Keeffe, Director (B.A. Political Science, 1975)
- Molly Rattigan, Vice President, Committees & Planning (B.A. Political Science, 2002)
- Travis Saracco, Director (B.A. Communications, 2012)
- Sarah Scudder, President (B.S. Business Administration, 2005)
- Kelly Bass Seibel, Director (B.A. Art History, 2003)
- Lauren Young, Director (B.S. Business Administration, 2001)



# homecoming 2013 a rocking success

**ON A SATURDAY LAST OCTOBER** the Sonoma State University campus came alive with alumni, parents and friends to celebrate Homecoming 2013.

The day began with the Distinguished Alumni Luncheon honoring two of SSU's most outstanding alumni (see opposite.) That uplifting event was followed by the 4th annual Sips, Bites and Bids wine tasting and silent auction event benefitting the Wine Business Institute. The day was capped off by the rededication of the Alumni Grove showcasing the contemporary new look of the distinctive area where alumni commemorate their memories of SSU.

We look forward to seeing you at these annual events in 2014!



*Top left and right:*  
Ribbon cutting and rededication of the Alumni Grove  
*All others:*  
Sips, Bites and Bids was a smashing success

## CALL FOR 2014 DISTINGUISHED ALUMNI NOMINATIONS

Are you aware a Sonoma State alumnus who is doing something noteworthy? If so, please send us a paragraph or two telling us why you think he or she is deserving of the 2014 Distinguished Alumni Award. We'll take it from there. Send nominations to [alumni@sonoma.edu](mailto:alumni@sonoma.edu) with the subject heading "Distinguished Alumni."

*If you have already responded to the SSUAA Opt-Out Mailing in the past, it is not necessary to do so again.*

### IMPORTANT PRIVACY CHOICE

You have the right to control whether we share your name, address, and electronic mail address with our affinity partners (companies that partner with us to offer products or services to our alumni).

Please read the following information carefully before you make your choice below.

### YOUR RIGHTS

You have the following rights to restrict the sharing of your name, address, and electronic mail address with our affinity partners. This form does not prohibit us from sharing your information when we are required to do so by law. This includes sending you information about the Alumni Association, the University, or other products or services.

### YOUR CHOICE

Restrict Information Sharing with Infinity Partners  
Unless you say "NO," we may share your name, address, and electronic mail address with our affinity partners. Our affinity partners may send you offers to Purchase various products or services that we may have agreed they can offer in partnership with us.

- NO, please do not share my name, address, and electronic mail address with your affinity partners.

### TIME SENSITIVITY REPLY

You may decide at any time that you do not want us to share your information with our affinity partners. Your choice marked here will remain unless you state otherwise. However, if we do not hear from you, we may share your name, address, and electronic mail address with our affinity partners.

If you decide that you do not want to receive information from our partners, you may do one of the following:

1. Call toll free: 1-866-808-2554
2. E-mail: [alumni.office@sonoma.edu](mailto:alumni.office@sonoma.edu)
3. Website: [www.ssualumni.org](http://www.ssualumni.org)  
Click on Privacy Policy · Download PDF form  
Fill out, sign and return this form to the following address (please make a copy of your records)

Sonoma State University Alumni Association  
1801 East Cotati Avenue, Rohnert Park, CA 94928

Name \_\_\_\_\_  
Former or other name \_\_\_\_\_  
Class Year \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_  
Signature \_\_\_\_\_



## 2013 DISTINGUISHED ALUMNI AWARDS

### SANFORD BRESSICK

#### B.A. Liberal Studies (Hutchins School), 1985

Who better to inspire students than a successful alum returning to the classroom to share his experiences and knowledge?

"Sonoma State changed my life. It's responsible for where I am today," says Sanford Bressick. A New York Life agent for 29 years, Sanford also teaches in the SSU's School of Business and Economics.

"Sanford teaches a class on Sales Force Management — call him professor Bressick! He has been a donor to the School, and an ambassador connecting students, alums and community members. He is a mentor to students and an advisor to me," says Bill Silver, dean of the School of Business & Economics.

In addition, Sanford has been intimately involved with the fundraising for the Green Music Center, almost from the first day it was imagined. He also was president of the SSU Alumni Association, helping connect fellow alums with the University.

When Sanford attended Sonoma State, he dreamed of making a difference in the classroom. He was inspired by his mother who worked in the care of children which prompted him to create the Joyce H. Bressick Memorial for Hutchins majors who have a child at the Children's School on campus.

He started his work experience at Sonoma State on Sundays in the cafeteria, being known as the "omelet guy." It was at SSU's Career Fair that he met his future manager at New York Life.

"Sanford has truly come full circle in his life. He is not only successful in his profession, but also brings the tools that have made him valuable to his students. The Sales and Marketing course is very hands-on, bringing students out of their comfort zones and into the real world," says Silver.

"Professor Bressick is one of the best teachers I have ever had. I have learned valuable lessons about myself as a future professional from being in his class," says business student Jordan Brown.

Sanford's life goal is to touch as many lives as possible whether through volunteer work, personal monetary investment or teaching. "He has a heartfelt desire to help people in his life—and that includes not only his business clients, but his alma mater and others," says Erik Greeny, Vice President for University Development. "We're very pleased to honor him as a Distinguished Alumni this year."

### GAYLE CARSTON

#### B.A. Sociology, 1977

Gayle Carston's childhood growing up in Petaluma was similar to that of her friends, with some interesting twists: she regularly went to job sites with her dad, a successful general contractor, and was able to drive dump trucks, forklifts and "lots of pick-up trucks," says Gayle. On weekends, she modeled in fashion shows with her mother and in 1968 was a debutante in New York.

Her experiences were varied thanks to her parents who laid the foundation for a lifetime of philanthropy and community service, much of which has benefitted Sonoma State University.

Gayle attended local schools, eventually marrying her high school boyfriend and going to work for Fostmeier Construction, her dad's company. It was at this point she enrolled at Sonoma State "College" where she had a strong family connection as her dad's company constructed several of the buildings on campus including the Student Health Center, the art building and the Children's School.

She graduated in 1977 from SSU with a degree in sociology and spent her time running the construction office, attending classes, and caring for her young son Adam. She is proud to have been in the first class of SSU's "Project Censored: The Ten Best Censored Stories" course, founded by Dr. Carl Jensen. In 1978 she became a single mother and in 1990 obtained her own contractor's license.

Later that year she married Arnold Carston and together they ran World of Carpets, a family owned and operated business since 1968. In 2000 they started another company, Prosource of Santa Rosa, a wholesale floorcovering business where she currently works.

Gayle is proud of her family's involvement at SSU and enjoys seeing the buildings that still stand on campus.

Gayle and Arnold are benefactors to the Wells Fargo Center, naming the Carston Cabaret. And, at the Green Music Center they named the Carston Music Library. Gayle sponsors the Rochelle Fostmeier Scholarship and together, Arnold and Gayle sponsor the World of Carpets Scholarship, both at SSU.





## 1960s

**John O'Neil, '68, Psychology**, now in his 70s came to SSU as a mature student after serving in the military and in the workforce working with pre-business IBM computers.

During his enrollment interview at Sonoma State College, it came to light the college was in need of creating a mechanized system for recording student records. John's experience led him to be hired on campus as a computer programmer working on developing this new system while he attended classes as a student. He ultimately graduated from SSC with a degree in psychology but not before meeting his future wife Joann who also worked on campus. Nearly a third of the campus community attended their wedding before they left for Australia, where they currently reside.

## 1970s

**Fred H. Adam, '73, History**, has recently retired after serving 38 years as a teacher, school site administrator and school district superintendent.

## 1980s

**Kathy Bottarini, '88, English Literature, Art History and Studio Art**, was recently chosen as a judge at the upcoming comic-con festival.

**Lisa Wilson, '84, Management**, recently took over the family business Shady Acres Campground and RV Park with her siblings in Clear Lake, California.

## 1990s

**Steven Belletto, '99, English Literature and History**, co-edited the recently published book "American Literature and Culture in an Age of Cold War: A Critical Reassessment."

**Daryl Bilandzija, '99, English Literature**, was one of 50 teachers celebrated in the book "American Teacher: Heroes in the Classroom."

**Kristina Knudsen, '96, Liberal Studies-Hutchins**, was named as one of the top 40 under 40 in *Lifestyles, the Magazine for San Joaquin*.

**Marlene Lowenthal, '98, History**, has joined The Wine Country Group by Better Homes and Gardens Real Estate in Sebastopol.

**Robert Meeks, '97, Political Science**, has worked for the State of California Parole and Community Services Division for 34 years. He achieved the position of Assistant Chief of Parole, and credits his career success to SSU.

business for high school students and their families. Eurgubian is also program director for the Boys and Girls Clubs of Sonoma County.

**Jennifer Hainstock, '06, Teaching Credential**, has been an attorney since 1992 and recently opened her own estate planning practice, Hainstock Law.

**Zach Honeycutt, '08, Certificate of Accounting**, has been appointed accounting manager at Allen Wine Group. He was previously employed with Moss Adams in Santa Rosa as senior auditor.

**Elaina Hunt, '05, Business Administration-Marketing**, has been promoted to Vice President of Summit State Bank. Hunt has

## THE UNIFYING POWER OF COOKING

**Deborah Adair** met her husband Terry in high school, and eventually followed him to Sonoma State where she wanted to major in creative writing—but that major didn't exist at the time. The English Department worked with her to develop one and she was off and writing. Today she keeps her creative writing flowing with a web series, [www.watchsetthetable.com](http://www.watchsetthetable.com) which she co-writes, produces and directs.

The show follows the strained relationship of a middle-aged couple coping with the sudden death of the wife's father, uncertainties in the workplace and an unexpected empty nest. The series originally began as a one-act play, but Adair decided to expand the storyline, and her characters, resulting in an entertaining and dramatic series about life, love and food, a series inspired by a memorable, and touching, past incident. Tune in.



## 2000s

**Katie Aliferis, '05, History**, is a writer from San Francisco, California. Her poetry has been published in 9 Muses News, Voices of Hellenism Project: Voices and Velvet Revolution Reading Series. Her poetry is forthcoming in Voices of Hellenism Project: Voices (Volume I, Number II) and Big Fat Greek Odyssey. Additionally, she has more than 30 business publications.

**Curtis Bryd, '08, Communications**, currently works for The Press Democrat in Rohnert Park and is running for City Council in 2014.

**Robin Eurgubian, '09, M.A. Counseling**, has opened a college admissions consulting

been with the bank for five years and previously held the position of Director of Marketing and Community Relations.

**Cassie Karch, '09, Liberal Studies-Hutchins**, is currently Assistant Director of Admissions and Marketing at Optimum Performance Institute, a residential therapeutic program for young adults.

**Jessica Link, '01, Wine Business, Management and Human Resources**, is president of the Robert Young Estate Winery, after holding the position of controller since 2007. She also served in previous positions with Sonoma-Cutrer and Beringer Vineyards.

**Alfredo Pedroza, '09, Business Administration-Marketing**, was named as one of the North Bay Business Journal's Forty under 40 professionals.



**Kira Reginato, '03, Teaching Credential,** has joined Creative Counseling for Elders and Families as therapeutic care manager. She also hosts the radio show "Call Kira About Aging!" which airs on 1350 KSRO-AM from 2-3 p.m. on Saturdays.

**Brett Rhodes, '04, M.A., Public Administration,** has worked for law enforcement for many years and is now transitioning into a legal career while working to obtain his J.D. from Empire Law School.

**Matthew Taylor, '01, Business Administration-Finance,** recently joined Sonoma Bank's commercial banking office as a commercial banker. Taylor comes to Sonoma Bank with more than 11 years of

May 2015 with an MBA from MIT and MPP from Harvard.

# 2010s

**Zak Beltz, '13 Environmental Studies,** landed a dream job as a research assistant for the Sea Turtle Conservancy (STC), an organization that protects sea turtle populations through research, education, advocacy and protection of turtle habitat. His days and many of his nights are spent monitoring the activities of the Green turtle including night patrols, track surveys, nest monitoring and excavation. Zak also develops and participates in various

**Ashley Canavan, '13, Business Administration,** was recently hired as Director of Operations for Soulstice Juice.

**Scott Coughlin, '13, Business Administration,** was recently hired as Tax Department Lead for Provident Funding Associates, L.P.

**Lauren Klein, '12, Marketing and Wine Business,** has been working as Wine Club and E-Commerce Coordinator for Foley Family Wines since April 2013.

**Sarah Thorpe, '12, Business Administration,** now serves as Human Resources Coordinator for Cellmark after working as Human Resources assistant at Falck for the previous two years.



## SOWING SEEDS FOR THE FUTURE

**Vicki Bailey's** humble and quiet spirit of philanthropy has turned her into a guardian angel for the many projects that have succeeded because of her generosity. An alumna of the School of Social Sciences, she has regularly and consistently given for the past eight years to the discretionary funds of the Dean of the School of Social Sciences. Her gifts have provided resources, lab experiences and networking and professional opportunities for students and faculty. She was recently presented the Outstanding Individual Philanthropist Award from the Association of Fundraising Professionals. "Since I am not a Gates or a Buffett, it is best for me to sow what seeds I can locally and in the place that has given so much to me and my family," she says. Where she sees potential, she fosters it.

**Jason Villeggiante, '12, Biology,** received a job with AJ Tutoring in Palo Alto in June 2013. Currently, he works to aide students by tutoring them in high school biology as well as for SAT subject tests.

banking experience. He previously worked at other banks in Santa Rosa as a trust securities and portfolio specialist and a financial adviser.

**Greg Robertson, '09, M.A., Education,** is principal at Carpe Diem and Sonoma Mountain High Schools. As a principal, Stevenson is visible, accessible and responsive to the needs of the school and community. He has collaborated with outside agencies including the Sonoma County Sheriff's Department, District Attorney, Child Protective Services, Probation Department and counseling services to ensure student welfare.

**Nadir Vissanjy, '07, Business Administration,** was offered and accepted to be an MBA candidate at MIT's Sloan School of Management. He is actively pursuing a dual degree with Harvard Kennedy School. Vissanjy will graduate in

educational and awareness activities in the community of Tortuguero and assists in the STC Visitor Center to provide information about the work of STC to members of the public.

**Jaclyn Lizette Bianchi, '11, Liberal Studies-Hutchins,** recently earned her Master's degree in education after completing her undergraduate studies at Sonoma State University.

**Michaela Blakey, '12, Women and Gender Studies,** has been occupying her time by working as a social work intern for the Center for Autism, Applied Development Core while also continuing her education at CSU, Fullerton.

**Alex Boyar, '12, Business Administration-Finance,** was recently hired as Regional Finance Director for Senator Coons in Delaware, New Jersey, and Pennsylvania.

## IN MEMORIAM

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

- David Benson,** former president of Sonoma State
- Faculty:*
- Ray Castro,** Chicano and Latino Studies
- Robert Coleman-Senghor,** English
- Mark Doolittle,** Counseling
- David Frederickson,** Anthropology
- Levell Holmes,** History
- Howard Limoli,** French
- Marylu Mattson,** Hutchins School of Liberal Studies
- Nina Menrath,** Psychology
- Lou Miller,** Hutchins School
- Steve Norwick,** Environmental Studies & Planning
- Bill Reynolds,** Management
- Terry Wright,** Geology
- Staff:*
- Connie Lewsadder,** School of Social Sciences

*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](mailto:insights@sonoma.edu)*



## OUTSTANDING STUDENT-ATHLETE OF THE YEAR SCHOLARSHIPS

Each year the SSU Alumni Association sponsors two \$750 scholarships specifically honoring SSU student-athletes, one male and one female, in recognition of their outstanding achievements relative to intercollegiate competition, academics and community service. The scholarship recipients were presented at the annual SSU Sports Awards Night, "The Wolfies."

This year's recipients are  
**NATHAN BERNSTEIN**  
 baseball (infield),  
 and  
**SPENCER HELLER**,  
 women's golf.



## MUSIC MAJOR ANGELINA GOMEZ RECEIVES THE AMBROSE R. NICHOLS, JR. SCHOLARSHIP



ESTABLISHED IN 1976, this scholarship is named for Ambrose R. Nichols, Jr., the founding president of Sonoma State University. The Nichols scholarship is awarded annually by the Alumni Association for outstanding contributions to the campus community. It is intended to encourage the recipient's continuing intellectual development and advanced academic instruction. The Nichols Scholarship is provided through funds generated by Alumni Association Life Members.

The Sonoma State University Alumni Association awarded the 2013 Ambrose R. Nichols Jr. Scholarship to music education major Angelina Gomez.

Angelina is very aware that attending Sonoma State University has changed her life in ways she could never imagine. Through opportunities and activities, especially through the SSU Music Department, she discovered a passion she never knew existed. Her activities and involvement are many and varied, one of which was to serve as secretary for the Music Education Club, Sonoma State University's chapter affiliate with the National Association for Music Education. In that club she gained the skills and knowledge necessary to be a future music educator. "I want to instill great knowledge to my students of the future and inspire them to achieve success and happiness in their lives, just as I myself have found," says Angelina.

Angelina graduates from Sonoma State University with a Bachelor's degree in music education in 2014. She will then begin in SSU's credential program working toward fulfilling her lifelong goal of becoming a music teacher. She hopes to later earn her Master's degree or a Ph.D. in music education or musicology.



## FROM ALIGOTE TO ZIN

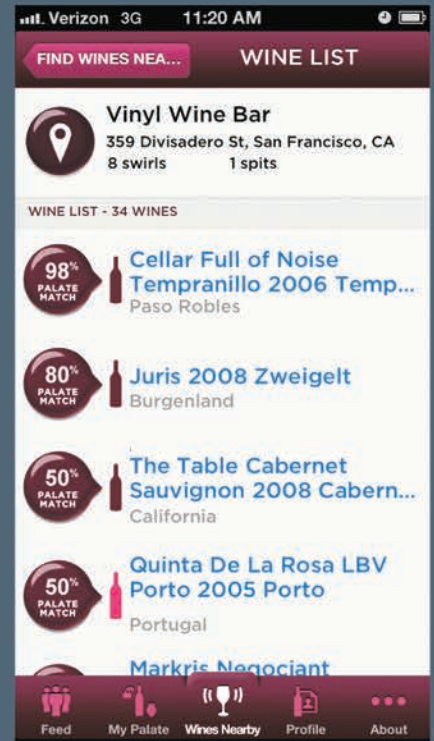
**Nic Werner ('03, B.S. Computer Science)** is navigating the wine world with "Swirl It!," the first taste and location-based wine recommendation smart phone app.



"Although I was surrounded by wine country when attending SSU, it took me a while to learn about wine because it intimidated me," said Werner. "My co-founder (Brittany Hawkins) and I started Swirl It! to show the casual wine drinker that wine can be fun and easy."

Launched in April 2013, "Swirl It!" allows users, ranging from sommeliers to novices, to keep track of which wines they like and dislike.

With a rating of 4.5 stars in the iTunes store and a recent feature on TechCrunch.com, Werner and his team are helping users clear the fog on wine tasting.



## gillian conoley

GILLIAN CONOLEY IS THE AUTHOR OF SEVEN COLLECTIONS of poetry including *The Plot Genie*, *Profane Halo*, *Lovers in the Used World*, and *Tall Stranger*, a finalist for the National Book Critics Circle Award. Her new collection, *Peace*, is forthcoming from Omnidawn in Spring 2014. Conoley's work has received the Jerome J. Shestack Poetry Prize, a National Endowment for the Arts grant, and a Fund for Poetry Award, and has been anthologized in more than 20 national and international anthologies, including W.W. Norton's forthcoming *Postmodern American Poetry* (second edition), W.W. Norton's *American Hybrid*, Counterpath's *Postmodern Lyricism*, and Oscar Mondadori's *Nuova Poesia Americana*.

Most recently she has translated Henri Michaux's *Four Hundred Men on the Cross*, excerpts of which appear as a special supplement of the July/August 2012 issue of *The American Poetry Review*. Conoley's translations of three never-brought-into-English texts by Michaux, all of them pictorial/verbal explorations, will be published by City Lights in 2014, as #61 in their pocket series.







## REFLECT ON A PLACE THAT LIVES LARGE.

It might be a local coffee house, a quiet beach or a childhood tree house. Chances are, each memory is richly infused with sights, sounds, smells, tastes and feelings, as well as the importance that place holds in one's life. What is the reason for such strong attachments to places? What gives Sonoma County its sense of place? How have its

unique location, history and residents defined it,

# Place Matters



and how has Sonoma County defined the people who live there?

Sonoma State University's Osher Lifelong Learning Institute (OLLI) takes a look at "place" this summer through a series of talks and investigations highlighting cultural and natural resources of both campus and community. Clusters of field explorations in art, history and science immerse students in the natural and cultural history of Sonoma County. Speakers from the worlds of food and wine, including producers, purveyors, chefs and culinary historians regale members with gastronomic tales of Sonoma County.

Finally, the "Place Project" culminates in July with *Place Matters*, bringing together OLLI students to document, discuss and create a "sense of place" on the SSU campus. This event includes three panels comprised of Sonoma State OLLI students from all three sites (Sonoma State campus, Oakmont and Healdsburg), and chaired by faculty from



different SSU departments: Margie Purser, Anthropology; Ray Johnson, Wine Business; and Steve Estes, History. Regional historian Gaye LeBaron will provide opening remarks, and a concert by SSU students will root attendees in the performance of *place*. Other creative expressions of *place* will include a juried art exhibition and a published anthology showcasing place-based art and writings by OLLI students. The selected artwork will be on view in SSU's The HUB (multicultural center), and local historical societies and museums will open their collections to OLLI students as part of the project.

Sociologist Ray Oldenburg, in his work *The Great Good Place: Cafes, Coffee Shops, Bookstores, Bars, Hair Salons, and Other Hangouts at the Heart of a Community*, argues that "third places"—where people can gather, put aside the concerns of work and home, and hang out simply for the pleasures of good company and lively conversation—are the heart of a community's social vitality and the grassroots of democracy. How do these "third places" figure into Sonoma County, and how do they help to construct the social fabric of one's life? SSU's new Student Center, with its "living room" and various eating venues, meeting rooms, offices, etc. represents a "third place" for the SSU community. OLLI is pleased to present the explorations of place in this new space.

— Carin Jacobs, Director  
Osher Lifelong Learning Institute, SSU

OLLI is a unique learning community for adults age 50 years or better. OLLI offers the very best continuing education with no tests and no grades. Distinguished SSU faculty and other Bay Area educators enjoy sharing their expertise with OLLI students, whose life experience and intelligence enrich the exchange of ideas. OLLI is supported by OLLI students, donors and the Bernard Osher Foundation. Joining OLLI at SSU means discovering new friends, new knowledge and new ways to bring meaning and enjoyment to your life. Join us: [www.sonoma.edu/exed/olli/](http://www.sonoma.edu/exed/olli/)

*Place Matters* is generously supported by a grant from the Bernard Osher Foundation. *OLLI Off Campus* and *Taste Matters* are generously supported by Connie Coddling.

From left to right: Larry Kocher, Pat Kocher, Geri Carleton, Carol Babcock, Anne Cobb, Carol Cotton, and Jim Cotton.







## PACIFIC WAR MEMORIAL HONORS VICTIMS

THE ATROCITIES AND WAR CRIMES committed by the Japanese Imperial Armed Forces during World War II in the Pacific remain to this day only partly understood in the West.

The Pacific War Memorial installation at Sonoma State University's Holocaust and Genocide Memorial Grove is designed to remember those victims, to educate and inform general public opinion on the history of the war in the Pacific and to offer a measure of peace and reconciliation for survivors of those atrocities and families of victims.

The memorial for Pacific War victims includes an 11 ft. long granite rock bench, engraved in both English and Chinese script, flanking a pathway inscribed with memorial messages for victims of the Japanese Imperial Armed Forces from 1931-1945. The rock is designed as a resting place for visitors to contemplate the meaning of the messages on the pathway bricks.

"The Pacific War (World War II in the Asian-Pacific Theater) was a time of extraordinary atrocities and war crimes committed by the Japanese Imperial Armed

Forces on mainland Asia and island nations of the Pacific," says SSU Mathematics Professor Jean Bee Chan and her husband Peter Stanek, organizers of the memorial project, and major SSU donors.

"Sixty-eight years after the end of the war, the Japanese government has neither acknowledged nor apologized for these crimes, nor offered satisfactory and just repayment to the victims."

Chan lost her young brother during the war and has a special brick in his name at the site. "My brother got sick without any medical attention and food since the Japanese Imperial Military bombed local medical facilities, and Japanese soldiers regularly raided our rural village to steal our animals and crops," she says. "My mother is now 96 years old and she still mourns the loss of her only son."

The memorial is sponsored by the Global Alliance for Preserving the History of WWII in Asia which continues to seek apology and fair compensation for victims, survivors and their families harmed by the actions

of the Japanese government in the Pacific theatre of the war.

The memorial is part of SSU's Holocaust and Genocide Memorial Grove that features a sculpture and a pathway paved with bricks with memorial messages, and a sapling from the tree Anne Frank looked at through her attic window. Over the past year, Chan and Stanek worked with SSU to include the Asian Holocaust component in a more prominent position.

"Asians have suffered a terrible injustice, largely ignored by the world," says Chan and Stanek, "and Japan continues to deny her war crimes. We must not forget the Asian holocaust of the Pacific War. A formal apology from the Japan government will go a long way to promote peace, harmony and reconciliation, especially among Japan's neighboring countries."

For information about the Erna and Arthur Salm Holocaust and Genocide Memorial Grove at Sonoma State University, visit [www.sonoma.edu/holocaustgrove/](http://www.sonoma.edu/holocaustgrove/).

—Jean Wasp



## LOOKING FORWARD—AND BACK

### University Library Site Reflects Upon 50+ Years

Can't make it to campus? Why not visit from home? Images of campus life, history and scholarship are now easily found on the University Library website.

#### SSU: History of a University

<http://omeka.sonoma.edu/exhibits/show/ssu-history-digital-exhibit>

This new online exhibit celebrates the history of SSU and its rich, vibrant past with photographs, documents, media clips and more, dating from its start in the early 1960s. The exhibit is just getting started and the Library wants to hear from you about events, people or years that you would like added.

#### Relive Graduation

The University Library has recordings of SSU Commencement ceremonies on DVD and CD going back to 1962. Although the content of each recording varies, they offer memories of an important life event for each SSU graduate. The disks are available for loan from the Library or can be purchased for a small fee. Unfortunately, the Library is missing some years: 1963, 1981, 1986, 1995-1998, 2000-2004, 2008 and wants to know if you can fill the gaps.

#### Online Master's Theses Now in SSU ScholarWorks

Recent SSU graduate students, as well as alumni, are making their master's theses available online. Let the Library know if you want to showcase your thesis, from any year, in SSU's digital archive, SSU ScholarWorks at <http://sonomadspace.calstate.edu>. Your research may be of great value to students and scholars around the world. You did so much work—why not make it available online?

For more information about any of these projects, email [specialcollections@sonoma.edu](mailto:specialcollections@sonoma.edu).

—Karen Brodsky

## Become a Sonoma State Parent Advocate

### Why Advocacy?

Unprecedented budget cuts to higher education over the past several years have forced the University to offer fewer courses than students need, possibly delaying graduation. It is now more important than ever for all university stakeholders—faculty, staff, students, parents, alumni and friends of the university—to become advocates for higher education. Remind legislators and the governor that education is integral to the state's economic recovery, workforce needs and international competitiveness. Visit [www.sonoma.edu/uaffairs](http://www.sonoma.edu/uaffairs) (then click on Government & Community Relations) for information on how you can stay involved.



## FACEBOOK FOR PARENTS

### Keeping in Touch and Up-to-Date

Your student is embarking on a journey that will include exposure to and involvement in all the elements that make Sonoma State such a special place. Join them.

Parent of Seawolves can now connect to campus through the Parent Facebook page at [www.facebook.com/sonomaparents](http://www.facebook.com/sonomaparents). Another way to hear about news and events is to join the parents' mailing list (go to [www.sonoma.edu/parents](http://www.sonoma.edu/parents) and click on any link to access the sign-up form).

It is our hope that you will find Sonoma State to be a place that lives up to its reputation for providing academic excellence, as well as great service and care for your entire family. We look forward to getting to know you better.



## WHAT WILL YOU SUPPORT?

Through the generosity of alumni, parents and friends, The Fund for Sonoma State supports students through their educational journey, funding signature programs and hands-on academic experiences like WolfBucks for Books and Faculty/Student Undergraduate Scholarship Teams. It takes a collective effort from the entire Sonoma State University community to create and sustain the unique programs that support our students and enhance SSU's academic and collegiate environment. With nearly 65% of our student body receiving some form of financial aid, your investment is a great benefit to our students.

## Make Your Annual Gift Today!

Contact University Development - 707.664.2712 or [www.sonoma.edu/fund-for-sonoma](http://www.sonoma.edu/fund-for-sonoma)

**The Fund for Sonoma State**  
Give every year, make a difference every day.



# Sonoma State University Focuses on the Future

**AT 53 YEARS OLD**, Sonoma State embraces its present vibrancy, remembers remarkable past accomplishments and envisions the future. What will SSU look like in the next decades? What kind of students will it attract and graduate? How will it grow and change?

Dr. Andrew Rogerson, provost and vice-president for academic affairs, and Dr. Ben Ford, professor of mathematics, sat down to share their thoughts on the future.

**Competition:** Online universities and colleges, as well as traditional brick and mortar institutions, will compete for students. SSU must make itself more attractive by enhancing its academic reputation, increasing the quality of students and helping them succeed.

Most students come from other areas because SSU does not draw from a dense local population. Informing prospective students and parents about SSU's academic excellence is imperative. "We need students to come for the outstanding academic programs and the overall experience we offer so they will stay, learn and graduate," says Rogerson.

**Collaborative learning:** "We're moving toward project-based, collaborate learning and away from the old-fashioned lecture model," says Ford. Because of today's information overload, students need to learn to differentiate relevant from false information. In collaborative learning teachers introduce a problem and develop student tools to solve it.

**Graduating students:** In his first speech to a joint session of Congress, President Obama stated, "By 2020, America will once again have the highest proportion of college graduates in the world." To achieve that goal, the California State University system developed a Graduation Rate Initiative to raise graduation rates. To do that, Rogerson foresees a six-year model, with students earning undergraduate degrees in three to four years, followed

by a master's degree in two. "We will encourage a seamless flow of undergraduates into graduate programs. We want to be more than a stepping stone, so that after SSU students graduate with a master's degree, they are career-ready."

**A total experience:** SSU is a liberal arts and sciences university, largely residential, moderately-sized (9,000 students) and set in an idyllic location. Teaching critical thinking skills and offering a broad-based education is vital so graduates are flexible as new jobs are created. Ford says, "We are and will continue to be the public alternative to private liberal arts colleges."

**The economy of SSU:** Reduced financial support for education has caused SSU to explore other funding sources. Most money now comes from philanthropy, grants, contracts and tuition. Recruiting international and out-of-state students, increasing extended education and online learning are some additional funding sources. Costs for education are expected to increase. Students from the local area may also increase because they can live at home and avoid costs of room and board. The new Student Center just opened to help all students feel more a part of the college community. On the building horizon is a professional building that will house business, education and nursing. The Green Music Center with its Weill Hall focal point has been very successful from the moment it opened. "This center will attract people interested in cultural activities from all over the world," says Rogerson, "enhancing the reputation of the entire University."

How will SSU look in 100 years? While a coherent vision of the future is difficult because the world will be vastly different by 2061, a California recommitted to higher education would be a vision come true for SSU.

—Penny Hastings

*the future*



Above: Andrew Rogerson, Ben Ford





NON PROFIT ORG  
 U S POSTAGE  
**PAID**  
 SONOMA STATE  
 UNIVERSITY

1801 EAST COTATI AVENUE  
 ROHNERT PARK, CALIFORNIA 94928-3609

A CAMPUS OF THE CALIFORNIA STATE UNIVERSITY

**CHANGE SERVICE REQUESTED**

## HOODHENGE: SSU Art Professor's Automobile Hoods Pay Tribute to Stonehenge

IF YOU'VE DRIVEN THROUGH SONOMA County recently, you may have noticed how at every corner old meets new. Historic brick-and-mortar bistros sit next to chic, trendy restaurants and coffee houses, contemporary businesses manufacture next door to defunct, condemned warehouses along stretches of barren railroad tracks.

Perhaps you have even managed to see the "Hoodhenge" ruins at SSU art professor Carlos de Villasante's home on the corner of Bodega Avenue and Baker Street in Petaluma.

Scattered around in a rough circle in a vacant lot next to his home lay de Villasante's elaborately decorated car hoods. With vibrant colors and delicately contouring lines, reds melt into blues and rust covers it all.

Suffering from the elements, the hoods gather and ascend past urban art to the new plateau of urban ruins, a depiction of times past still visible in present day times, something de Villasante knows well.

It began this summer when he moved the contents of his large Sebastopol studio into storage and revisited all of the car hood paintings he had created over the past years. "I put one hood in my yard and

was happy with the way it engaged the exterior space and passers by," he said. "It seemed funny that I live on Bodega Avenue, which in Spanish means warehouse, yet I was storing my art elsewhere."

De Villasante's artwork has always dealt with re-creating the "feeling of discovering pyramids or finding artifacts on the ground, that hopeful imagining that one is on the verge of uncovering something that still has meaning."

Visible to the community of drivers, pedestrians and cyclists who travel by the Petaluma intersection, the exhibit helps de Villasante share his work with "a broader community than just gallery connoisseurs."

He has created public murals on the

East Coast and just completed one for the Sonoma County Museum.

"Petaluma is now my new home and as there are way too many people to invite to dinner, 'Hoodhenge' is my gesture of appreciation to the community," he says. "I love watering my plants or sitting on my porch while someone 'discovers' my contemporary archeological site, as they decide what it is doing there or decoding what it means."

*De Villasante has been an associate art professor at SSU since 2009. He teaches drawing, painting and design. His work can be viewed at [www.carlosdevillasante.com](http://www.carlosdevillasante.com)*

— Doug Arias

