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THINKING DIFFERENTLY at CSUEB

WHEN I JOINED CAL STATE EAST BAY, four years ago this summer, I asked the University community to join me in imagining new possibilities for CSUEB. Since then, our culture of thinking differently — about our role and opportunities — has grown even stronger.

Today, the University has new strategic and academic plans driving a bold vision for tomorrow. Our goal is to transform Cal State East Bay by 2020 into a regional university of choice and a wellspring of ideas and solutions to meet the changing economic, workforce, and social needs of our region.

I am proud of this culture and the independent thinkers that characterize CSUEB today — the focus of this issue of Cal State East Bay Magazine. The stories you’ll read here highlight a small sample of alumni, faculty, and students who have stepped outside the bounds of convention to explore new ideas, forge new theories, and propose unexpected solutions.

These include Associate Professor Rebecca Beal, whose research into surfing and skateboarding lifestyles challenges conventional ideas about extreme sports, marketing, and gender barriers. And the story of J.R. Havlan ’87, an Emmy Award-winning writer, illustrates the serious role of satire in American political discourse, as well as the rewards of an unconventional career.

You’ll see how independent thinking by CSUEB faculty is producing an influx of research grants to the University, including awards from the National Science Foundation and NASA. And as you’ll read, while one assistant professor challenges Einstein’s theory of gravity, a study by an earth and environmental sciences professor in a nearby lab questions what we know about the origins of life itself.

Read on to discover how our students are finding new outlets for expression through student-led publications focused on literature, political science, and philosophy. And, of course, there are stories of the remarkable achievements and contributions of our graduates. These include our outstanding alumni of the year, Patrick Devine ’87, MBA ’91, an innovator in high tech compensation, and Robert Litton ’00, ’02, a rising film composer. We also recognize Jack Acosta ’75, MBA ’78 and his wife, Susan, whose support over the years has distinguished them as the University’s most generous alumni donors.

While this issue presents a side of Cal State East Bay that may surprise you, it reminds us that the Pioneer spirit is truly alive in our classrooms, on our campuses, and in our community — continuing to inspire us to think differently about our future and the exciting possibilities ahead.

Mohammad ‘Mo’ Qayoumi
President

New facilities enhance student life

New academic support and fitness services, along with renovations to a CSUEB athletic landmark, greeted students returning for classes and cocurricular opportunities at the Hayward Campus for fall quarter.

STUDENT SERVICES & ADMINISTRATION BUILDING

Students scheduling an appointment for academic advising or picking up a financial aid form will find what they’re looking for in one convenient spot, the recently opened Student Services and Administration building (SA), facing the College of Science on the east side of the Hayward campus.

Construction of the $40 million project, funded through voter-approved general obligation bonds, began in July 2007. Doors officially opened in late July. The building, where approximately 350 people work, is adjacent to the Valley Business and Technology Center.

RECREATION AND WELLNESS CENTER

While the University community takes care of its academic business in the SA, a short walk away on the south side of the Hayward campus, the state-of-the-art Recreation and Wellness Center will help take care of student, employee, and faculty members’ fitness needs.

The $6.000-square-foot Recreation and Wellness Center, slated to open during fall quarter, will house a multi-court gymnasium; elevated jogging track; fitness center; multipurpose fitness and activity rooms for aerobics, martial arts and dancing; locker rooms; juice bar; and administrative offices.

The center will include many sustainable building design features, including a green roof, cool roof systems and water efficient landscaping using reclaimed water. Three full-time staff members, including a campus recreation director, intramural sports coordinator, and fitness coordinator, will be hired to run the center. They will be supported by a part-time staff of about 50 Cal State East Bay students who will serve as intramural monitors and assist in operations.

PIONEER STADIUM UPDATE

The University’s men’s and women’s soccer teams — and members of the CSUEB community who support the teams — have seen changes in one of the older facilities on campus, Pioneer Stadium.

In early 2010, construction crews removed the stadium’s grass and replaced it with artificial turf, then widened the field to regulation size, said Jim Zavagno, director of planning design and construction. The width of the existing running track was narrowed to five lanes to accommodate the larger field.

The newly renovated stadium greeted those who attended commencement ceremonies in mid-June and fans cheering on the Bay Area FC Gold Pride of the Women’s Professional Soccer league when the team made its home debut at the facility June 19.

In addition to the competition areas, improved sidewalks and fencing were added to the facility, according to Zavagno, who reported that construction costs came in under budget at $1.9 million, about $600,000 less than had originally been projected.

“For fall quarter 2010, students will find continued improvements in campus services and student life on campus,” Zavagno said. “That is what our work has been all about accomplishing.”
UNIVERSITY NEWS

TWO FRESHMEN COLLECT ASSOCIATION’S PLAYER OF THE YEAR HONORS

Two student-athletes, Lauren Lucchesi and Charlie Sharrer, claimed honors as California Collegiate Athletic Association (CCAA) Freshman of the Year in 2009-2010. Lucchesi, a women’s basketball player, received the title after a stellar rookie season for the Pioneers. Conference coaches picked the freshman center over four other nominees.

“We are very proud of Lauren for earning such an honor,” CSUEB Head Coach Toni West said. “She has grown tremendously as a player and succeeded in playing a role for us that that she was not accustomed to. I look forward to continuing to watch her become a better player. Congratulations go out to Lauren and her family, who have given all of their support to our program.”

A native of Modesto, Lucchesi finished the 2009-10 campaign ranked sixth in the CCAA in rebounding, averaging 7.6 boards per game. Lucchesi was also the eighth best shot blocker in the conference, rejecting nearly one shot per contest this year. The freshman finished with 61 blocks this season.

“You can see Lauren growing and becoming more of a leader,” West said. “It’s been fun to watch her and Charlie exhibit their passion and enthusiasm.”

Lucchesi was Cal State East Bay’s top rebounder and fourth leading scorer in her initial campaign, averaging 7.6 boards per game. She also posted 23 blocks on the year, nearly twice as many as any other Pioneer. Additionally, Lucchesi was the only Cal State East Bay player to start every game this season, averaging nearly 27 minutes per game, third best on the squad.

Lauren Lucchesi

The 6-foot-1-inch center paced the Pioneers on the boards 15 times this season, finishing the year with six double-figure rebounding efforts. Lucchesi capped her freshman campaign with a season-high 15 boards in a three-point loss to Sonoma State and counted two double-doubles among her accomplishments this year. She finishes the Pioneers’ first season in Division II with highs of 15 points, 13 rebounds, and four blocked shots.

Baseball player Sharrer helped the Pioneers to a 23-29-1 overall record, a 16-24 mark in conference play and an eighth place finish in league play in their first season in Division II.

Sharrer, who prepped at Palmdale High School, batted .329 with 29 runs scored, 13 doubles, five home runs, and 33 RBI in 39 CCAA games. One of East Bay’s top clutch hitters, Sharrer drove in 21 of his 33 runs with two outs. In his final at bat in conference play, Sharrer hit a walk-off, two-run home run in a Pioneer 8-6 victory over Cal State Los Angeles.

“Charlie was the CCAA Freshman of the Year because of his baseball ability and his tremendous competitive desire,” CSUEB Head Baseball Coach Dirk Morrison said. “He was someone we identified early in the recruiting process, and we were excited that he became a member of our family.”

Sharrer had 18 multi-hit games in conference play and started nearly every game in his rookie campaign.

Defensively, the Palmdale native was a stalwart in right field, committing just three errors in 117 chances, while leading the outfield with six assists.

“Somewhere about the halfway point in our season, Charlie began excelling and playing with confidence,” Morrison said. “Charlie is a winner, and he attacks game deciding situations. He wants to be the guy that decides the outcome.”

The awards mark Cal State East Bay’s first two postseason honors since joining the CCAA in fall 2009. Director of Athletics Debbly De Angelis said, “Having our freshmen student-athletes honored in our first year of Division II competition bodes very well for our future competitiveness in the CCAA.”

News blog launch widens scope of campus coverage

Reporting the news has changed. The latest tools are online, interconnected, and frequently updated. Cal State East Bay launched the Inside CSUEB News Blog on its news Web site in early 2010, taking advantage of new ways to share information and publicize the University.

The news blog provides “a lively and continuous stream of brief news about the day-to-day life of CSUEB,” said Jay Colombo, associate vice president for University Communications.

Since its inception, the news blog has highlighted fiction workshops, accolades for the inclusive dance program, athletics fundraisers, new models for job design and compensation, and an alumna’s work on an Oscar-nominated documentary.

The blog format also allows the University to share items of interest that don’t fall under traditional news categories, said Monique Beeler, associate director of public relations, citing past entries that announced honors earned by alumni and provided links to faculty publications.

“Having a channel for that kind of brief news allows us to publicize more of what happens at Cal State East Bay, including the impressive accomplishments of our faculty, students, and alumni,” she said.

Additionally, links to each blog entry are posted on the University’s Twitter feeds and Facebook groups to increase visibility. Readers also can subscribe to an RSS feed of all entries or find the blog link on the University home page.

While the blog is a part of the overall news Web site, it also features contributions from representatives from arts, athletics, student life and academics.


CAMPAIGN BOOSTS annual fundraising to more than $5 million

Two major gifts to Cal State East Bay in the spring brought the University’s 2009-10 fundraising total to $5.1 million. Results were bolstered by gifts to its University of Possibilities campaign.

Bob Burt, vice president for University Advancement, noted that this represents an increase of 83 percent over the amount raised in 2008-09. “It demonstrates that the community and the region are fully behind our mission and our vision for the Cal State East Bay of tomorrow,” he said.

The impressive results were fueled by the start of the University’s first comprehensive fundraising campaign, which is expected to run seven to eight years, Burt said. The campaign’s objective is to increase private support for key University initiatives and programs involving academic distinction, access, and student success, as well as to triple Cal State East Bay’s endowment.

GIFTS FROM ALUMNI AND FRIENDS

The start of the campaign’s leadership phase has seen several high-profile alumni gifts, including scholarship endowments from Rich Sherratt ’70 and Lou Miramontes ’76. In June, the University
also received a $1 million commitment from trustee Jack Acosta ’75, MBA ’78 and his wife Susan, for endowed professorships and scholarships in the College of Business and Economics. (See page 40.)

Faculty, alumni, and other friends added their support to the campaign totals, including $350,000 in testamentary commitments (written statements that the donor’s will or living trust includes a bequest to the University). Bequests are an important source of future support, Burt said. Gifts of less than $10,000, primarily in response to the Annual Fund campaign, grew 5 percent to $446,000.

CORPORATE AND FOUNDATION SUPPORT

Support for college pathway programs, an important campaign goal that aims to increase students’ access to higher education through academic support, got a boost in May when Chevron Corp. announced a commitment to significantly expand the University’s Mathematics Achievement Academies over the next three years.

The academy program, targeting underserved students in middle and high schools in the East Bay, is a joint venture between CSUEB and partners in the Alameda County Office of Education and the Alameda County Collaborative for Learning and Instruction in Mathematics (ACCLAIM). Chevron, headquartered in San Ramon, will invest $1.5 million through its California Partnership Program at Chevron.

Overall contributions from corporations and foundations also increased over the previous year, with significant gifts from Kaiser Permanente, the Gordon and Betty Moore Foundation, and the Packard Foundation, among others. ■ $55

**Julia Norton receives international math institute award**

Julia A. Norton, professor emerita in the Department of Statistics and Biostatistics at California State University, East Bay, was presented with the 2010 Carver Medal from the Institute of Mathematical Statistics Aug. 10 at the organization’s annual meeting in Gothenburg, Sweden.

A member of the CSUEB faculty since 1974, Norton became "selected because of contributions to the IMS throughout her career, and especially for her conscientious and pivotal service as IMS treasurer during the period when the IMS Business Office was moved from California to Ohio," said Elyse Gustafson, IMS executive director.

Norton, a Hayward resident, expressed surprise upon receiving the award.

“I just said yes to all sorts of new ideas that came the way of the institute during my two terms as treasurer," Norton said. “Like most things, the best part of the job is the fantastic teamwork displayed by the staff.”

The Carver Medal was established by the IMS in 2002 to honor Harry C. Carver, founding editor of the Annals of Mathematical Statistics and one of the founders of the IMS. The medal recognizes exceptional service specifically to the IMS, and is open to members of the institute who have not previously been elected president.

Additional information about the Institute of Mathematical Statistics and the Carver Medal is available at www.ims-gothenburg.com. ■ $82
“IF I LIVED IN A DIFFERENT TIME AND PLACE, I WOULD BE A SKATEBOARDER.”

SO SAYS REBECCA BEAL, ASSOCIATE PROFESSOR IN THE DEPARTMENT OF KINESIOLOGY AT CAL STATE EAST BAY. FOR BEAL — WHO GOES BY BECKY — THE JUMP FROM THE UNDERGROUND CULTURE OF SKATEBOARDING TO THE HALLS OF ACADEMIA ISN’T AS DIFFICULT A MANEUVER AS IT MAY SEEM. BOTH INVOLVE PERCEIVING THE WORLD IN AN INDEPENDENT, UNCONVENTIONAL WAY.

Beal — who conducts rigorous academic research on sport’s connection to society, politics, race, and gender — has made the study of skateboarding culture, and the ways it has been adopted and commercialized by mainstream society, a focus of her work. She’s recently expanded her studies to include surfing. Fittingly, her small office in the Physical Education building on the Hayward campus is adorned with memorabilia including a colorful surfboard-shaped message board, a radio-controlled Tony Hawk toy, and poster of Cara-Beth Burnside, one of the world’s top female skateboarders.

Associate Professor Rebecca Beal critiques the sociology and marketing of skateboarding and surfing

BY FRED SANKSMARK ‘83

extreme sports’ darker underside, from sexism to racism, frequently figures in research by Becky Beal of CSUEB’s kinesiology department. She began investigating the surfing ethos after moving near Half Moon Bay, home to the Maverick Surf Shop, which Beal recently visited.
Perfect Timing

The path that brought Beal to this office features a few twists and turns. Growing up in Minnesota in the 1960s and ’70s, Beal was athletic and loved to play but wasn’t happy participating in organized sports. “I never liked the regimented, authoritarian perspective,” she says. But when she moved to southern California to study history at Pomona College, she had a different athletic experience running middle distance and cross country. “They were teachers, not authoritarian,” she says of her college coaches. “The experience really affected my way of looking at the benefits of participating in sport.”

She substitute-taught at the high school level, which she didn’t enjoy, and coached, which she loved. She went to graduate school with plans to coach full-time and there took a class on the sociology of sport that changed her direction. “I (became) interested in (studying) people who chose an alternative model of sport because of my own history of not always fitting in with the mainstream,” she explains. “That’s how I got involved with skateboarding.”

Her doctoral dissertation, written at the University of Northern Colorado in Greeley and completed in 1992, was a two-year ethnography of about 40 skateboarders in three friendship groups. “I went to their parties. I watched them skate, I got to know their families,” she says. “My motivation was (to show) that physical activity could be done in a way that was more democratic, more humane, more creative, more artistically inclined, and less abusive of other people.”

The skaters were happy to share. “I didn’t have anyone blow me off,” Beal recalls. “And like an experienced surfer catching a good wave, Beal’s timing was perfect. “People thought I was crazy, writing a dissertation about skateboarding,” she laughs. “Then, by the time I finished it, the X Games came along and boom! My knowledge was in demand (among academics). Now people don’t think I’m quite as crazy.”

Beal’s research wasn’t about the biomechanics of skating — the colloquial term for skateboarding — but the norms and cultural values associated with the sport. “One of the things that attracts people to skating is that it’s got — or used to have — an underground ethos,” she says. “That’s what I’m interested in.”

When she scrutinized skateboarding closely, Beal got to know its darker underside. “Initially I thought skateboarding was kind of open, cool, and democratic,” she says. “But it became obvious that it wasn’t. It’s historically pretty sexist, definitely pretty homophobic — the two tend to go hand in hand — and historically racist, though that depends on where you are geographically.”
And while she found aspects of skater culture disheartening — particularly the disrespectful, even dismissive way women’s skills and abilities were seen and treated by men in the sport — she had discovered a rich research subject that combined her love of sport, sociology, and history. Beal embarked on an academic career, teaching and conducting research first at Northern Illinois University in DeKalb and then at University of the Pacific in Stockton.

Over the years she has studied the roles of religion, alternative masculinity, art, credibility, and authenticity in sports, both conventional and alternative. She also has explored how business exploits skateboarding’s underground culture to sell products ranging from after shave to trucks. Additionally, she studied how companies worked to maintain skateboarding’s noncommercial, underground image — key to its appeal — while simultaneously making it America’s fastest growing sport.

In recent years, Beal has turned her attention to surfing — in part, because she lives near Half Moon Bay — and has found parallels between it and skateboarding. Among those parallels, marketers’ seemingly contradictory desires to cultivate and maintain surfing’s cool, independent cachet while selling related products to a mass audience.

Along those lines, in February Beal coauthored a paper about Mavericks Surf Ventures, the company that promotes the Mavericks big wave surfing contest, one of the sport’s biggest and most prestigious events. Mavericks Surf Ventures also sells surfing equipment, videos, and fashion, and sponsors a concert tour featuring the punk bands that play during the Maverick’s contest. “They’re selling a way of life that people can think is cool,” Beal says. The concerts are held at Hard Rock Café — a chain of formula restaurants that, probably not coincidentally, was built on a rebellious cultural phenomenon: rock and roll.

Beal notes that the outsider allure of surfing isn’t just being sold downstream to consumers; it’s also flowing upstream to corporations who want their employees to embrace the surfing ethos. For example, top big-wave surfer Jeff Clark — the man who popularized the Maverick’s wave, worked with (and sued) Mavericks Surf Ventures, and holds the trademark for the term “Mavericks” — was recently engaged by a large international bank. “They wanted him to help them build a culture in their workforce that represented all these neo-liberal ideals of flexibility, independence, and risk-taking that surfing represents,” Beal says.
INTERDISCIPLINARY FOCUS

Although some alternative athletes, like Clark, are popular with large corporations, the sports sociology Beal practices rarely endears her to companies trying to ride the sometimes-gnarly crest between mass appeal and outsider culture. “No way, with the kind of research I do, is Nike going to call me up, because I’m critical of them” (for their attempts to commercialize a nontraditional sport), she says.

While Beal’s research may not please sports sponsors, she thinks it enhances her role as an educator. She teaches classes on sport in contemporary society, sport and racism, sport and social inclusion, and sport in politics. She acknowledges that her intellectual, interdisciplinary work doesn’t fit the stereotype of a kinesiology department (“We’ve had the dumb jock reputation forever,” she says with a hint of a sigh) but says it’s a perfect fit for Cal State East Bay.

Beal joined the faculty in 2008 when her partner of 20 years, Jennifer Sexton, took a job at Stanford University and the couple moved to the Bay Area. “What attracted me to this school was its commitment to social justice,” Beal says of Cal State East Bay. “They don’t just pay lip service to it here. It’s fun to work in a place where people are talking about social justice issues on a regular basis.”

She’s also impressed by her colleagues’ intellectual depth. “I’m proud of this department,” she says. “We have two top sports psychologists here, and our sport historian is really well known. All my colleagues are committed to multidisciplinary work and to social justice.”

Beal adds that the CSUEB kinesiology department’s interdisciplinary nature — she describes it as “studying human movement from every discipline” — is relevant to the teachers, coaches, athletic trainers, and therapists that it educates. “The students definitely have to understand the social and cultural contexts of their work, along with the psychology and physiology of it,” she says. “And they have to know how to teach. To be good at it is really hard.” (See “An Academic Movement,” facing page).

And while she thrives on working with students, Beal sometimes laments the fact that the teaching load at Cal State East Bay leaves little time for writing and research. Still, just as a surfer with a day job finds a way to get out on the water, Beal makes time for it. She’s working on an encyclopedia of skateboarding, to be published by Greenwood Press, and developing topics for future academic articles.

She finds that the University’s student diversity is another plus. “This is the most nontraditional age group I’ve ever worked with, which is beautiful,” she says. “Especially for sociology—it’s all these different life perspectives coming into a classroom. I love teaching here.”

Beal makes time for it. She’s working on an encyclopedia of skateboarding, to be published by Greenwood Press, and developing topics for future academic articles.
DAILY SHOWMANSHIP

TOUR THE DAILY SHOW WITH WRITER J.R. HAVLAN ’87 AS HE CONTEMPLATES COLLEGE, COMEDY, AND WHERE TO KEEP ALL HIS EMMYS

BY MONIQUE BEELEER

On who’s in charge: “What few people know about The Daily Show with Jon Stewart is that until the cameras actually roll, it’s unclear on any given day who will actually be the host. It’s always up in the air, which keeps things very exciting indeed! In the end, the job almost inevitably goes to whoever is wearing a tie that day. (True story.)”

— J.R. Havlan

Comedy writer J.R. Havlan, left, flashes a Daily Show script for the camera as he clownes around on set with host Jon Stewart.

Through unorthodox career choices, irrepressible wit, and an uncanny ability to improvise, Havlan has supplied the words that have yielded laughs for big names in TV comedy including Bill Maher, Steve Carell, and Stephen Colbert. His current boss is Jon Stewart, mock news anchor for the Comedy Central cable network hit The Daily Show with Jon Stewart.

Every morning at The Daily Show writers meeting, Havlan pitches his cleverest jokes, ironic word play, and fantastic scenarios based on breaking news, not-so-current events, and antics of the famous and infamous to Stewart and colleagues on the 12-member writing team, more often than not causing an eruption of laughter in the room.

A satirical news broadcast, The Daily Show pokes fun at politicians, celebrities, and authors but mostly at the news media itself. Havlan, an original member of the Daily Show staff, has been penning jokes and crafting bits (they’re never called sketches or skits, Havlan advises) since the show kicked off in 1996 with then-host Craig Kilborn. On this steamy summer day, in fact, Havlan’s observing his 14-year anniversary writing for the program that’s one of the most popular late night TV shows with nightly audiences of about 1.7 million. During his tenure, Havlan and his fellow writers have won major industry honors, including six Emmy Awards for “Outstanding Writing for a Variety, Music or Comedy Program.” The writing team picked up a nomination for a seventh Emmy in 2010 but got edged out by The Colbert Report.

It’s just as well. With future wins, Havlan, 45, may be hard-pressed to find a spot to display yet another golden statuette in the Manhattan apartment he shares with wife Ellen and 9-month-old son, Parker.

“They’re in various places,” says Havlan, pulling an award from a duffel bag he’s logged to work at a visitor’s request. “One is in my son’s room. My wife was pregnant last year at the Emmys, so I kind of think of that (Emmy) as his.”

BY THE BOOK

It’s shortly before lunch — a catered affair at the Daily Show’s New York City studios — and Havlan’s on deadline. He turns back to his computer to peck out commentary about child labor laws, insurance, and higher education.

His assignment? Write chapter entries for Earth (The Book): A Visitor’s Guide to the Human Race, an encyclopedic guide that aliens might pore over in the future in their quest to understand what humans, particularly American humans, got right during their stint on the planet. The book is a follow-up to the 2004 bestseller America the Book: A Citizen’s Guide to Democracy Inaction by Stewart and The Daily Show writers. While Havlan tosses in snippets of historic trivia — for instance, despite early tries, U.S. lawmakers didn’t pass serious child protection laws till 1938 — his overriding mission is to entertain.

“It’s not only creating your opportunity, it’s being prepared once you get it. You have the responsibility of creating the opportunity for yourself, but you have to prepare to deliver.”

J.R. Havlan ’87
ALUMNUS

Comedy writer J.R. Havlan, second from left, has penned jokes for top comedians including actor Steve Carell, TV show host Stephen Colbert, and current Daily Show correspondents, from left, Aasif Mandvi, Wyatt Cenac, Jason Jones, Samantha Bee, and Olivia Munn.

“It’s not only creating your opportunity, it’s being prepared once you get it. You have the responsibility of creating the opportunity for yourself, but you have to prepare to deliver.”

J.R. Havlan ’87
ALUMNUS
When Stewart served as master of ceremonies for the 2006 Academy Awards, for instance, it was a pop culture reference written by Havlan that critics applauded in newspapers and broadcasts the next day. "I do have some sad news to report," Stewart deadpanned. "Björk couldn’t be here tonight. She was trying on her Oscar dress, and Dick Cheney shot her.”

Editor's note: At the 2001 ceremony, Icelandic singer Björk attracted global attention by wearing a wacky, white swan-inspired dress, while Cheney became the target of jokes following his accidental shooting of a fellow hunter.

In the casual office environment at The Daily Show’s New York City studio, comedian writer J.R. Havlan brings his Australian kelpie, Charlotte, to work daily. Most days he wears shorts on the job.

Through the show’s set familiar blue themed set pieces following observation: "Different outlets have been saying that for a while or claiming studies comparing its agenda to traditional news outlets. The center’s analysis included the Pew Research Center’s Project for Excellence in Journalism, for instance, studied the show’s content for a year, comparing its agenda to traditional news outlets. The center’s analysis included the following observation: “The Daily Show aims at more than comedy. In its choice of topics, its use of news footage to deconstruct the manipulations by public figures and its tendency toward pointed satire over playing just for laughs. The Daily Show performs a function that is close to journalistic in nature — getting people to think critically about the public square.”

"Different outlets have been saying that for a while or claiming studies (demonstrate) the show’s influence on the public,” Havlan says. ‘We don’t sit around thinking about it … We don’t come in and say, ‘How are we going to affect the media landscape? Are we going to increase the number of kids who get their news from The Daily Show? There’s no insidious plan.”

SET PIECE

As Havlan types, a regiment of 50 colorful, plastic Simpson cartoon figurines oversees his progress from a nearby window ledge. A silver lava lamp filled with yellow globs bubbles lazily on his desk, while at his feet, Charlotte, his well-trained Australian kelpie, dozes, ready to leap up and scamper after him when he heads down the hall for a rare trip to The Daily Show set.

The Daily Show requires no rehearsal, but this afternoon the cast is helping correspondent Olivia Munn warm up for her first appearance on the program. While the atmosphere in the office and on the set appears relaxed, the cast and crew take their jobs seriously — to an extent. And Havlan’s respect for Stewart, who took over as host in 1999, is evident.

POLITICAL PLAYER

“In the beginning of 2000, the content became far more political,” Havlan says. “When the election came up, we were in a unique position, and Jon realized this is what we’re here for. That’s when we started to focus on media coverage.”

Over several episodes, Daily Show correspondents spoofed politicians and press coverage of the presidential election campaign. Its take on “Indecision 2004” earned the show, including Havlan, the first of two Peabody Awards for excellence in broadcasting. (“Indecision 2004” received a Peabody in 2005.)

Given such accolades, perhaps it’s not surprising that the program also has become the subject of serious study. The Pew Research Center’s Project for Excellence in Journalism, for instance, studied the show’s content for a year, comparing its agenda to traditional news outlets. The center’s analysis included the following observation: “The Daily Show aims at more than comedy. In its choice of topics, its use of news footage to deconstruct the manipulations by public figures and its tendency toward pointed satire over playing just for laughs. The Daily Show performs a function that is close to journalistic in nature — getting people to think critically about the public square.”

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EAST BAY BEGINNINGS

As a kid growing up in Danville, Havlan didn’t yearn for a career in show biz and never expected one day he’d get paid to be funny. He didn’t take acting classes or perform stand-up comedy until after graduating from Cal State East Bay, although for Halloween one year in grade school he dressed up as muck comic Harpo Marx. By the time he enrolled in business courses at then-Cal State Hayward in the 1980s, Havlan assumed he’d spend his career at a typical office job.

“My sense of humor was there, but I didn’t think of being a comic,” he says. “My idea was to go to college and get a business degree.”

Havlan’s professional fate may have come as less of a surprise to his closest friend from college, attorney Bill Schott ‘88. Schott remembers well Havlan’s

“I was really busy,” Havlan says of his college career. “I was waiting tables all the way through and paying my way. I was taking a full schedule of classes.”

When he visited the Big Apple during his senior year, it was love at first contact. The vibrancy and variety fit Havlan’s own active, high-energy personality, as demonstrated by a quick wit that never misses an opportunity to slip in a humorous observation (“I suppose I was always a wiseacre,” he says) and a need to keep moving. Havlan stays fit by jogging to work each morning with Charlotte and takes regular runs through Central Park.

After Havlan earned his CSUEB degree, he moved to Manhattan with a suit, a few boxes, and about $3,000, barely enough to rent his first studio apartment. Despite knowing nothing about the cuisine, the suit, along with a polite demeanor, scored him his first job at an upscale French restaurant, he says. No entry into the high finance industry, but it proved a fateful career move.

A STAND-UP GUY

One night while working at the restaurant, a waitress friend shoved a stand-up guy

...
FROM ITS EARLIEST DAYS, CAL STATE EAST BAY HAS BOASTED A REPUTATION AS A PLACE WHERE PROFESSORS KNOW STUDENTS BY NAME AND PROVIDE FIRST-RATE, FIRSTHAND INSTRUCTION IN THE CLASSROOM. INCREASINGLY, UNIVERSITY FACULTY MEMBERS ALSO ARE EARNING RECOGNITION FOR CONDUCTING LEADING-EDGE RESEARCH AND PUBLISHING ORIGINAL FINDINGS IN FIELDS FROM THE SCIENCES TO BUSINESS AND ECONOMICS.

When Associate Professor Stevina Evuleocha stumbled upon her first Nollywood-produced movie, she wasn’t satisfied to sit back passively and enjoy the homegrown African films. She wanted to know more, a quest that made her one of the first academics to publish about an emerging film phenomenon. Associate Professor Jerry Liu also took action when the object of his research, Google stock, revealed a disturbing, potentially criminal pattern. He turned over his findings to the Securities and Exchange Commission, which later made an arrest substantiating Liu’s study.

In the College of Science, colleagues laboring in neighboring laboratories in disciplines as divergent as physics and geology are making discoveries that could alter accepted wisdom about how the world works, potentially shaking up our understanding of Einstein’s theory of gravity and the origins of life.

In the following pages, meet a handful of faculty members whose thought leadership is pushing scholarship — and students’ minds — into compelling, previously undiscovered territory.
Two laboratories at Cal State East Bay, just a few meters apart, are exploring the far edges of human knowledge and demonstrating the breadth of scientific research at the University.

In North Science 247, Assistant Professor Derek Kimball is looking at how basic laws of physics apply to individual atoms. Three doors down in North Science 253, Professor Jeff Seitz, chair of the earth and environmental sciences department, is exploring perhaps the biggest question of all: how life arose in our universe.

On the surface the two projects couldn’t be more different, but they share certain characteristics. Both are funded by outside grants; both rely heavily on student participation and collaboration with other institutions; both use relatively modest equipment; and both projects make their researchers justifiably proud — and even a bit giddy.

Kimball’s experiment revolves around a steel drum about the size and shape of a trash can. The drum, surrounded by lasers, mirrors, and sensors, is a shield that reduces magnetic fields — most importantly, the field produced by the earth — by a factor of 10 million. Into this shield Kimball places delicate glass spheres—he calls them “Christmas ornaments” — containing two different isotopes of vaporized rubidium atoms. Laser light then spins the atoms at precise rates and measures the difference in spin of the atoms’ nuclei and their valence protons.

The goal of Kimball’s experiment is to determine whether gravity alone causes those atoms to change the axis about which they spin. “Einstein said it would not,” Kimball explains. “We’re testing whether it could, and we’re doing so 100 times more precisely than it’s ever been tested before.” If the axis does change, Kimball says the theory of gravity will have to be radically revised. On a more practical level, the experiments could also contribute to development of extremely precise gyroscopes for navigation.

A three-year grant from the National Science Foundation supports Kimball’s project — in fact, his is the first externally funded experiment for the physics department. Since work started, more than 20 CSUEB students, mostly undergraduates, have assisted with the project — a fact Kimball says is vital to the University’s mission. “The interface between research and teaching at the university level is so important,” he says. “The students get hands-on experience, and it motivates the professors.”

Down the hall, Seitz is similarly motivated — but toward a goal that, at first glance, seems unusual for a geology expert: the study of the origins of life.

For his research, Seitz applies his understanding of how substances behave in extreme conditions, a subject he previously studied at Oak Ridge National Laboratory in Oak Ridge, Tennessee. There he studied gas molecules in water, which had applications for geothermal energy; at CSUEB, Seitz is looking at how a half-dozen organic molecules, including glucose, adenosine, and cysteine, behave at high pressures and temperatures.

These organic molecules form the basis of energy-processing systems in living creatures. “This research supports the hypothesis that life arose in a high-pressure, high-temperature, aqueous environment, like the black smokers (chimney-like natural hot springs) on the ocean floor,” he says, adding, “There are lots of environments in the solar system that are very similar.”
Seitz’s experiment employs two shoebox-sized vibrating tube densimeters — devices originally developed to measure the alcohol content of beverages. Into these densimeters, organic molecules are injected, heated to 200° Celsius, pressurized to 500 bars — the equivalent of conditions several kilometers below the seafloor — and measured in volume.

A NASA astrobiology grant supports Seitz’s research, which is conducted in collaboration with a colleague at the University of Missouri. That scientist is collecting data on the heat capacity properties of the same organic molecules, and when his data and Seitz’s are combined, a complete chemical description of the molecules and their behavior can be calculated. “If we want to be able to describe life, and the origin of life, we have to have a chemical model,” Seitz explains. “And that chemical model is only as good as our ability to predict chemical behavior.”

His collaboration, Seitz says, sets the research apart. “My background is as a theorist,” he says of his collaborator. “The novel thing is that we actually have an experimentalist and a theorist talking with one another.”

**If we want to be able to describe life, and the origin of life, we have to have a chemical model. And that chemical model is only as good as our ability to predict chemical behavior.**

**Jeff Seitz**

**PROFESSOR, EARTH AND ENVIRONMENTAL SCIENCES**

It didn’t take long for Assistant Professor of Finance Jerry Liu to figure out that something fishy was going on with Google’s stock after the company’s initial public offering.

Eight months after he posted a paper online about investor manipulation of Google stock during 2006 and 2007, Liu received some validating news. The Securities and Exchange Commission and FBI arrested Raj Rajaratnam, founder of New York hedge fund management firm Galleon Group, in part for allegedly participating in Google-related insider trading.

While Liu takes no credit for Rajaratnam’s October 2009 arrest, he says the charges completely aligned with his research about Google stock manipulation. Liu’s research was published online in February 2009 and his findings later reported by Forbes.

“My results were confirmed by the arrest,” Liu says.

The SEC alleges Rajaratnam received information about Google weeks in advance of the company’s earnings release that allowed him to trade at an advantage. Rajaratnam, who has a net worth of $1.3 billion, was among six defendants charged with using insider information in schemes to trade stocks of companies including Google, Hilton Hotels Corp., and Advanced Micro Devices, according to Bloomberg News. The six allegedly earned more than $20 million from the trades.

Li Liu studied the market for options written to buy or sell Google, tracking it for the first 34 months that Google publicly traded. He specifically examined the stock’s movement near the search giant’s earnings release dates.

What he found, and published in his report, was that “both news leaks and price control may have occurred during Google’s eight earnings release events in 2006 and 2007.”

“It is obvious that the smart traders know, at least one week in advance, the direction of earning results before the official release,” he wrote in his report. “Has Google Stock Price Been Manipulated?” “These leaks consistently occurred in all the eight earnings releases between 2006 and 2007.”

The advance information helped some traders write so-called put and call options that paid off when the stock moved near the strike price. Liu says, “The strike price is the price at which an investor who owns options to purchase a specific stock at a specific price may purchase that stock, potentially making a profit.” Liu also noted high incidences of “clustering,” which is when a stock’s closing price matches the strike price of one of its options on the day the option expires. This lets the writer of the option collect premiums and pay out virtually nothing. Forbes’s Asher Hawkins reported in a June 2009 article published in the magazine. Liu says Google “clustered” during the time of his study more than any other optionable stock.

Liu, a former trader, says once he started tracking Google, it became “common sense” to him that its shares were being controlled. He says he sent a copy of his report to the SEC.

Like many SEC critics, Liu believes the agency doesn’t hire enough math whizzes to stop insider trading and fraud as it’s happening. Part of the problem, he says, is that the SEC and Wall Street remain too tight-knit, which can contribute to fraud.

Liu continues to track Google and says he suspects its shares are probably still being manipulated. Meantime, he says, he’ll also resume his research into how easy it is for big investors to manipulate the market and will keep sending his reports to the SEC.

Given Liu’s unique perspective and inquiring mind, unscrupulous investors have a new reason to reconsider the temptations of ill-gotten profits.
Africa’s emerging film industry seeks professors’ marketing advice

**BY MONIQUE BEELER**

Think you know what country’s film industry churns out the most movies each year? Honors don’t go to Hollywood. If you named Bollywood — India’s filmmaking giant known for upbeat musicals drenched in color and mass dance scenes — guess again. Envelope, please.

The winner is Nollywood, Nigeria’s up-and-coming film mecca, say marketing and entrepreneurship scholars Associate Professor Stevina Evuleocha and Professor Steve Ugbah.

“Nollywood is an emerging phenomenon in the film industry, not just in Nigeria but the world.” Ugbah says. “It’s the No. 1 producer of films. Nollywood is first, Bollywood is No. 2, then Hollywood. In terms of income (generated), it’s Hollywood, then Bollywood, Nollywood doesn’t even rank.”

Evuleocha and Ugbah are working to change Nollywood’s poor step-child status by advising the Minister of Information and film industry leaders in Nigeria about how to more profitably market, brand, and sell their pictures — predominantly low-budget B-movies made in less than a month — to audiences at home and around the world.

The academic team of Evuleocha and Ugbah, who also are spouses, presented their recommendations at the Nollywood North America Film Festival in Toronto last fall. The conference focused on preventing film piracy and sharing tips for helping the homespun industry flourish through improved marketing practices. Most films run as serials on Nigerian television, which generates few royalties and little ad revenue for filmmakers, casts, and crew.

“The actors aren’t getting paid as much as they could be,” Ugbah says. “The industry is struggling. Our overall message is: First in terms of marketing, they have to improve the quality of the movies. Then, the people who are actually charged with marketing the movies need to be taught some basic marketing principles.”

Evuleocha published her proposals for professionalizing Nigerian cinema in the *International Journal of Emerging Markets,* vol. 3 no. 4, 2008 special edition devoted to third world markets. (At the time, she observes: “There was no body of literature in this world about Nollywood, Nigeria’s booming B-movie industry.”)

Evuleocha and Ugbah also are investigating untapped methods for increasing Nollywood profitability. “One of the things we’re considering is going online, but we’re really committed and involved in this (research),” he says. “We want to see how much value we can add to the industry.”

Next, Evuleocha is planning a book project with a colleague she met at the Nollywood film conference in which they’ll profile about 50 early, notable contributors to Nigerian cinema.

Evuleocha and Ugbah’s Nollywood research also preserves and pays tribute to cultural contributions made by the industry, which emerged in the late 1980s and has made celebrities of African actors, including Genevieve and Nkem Owoh. Owoh, a popular comedic actor, starred in the Nollywood hit “Osuofia in London” about a poor villager, Osuofia, who inherits his late, London-dwelling brother’s fortune. But his deceased brother’s big-city wife plots to swindle the money from Osuofia. He in turn plays a bumpkin, elicits laughs from viewers as he cons his sister-in-law into marrying him and living in an African village, while he wriggles out of her scheme.

Nollywood films reach an audience of some 15 million in Nigeria and about 5 million on the African continent and throughout the global diaspora, although the estimates likely are conservative considering Nigeria’s population of approximately 152 million.

“They are mostly based on African experiences, Nigerian experiences, everyday experiences,” Ugbah says. “Sometimes they have a political twist to them.”

While some Nollywood movies revolve around epic themes, more often they boast soap opera-style plots that Evuleocha calls “The Young and the Hopeless.” Most run from two to three hours in length and are presented in two parts or more.

“If you get hooked on them, good luck,” she says. “You can’t go anywhere in a hurry.”

Next, Evuleocha is planning a book project with a colleague she met at the Nollywood film conference in which they’ll profile about 50 early, notable contributors to Nigerian cinema.

“Things are quite in flux now,” she says. “A lot of it is oral history that will be lost, if you don’t document it.”

Ugbah and Evuleocha also are investigating untapped methods for increasing Nollywood profitability. “One of the things we’re considering is going online, but we have to explore how that can be controlled,” Ugbah says.

“We’re really committed and involved in this (research),” he says. “We want to see how much value we can add to the industry.”
No damsel in distress

By Monique Beeler

Kristin Ramsdell, romance reviewer. It’s a saucy-sounding title for a woman who spent her professional days ensconced in the library stacks, training students to conduct bibliographic research, and doing her part to legitimize a marginalized genre.

It wasn’t the steamy storylines or heaving chest clichés, though, that prompted Librarian Emerita Ramsdell to take the romance genre seriously. It was the numbers.

With $1.37 billion in annual sales, romance is the top selling genre in the consumer market. About 75 million readers devoured at least one romance title in 2008 alone. Ramsdell, a former Romance Writers of America Librarian of the Year, has kept romance lovers abreast of the best available for 16 years through a bi-monthly review column she pens for the national Library Journal. She also edits Romance Fiction: A Guide to the Genre, a reference guide found on public library shelves nationwide. In a Cal State East Bay Magazine interview she shared her insights into the genre.

What elements are essential to a good Romance?

Romances are character-driven, so you have to write really good characters that readers can empathize with.

In addition to reflecting what goes on in society, it helps transform readers. Romances show people solving problems of all different kinds. Romances aren’t just sweetness and light. You’ve got people with diseases and marital problems. In romance, it shows people somehow working through these things. There’s a satisfying ending. It’s not a downer.

Who reads your Library Journal column?

It’s a review column to educate librarians on what romance fiction is and all the different authors. I only review (books) that are published the month the column comes out or after. The range would be 18 to 24 books reviewed per column.

Editor’s note: Reviews each month revolve around a theme, such as westerns, romance suspense, Gothics, gay and lesbian, and alternative reality — which includes paranormal, time-travel, and futuristic plots.

How did the column evolve?

Happily Ever After: A Guide to Reading Interests in Romance Fiction (Libraries Unlimited, 1987) was the first book I wrote. That led to my being part of the development of What Do I Read Next, which is an index for popular fiction.

I started the column at the instigation of another librarian, who said, “You need to do this,” so I wrote a proposal to Library Journal in 1993.

I just laid it on the line and said romances in libraries have not been treated equally with other genres. Mysteries and science fiction were getting reviewed, but romances were not getting reviewed, even though they were outselling everybody.

What societal need does romance fiction meet?

Romance fiction is very empowering for women, because women win — it shows women taking charge of their own lives. The heroine will just as likely save the hero as the other way around.

Generally, they end up working together.

How many romance fiction titles do you read annually?

If you come to my house, you’ll see stacks and stacks. I get galleys — advance review copies (from publishers). They come in all forms; some look like books and some are just (unbound) pages. In 2008, there were over 7,500 new romance titles published. That’s no way you can read everything. I skim a lot, and I read fast. Of course, I read those I review.

In 2009, I got 932 galleys.

What distinguishes multicultural romance fiction?

The biggest presence among multicultural romance is African American. A lot of the writers have gone mainstream. They are certainly selling. Lists of books have Asian and Latino characters. There is much more of a mainstreaming of all groups of people. Maybe that’s just my California bias; we’re very multicultural here. That’s in gay and lesbian romance, too.

How has the genre changed?

I don’t think it’s changed. Women have been reading romances as long as women have read. It’s not a downer.

In romance, it shows people somehow working through problems of all different kinds. Mysteries and science fiction were getting reviewed, but romances were not getting reviewed, even though they were outselling everybody.

Romances are what they are: They’re entertaining. Some are written better than others. There’s junk in all of the genres, and romance has some excellent writing in it. They don’t pretend to be literary fiction. They don’t want to be.

For each Library Journal column the pens, librarian Emerita Kristin Ramsdell reviews romance titles revolving around a single theme such as Lotus Women, wounded heroes, sons of emigrants, and adventurous heroines.
“Johnny Burnout tries to look outside, tries to see the stars, but all he can see is his face, ratty black hair shrouding entrenched eyes. Cheeks like he swallowed something sour. He turns and looks at the shape of his girlfriend’s face, asleep, on his shoulder. She moves a little, moaning slightly.”

These lines start the short story “Johnny Burnout,” which author Danny Sullivan Rice ’05 describes as a “punk fable” with a theme of “sex, drugs, and rock and roll.” Rice, one of 14 published writers featured in the 2010 edition of Cal State East Bay’s annual Arroyo Literary Review, read his piece aloud for a literature-loving crowd at the second edition’s launch party held in downtown Hayward in April.

Arroyo, started by English graduate students in fall 2008, showcases new and established writers from across the country, including many from the San Francisco Bay Area.

“It gives people a chance to have their work taken seriously,” Rice says.

Although it is the University’s only national literary review, Arroyo is not the first student-led journal to emerge from the Cal State East Bay campus in recent years. The University is also home to East Bay Politica, a student-written journal that focuses on subjects from international to local politics, and Reflections, a journal highlighting CSUEB students’ philosophical works.

The work students perform in producing an academic journal — from soliciting contributions to editing the final product — gives them experience akin to a traditional internship, says Susan Gubernat, associate professor of English and faculty advisor for Arroyo.

Students write, edit, and publish academic journals

By Erin Merdinger ’10
"Students are now getting pre-professional experience by working on a journal in all its aspects: editing, designing, producing, marketing, and distribution,” Gubernat says.

That’s the case for students who work on East Bay Politica, a journal that allows students not only to write for a publication but gain first-hand experience with the publishing process.

The idea for East Bay Politica came from associate professor Melissa Michelson after she read an article about a similar journal at California State University, Chico and the benefits it provided students.

“I thought we could do that here,” says Michelson, whose previous experience in journalism proved to be handy in getting the journal started.

The journal, which debuted in 2007, has grown to become popular with political science majors.

Michelson says she handpicked the editors the first year, but now the process has become competitive.

“Students are motivated to participate in this project because it provides them with real hands-on experience in the field of publishing an academic journal,” says Maria Castro ‘10, a philosophy major who served as co-editor-in-chief for the 2010 edition.

The Politica team of student editors receive from 15 to 30 articles submitted by students each year. After reviewing submissions, the editors decide what focus the magazine will take and which pieces they will select for publication. The students also are in charge of formatting the final product using a desktop publishing program that allows them to assemble and lay out journal content in an electronic file that will later be sent to the printer.

The team effort by those in the group to get things done has been extremely fulfilling,” Castro says. “It is great to work with a team of students that are motivated and committed to the project.”

Castro is also a contributing writer to the journal, and says she finds the ever-present nature of politics fascinating.

“It is so broad and encompasses all areas of our lives that there is endless inspiration,” Castro says. “I like to write about things that affect us all, education being one of them.”

The journal is released at the end of each academic year at a graduation party for political science majors, mailed to subscribers nationwide, and sold at the university bookstore.

“The journal does something for everyone involved — readers, editors, authors,” Michelson says. “It says, ‘Look at what your fellow students can do and the quality of writing. Don’t look at your next research paper as something only a professor is going to read but as something that can potentially be read by hundreds of people.”

Another journal that allows students to gain valuable experience beyond the classroom is CSUEB’s philosophy journal Reflections. The journal features undergraduate and graduate students’ work and is available online through the philosophy department’s Web site, http://class.csueastbay.edu/philosophy/.

"The objective is to promote all the good work students are doing in philosophy,” says Eagan, associate professor and department chair of philosophy. "(Faculty) have a drive to really highlight our students’ work.”

One submission Eagan received from a then-philosophy undergrad for the spring 2010 edition particularly impressed her. In the pop philosophy article, author Ryvenna Lewis ‘10 examines ethics in fiction. Lewis says pop philosophy, a personal passion for her, discusses philosophical values and ideas as presented in popular books, movies, and television.

Her paper titled “Watchmen and Utilitarianism,” looks at a common approach to ethics called utilitarianism — a theory that suggests action should be directed toward achieving the greatest happiness for the greatest number of people — and criticizes it using examples from the comic-book-turned-movie “Watchmen.”

“It brings philosophical conversations to a level that anyone can understand, using examples and ideas that many people may already be familiar with and interested in,” Lewis says. “It's also a lot more fun to write!”

In her piece, Lewis writes: “In utilitarianism, we are taught that almost anything can be good as long as it produces more happiness than suffering. Any action taken, despite the motivation behind it, can be good as long as it follows this guideline. But can we live by this kind of principle? I say that we can't. Utilitarianism is deeply flawed because of three important factors: it ignores motivation/intention, it demands prescience from we who have none, and it can lead to shocking human rights violations.”

Eagan picks a new handful of students each year to serve as editors who help with editing, proofreading, and publishing the journal from start to finish.

Faculty advisors who oversee student-produced journals view the experience as more than another bullet point for students to add to their resumes.

“It enables students to see that writing is not merely a classroom exercise or another paper or poem or story on the way to a degree,” Gubernat says. “Rather, publishing a magazine like Arroyo gets students actively engaged in the literary community of our time — one that is diverse, exciting, full of the possibilities of discovering new talent as well as rubbing shoulders with some of the more established writers.”

...
Competitive EDGE

Generous supporters of the University, Jack and Susan Acosta say it’s not about them — it’s about keeping Cal State East Bay competitive by attracting the best students and faculty.

BY SARAH STANEK

In June, Cal State East Bay announced a new contribution from the Acostas — $1 million to support the College of Business and Economics, the largest private gift from individual donors to date in CSUEB’s first comprehensive fundraising campaign.

The majority of their campaign commitment will establish endowments for three professorships in CBE and create undergraduate scholarships and graduate fellowships for business students, with the balance available as current support for faculty and students until the endowments are fully funded.

Acosta, a former high tech executive and well-known philanthropist, earned his bachelor’s degree in business administration with a focus on industrial relations, followed by an MBA in management science. He has maintained his connection to CSUEB, serving as a trustee of the Cal State East Bay Educational Foundation since 2004 and as a member of the advisory boards for the College of Business and Economics and the Concord campus.

That level of involvement has given him a firsthand understanding of the impact of the University’s recent changes as well as what President Mohammad Qayoumi has planned for the future. “He brought a lot of energy to the campus,” Acosta says. “The University must continue to reach out to move forward. When you look at the objectives for the campaign, that’s what will create an environment that will attract more top talent and support.”

Chairs and professorships are a way to do just that, says Dean Terri Swartz of CBE. Attracting and hiring top faculty is always a priority, she added; offering a permanent source of supplemental support makes the University a more favorable choice for prospective faculty.

“It’s a transformational gift,” she says. “These professorships are extremely valuable retention and recruiting tools, especially when the business school is competing with private-sector salaries.”

Endowment payouts, for example, can pay for teaching or research student assistants, or cover travel and expenses for seminars and conferences. Faculty can also use the funds to spend additional time developing curricula or do other work on behalf of their department or college.

The professorships will support faculty in the college’s four departments: accounting and finance; economics; management; and marketing and entrepreneurship. They will not be designated for specific disciplines, which Swartz says provides greater flexibility in recruiting and selecting faculty. With the recent redesign of the business curriculum, however, she says the appointments will likely align with the college’s new thrusts — sustainability, globalization, and innovation — and areas including technology that fall within the University-wide initiative for science, technology, engineering, and mathematics (STEM) education.

That suits Acosta. “Given our proximity to so many high tech industries, STEM is a natural centerpiece,” he says. “The ability to include technology in the business curriculum, and to continue to do this as we develop more new technologies — that’s a natural extension of STEM and the University’s mission.”

While the professorships are important for attracting top faculty talent, support for student talent is just as important to the Acostas. Their gift also will provide scholarships and fellowships to undergraduate and graduate students, many of whom are working professionals — just as Acosta himself was, working full time as a Fremont police officer during his studies.

Acosta says he was particularly compelled by the priorities of the University of Possibilities campaign. “Cal State East Bay is already known as one of the best in the west,” he says. “The campaign is a major step forward, a way to help the university move to the next level.”
Incentive TO DO GOOD

Distinguished Alumnus of the Year’s journey propels him from Ireland to California and around the world

BY SARAH STANEK

Patrick Devine ’87, MBA ’91 found his way to Cal State East Bay on a path familiar to many fellow graduates. The 2010 Alumnus of the Year came to the US in search of opportunity, leaving his native Ireland at just 18. By the time he began thinking about college, he was a working adult with a family and a career. Living in Castro Valley made then-Cal State Hayward the convenient choice.

As he soon discovered, though, it was also the perfect choice. “I always remember coming up the hill to campus into this cocoon of safety,” he says. “There was friendliness, lack of stress, sunshine, and the view. Everyone was equal, just students working together.”

Though he left Ireland more than 30 years ago, Devine’s voice retains a hint of an accent recalling his early jobs on the East Coast — particularly a stint as a bartender he says would have horrified his mother. He also worked in construction, on an automobile assembly line, and in other odd jobs before coming to California, as he put it, almost completely broke.

When interviewing for an entry-level analyst position back in the 1980s, Devine says he worked out math problems longhand rather than admit he was unfamiliar with calculators. He got 100 percent correct — and got the job.

That position led him around the world as a consultant and eventually to Chabot College and CSUEB’s College of Business and Economics for a bachelor’s degree in finance. He followed that up with an MBA in management sciences, working full time throughout his undergrad and graduate work.

“For older students, the focus is different,” he says. “When you’re giving up evenings away from home and family, you’d better be bringing home good grades. The teachers need to be good and worth your time. And Cal State East Bay has always had outstanding professors.”

Devine has worked in the high tech industry for decades, developing a specialty in compensation and incentive programs. He’s been with some of the region’s top companies, including Seagate and Applied Materials, and is now Senior Director of Global Incentive Compensation at Oracle Corp. — a Silicon Valley powerhouse and one of the world’s largest software companies.

Devine and his international team manage Oracle’s global incentives, acquisitions, and integrations that have, to date, cost more than $60 billion and include over 50 companies. His worldwide team meets face-to-face a few times a year, connecting across continents and time zones primarily by phone, e-mail, or virtual meetings.

It’s a management environment he could not have foreseen as a business student. “It requires a different style of management, and a different mindset to be able to work that way managing a team,” he says. “It’s an adjustment not everyone can make.”

Devine is generous with his time, working with grassroots groups in Castro Valley on issues such as incorporation and representing the community against cell phone tower placements. He’s a member of the Citizens Advisory Committee and past president of the Toastmasters Club. He also regularly opens his home to host get-togethers for softball and golf potlucks for his daughters’ teams, gatherings for coworkers, and even a recent wedding. Devine also volunteers as strategic advisor on the finance council for the Catholic Diocese of Oakland.

Working with the diocese and other community groups isn’t like corporate work, he says. Rather than simply getting paid to get it done, “you go out and draw people in, wrap them around a common goal.” One of the largest of those projects was his work on financing and construction of the Cathedral of Christ the Light overlooking Oakland’s Lake Merritt.

Devine also has shared his time and expertise with CSUEB, returning as a guest lecturer for graduate business courses. Additionally, he teaches courses in compensation management for the Human Resources Management Certificate Program offered by the CSUEB Division of Continuing and International Education since 1999. In nominating Devine for the award, CSUEB Professor Emeritus John Kilgour says: “He is very good, always invites the students to contact him if he can be of any help to them. I know that a number of students have and really appreciate his help. He reports that he has students calling him five or six years later with compensation-related questions.”

“We all have gifts — but it is not a gift unless you give it away to someone,” Devine says. “I have received many gifts and breaks along the way, and I feel obligated to help others in the same way. When you help someone, there’s a feel-good factor — and gifts are never missed, because they do good for the recipient and the giver.”

““We all have gifts — but it is not a gift unless you give it away to someone.””

Patrick Devine ’87, ’91
He's not only an outstanding composer who won, as a college student, competition after competition as a performer in percussion, he's also very versatile.”

As a CSUEB senior Litton wrote his first piece of music — for the University's wind ensemble — called “One for All.” Later that year the piece won a national competition and was performed at Carnegie Hall. Members of the San Francisco Symphony, San Francisco Opera, and the New York Philharmonic have also performed his works. In 2007, La Rocca asked Litton to write the fanfare for the inauguration of Mohammad H. Qayoumi, CSUEB's fourth president. “I knew he'd know how to write something suitable for a college band that conveyed a sense of occasion, and he did that perfectly,” La Rocca says.

After graduating from CSUEB, Litton moved on to graduate first in his class from the prestigious Scoring for Motion Pictures and Television program at the University of Southern California in 2004. Living in LA for the past five years, he's written scores for films including Love in the Summertime by Paul Wie, Gerald's Last Day by Justin and Shel Rasch, and Negotiations by Ethan Cushing, which was selected to be part of the 2008 Cannes Film Festival. By working with many first-time directors, Litton says, he's hoping to find his Spielberg “who will take me up the ladder.”

Getting composing jobs in Hollywood is feast or famine, Litton says, but it's validating when top musicians who play for John Williams “show up and play for me, because they respect me.” “They want to help me out,” he says. “Those moments have been astonishing.”

Litton finally met Williams, his childhood hero, during a 2008 summer music festival in Santa Barbara. “Time stopped,” Litton says of the meeting. “It was just John and me talking.” Litton says he thanked Williams for all of his music. “He seemed touched,” he says. “I was blown away.”

Robert Litton '00, '02 was a 15-year-old kid sitting in a movie theater watching Jurassic Park when he realized what he wanted to do with his life: score movies.

“it was the first time that I had watched a movie and was aware of the music and the excitement and power of the music,” says Litton, now 32, who was recently named California State University, East Bay's 2010 Young Alumnus of the Year for his work as a film composer.

After he saw Jurassic Park, Litton ran out and bought a CD by legendary film composer John Williams. It became his inspiration. “Some kids had pictures of baseball players on their walls. I wanted to meet the French horn soloist on the Jurassic Park soundtrack and the woman who did the harp solo in Jaws,” says Litton, who earned his bachelor's (2000) and master's degrees (2002) in music composition and percussion performance at CSUEB and now lives in Los Angeles. “I became obsessed with (composing) and wanted to know more about it.”

Litton began his musical journey as a drummer. He played in the high school jazz band, in garage bands, and was a classical percussionist in the San Francisco Symphony Youth Orchestra.

Studying music at CSUEB opened a new world for the Walnut Creek native. There, he says, he had access to teachers who could help him understand the basics on any instrument so he could begin to experiment with composing. Because of that trial and error process, he says he was “able to go to the symphony conductor and say: ‘I wrote a minute of music, can you listen to it?’ Or go to the choir director and say, ‘Do I need to change the soprano or alto part? By the time I got to LA, I had an enormous bag of tricks.”

Frank La Rocca, professor emeritus and former chair of the CSUEB Department of Music, calls Litton a born musician. “He's not only an outstanding composer who won, as a college student, competition after competition as a performer in percussion, he's also very versatile,” says La Rocca, who taught Litton composition. “Some composers get pigeonholed. He can do everything from heroic to tragic to lighthearted animation and romance ... and he can do it quickly.”

Young Alumnus of the Year Robert Litton has displayed notable gifts and grit that have led him to Hollywood to score films.

PHOTO DAVE DE LA GARZA

BY KIM GIRARD

Robert Litton, professor emeritus and former chair of the CSUEB Department of Music, calls Litton a born musician. “He's not only an outstanding composer who won, as a college student, competition after competition as a performer in percussion, he's also very versatile,” says La Rocca, who taught Litton composition. “Some composers get pigeonholed. He can do everything from heroic to tragic to lighthearted animation and romance ... and he can do it quickly.”

PHOTO MAX GERBER
1960s

Dennis Hinde, BA, sociology (’67), retired from 22 years of university teaching. His work included 14 years at South Dakota State University and four summers as an adjunct professor for Hawaii Pacific University, where he mainly taught advertising and public relations. His previous business experience included four and a half years as an announcer and program director for KDRT Radio in Walnut Creek. Hinde is a former Rotary Club president, Walnut Creek city commissioner, and member of the American Advertising Federation Academic Committee. He also was one of two honorary marshals for South Dakota State University’s 2010 spring commencement.

1970s

Robert N. Anderson, BS, recreation administration (’70), is executive director of the Memorial Hill Center of San Lorenzo. His background includes experience with nonprofit agencies, focusing on organiza- tional operations and fiscal manage- ment, fund development, community relations, and staff development. He also is an active volunteer and a founding member of the board of directors for the Lodi Community Foundation and the chairperson of the advisory council for the San Joaquin County Retired Senior Volunteer Program.

Dennis Kohles, BA drama, acting/ directing (’74), earned a master’s degree in directing at San Diego State in 1985. Following graduation, he returned to head the theater department. Today, he teaches drama at Bishop O’Dowd High School in Oakland.

1980s

Anne Campbell, MS, Counseling (’81), won an election in June to become San Mateo County superintendent of schools.

Tom da Jong, BS, business (’81), is a part- ner with Lee & Associates specializing in industrial and investment brokerage. Previously, he worked at Colliers Internation- al where he was Reno’s top industrial producer and recipient of the company’s 2009 Gold Achievement award.

Ben Johansen, BS, business (’81), was named president of Senco Brands Inc. His previous employers include, Actuant Corp., Newell Rubbermaid, and Black and Decker Corp.

Abraham Ruelas, BA, mass communica- tions (’80), published a book in June, Women and the Landscape of American Higher Education: Wesleyan Holness and Pentecostal Founders, which includes stories of notable women who stepped outside of established roles to claim a significant place in the history of higher education. He currently is a professor of Communications at Patten University in Oakland.

Daniel Stage, BA, chemistry (’80), is the technical/service manager at International Petroleum Products and Additives Co. Previously, he held positions in sales with IPAC, Soltex, and Shell Global Marine, and in technical marketing and research and development with Chevron/Onorite.

Thomas Tom, MPA, (’80), serves as marketing director and was past president of the Orange County Fine Arts Association. He also was a recent featured artist at the Showcase Gallery in South Coast Plaza Village.

1990s

Steve Baker, MPA, (’93), was appointed Yreka city manager. He has over 16 years of experience in city management, and experience in economic and community development, downtown revitalization, and redevelopment.

Aristide J. Collins Jr., BA, political science (’93), is vice president for Institutional Advancement of Clark Atlanta University and has been recognized by Cambridge Who’s Who for demonstrating dedica- tion, leadership, and excellence in educa- tion. With 18 years of experience in the education field, Collins is responsible for overseeing external relationships, managing alumni and governmental relations, handling fundraising, and bringing resources to the university.

James Monroe Igglehart, BA, theatre (’98), played the role of “Bobby” on Broadway in Memphis, a 1950s interracial love story, that won the 2010 Tony Award for Best Musical, Best Book of a Musical, Best Original Score Written for Theatre, and Best Orchestrations. The part is Igglehart’s second on Broadway in three years. He debuted in 2007 as Mitch Mahoney in The 25th Annual Putnam County Spelling Bee after playing the role in San Francisco’s Spelling Bee production in 2006.

Greg T. Jones, MPA, (’97), started a business, Gregory Jones & Associates. He has more than 25 years of public sector experience and previously served as Hayward’s City Manager.

Mark A. Perry, MPA, (’96), wrote “Children Who Make a Difference,” which was published in the spring 2009 issue of Social Studies Review.

Chucks Ukama, MPA, (’91), received the 2010 Sales Person of the Year and the 100 Percent Achievers Circle Member award from Drees Homes. He is Drees’ Senior Mar- ket Manager in Austin, Texas, and has been with the company since 1998.

2000s

Dino Battaglini, professional adminis- trative services credential (’04), is prin- cipal for Sonoma Valley High School. Previously, he served as principal of Tomales High School where he secured a six-year Western Association of Schools and Colleges accreditation.

Anne Chan, MS, counseling (’00), is a mentoring consultant. Her book inspires: Empower, Connect: Reaching Across Cultural Differences to Make a Real Difference was published in January. The book focuses on cross-racial and cross-cultural differences in mentoring relationships.

Christina Corzine, MSW, (’09), was select- ed for a Peace Corps assignment in Peru. Corzine departed in June for a 27-month assignment as a youth development facilitator.

William Huey, MBA, (’03), has started a new elementary school in San Jose called Premier International Language Academy, which focuses on teaching Chinese.

Michael P. Le, BS, computer science (’06), is a systems analyst at the Franchise Tax Board. Previously, he worked for Stanford University as a systems analyst.

Eric Neuenfeldt, MA, English (’09), won the Iron Horse Literary Review Collection contest at Texas Tech University and was published in June. He is pursuing a MA on fellowship at Oklahoma State University. While at Cal State East Bay, he edited the inaugural issue of the English Department’s national literary review, Anomy.

Joselyn Rose Lyons, BA, visual and conceptual creative expression (’92), won Best Music documentary at the New York International Film and Video Festival for her documentary Sound of Spirit. Her television production background includes work for PBS, HBO, Current TV, BET Networks, Pacific News Service, Travel Channel, Discovery Channel, and MSNBC. She is currently working as lead producer field and creative for a new project with Link TV.

Jillian Terranova, preliminary credential, educational leadership (’06), was previously principal of the San Ramon Valley School District’s Venture Independent Study School. She now serves as principal of Monte Vista High in Danville.

Richard Stowell, BA, history (’04), recently published a book, Nine Weeks: A Teacher’s Empower, Connect: Reaching Across Cultural Differences to Make a Real Difference was published in January. The book focuses on cross-racial and cross-cultural differences in mentoring relationships.

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Submit Class Notes

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THEATRE

Xtigone
Nov. 12, 13, 19, and 20 at 8 p.m. and Nov. 21 at 2 p.m. in the University Theatre. A new play from acclaimed contemporary playwright Jean Anouilh based on the ancient Greek tragedy Antigone by Sophocles. $15 general admission; $10 youth, senior, and alumni; $5 with CSUEB ID.

Scroogie: A Modern Musical Carol
Dec. 10 at 8 p.m. and Dec. 11 at 3 and 7 p.m. in the University Theatre. Loosely based on Charles Dickens' holiday classic. $12 adults; $6 youth, senior, and alumni; $5 CSUEB students and children ages 3 through 13; $25 for a family of up to two adults and two children.

THEATRE

Ice
Dec. 3 at 7 p.m. and Dec. 4 and 8 p.m. in the dance studio, PE 140. An extravaganza of dance and song. $5 general admission; $3 CSUEB students.

MUSIC

Wind Symphony
Oct. 26 and Nov. 22 at 7:30 p.m. in the University Theatre. $7 general admission; $5 seniors; free with CSUEB ID.

Jazz Ensembles Concert
Nov. 10 at 7:30 p.m. in the University Theatre. $7 general admission; $5 seniors; free with CSUEB ID.

ATHLETICS

Men’s Basketball
Nov. 12 at 7 p.m. vs. Academy of Art University
Dec. 17 at 3 p.m. vs. Notre Dame de Namur
Dec. 24 at 3 p.m. vs. Sonoma State
Dec. 30 at 3 p.m. vs. Humboldt State
Jan. 3 at 7:30 p.m. vs. UC San Diego
Jan. 13 at 7:30 p.m. vs. Cal State Dominguez Hills
Jan. 15 at 7:30 p.m. vs. Cal State Los Angeles
Jan. 20 at 7:30 p.m. vs. Cal Poly Pomona
Jan. 22 at 7:30 p.m. vs. Cal State San Bernardino
Feb. 3 at 7:30 p.m. vs. San Francisco State (Homecoming)
Feb. 5 at 7:30 p.m. vs. Chico State
Feb. 10 at 7:30 p.m. vs. Cal State Stanislaus
Feb. 12 at 7:30 p.m. vs. Cal State Monterey Bay
Feb. 20 at 7:30 p.m. vs. San Francisco State (Homecoming)
Feb. 25 at 7:30 p.m. vs. Cal State Los Angeles
Feb. 27 at 7:30 p.m. vs. Cal Poly Pomona
Feb. 28 at 7:30 p.m. vs. Cal State San Bernardino
March 4 at 7:30 p.m. vs. Cal State Monterey Bay
March 6 at 7:30 p.m. vs. Cal State Stanislaus
March 9 at 7:30 p.m. vs. Cal State Fullerton
March 11 at 7:30 p.m. vs. Cal State Long Beach
March 14 at 7:30 p.m. vs. Cal State Dominguez Hills
March 16 at 7:30 p.m. vs. Cal State Los Angeles
March 20 at 7:30 p.m. vs. Cal Poly Pomona
March 22 at 7:30 p.m. vs. Cal State San Bernardino
March 25 at 7:30 p.m. vs. Cal State Monterey Bay
March 27 at 7:30 p.m. vs. Cal State Stanislaus

Women’s Basketball
Dec. 28 at 1 p.m. vs. Sonoma State
Dec. 30 at 1 p.m. vs. Humboldt State
Jan. 3 at 7:30 p.m. vs. UC San Diego
Jan. 13 at 7:30 p.m. vs. Cal State Dominguez Hills
Jan. 15 at 7:30 p.m. vs. Cal State Los Angeles
Jan. 20 at 7:30 p.m. vs. Cal Poly Pomona
Jan. 22 at 7:30 p.m. vs. Cal State San Bernardino
Feb. 3 at 7:30 p.m. vs. Cal State Monterey Bay
Feb. 5 at 7:30 p.m. vs. San Francisco State (Homecoming)
Feb. 10 at 7:30 p.m. vs. Chico State
Feb. 12 at 7:30 p.m. vs. Cal State Stanislaus

Men’s Soccer
Oct. 15 at 4:30 p.m. vs. Cal State Stanislaus
Oct. 17 at 11:30 a.m. vs. Chico State
Oct. 21 at 11:30 a.m. vs. UC San Diego
Nov. 5 at 8 p.m. in the University Theatre. $7 general admission; $5 seniors; free with CSUEB ID.

Fall Gala
Dec. 3 at 7 p.m. and Dec. 4 at 4 and 8 p.m. in the dance studio, PE 140. An extravaganza of dance and song. $5 general admission; $3 CSUEB students.

ATHLETICS

Women’s Soccer
Oct. 15 at 4:30 p.m. vs. Cal State Stanislaus
Oct. 17 at 11:30 a.m. vs. Chico State
Oct. 31 at 11:30 a.m. vs. UC San Diego

Volleyball
Oct. 22 at 7 p.m. vs. San Francisco State
Oct. 23 at 7 p.m. vs. Cal State Monterey Bay
Oct. 29 at 7 p.m. vs. Chico State

ATHLETICS

Men’s Soccer
Oct. 19 at 7 p.m. vs. Cal State Stanislaus
Oct. 21 at 7 p.m. vs. Chico State
Oct. 23 at 7 p.m. vs. San Francisco State
Oct. 30 at 7 p.m. vs. Cal State Monterey Bay

Women’s Soccer
Oct. 15 at 4:30 p.m. vs. Cal State Stanislaus
Oct. 17 at 11:30 a.m. vs. Chico State
Oct. 31 at 11:30 a.m. vs. UC San Diego

Volleyball
Oct. 22 at 7 p.m. vs. Cal State Monterey Bay
Oct. 23 at 7 p.m. vs. San Francisco State
Oct. 29 at 7 p.m. vs. Chico State

ATHLETICS

Men’s Basketball
Nov. 12 at 7 p.m. vs. Academy of Art University
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Feb. 12 at 7:30 p.m. vs. Cal State Stanislaus

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Feb. 12 at 7:30 p.m. vs. Cal State Stanislaus

CONCORD CAMPUS

Lectures
Shakespeare in Performance
Oct. 20 and 27, Nov. 3 and 10 from 1:30 to 3:30 p.m. Macbeth and Midsummer Night’s Dream. $40 for OLLI members; $55 for non-members.

Against Acting ‘Humanely’
Nov. 10. Join Michael Goldblum for a thoughtful analysis of ideas about compassion and human dignity, with particular attention to how such ideas shape public policy.

Jazz and OLLI End-of-year Gala
Dec. 1 from 4 to 5:30 p.m. Professor Emeritus Dave Eshelman joined by pianist Johanns Wolfe.

Lectures
The following lectures are free to Osher Lifelong Learning Institute members and $5 for non-members, unless otherwise noted.

Shakespeare in Performance
Oct. 20 and 27, Nov. 3 and 10 from 1:30 to 3:30 p.m. Macbeth and Midsummer Night’s Dream. $40 for OLLI members; $55 for non-members.

Evolution: Consciousness, Religion and Ethics
Oct. 18 and 25 from 1:30 to 3:30 p.m. Lecture by William Barrett, professor of philosophy and religion at John F. Kennedy University, $40 for OLLI members; $55 for non-members.

Ice
Dec. 4 and 8 p.m. in the dance studio, PE 140. An extravaganza of dance and song. $5 general admission; $3 CSUEB students.

Ice
Dec. 3 at 7 p.m. and Dec. 4 and 8 p.m. in the dance studio, PE 140. An extravaganza of dance and song. $5 general admission; $3 CSUEB students.
Five former student-athletes and champs feted

"We did the same drills, and it was the same field," said Austin. "A lot of us could have gone to any school, even Division I schools in the area, but we were successful because of Colin." Though their collegiate playing days are over, the former Pioneers still play competitively and remain close knit more than 20 years after scoring a national championship. "We enjoy each other," Austin said. "We're all still very connected." As a result, the early women's soccer teams, including the 1988 national championship team, became a shift in women's sports, "It was refreshing to have a new coach, one who knew soccer," Pauline Stuart '91 said. "Colin was the first coach I knew who knew soccer," said Austin. "He treated us the same as the men's team, including the 1988 title team, along with several former players from the first women's soccer squad and led the 1988 women's team to the NCAA Division II National Championship."

Among Lindores' supporters at the event were special honorees from the 1988 title team, along with several former players from the first women's teams to grace the pitch at then-Cal State Hayward. "He treated us the same as the men and respected us," Lisa Austin '89 said. "We did the same drills, and it was the first time we were referred to as women, not girls." Lindores' former players credit him with creating an environment of mutual respect and learning that they said was not a given in the early days of women's collegiate athletics. "We were all proud and lucky to play for Colin and be part of what became a shift in women's sports," Austin said. "A lot of us could have gone to any school, even Division I schools in the area, but we were successful because of Colin."

As a result, the early women's soccer teams, including the 1988 national championship team, achieved things that few non-scholarship programs could, winning games against Division I scholarship programs and collecting the second NCAA title in school history. "Colin was the first coach I knew who knew soccer," Pauline Stuart '91 said. "It was refreshing to have a new coach, a new view of the game." During Lindores' seven-year reign, the women's soccer program grew and prospered. "It was a different view of the game," said Austin. "A lot of us could have gone to any school, even Division I schools in the area, but we were successful because of Colin."

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The choice is yours. Cal State East Bay Magazine has introduced a new self-service subscription management feature on the magazine Web site at www20.csueastbay.edu/news/magazine. Click the green-and-black ink-drop icon located toward the lower right of the page next to the green “Subscribe” label.

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Want to read Cal State East Bay Magazine online and receive an e-mail notice when the latest edition goes live? Need to update your mailing address, or want to stop receiving the print edition while away on extended travel? The choice is yours. Cal State East Bay Magazine has introduced a new self-service subscription management feature on the magazine Web site at www20.csueastbay.edu/news/magazine. Click the green-and-black ink-drop icon located toward the lower right of the page next to the green “Subscribe” label.

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Whether crafting a novel business solution to an old conundrum or pushing a field of research in a fresh direction, members of the Cal State East Bay community epitomize what it means to be pioneers in the classroom, on the job, and in the laboratory of life. Innovation and thought leadership exhibited by students, faculty, and alumni have contributed not only to their individual achievement and lifelong learning but also to the University's ongoing growth and success. We asked a few to share their observations about what makes them independent thinkers:

"I'm more of a one-on-one ‘let me help you’ person. In the business world, my compassion towards others sets me apart. I don’t always think about what I will financially gain by helping others, "

Brittany Fate
JUNIOR
HOSPITALITY, RECREATION AND TOURISM

"I figure stuff out on my own. I think for myself. Thinking about things from all points of view and not just being closed-minded is what sets me apart. For example, I think about things outside the box in my internship for The Pioneer."

Leesha Howard
Sophomore
Communication and physics

"I was always aware from as early as 5 or 6 years old that I looked at things differently. When I came of age in the U.S., race was an issue, so I said to myself, ‘How can I use that as an asset instead of a liability?’

Robert Terrell
Professor, Communication Director, The Pioneer

"My ability to see something beyond the face value of what’s there. I’m guided by what’s factual evidence instead of (mere- ly) what people believe.

Thomas Candelario ‘06
Graduate student
Masters in Public Administration

"I am from China and sometimes I cannot express myself well in English, because I might say the wrong word in English. I wanted to challenge myself, and that’s why I chose mass communication as my major.

Haiming Jin
Junior
Communication

"I have a lot of day-to-day business to take care of in the (CSUEB) television studio that requires executive decisions. I often take care of things on the fly without anyone else’s input.

Melody Guerrero ‘04
TV Studio Manager

"I think with all my courses and my major in physics, it’s important to have a well-rounded education, to bring together different disciplines.

Leeseha Howard
Sophomore
Communication and physics"
What’s your legacy?

A great education and a successful career. A loving family. A lifetime of smart investing and a well-planned retirement. And now, an opportunity to give back.

Think of the difference your planned gift can make in the lives and futures of students at Cal State East Bay — tomorrow’s graduates, citizens, and workforce. It costs you nothing now, but will provide a world of life-changing opportunities ahead through new support for scholarships, research, teaching, and learning.

Contact the Office of Planned Giving about your legacy today, at 510.885.4035, or e-mail anthony.macias@csueastbay.edu.