

# FresnoState

## Reaching higher

University  
boosts region's  
economic growth





# FresnoState

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**On the cover:** Ashley Swearengen and Dr. Antonio Avalos are among the leaders in Fresno State's engagement with the community to boost economic growth. The university's innovative research, entrepreneurship and partnerships are dedicated to job development that will secure the region's future. Swearengen is director of Fresno States Office of Community and Economic Development and executive director of the Regional Jobs Initiative. Avalos, an assistant professor of economics, is director of the university's Center for Economic Research and Education of Central California.

**Photo illustration by Kelly Peterson**



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## Stay in touch

We'd like to hear your comments about *FresnoState Magazine*. Please e-mail them to [magazine@csufresno.edu](mailto:magazine@csufresno.edu).

If you receive more than one copy of *FresnoState Magazine*, please pass it along to a friend of Fresno State!

If you would like to support Fresno State, please visit [www.SupportFresnoState.com](http://www.SupportFresnoState.com) to make a contribution.

### Tree Portraits 35

Artist and faculty member Doug Hansen depicts the Modesto ash that Nursing Department chairman Mike Russler praises for its shade canopy.

Compiled by Silva Emerian

## FACULTY WIN PRESTIGIOUS FULBRIGHTS

Colombia and Thailand are major beneficiaries of the expertise of three Fresno State faculty members, who won prestigious Fulbright grants to teach and conduct research abroad during the 2006-07 academic year.

Randy Vaughn-Dotta



Pérez

Of 32 Fulbright awards to Fresno State faculty since 1982, three have gone to Dr. Miguel A. Pérez (Health Science). His grant this year allowed him to teach Colombian health care practitioners and educators dealing with adolescent sexual health issues.

Dr. Hank Delcore's (Anthropology) grant was for six months of field research on ethnic politics of a national park in Thailand's Nan province. Dr. Steve Blumenshine (Biology) received a grant to research impaired water quality in the Gulf of Thailand and its major tributaries.

"I am encouraged each year by the number of faculty who seek to go abroad and who are committed to amplify their knowledge base, internationalize their curriculum and engage their students' study-abroad experiences," says Dr. Berta González, associate vice president of Continuing and Global Education.

She lauds those who win Fulbright grants as "educational leaders, scholars in their own fields, risk takers, innovators and excellent role models for our students."

The Fulbright Program, established in 1946, is sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs.

Randy Vaughn-Dotta



## FACULTY RESEARCH HAS FAR-REACHING IMPACT

The first five years of the new millennium were a time of unprecedented growth in research at Fresno State, with dramatic increases in funding and topics ranging from gender issues to agricultural production and environmental preservation.

Research conducted by Fresno State faculty was put to work in Central California. The state and the nation

is highlighted in "New Century," a publication of the Office of Research and Sponsored Programs.

From 2001 to 2005, Fresno State faculty received \$183 million, more than doubling the external support for research and sponsored programs in the previous five years, reports Dr. Thomas McClanahan, associate vice president.

The focus of Fresno State's research has been on issues significant to Central California, including health care, agriculture, business/job creation and education.

For more information:  
[www.csufresno.edu/grants/](http://www.csufresno.edu/grants/)

## INTERNATIONAL STUDENT ELECTED A.S. PRESIDENT

Juan Pablo Moncayo of Ecuador is the first international student elected president of the Fresno State Associated Students.

Moncayo was born in Quito. He moved to Los Angeles for a time, then moved back to Ecuador. He came to Fresno State after meeting Carol Munshower, the university's former director of International Student Services and Programs, when she was on a recruiting trip to Ecuador.

Moncayo, a senior majoring in finance and physics, says student communication, lower textbook prices, parking and expansion of financial aid are priorities during his term. Also, he says, "It is important to find ways to help students have a sense of community at Fresno State."

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## WELCOME OAXACA, MEXICO

Fresno State is collaborating with two universities in Oaxaca, Mexico, to develop joint research projects and to organize academic and scientific endeavors, create student and faculty exchanges, and share publications.

Fresno State President John D. Welty signed agreements of academic cooperation in spring 2006 with representatives of Universidad Autónoma Benito Juárez and Sistema De Universidades Estatales de Oaxaca.



## OLIVE OIL ADDED TO CAMPUS PRODUCT LIST

**F**resno State's first Estate Reserve Extra Virgin Olive Oil accomplishes two missions simultaneously: a quality product grown on the campus Agricultural Laboratory by students and sold through the campus Farm Market to benefit the farm.

Orchard manager Gino Favagrossa said the oil, released in spring 2006 and sold for \$12.95 per 500-ml bottle, is "fruity with a mild pungence that leaves a pleasing, persistent taste reminiscent of green herbs, tomato and banana."

The Fresno State olive oil is intended for culinary delights such as drizzling over tomatoes, basil and mozzarella, as a dip for bread or as a flavorful marinade for grilled vegetables, rather than for everyday cooking. It blends well with Fresno State's award-winning red wine vinegar in vinaigrette.

Proceeds from sales of all student-produced goods help strengthen the university's agricultural programs and research.



Joseph Vasquez

## PROFESSOR IS A LEADER IN MYSPACE.COM RESEARCH

**D**r. Tamyra Pierce's research into teens' use of social networking Web sites such as MySpace.com has caught the attention of governmental officials and national media. Pierce is a Fresno State assistant professor of mass communication and journalism.

The sites provide an opportunity for people



Randy Vaughn-Dotta

to set up personal Web pages where they can post pictures, keep online journals and chat with anyone around the world.

### Pierce

Pierce found that 80 percent of the high school students responding to her survey said they participated in social networking sites; more than half said they had been contacted by a stranger; and 10 percent had met with a stranger they first met online. She is continuing her research.

Pierce said more of the younger students reported being asked to meet a stranger. "It appears that they feel they're safe because they're in their own home just working on the Internet and they think they're not going to get hurt," says Pierce.

Two-thirds of respondents said their parents know they have a social networking site, but only 26 percent said parents had seen their site. Sixteen percent said their parents had told them they could not have a site.

"The ultimate responsibility is on the parents to talk to their children about the dangers of the Internet and how to be safe online," Pierce says.



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Betty Haak with President Welty

## LIBRARY TO HONOR DR. HAROLD HAAK

**T**he fourth floor of the new Henry Madden Library will be named the Harold H. Haak Administrative Center to honor the former Fresno State president who died in December 2003.

A widely respected scholar and author, Dr. Haak was a faculty member, administrator and president of Fresno State from 1980-1991.

Betty Haak says her husband would have been proud of being honored by the university. "Harold loved Fresno State and was very dedicated to it," she says.



Randy Vaughn-Dotta

Harold H. Haak

"Dr. Haak was a wonderful president, a gifted educator, a visionary man, and most important, a man of great faith and strong character," says President John Welty.

The fourth floor of the renovated library will house the university's senior administrators, as well as conference and meeting areas. Construction is scheduled to be completed in fall 2008.



Joseph Vasquez

## MAKING WAY FOR NEW LIBRARY

**Demolition of the oldest parts of the Henry Madden Library during the summer helped clear the way for a \$95-million building and renovation project that in late 2008 will result in huge improvements in the library's function and form. More than twice the floor space will accommodate 3,500 study stations, 2 million books, greatly expanded special collection areas, technological updates and more public meeting space. More information and a link to a live Webcam to watch construction are at [www.maddenlibrary.org](http://www.maddenlibrary.org).**

Silva Emerian is a freelance writer in Fresno.



By Lisa Birrell

# Campus Master Plan is blueprint for excellence

**F**or the first time since 1963, Fresno State is updating its Campus Master Plan by assessing strengths and shortcomings as it charts a course to physical transformation into Central California's premier engaged university.

The plan updates the entire campus infrastructure from landscaping and walkways to which facilities need replacement, where new buildings will rise and what flexibility is needed to react to and anticipate changing educational needs.

"It is intended to support the components and framework from which decisions are made for the next 10 to 20 years," says Cynthia Teniente-Matson, Fresno State vice president for administration and chief financial officer. She chairs the Master Plan Coordinating Committee and is lead administrator on the project.

A series of meetings began in summer 2005 with all those who will be affected by the Master Plan, including faculty, staff, students, deans, administrators, alumni and business and neighborhood partners. Nationally recognized Zimmer Gunsul Frasca Partnership of Portland, Ore., is the primary consultant, overseen by university President John D. Welty and the Campus Strategic Planning Committee.

"We are determining which buildings have a future and which don't," says Paddy Tillett, director of planning and urban design with ZGF. "Many departments are



1952 campus view

scattered across numerous buildings, which makes it difficult to develop a sense of collegiality. This influences the effectiveness of faculty and makes it difficult for students to feel a sense of identification."

Already under way are three projects to help the campus meet challenges of tomorrow. The most ambitious is renovation of the Henry Madden Library, adding space to increase collections, improve and expand public facilities that attract the community, and provide more study areas for a projected student population of 25,000 by year 2016. A water technology and clean energy business incubator should open before the end of 2006. Work is nearing the final stages on a campuswide updated telecommunications infrastructure.

Those projects and other elements of the Campus Master Plan underscore the university's commitment to engagement.

"Broadly speaking, an engaged university is active in the community or region it serves. It's responsive, accessible and a leader

in issues facing the area," says Teniente-Matson.

"For the Master Plan, you might accomplish this through visitor-friendly parking, adequate signage, bike and walking trails and easy access to points of interest such as the Downing Planetarium and campus farm."

To reach that goal, those participating in the master planning process developed an inventory of buildings and landscaping and compared it to the needs outlined in the university's Strategic Plan.

"Our shortcomings include a less-than-desirable pedestrian

circulation system and a roadway system that needs improvements," she says. "Our virtues include the heritage of the Central Valley as represented by the university farm laboratory, the magnificence of the Arboretum and major access into a premier entertainment facility such as the Save Mart Center."

Teniente-Matson says the plan is in the draft stage as it goes through the Coordinating Committee before the development of the final document begins. She expects the plan to be presented to the California State University Board of Trustees by early 2007. ■

*Lisa Birrell is a marketing manager in Fresno and a freelance writer.*



Draft 2006 Master Plan



By Lisa Lieberman

# Peace Garden is a campus treasure

Photos by University Communications



Students place flowers at Mahatma Gandhi statue to commemorate his birthday.

In the hustle and bustle of everyday life, it's easy to overlook a university's multiple purpose as a place for academic achievement, a center for personal reflection and a stimulus for social activism to better the overall community.

As a reminder, the Peace Garden at Fresno State was born in 1990 when students, faculty and community members dedicated a memorial to Mahatma Gandhi, father of the human rights movement in India and a proponent of social change through nonviolent action.

In 1996, Fresno State erected the nation's first life-size monument of César Chávez nearby, and in 1999 dedicated a 6-foot bronze sculpture of the Dr. Martin Luther King Jr. The Peace Garden's newest sculpture was unveiled in spring 2006, to honor social reformer and peace activist Jane Addams, who won a Nobel Peace Prize in 1931.

"I haven't seen any peace gardens like this anywhere in the world," says Dr. Regina Birchem, international president of the

Women's International League of Peace and Freedom, who attended the dedication celebration for the Addams statue.

"Here, in one place, you have César Chávez, Gandhi, Martin Luther King and Jane Addams, a very diverse group of people ethnically from different parts of the world who all had the same vision of peace," says Birchem.

Addams authority Dr. Paul Pribbenow, former president of Rockford College in Illinois where Addams earned her degree, was similarly impressed.



Jane Addams

"Universities often have sculptures on campus that honor the university's founders, but this Peace Garden at Fresno State actually honors people who have made an impact in the broader world," he says. That's a special thing, according to Pribbenow. "This garden is a reminder that classrooms aren't just pristine places; that we need to push our students out into the world and see education happening in a broader context."

Dr. Sudarshan Kapoor, founder of Fresno State's Peace and Conflict Studies program, who recently retired, sees the Peace Garden as an open-air classroom. He has been actively involved in development of the Peace Garden from its inception.

"There's so much violence around in the world and everyone knows a lot about violence, but they know very little about nonviolence or people like Gandhi, King, Chávez and Addams," Kapoor says. "This is a great learning tool and a great way of bringing people from the university and the community together."

The Peace Garden, adjacent to the Henry Madden Library and the Free Speech Area, is a growing focal point of the campus. Students, faculty and community members gather in the garden for peaceful demonstrations, celebrations of the birthdays of each person memorialized there and special commemorations such as Sept. 11 anniversaries.

A Native American memorial and a peace wall are in the Peace Garden's future. "We have 90-plus



Dr. Martin Luther King Jr.

ethnic and cultural groups in the Central Valley area that Fresno State serves, so we want to have a peace wall that has some symbol or plaque that represents peace in every one of these cultures," Kapoor says.

He also would like to see a meditation knoll, saying, "It's very important to have a contemplative atmosphere where people can come and rest and relax and get centered." ■



César Chávez

Lisa Lieberman is freelance writer in Three Rivers.

By Lanny Larson

# Incubators focus on water technology, energy



technology in the United States. There is nothing else like it," says Claude Laval, whose internationally

**C**reating jobs in two of Central California's vital industries, water technology and alternative energy, is the goal of a partnership between Fresno State's International Center for Water Technology (ICWT) and the Central Valley Business Incubator (CVBI).

The collaboration will result in a \$5 million center on campus opening by the end of the year that will help refine and test innovative concepts that can be developed into businesses or products that will generate jobs in the region.

"There's quite a good possibility that the area around the ICWT will become the center of water

known company makes water filters.

"Economic growth is key to maintaining and improving our lifestyle," says Dr. David Zoldoske, a Fresno State faculty member who directs the ICWT. "By promoting clean energy and water technology we hope to attract industries that not only provide jobs, but solutions to some of our most pressing resource concerns."

The new building will house research and design laboratories, testing and certification equipment and offices for water- and energy-focused entrepreneurs. The center also will serve students studying water hydraulics and provide an opportunity to learn about solar power generated by photovoltaic panels on the roof of the building.

"We plan to house up to five start-up companies and help support their growth into full-time businesses," says Zoldoske. "The ICWT will provide the technical expertise and the CVBI will provide the business support."

"Innovation is the key to better utilization and protection of our natural resources," Craig Scharton, CEO of the Central Valley Business Incubator, says about the synergy between his organization and the water tech center. "Many groups, from the [Fresno] Mayor's Creative Economy Council to the Regional Jobs Initiative believe that by becoming leaders in clean



Randy Vaughn-Dotta

**Dr. David Zoldoske foresees solutions to resource concerns.**

technology we can also improve our economic and employment outlook."

"With a projected increase of 12 million people in California by 2030, we need to find ways to provide good quality water. Technology will provide part of the solution," says Zoldoske.

Laval, co-chair of the San Joaquin Valley Water Technology Cluster, adds, "I think it's one of the more important undertakings the university has got going in terms of the potential for the greater community." ■

*Lanny Larson is a senior writer/editor at Fresno State. Marni Katz, a Fresno-based writer, contributed to this article.*



Courtesy Center for Irrigation Technology

**Sprinkler testing.**



By Charles Radke

# Refugee's experiences influence her research and writing



Philip Johnson

Lejla Tricic, upper left, with daughter Merima, son Kerim, and husband Sabahudin.

**S**kulking across a dark runway hoping to avoid spotlights and sniper fire sounds like good fiction, but for Lejla Tricic and her husband Sabahudin, it's just one anecdote in their remarkable true tale.

"Our story is very unusual," says Lejla, who last spring earned her master's degree in English literature and was named the Graduate Dean's Medalist at the 2006 Hooding Ceremony, an honor bestowed upon the university's top graduate student.

At the ceremony, Sabahudin – who was blinded in 1992 by shrapnel during the Bosnian civil war – was recognized for earning his master's degree in computer science.

The Tricics' refugee story is one of persistence and, according to Lejla Tricic, "amazing luck." It also played a significant part in her academic interests.

Her graduate research at Fresno State focused on how writers give voice to "displaced identities." She explored how marginalized characters in the works of Charlotte Brontë wrestle with their identities as hybrids and negotiate their places in mainstream society.

Literature has become a tool for her to question and recreate identities, empowering her to identify concepts that had been in her head for so long.

"My thesis has everything to do with my life," says Tricic, who as a Muslim in America has

similarly negotiated and come to understand how the two cultures can coexist.

The Tricics' "luck" started with a Bosnian stranger at the embassy in Croatia who plucked them from a crowd of thousands, then found proper treatment and a hospital bed for Sabahudin Tricic and a nursing job for his wife while they waited for visas. Then, two doctors in Madera, aware of the Bosnian tragedy and wanting to help, sponsored Sabahudin Tricic's six-month tourist visa. His wife followed three weeks later, sponsored by the same doctors.

When their visas were near expiration, a University of California, San Francisco law professor who had heard of their plight assigned two students to work on the Tricics' political asylum, which was granted in 1993. They obtained permanent resident status and are in the process of naturalizing, Lejla Tricic says.

"It's the best fiction plot," she adds. "But it really happened."

The Tricics have two children, Merima, 12, and Kerim, 9. Sabahudin Tricic plans to put his master's degree to work starting a business that programs accounting applications.

Lejla Tricic is applying to doctoral programs while completing a Master of Fine Arts degree at Fresno State and staying active in research and community service. She has become a recognized speaker for the Muslim community in Fresno, working to debunk any

## In her words

**"The Other is an individual or group of individuals perceived as not belonging, due to lack of essential characteristics possessed by the dominant group. The Other is perceived as an inferior, based on its different race, nationality, religion, class, political orientation, ethnical or national belonging, or gender, and is treated accordingly. The exclusion of the Other from any public discourse isolates it and denies participation. Revolting against being assigned this status, the Other can inhabit both worlds. Its negotiation of the codes of behavior through adoption of dominant culture, or hybridization, subverts the mainstream narratives and allows an entry into a discourse."**

**–Lejla Tricic, from her master's thesis**



Randy Vaughn-Dotta

Tricic, left, at Commencement with Graduate Studies Dean Dianne Dickerson.

perception that immigrants are non-contributors by pointing out their accomplishments.

"I want to help bring that energy from those communities into the mainstream and revitalize our society," she says. "If immigrants have something to contribute, why deny it?" ■

*Charles Radke is the thesis consultant in the Division of Graduate Studies at Fresno State.*

By Lanny Larson

# Richters will co-chair Campaign for Fresno State

**B**usiness leaders Bud and Jan Richter, who have provided leadership and financial support for the university and the greater Fresno community for more than 60 years, will co-chair the Campaign for Fresno State for the next two years.



Jose Garza

**Bud and Jan Richter**

Bud Richter expanded the family soft-drink bottling business established in 1895 and also was active in banking for many years. He won the 2006 Leon S. Peters Award presented by the Greater Fresno Chamber of Commerce for dedication, commitment and integrity in business and community service.

Bud and Jan Richter have been active members of and contributors to a wide range of community organizations, including campaigns to benefit athletics and education at Fresno State.

Bud Richter is a past Bulldog Foundation president and member of the Bulldog Stadium Steering Committee. Jan Richter co-founded the Women's Bulldog Foundation.

Both helped the Kremen School of Education and Human Development's capital campaign and were instrumental in planning the Teachers Honor Wall outside the Kremen Building. They also established the Richter Awards for Excellence to honor faculty and staff.

They have been honored by the National Society of Fund Raising Executives and with the Bulldog Foundation's Lifetime Achievement

Award. They received the Fresno State Alumni Association's Arthur Safstrom Award in 2005 for extraordinary service to Fresno State.

Their record of accomplishment and inspiration was a perfect match for volunteer leadership of the Campaign for Fresno State, says President John D. Welty.

"Bud and Jan Richter have dedicated their adult lives to community service, and Fresno State has been a major beneficiary of their generosity and leadership," says Welty. "They eagerly accepted the challenge to lead the effort to attract new major donors and inspire those who already support the university."

"We are very enthused that by 2011 Fresno State can be recognized as one of the Top 10 most community-engaged universities in the United States," says Bud Richter. "The long-term benefits to the quality of life in Central California will be very substantial."

"The campaign," adds Jan Richter, "will shape the future of the campus and maximize opportunities for the university's faculty and students." ■

## Honor Roll of Donors

**C**alifornia State University, Fresno recognizes the generosity of its donors who provide financial support to particular programs, scholarships and the university as a whole in one of the annual, lifetime or deferred giving societies. A complete Honor Roll of Donors is available online at [www.SupportFresnoState.com](http://www.SupportFresnoState.com).

The Centennial Society includes those individuals who made gifts totaling \$10,000 or more to Fresno State during the 2005-2006 fiscal year (July 1, 2005-June 30, 2006). The university sincerely thanks the following Centennial Society donors whose giving assisted students and enhanced university programs.

Names marked with an asterisk (\*) denote individuals who are deceased. This list was compiled as accurately as possible from university records. Please contact the University Development Office at **559.278.4036** if there are any discrepancies.

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<b>Richard and Mimi Gunner</b>		



# Mentor, mentee from '70s reunite at Heritage Society event

**T**he turbulent early '70s not only shaped national and social changes, but also developed personal transformation for Fresno State student John Stanfield II. Now an Indiana University senior sociologist, he describes himself as "a naïve late adolescent from a provincial social background" when he arrived on campus from Sacramento in 1970. Soon after, he says, "I became a highly active student in campus life during a very tense time in Fresno State history."

As the first African-American president of Homan Hall dormitory and the youngest as well, he got acquainted with Student Affairs administrators, particularly Dr. W. Donald Albright.

"Dr. Albright from the very beginning was an 'older adult' I knew I could trust," says Stanfield, "and that was a whole lot to say on a campus simmering with so much suspicion and tension."

Albright was the new dean of students then, coming to Fresno from Sacramento State, where he started his counseling and administrative career in 1952. He retired from Fresno State in 1982 as the university's coordinator of services to older adults.

"What I learned from him and from other faculty and administrators," says Stanfield, "was that there were adults who were truly interested in the welfare of students, especially African-American and other students of color, and were concerned about finding ways of getting our perspectives heard and respected."

Albright and Stanfield recently reconnected at the annual Heritage Society luncheon that recognizes individuals who have included Fresno State in their estate plans. "When I saw John at the Heritage Society lunch, I was surprised that he remembered me as being so influential in his life," Albright says.

Albright's charitable remainder trust generates income now and ultimately will fund the Ruth Albright Endowment in Urban and Regional Planning and the Dr. Wilbur Donald Albright Endowment for Gerontology, the Cross Cultural

Center and the Henry Madden Library.

"I feel a strong identification with the university and I had a rewarding experience in my time there," Albright says. Because the charitable remainder trust provides income during his life, "there was just no point in not giving my money to the university now," he says.

Stanfield's will includes a bequest to help give future sociology students the kind of opportunities he received. He intends that the Sociology Department and College of Social Sciences will "find and mentor young people like me, who came from impoverished



**Dr. W. Donald Albright, left, and Dr. John Stanfield II**

backgrounds and deserve to have their dreams of making contributions to the world become stunning realities." ■

## Wills are important to reflect your wishes

**A**lthough we know it is important to create a will, it is estimated that more than 60 percent of people die intestate – without a will. Under the laws of intestacy, the courts in the states where you reside, own real estate or own a business will impose rules for distribution and choose an administrator who will be paid out of your estate to coordinate the distribution.

The result probably will not reflect your wishes. Without a will, you give to the court the power to decide how your estate will be distributed, and you waive the right to make meaningful personal and charitable bequests.

### LEAVING A LEGACY

Planning your estate requires balancing your desire to benefit family, friends and the greater community. A well-prepared will reflects what you value and how you want to be remembered.

The initial steps to making a will are simple. First, determine your goals and concerns. Next, list your assets and liabilities, specifying which are jointly owned. Then, consult your attorney. Although drafting a will involves thoughtful and sometimes difficult decisions, your completed will expresses your wishes

and can protect your estate from a court's determination.

### NEED TO UPDATE YOUR WILL?

If you have a will that is more than three years old, you may need to review it. To be valid, your will must be signed and witnessed properly. Other factors to consider when reviewing your will include marriage or divorce, the birth of a child or grandchild, purchase of real estate, relocation to another state, job promotion or a death in the family. New federal or state laws may make revision of your will advisable.



**Widmer**

### PLANNED GIVING

The Office of Planned Giving at Fresno State can help you make informed decisions about estate gifts, coordinate the terms and conditions of gifts and assure that your

bequest will be used in the spirit in which it was given.

To learn more about creative giving opportunities, please contact Carol Widmer, CFP, director of planned giving, at **559.278.8337** or **cwidmer@csufresno.edu**. ■





# Fresno State efforts vital to Improving the region's economy

By Marni Katz

Central California, one of the nation's fastest-growing regions, has its share of challenges: the economy, health problems and health-care disparity, cultural diversity, the environment, education and enhancement of the agricultural base.

And the region has its champion: Fresno State.

**F**or nearly 100 years, Fresno State has used its expertise in education, research, analysis and building community partnerships to enhance the area's strengths and find long-lasting solutions to its problems.

Engagement with the region's needs also has given students opportunities to learn career skills by working directly on projects that benefit the entire community.

One of Fresno State's key regional objectives is helping create better-paying jobs to stimulate economic growth and provide a core workforce attractive to businesses considering new or expanded enterprises. Another priority is cultivating an entrepreneurial spirit open to innovation.

Fresno State's Craig School of Business stands at the forefront of the university's multifaceted initiatives to improve the region's economy.

"Fresno State and the Craig School have a set direction to utilize the resources, which include the faculty and students, to work with area businesses to help improve business in the region and transform the economy," says university President John D. Welty.

"The first level of engagement has been through the centers and institutes designed to provide technical and consulting assistance and other support such as the Lyles Center for Innovation and Entrepreneurship, the University Business Center, the Real Estate Institute and the Family Business Institute," he says.

*As director of Fresno State's Office of Community and Economic Development and the Regional Jobs Initiative, Ashley Swearengin heads a partnership committed to adding 30,000 jobs.*



Above, businessman Larry Johanson, left, and Dr. Reza Motameni, chair of Fresno State Marketing and Logistics Department, work together to provide students real-world experience at Johanson Transportation Service. Below, from left, students Franklin Romine, Dave Patterson and Peter Lang at the Johanson office.

## Research documents university's economic impact

Fresno State had nearly a \$507-million impact on the regional economy in 2004-05, reports the university's Center for Economic Research and Education of Central California.

The university's place in the region's economy was detailed by Dr. Antonio Avalos, an assistant professor of economics. His report is the first research published by the center, which he helped launch.

Avalos estimated \$105.8 million expended by university-related activities generated \$168.9 million, while income of people working for the university added another \$101.1 million and expenditures by university students added \$237.9 million. All that was sufficient to support 6,630 full-time jobs, the study found.

But dollars alone don't measure Fresno State's importance to the regional economy, says President John D. Welty. The university also "provides intellectual capital that can help us identify policy alternatives and solutions to problems the region faces."

Avalos, whose background is in regional economic development and Latin American political economics, studies the forces shaping Central California's economic future. He joined the university faculty in 2003.

"It is important not to think of this region as an isolated place. A high percentage of the population in the Central Valley comes from Latin America and other regions of the world," says Avalos, who emigrated from Mexico in 1994.

Welty says it is crucial that Fresno State have experts such as Avalos on faculty who can provide a deeper understanding of regional economic dynamics.

"As we gain that perspective it will become increasingly clear how important the university is to this region and the key role we can play in transforming the economy," Welty says.

To read the entire report please see the Research section at [www.csufresno.edu/cerecc](http://www.csufresno.edu/cerecc).



Dr. Antonio Avalos

Kelly Peterson

The next level of engagement, Welty says, is a more systematic approach through programs such as the Regional Jobs Initiative (RJI). The RJI is a collaborative effort involving more than 600 businesses and unions in 10 industries; 24 nonprofits and public agencies; and three elected bodies to improve the regional economy.

Ashley Swearengen, RJI director and director of Fresno State's Community and Economic Development, says the goal is to create 30,000 new jobs by 2008 through partnerships in key industry clusters.

The focus is on taking advantage of the area's competitive assets to help create a "healthier, more vibrant civic infrastructure," she says. The regional spotlight is on advanced manufacturing, construction, health care, information processing, logistics and distribution, tourism, water technology, food processing, alternative energy and software clusters.

A partnership between the university's International Center for Water Technology and the Central Valley Business Incubator soon will open a water and energy center on campus that helps develop innovations into new businesses.

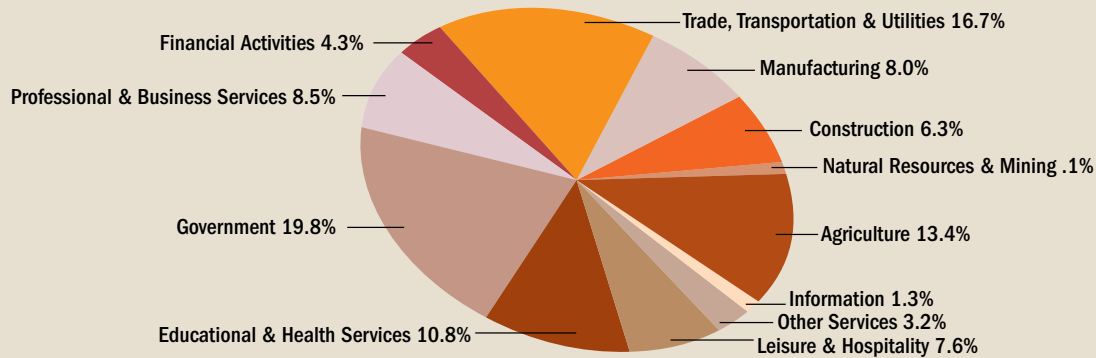
In June 2005, Governor Schwarzenegger signed an executive order creating the California Partnership for the San Joaquin Valley, a public-private partnership aimed at improving the economic vitality of the eight-county region. The university's Office of Community and Economic Development, Maddy Institute and California Water Institute are deeply involved in coordinating the partnership's work related to economic development, workforce development, access to higher education, water resources and air quality.

Another key to the region's economic development is the availability of engineers and construction managers, which Fresno State is addressing in part through the various programs within the College of Engineering.

Engineering has embarked on the expansion of its faculty and updating of laboratories. Highly qualified faculty members with expertise in areas such as micro-



Hot jobs – Fresno County employment by industry, 2005 annual average



Source: California Employment Development Department

waves, high speed electronics, nanotechnology, wireless sensor networks, machine design, structures and architecture have been recruited recently to strengthen the academic programs and enhance research capabilities within its three departments.

Having students educated and trained in such technologies will help attract new, high-tech businesses to Central California. This will add jobs and a resultant boost to the region's economy, says Dr. Ramakrishna Nunna, chair of the Department of Electrical and Computer Engineering.

Many College of Engineering graduates stay in the region and some have moved into jobs throughout the state and nation. A few have taken their knowledge to the frontiers of space working with NASA and enhancing the university's reputation as a vital educational resource, Nunna says.

The University Business Center (UBC) is another of the Craig School's community outreach arms, using

more than \$4 million in grants to apply faculty innovation and expertise to local-business problem solving, says director Emil Milevoj.

The UBC provides customized training programs for businesses and public institutions, including Pelco, the world's biggest maker of video security equipment; the USDA's Central California Consortium; and the Fresno Area Hispanic Chamber of Commerce.

The UBC also conducts region-specific business research and economic analysis.

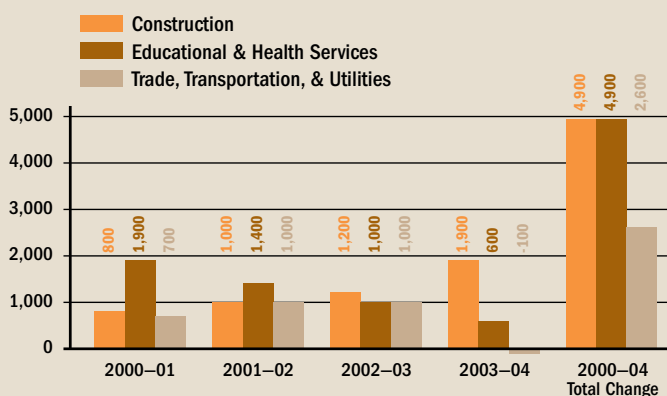
Community focus and partnerships provide students with experience that brings classroom lessons to life, say Craig School students and graduates.

One such graduate is MBA student Kevin Cooper, who was named the President's Medalist at the 2006 Commencement ceremony and hopes to become a corporate attorney.

He used marketing instruction to help build up the Boys2Men/Girls2Women Foundation, which instills in children spiritual, cultural, educational, vocational and social values that lead toward good citizenship. His interest in finance inspired him to become involved in the Financial Management Association and Beta Gamma Sigma, helping promote the Craig School.

Craig School training helped MBA student Jennifer Reimer, who was a Dean's Medalist at Commencement and was appointed by Gov. Schwarzenegger as a California State University student trustee. Reimer

Largest growth industries in Fresno County, employment change 2000–04



Source: California Employment Development Department

## Student opportunities around the world

Fresno State students have many opportunities – both close to home and around the world – to prepare themselves for the workforce.

Success in competition against teams from other top schools has enhanced the Craig School of Business' reputation for excellence and given students a chance to put their classroom knowledge to the test.

Two Craig School teams took home trophies at the 42nd annual International Collegiate Business Strategy Competition in spring 2006. The students played management executives in a computerized simulation of business operations that matched them against the best students from universities around the world.



**International Business Program students from Fresno State toured the Euronext stock exchange in Paris during their 2006 summer study abroad program.**

Courtesy International Business Program



Courtesy Craig School of Business

Every year, students excel in the Human Resources Games, which features competition in a "Jeopardy!"-style quiz show. In 2005, the Craig School team was the national champion.

**National championship team, 2005**

Another important mission of the

school is preparing students to be successful in the global economy, which also can help the regional economy. The International Business Program offers programs to graduates and undergraduates, and two weeks of study abroad also is a key component of the 17-month MBA for Executives curriculum.

An international business concentration for the bachelor of science degree stresses the role of global communications and the growth of entrepreneurial opportunities in worldwide markets, with special attention to California and Pacific Rim markets.

"A Study Abroad experience adds a new perspective to students' studies," says Dr. Ali Peyvandi, the International Business Programs director and the Joy D. Covey Professor of International Business.

"Students develop their analytical and critical thinking skills and are exposed to different languages, cultures and ways of living and thinking," he says.

got on-the-job executive training as president of the Associated Students at Fresno State and as CEO of the California State Student Association, which represents the CSU system's 405,000 students.

"Being a Craig student gave me tools to be successful in my out-of-the-classroom educational experiences," Reimer says.

MBA students connect with the community in their "Culminating Experiences." Area businesses, government agencies and nonprofits can engage a team of students for a hands-on practicum in which skills learned in the classroom are applied to real world situations.

"The teams view the sponsoring companies and agencies as serious clients, and as such, they receive all the benefits of professional consultation without the hefty price tag," says Dr. Rafael Solis, director of MBA programs. "The students work in teams of three to four and each student commits 200 or more hours, which means the average estimated value to the client is \$75,000."

More than 50 organizations in the Central Valley have sponsored an MBA business project team. MBA teams wrote the plan that saved Fresno's Chaffee Zoo, set up the Clovis Community Fund, worked with United Way to improve fundraising and have helped numerous business improve their strategy and operations.



Craig School of Business

**Craig School of Business Dean Douglas Hensler, center, with members of the 2006 International Collegiate Business Strategy team.**





Courtesy Brian Weber

**2001 graduate Brian Weber is a sales executive for Hershey's Corp.**

Hands-on learning also helps undergraduate students. Brian Weber, a 2001 Craig School marketing graduate, did three internships with Fresno-area businesses as an undergrad.

"Of all the educational experiences I had at Fresno State, those internships were really a gold star on my résumé," says Weber. As a corporate customer sales executive for Hershey's Corp., Weber is responsible for \$125 million in candy sales nationwide.

Another Fresno State business success is Sid Craig, who came to the university to play baseball and gained a wealth of knowledge. He and his wife later founded the Jenny Craig weight loss program.

"The experience I had in college – both socially and business-wise – was very important," Craig says.

In 1992, the Craigs committed \$10 million to Fresno State for its School of Business, which was named in their honor. Today, the Sid and Jenny Craig Foundation continues its support through an endowment to the Craig Scholars Program.

*continued on page 22*

## Community connections foster two-way learning

Community connection is one of the most important guiding principles at Fresno State, and at the Craig School of Business it means partnerships and programs that create avenues for growth and two-way learning.

Part of the Craig School curriculum requires students to take courses that link students with community nonprofit agencies.



Courtesy Skip Sherwood

**A successful ReadFresno book drive.**

More than 850 students contributed 12,800 hours of community service in 2005-06 through a marketing course. Students raised \$2,500 and collected 30,000 books for the ReadFresno literacy program and raised \$33,000 for the Leukemia & Lymphoma Society.

"Hundreds of organizations have benefited over the years," says Dr. Skip Sherwood, professor emeritus of marketing and e-business who created the program. "I've been overwhelmed at the creativity and the passion the majority of these students exhibit."

The Institute for Family Business provides a forum and resources for family companies. The Business Advisory Council, comprising local and national business leaders, helps guide the Craig School in a number of areas including internships, capital outlays and career services. And the Craig School of Business' Marketing Service Learning curriculum helps connect students and professors with area charities and nonprofits.

Dr. George Vozikis, the new Edward Reighard Chair of Management and director of the institute, says he intends to make the institute a significant resource for family businesses in the Central Valley.

"We will provide a forum for family businesses to come together in an 'esprit de corps,' develop a vision for their futures and work together to get there," Vozikis says.

Additionally, the Craig School this year is developing the Professors in Residence program that will place professors with businesses in the community.

"This will engage up to 80 percent of the faculty directly in the business community in some way, serving on boards or consulting in their area of expertise," says Dr. Doug Hensler, dean of the Craig School of Business.



Rick Lacavities

**Dr. George Vozikis**

"We're not going in there as experts so much as we are going in there as learners. We want to expose professors to the everyday challenges of the business community and layer the breadth of the business world on top of the depth of their academic expertise," Hensler says.

# Job-ready: Internships score an 'A' with students, employers

By Marni Katz

Students don't learn all they need to know about business sitting in classrooms. So the Craig School of Business each year sends up to 300 students into the central San Joaquin Valley to get real-world experience in internships.

And the strategy is working for students and for the 400 businesses, nonprofits and agencies that gain access to some of the region's most promising young business minds by participating in the Craig School's internship program.

In most cases, students are involved in all facets of the business during a 16-week internship, says Debbie Young, the school's internships and career planning director who matches the needs of organizations with students and their interests.

Andrew Stuebner, vice president of tickets for the Fresno Grizzlies Triple A baseball team, says, "We rely on our interns to become active, productive members of our staff for the time they are with us, and we do everything we can to provide them with the tools to be successful."

The Grizzlies hire about a half-dozen Craig School interns during the season and another one or two during the off-season each year to help in marketing, media and community relations, corporate operations and other areas.

Stuebner explains that interns normally dedicate most of their time to a specific department. However, he adds, interns have "direct access to all department directors, and if they have a strong interest in learning more about a different part of the operation, we make sure to get them involved."

Erin Buffington, a senior business major (human resource management option), says her internship at Gottschalks – another long-time internship partner with the Craig School – exposes her to all facets of the department store chain's human resources department.



**Noelle Famera, top, got valuable experience as an intern at Gottschalks. Pedro Santana moved from intern to employee at Ronald McDonald House. After Vicky Kielborn's summer internship with the Fresno Grizzlies, she remained in a part-time job while she completes her degree.**

Photos by Roger J. Wyan





Athletic Media Relations

Erin Buffington

“I think the real-world experience I am getting here is just as important as the time I spend in the classroom,” Buffington says.

Each semester, Young says, about a third of the interns are offered full-time jobs by the company or nonprofit as a result of their internship.

One of those offered a job was Pedro Santana, who turned his internship with the Ronald McDonald House Charities of the Central Valley Inc. into the nonprofit’s volunteer coordinator job and now is its marketing and communications director.

“We didn’t want to let him go,” says Patty Manfredi, executive director of RMH Charities. The organization provides short-term housing and other resources for families of patients seeking treatment at Children’s Hospital Central California in Madera. Manfredi says RMH has used more than a dozen Fresno State interns the past eight years.

“The Craig School of Business prepares students with all avenues of skills in entering the work force,” Manfredi says. “Obviously, the ideal must meet the reality in a job transition from schooling. Most of the interns we have experienced are well prepared for that transition.”

Santana started his relationship with Ronald McDonald House doing a 15-hour service-learning project for his Marketing 100S course. He expanded that to an internship, where he realized he wanted to put his marketing degree to work at a nonprofit serving people in need.

Santana has worked for Ronald McDonald House for three years and regularly hires Craig School interns himself to help coordinate a \$6-million to \$8-million capital campaign to expand the facility.

“Seeing what families go through here made me decide I would rather help those families than go for a commission job in sales or something like that,” Santana says. “They can’t really teach you that in a textbook.” ■

## Craig School internships

### By academic area

Accounting	34
Bus. Administration	8
Entrepreneurship	12
Finance	36
Human Resource Mgt.	23
Information Systems	11
Management	29
Marketing	63
MBA	8
Noncredit internship	17
<b>Total</b>	<b>241</b>

### Placement by industry

13%	Financial services & insurance
10%	Nonprofit
10%	Professional services
10%	Government
9%	Real estate
9%	Retail
8%	General services
8%	Media/communications
7%	Health care
5%	Manufacturing & distribution
4%	Entertainment
4%	Sports management/marketing
3%	Agriculture

### Assessments

98% of employers plan to use Craig interns in the future  
96% of students said they would choose the internship again

# Lyles Center at Fresno State blazes entrepreneurial trail

By Marni Katz

**T**he Lyles Center for Innovation and Entrepreneurship at Fresno State provides budding entrepreneurs the tools, resources and knowledge they need to develop their ideas into commercial business ventures.

Dr. Timothy Stearns, director of the center and holder of the Coleman Foundation Chair in Entrepreneurial Studies, says entrepreneurship and innovation are at the heart of regional economic development. The Lyles Center helps forge a “two-way bridge” between business start-ups and resources within the university and business communities.

“We are developing programs that target efforts to move the mindset of the Central Valley into a much more entrepreneurial arena,” he says.

The Lyles Center arranges for entrepreneurs and new businesses to get feedback, professional advice and perhaps even the capital to launch or expand an idea.

In 2002, after his son nearly drowned, Mike Summers developed the TERI Stick through his start-up company Pacific Highlander at the Lyles Center. The TERI – for Throwable Emergency Rescue Inflatable – Stick can be thrown up to 150 feet, nearly 10 times further than a traditional lifesaver ring. The device inflates into a personal flotation device seconds after it hits the water.

Summers took his idea and a few prototypes to Stearns, and the Lyles Center helped put Summers in touch with patent attorneys and other local experts for advice and guidance on advancing and protecting his concept.

Summers also pitched the product to an MBA class at Fresno State, where one student developed a market feasibility study for the TERI Stick that indicated there was strong market potential.



Don Davis



Roger J. Wyan



John Walker - The Fresno Bee

**Faces from the Lyles Center. Top photo, from left: William Lyles, whose family funded the center, Dr. Timothy Stearns, President John D. Welty. Middle: Tracewell Hanrahan of Pacific Community Ventures; Bottom: inventor Mike Summers and his TERI Stick.**

Today, Summers is finalizing a deal with a firm to purchase the rights to the TERI Stick.

“The resources at the Lyles Center are just huge,” Summer says. “Any question you have with starting a business, they have an answer for you.”

Stearns says the Lyles Center also provides access to investment capital to help start-ups. Two venture capital funds are housed at the Lyles Center actively seeking investment opportunities in the Central Valley. A third fund is coming soon, he says.

Bay Area-based Pacific Community Ventures (PCV) opened offices at the Lyles Center in July. The nonprofit community development organization provides strategic advice and capital to promote business growth, particularly in or near low- to moderate-income communities.

The company was founded in 1999 by Bud Colligan, former CEO of Macromedia, and Penelope Douglas, a former senior executive at Odwalla. In addition to business advisory services, PCV manages two venture capital funds totaling \$20 million for investment in small businesses statewide.

Tracewell Hanrahan, manager of PCV’s Central Valley Services division, says PCV seeks investment opportunities that will create jobs and revenue growth in the region. Volunteer advisers include Fresno State business professors and business leaders in the community.

“The ultimate goal of the project is to help these companies grow so they are able to employ more people,” says Hanrahan. ■



# MBA for Executives designed for mid-career professionals

By Marni Katz

**J**ames Q. Holloway spends days managing 12 San Joaquin Valley sales representatives as a senior district sales manager for the pharmaceutical company GlaxoSmithKline. For the past year and a half, his nights and weekends have been spent studying advanced business principles as a student in Fresno State's Master of Business Administration for Executives program.

Holloway knew he needed to make that kind of sacrifice to continue advancing in the corporate world.

He considered MBA programs at several universities throughout California and chose Fresno State. "We have a program that will eventually match up against any other program that is out there," says Holloway.

The MBA for Executives – or MBAE – program at Fresno State, one of 150 in the United States designed to meet the needs of mid-career professionals, is the only accredited program in the Central Valley. It provides the same coursework as the standard MBA program at Fresno State, but is compressed to fit the work hours of busy professionals.

MBAE candidates enter each year as a 25-person "cohort" and finish their coursework together 17 months later. Tom Burns, coordinator of the MBAE program for the Craig School of Business, says this approach is appealing to working professionals.

Students must have at least 10 years of experience, including at least three in a managerial or high-level position. Participants are a diverse mix of doctors, engineers, attorneys, sales professionals, scientists and community leaders.



*James Holloway looked at other MBA programs but chose Fresno State.*



*Martin Bergman's project helped construction of an overseas glass plant.*

Demanding coursework requires student to attend classes four out of five Saturdays along with many late night and weekend study sessions. This comes after a "boot camp" of coursework in advanced accounting, human resources, global environments, decision sciences and production and operations management.

The program culminates with a two-week international business trip and a final project allowing students to incorporate their new knowledge into helping their own or other local businesses.

Martin Bergman's culmination project provided foundation for construction of a \$115 million glass plant in the United Arab Emirates by Guardian Industries Corp., one of the world's largest flat glass

makers. Bergman is engineering manager for Guardian's Kingsburg plant, which plans a \$50 million upgrade in the next two years.

"The MBA for Executives program gave me the skills to consider the broader business needs," he says.

Program coordinator Burns says Bergman is typical. "Many of our students are technically competent and involved in business right now, but need more business training," Burns says. "The program takes people who are already successful and gives them intensive business training."

It's clear businesspeople view the program as a good investment. Before it began in July, the fourth cohort was overbooked and applications were being accepted for 2007. ■

Photos by Roger J. Wyan



**Jenny and Sid Craig's donation helped create a nationally competitive business school at Fresno State.**

"Our business school wants to draw good students to compete on a national level," says Sid Craig. "It's an exciting program. They want to compete with programs like Stanford and Harvard, and they are not afraid of anybody."

The Craig Honors Program is one of the offerings that challenges undergraduate business students to enhance their educational experience through applied research. Students who complete the elite program easily move into business and industry leadership positions, and some go to Ph.D. programs and become college professors.

Dr. Douglas Hensler, dean of the Craig School, says the school's aim is to be competitive with any business school program in the United States, public or private.

Fresno State graduates have taken their places with some of the world's best-known companies, including General Electric, Boeing, Microsoft and Amazon.com. Paul O'Neill, a graduate in economics, was the nation's treasury secretary.

Another measure of the Craig School's success is its inclusion in The Princeton Review's new "Best 282 Business Schools" – one of 45 schools added to the annual guide to the nation's "best business schools."

And in the recent Western Association of Schools and Colleges accreditation, Fresno State was commended as a "national model for institutions interested in becoming generators of social mobility, economic development and student success." ■

*Marni Katz is a Fresno-based writer and communications consultant.*

## Housing report aids industry

With its "Quarterly Housing Report," the Craig School of Business' Real Estate & Land Use Institute plays a key role in one of Central California's key challenges — available, affordable housing for a booming population.

A recent finding that the cycle has "peaked" for new-home construction in the greater Fresno-Clovis market, for example, alerted suppliers so they could maintain the vital balance between demand and supply, says institute director John Mahoney.

"Their decision to build or not to build affects the viability of their own projects in the marketplace," he adds.

An efficient marketplace leads to better investment and fewer business failures, says Mahoney, who also is a professor of finance and business law.

The Real Estate & Land Use Institute also supports the Craig School's undergraduate option in real estate and urban land economics through scholarships, research, conferences and other means. Part of what students learn is how to apply research information in making forecasts and marketplace adjustments.

Mahoney says what the institute reports and how industry responds "adds stability, soundness and longevity to the economic climate in this region of the state."

## Websites

Craig School of Business [www.craig.csufresno.edu/](http://www.craig.csufresno.edu/)

Accountancy [www.craig.csufresno.edu/acct/](http://www.craig.csufresno.edu/acct/)

Finance and Business Law [www.craig.csufresno.edu/fbl/](http://www.craig.csufresno.edu/fbl/)

Graduate programs

Master of Science [www.craig.csufresno.edu/acct/MsaProgram.asp](http://www.craig.csufresno.edu/acct/MsaProgram.asp)

MBA/MBAE [www.craig.csufresno.edu/departments/new%5Fmba/mbae.asp](http://www.craig.csufresno.edu/departments/new%5Fmba/mbae.asp)

International Business Program [www.craig.csufresno.edu/IBP/](http://www.craig.csufresno.edu/IBP/)

Information Systems and Decision Sciences [www.craig.csufresno.edu/isds/](http://www.craig.csufresno.edu/isds/)

Institute for Family Business [www.cvifb.org/](http://www.cvifb.org/)

Internships [www.craig.csufresno.edu/internships.aspx](http://www.craig.csufresno.edu/internships.aspx)

Lyles Center for Innovation and Entrepreneurship [www.lylescenter.com](http://www.lylescenter.com)

Management/Human Resource Management/Entrepreneurship  
[www.craig.csufresno.edu/departments/mgt/index.asp](http://www.craig.csufresno.edu/departments/mgt/index.asp)

Marketing [www.craig.csufresno.edu/departments/mrkt/](http://www.craig.csufresno.edu/departments/mrkt/)

University Business Center [www.craig.csufresno.edu/ubc](http://www.craig.csufresno.edu/ubc)

College of Engineering [www.engr.csufresno.edu/](http://www.engr.csufresno.edu/)

Office of Community and Economic Development [www.csufresno.edu/oced/](http://www.csufresno.edu/oced/)

Regional Jobs Initiative [www.fresnorji.org/](http://www.fresnorji.org/)



By Leslie Cunning

# Driven to reach new heights

## Melissa (Price) Lewis

- Fresno State's first individual national champion after winning the 1998 NCAA indoor pole vault title
- One of two Bulldogs to win back-to-back national championships in any one event (1998 and 1999 NCAA Indoor titles)
- Four-time WAC champion
- Three-time All-American
- Holds Fresno State's female pole vault records 14-3 1/2 (outdoor) and 13-11 1/4 (indoor)
- Placed third at 1999 U.S. Track and Field Championships and qualified for World meet
- Placed second at the 1997 U.S. Track and Field Championships and qualified for the World Track and Field Championships in Athens, Greece
- Pole vault champion at the 1995 USA vs. Great Britain dual meet in Gates Head, England



*Melissa Lewis today – still focused and goal oriented.*

## Timing is everything.

If Melissa Lewis had been born just a few years earlier, women's pole vault wouldn't have existed and she might not have set the Fresno State record of 14 feet, 3 1/2 inches in 1998 – a record still standing.

Born in Visalia and raised in Kingsburg, she was active in track and field at Kingsburg High and was drawn to pole vaulting. "Even though there was no competition for girls, after track practice I would work on pole vaulting," she says.

"I'd never seen anyone so dedicated," says her Kingsburg coach, David Crass. Impressed by her efforts, he looked for somewhere Lewis could compete.

Now for the "timing is everything" part: The California Interscholastic Federation lost a gender-bias lawsuit and the court ruled that girls could compete in pole vault on an exhibition level against boys. Lewis entered the Fresno Relays, jumped 9-9 and won. She had been vaulting just three weeks.

"I received a lot of help coaching Melissa from Fresno State coach Bob Fraley," says Crass. "We knew she was going to be good because she had no

fear of being upside down on the pole."

As a pioneer in a sport and, at times, beating the boys, Lewis says she was admired by some fans but not by others as she kept jumping and winning. In 1995, she took first place at the U.S. Track and Field Nationals with a 12-6 jump, beating today's women's pole vault leader, Olympic gold medalist Stacy Draglia.

By the time she got to Fresno State in 1995 (her maiden name was Melissa Price), women's pole vault had come into its own. But in the classroom, she was undecided about a major. When friends said good things about accounting, Lewis gave it a try and now raves about the Craig School of Business program.

"Until I left Fresno State and had some life experience, I didn't realize how exceptional the Craig School is," she says. "The professors are so accessible and the program is thorough. I was in the honors program, which takes a year-and-a-half with a lot of extra work, but it is worth it."

So was competition from 1994 to 2000, when Lewis won many trophies and medals. She took time off from school to train for an Olympics berth in 2000, but just missed out.

After graduating from Fresno State in 2001, Lewis worked in accounting for Hewlett-Packard in San Jose. These days, Lewis, 28, is completing her Ph.D. in accounting at Indiana University and wants to be a college professor. She is married to Michael Lewis, also a Craig School of Business alumnus, and they have an 8-month-old son, Elijah.

Melissa Lewis' accomplishments in her career don't surprise her former coach. "Melissa is driven, focused and goal-oriented," says Crass. "She just doesn't give up."

And with her timing and work ethic, the sky is the limit for this Craig School of Business graduate. ■

*Leslie Cunning is a freelance writer in Fresno.*



*Athletic Media Relations*

# Have gear, will travel

**It isn't easy for parents to round up their Johnny and Susie for a Fresno State football road trip, particularly with all of the packing and logistics for a family. But that's a breeze compared to taking the Bulldog football team on the road.**



Randy Vaughn-Dotta

**Richard Enns, left, and Drew Hill.**

Richard Enns, athletics business manager, says a lot of planning goes into the logistics of transporting, housing, feeding and equipping players, coaches and other staff members for six road games this season.

Enns' primary job is to get everyone – and everything – to the destination and back to Fresno. He works closely with the football staff, particularly operations coordinator Drew Hill, the on-site supervisor, and equipment manager Mark Younger.

Enns' work begins six to eight months before the season opener, when he seeks bids for charter jetliners that have 150 seats and a cargo capacity of 30,000 pounds.

Once flights are booked, Enns puts a lot of thought into seating assignments, so someone the size of 6-foot, 5-inch, 330-pound defensive tackle Jason Shirley gets an aisle or exit-row seat for more leg room.

Smaller players, such as 5-10, 175-pound wide receiver Joe Fernandez, are assigned middle seats, where they can squeeze in.

Fresno State and other Western Athletic Conference teams are allowed to take 60 players on the road for conference games and 66 for nonconference games.

But the players are less than half the entire Bulldog traveling party. Of 136 people booked for the Louisiana State game this season in Baton Rouge, for example, the passenger list also includes Bulldogs' head coach Pat Hill and his wife and nine assistant coaches.

Among others are Athletic Director Thomas Boeh and President John D. Welty and their guests, associate athletic directors, Younger and three equipment staff, football trainer Miguel Rueda and four assistants, two headset staff, two strength staff and two student assistants, three video staff, eight cheerleaders and their adviser and five certified airport screeners to keep things moving.

Boosters who travel with the team make their own arrangements.

Assistant athletic trainer Leila Almahdy, who has made several football road trips, says the trips typically go without a hitch.

**By Ron Orozco**

For all road games, the Bulldogs also pack about 3,000 pounds of uniforms, equipment and other supplies – from rain, heat and snow gear to body splints and Hill's headphones – that may be needed on game day.

There are also medical supplies, disposable cups, ground communication gear, overhead projectors, VCRs and monitors, video cameras and tripods.

What doesn't fit on the plane is carried in a 24-foot truck that leaves Thursday morning before a Saturday game.

Typically, the Bulldogs leave Fresno the morning before a road game, and two days before a longer trip.

In either case, they are transported via three buses from Fresno State to Allegiant Air's executive terminal at Fresno Yosemite International Airport. Enns assigns offensive and defensive players to sit together, accompanied by their coaches.

"Everything is structured so the players know what to expect," Enns says. "There's rhyme and reason for everyone sitting where they do."

At the airport, the screeners use electronic scanning wands to check people and luggage.

At their destination, the Bulldogs check into their hotel, two to a room.

They shuttle in and out to attend meetings at the hotel and to participate in light workouts. Back in their rooms, they study and do homework.

On each trip, Enns also books 110 people to dine at buffet meals provided by the hotels. The main course doesn't change from hotel to hotel: scrambled eggs and potatoes for breakfast, hamburgers and French fries for lunch, pasta and teriyaki chicken for dinner. Menus are standard so players know what to expect, Enns says.

Four hours before kickoff, a meal is served, then players, coaches and other members of the traveling party board chartered buses for the trip to the stadium.

When the game is over, the people and gear head home. Typically, the return trip is within a couple of hours.

Enns always hopes the Bulldogs win, because return trips seem to go slower after losing, he says.

But whether the team wins or loses, he and colleagues who plan the trips can be proud of their own unbroken string of success: "We've never lost a person," says Enns. ■

## By the numbers

**15 tons** – the chartered plane cargo weight limit

**3,000/4,000 pounds** – equipment weight for plane/truck transport

**136** – people in traveling party

**84** – hotel rooms

**\$15/\$25/\$35** – hotel buffet meals (breakfast/lunch/dinner) per person

**\$250** – each chartered bus to airport

**\$500** – cost of five airport screeners

**\$467,517** – travel budget for 2006

*Ron Orozco has been a newspaper reporter in Fresno for more than 30 years.*



# Victor E. has a winning sound as Fresno State's new mascot

By Leslie Cunning



Kelly Peterson

**Victor E. poses with bronze bulldog statue in the Save Mart Center lobby.**



Joseph Hollar

**Debbie Scott plays with Victor E. Bulldog.**

**S**tormin' Norman enters the room with the confidence and swagger of his idol, Gen. Norman Schwarzkopf. This "overnight sensation" has no entourage, just a spokesperson/handler, Debbye Scott, a Fresno State alumna.

He is much shorter than you'd assume a bigger-than-life icon to be, but his build is tough and lean. He has the perfect amount of drool – not sloppy, as you'd expect from a rookie.

It's no wonder this 2-year-old (or 14, depending on how you count) English bulldog won the title of Fresno State mascot over more than 100 competitors last summer.

The self-assured contestant strutted his stuff before eight judges who scored each dog on poise, enthusiasm, athleticism, people interaction and crowd reaction. Like the over-achiever he is, Norman took them by storm and had the spectators in the palm of his paw.

The only hint of success, Scott confides, is that Norman has changed his name to Victor E. Bulldog (Get it? "Victory?") for his new role. It seems that Norman, oops, sorry – Victor E. – watches "Inside the Actors Studio" every week and prefers the "method" form of mascotting by immersing himself in the character.

Look for Victor E. at home football games, taking a Victory walk before the action starts and leading the 'Dogs onto the field with his new buddy, Timeout. He'll also appear at other Fresno State athletic events.

Victor E. Bulldog considers his Fresno State days a steppingstone to bigger things. His ultimate dream is to one day play Hamlet – the great Dane. ■

By Jan Winslow



# Bulldog chatter

## First Team Starting Line-up supports student-athletes

**T**he Bulldog Foundation has introduced the First Team Starting Line-up program that gives donors the opportunity to provide a scholarship to a designated position for football, men's basketball, women's basketball and volleyball.

For an annual contribution of \$11,000 — the cost of an in-state full-ride scholarship — individuals can sponsor one position on a team, for example point guard in basketball or setter in volleyball. Each donor makes a three-year commitment to the program.

The scholarships ensure student-athletes have the means to pay for tuition, fees, books and living expenses so they can focus on class work and participate in athletics.

For more information, contact the Bulldog Foundation at 559.278.7160 or visit [www.bulldogfoundation.org](http://www.bulldogfoundation.org).

## President's Medal awarded to ex-football player Cooper

**K**evin Cooper became the third Fresno State student-athlete to receive the university's highest undergraduate Commencement honor when he was presented with the President's Medal in May.

University President John D. Welty presented the award to Cooper, who earned his bachelor's degree in business administration (finance option) with a 4.0 GPA in just three years. He is enrolled in the Craig School of Business' MBA program and plans to attend law school.

Cooper was an offensive guard for the Bulldogs football team until he suffered a career-ending injury after the 2004 season. After he was hurt, Cooper worked with the team as a student assistant in the video department and as a mentor. His academic and athletic achievements won him Academic All-Western Athletic Conference recognition.

Cooper joins two other former Bulldog student-athlete standouts as President's Medal winners: Dr. Derek Mitchell (1998, track and field) and Dora Djilianova (2000, tennis).



Kevin Cooper

Randy Vaughn-Dotta

## New faces on the sidelines this year



Wiggins, Hoskins and Jones

**T**he 2006-07 athletics year began with Adrian Wiggins appointed women's basketball coach, eight new assistant coaches on the sidelines and men's cross country back in action.

Wiggins, who as interim coach took the Bulldogs to post-season play twice and posted 31 victories in 43 games, was appointed head coach. In his first full season at

the helm, Wiggins guided Fresno State to the best season (24-8) in the program's 41-year history and the team's second straight Women's National Invitation Tournament.

Three of the new assistants are on Wiggins' staff. Becky Hoskins will be responsible for recruiting and player development. Sadiia Jones is the Bulldogs' recruiting coordinator and works with post players. Kelsi Bond returns to Fresno State as director of operations.

Football coach Pat Hill, who is in his 10th season at Fresno State, has three new assistants: Derek Frazier, offensive line coach, who coached last year at Northern Arizona; Tim Skipper, running backs coach, a former Bulldog linebacker who coached at Sacramento State; and Steve Hagen, offensive coordinator, whose most recent coaching assignment was as a quarterbacks coach with the NFL's Cleveland Browns.

The other new assistants are Christine Johnson in women's soccer and Chantel Wiggins in women's tennis.

Johnson, a four-year starter at Florida while Bulldogs coach Steve Springthorpe was an assistant there, will handle recruiting and alumni/community relations, and work with midfielders.

Chantel Wiggins, a former Fresno State player and a coach at Fig Garden Racquet Club in Fresno, has administrative, recruiting, community outreach and on-court duties.



Moses Harris

Athletic Media Relations

## NCAA Leadership Conference

**M**oses Harris, a freshman on the Bulldogs football team, represented Fresno State at the 2006 NCAA Leadership Conference in Lake Buena Vista, Fla.

The 10th annual conference was a forum for student-athletes to discuss issues that may affect them on their campuses and in their communities. The event also provides an opportunity to enhance their communication and leadership skills.

Harris was one of 352 student-athletes selected by the NCAA from among 1,319 nominated to participate because of their potential as campus leaders.

To read more about Fresno State athletics go to [www.gobulldogs.com](http://www.gobulldogs.com)

Jan Winslow is assistant athletics media director at Fresno State.






## Class notes

### 1960s


#### Fresno City Council member

**Tom Boyajian** (1966) received the Courage Award from the Kennedy Club of the San Joaquin Valley for his efforts on behalf of all Fresno citizens.


**Mary Graham** (1968), president of Plano, Texas-based Women of Faith, was the featured speaker at the Contagious Joy Conference at the Save Mart Center at Fresno State in June.

**R. Stephen Heinrichs** (1968), principal of Fresno-based Fairview Management I, helped establish Bulldog Capital Partners I to invest in start-up and early-stage Valley businesses.


**Lawson Fusao Inada** (1964), a Fresno native and professor emeritus of literature at Southern Oregon University, was appointed Oregon Poet Laureate by Gov. Ted Kulongoski.

**Ray Steele Jr.** (1968), publisher of The Fresno Bee, was inducted into the Central California Advertising and Marketing Hall of Fame.

### 1970s

**Mark Aydelotte** (1974), Fresno State associate vice president for University Communications, was named to the Advisory Council on Communications and Public Affairs of the American Association of State Colleges and Universities.

**Carol (Robertson) Chandler** (1971), a California State University trustee, received the Tapestry Award from Common Threads, an organization of women involved in agriculture that she helped found.


**U.S. Rep. Jim Costa** (1974), received the Spirit of Enterprise Award from the Greater Fresno Area Chamber of Commerce.

**Paul Dolan** (1977), a partner in the Mendocino Wine Co., was elected board chairman of the Wine Institute.


**Carlos Dourado** (1977) was appointed vice president and general manager for Schering Canada, based in Montreal.



**James I. Finley** (1974) was appointed deputy undersecretary of defense for acquisition and technology and received an honorary doctorate from his undergraduate alma mater, the Milwaukee School of Engineering.


**Ellen Gorelick** (1979), executive director of the Tulare Historical Museum, was named 2006 Woman of the Year by Assemblymember Bill Maze (R-Visalia).

Fresno County Superior Court Judge **Brad R. Hill's** (1977) gubernatorial selection for the Fifth District Court of Appeal was confirmed by the Commission on Judicial Appointments.

**Anna M. Levin-Ware** (1970), a Holocaust survivor who is retired from Fresno State's Department of Theatre Arts, was honored on the California Assembly floor by Assemblymember Juan Arambula (D-Fresno).

**Vaughn Melcher** (1973) was appointed project manager by Fresno-based Provost and Pritchard Engineering Group.

**Larry L. Powell** (1971) was elected Fresno County Schools superintendent, succeeding **Pete Mehas** (1962), who retired.


**Robert F. Price** (1970) was certified as an accredited estate planner by the National Association of Estate Planners and Councils.

**Michael Robinson** (1973) was promoted to chief nurse anesthetist at the U.S. Public Health Service's Indian Health Services Hospital in Shiprock, N.M.

**Antonio Serna** (1975), principal of Villalovoz Elementary School in Tracy, was named Educator of the Year at a school district-sponsored César Chávez celebration.

### 1980s

**Mohamed Almulla** (1987) was appointed CEO for HSBC Bank Middle West Ltd. in Abu Dhabi.

**Elizabeth (Payne) Covino** (1984), public relations and marketing director for the Merrimack Valley (Mass.) YMCA, was honored at the YWCA of Greater Lawrence Tribute to Women.

**Joseph Cruz** (1984) was promoted to assistant director of Southern California for the California Alcohol Beverage Control.

**William Erysian** (1980) was named as Fresno State's interim director of International Programs.

**Mark Fischer** (1981) was Rookie of the Year at the 2006 World Livestock Auctioneer Championship in Escalon.

**Chiang Chen Fun** (1987) was appointed to the technology committee of the China Oral Care Industry Association and managing director of Cheery Pack (Qingdao) Co., a packaging company in China.

**Cecilia Funk** (1983) was hired as vice president of marketing for Transwestern Insurance Administrators in Fresno.


**Frank Gallegos** (1987) was hired as SBA manager for Fresno First Bank.

#### Alumni Association introduces logo, tagline

A new Fresno State Alumni Association logo and tagline, "**Your Bulldog Connection. For Life,**" was approved by the association Board of Directors.

The new look is being implemented on all of the FSAA's promotional and printed material.

The logo and tagline were developed with the assistance of JSA/Jeffrey Scott Advertising of Fresno.

 Fresno State Alumni Association member

## Blasts from the past

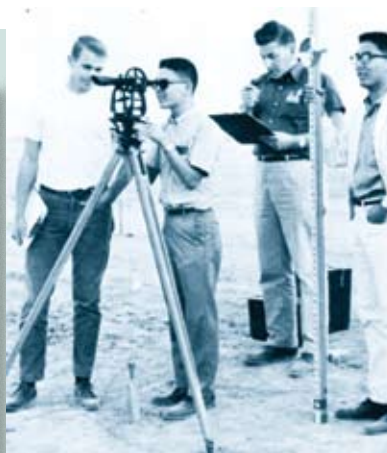
The 1966 issue of *The Campus*, the Fresno State College yearbook, was dedicated “to all students, past, present and future.” Perhaps these photos will jog a memory of Fresno State days. (Answers on page 32).

1. Known as the School of Arts and Sciences in 1966, today it's the College of Arts and Humanities. Do you recognize this musical duo practicing for a recital?



1.

2. The School of Engineering now is the College of Engineering. Name these four surveyors practicing their techniques.



2.

3. The School of Graduate Studies' has become the Division of Graduate Studies. Can you identify this student working toward her master's in biology while studying toxins?



3.

4. Can you name these members of the junior and senior classes shown preparing for the Junior-Senior Prom at the Del Webb TowneHouse (now Fresno County Plaza)?



4.

5. The staff of *The Campus* was an energetic and friendly group. And, as you can see, some things never change. Do you recognize who's telling the latest joke?



5.

6. The *Daily Collegian* (now *The Collegian*) had an editor in the spring semester who is still in the newspaper business. Who is the Clark Kent look-a-like? (Page 100)



6.

7. You might easily recognize the head yell leader, but do you remember the name of this Bulldog mascot?



7.

8. This is the stuff of which college memories are made. Do you know these eight pep girls (now called cheerleaders)?



8.

9. Fresno State College lettermen with high academic standing were members of the Varsity F Club, which recently was revitalized by the Alumni Association. Who are these dapper officers?



9.



**Pamela (Elam) Geisel** (1983) was promoted to statewide coordinator of the Master Gardeners program.

**Christopher Gothard** (1982) was hired as TelePacific Communications' regional agent manager.


**Glenn Haller** (1989), Antelope Valley College sports information director, won the California Community College Sports Information Association's BRASS TOP award.

**John J. Harris** (1989) was hired as general manager of Fresno Infinity.


**Linda Hauser** (1980) joined the Fresno Unified School District as chief academic officer and associate superintendent of school leadership.

**Tracy Hostmyer** (1988) appeared in the off-Broadway production of Bertolt Brecht's "The Private Life of the Master Race."

**Steven Jolly** (1988) was elected trustees chairman of the Fresno County Employees Retirement Association.

**Rhonda (Fried) Jorn** (1989)  was appointed the city of Fresno's public affairs officer.


**Mark Kazanjian** (1988) was named regional account manager for CIT Small Business Lending Corp.


**Christopher "Bo" Kerr** (1987)  was promoted to marketing director for the Hyatt Regency O'Hare near Chicago.

**John Loiacono** (1985) was hired as the senior vice president of the Creative Group at Adobe Systems in San Jose.

**Christopher Pacheco** (1985)  bought Fresno's ESPN Radio.

**Craig Pedro** (1980) was chosen chief administrative officer of Tuolumne County.

**William Shaughnessy** (1987)  was promoted to general manager for Microsoft/MSN to oversee the software company's efforts in Asia-Pacific, China and Japan.

**Theresa Speake** (1983)  director of the federal Department of Energy's Office of Economic Impact and Diversity, announced the first Hispanic Youth Symposium in the Western U.S. would be held at Fresno State.

**Tom Spradling** (1982) was appointed corporate controller by All West Construction.

**Dan Taylor** (1980), KFSN, Channel 30 sports director, won the Jim Tucker Award from the Fresno State Department of Mass Communication and Journalism for journalistic achievement during his 28-year career.

**Gary A. Taylor** (1983), commander of the 114th Operations Group at the Fresno Air National Guard base, was promoted to colonel by the Air Force.

**Wendy Wagoner** (1985) was hired as broadcast instructor at Cuesta College in San Luis Obispo.

## 1990s

**Stacey Alexander** (1996) was promoted to chief financial officer at SK Foods in Monterey.

**A. Reza Assemi** (1998), a developer, spearheaded Vagabond Lofts, downtown Fresno's first major housing project in more than two decades.



## BOARD OF DIRECTORS

The Fresno State Alumni Association's Board of Directors has recently installed Valerie Vuicich (1979) as its president. Her term runs through June 2008. She also is president-elect of the CSU Alumni Council, which represents more than 2 million alumni from the 23-campus California State University system.

**Joseph Barron** (1994), a history, civics and economics teacher at Fresno High School, was one of 12 teachers nationwide selected for a fellowship at the Oklahoma City National Memorial & Museum.


**Jon Bettencourt** (1997), a former Bulldog golfer, won the 79th annual Fresno City Amateur tournament.

**Erin Boele** (1997) was promoted to Fresno State director of housing.


**David Brager** (1990) was appointed senior vice president and manager of the Fresno Business Financial Center with Citizens Business Bank.

**Joseph Burke** (1997) founded Shuttlebugz, a pedicab service in downtown Fresno.

**Adrienne Cantrell** (1999) was promoted to director of administration at Baker, Peterson, Franklin, CPA, in Fresno.

**Lori Clanton** (1996, 2005)  was hired as the Fresno Regional Foundation's director of administration.

**Jason Damianos** (1994) Jason's Vineyard in Jamesport, N.Y., was awarded 10 medals and awards in wine competitions.

**Trent Dilfer** (1993)  the Super Bowl-winning quarterback in 2000, was traded to the San Francisco 49ers by the Cleveland Browns.

## FRESNO STATE ALUMNI ASSOCIATION

### BOARD OF DIRECTORS

**Executive Board:** President Valerie Vuicich (BS 1979); Vice President, Alliances/President-elect Judy Sharp Bennett; Vice President, Alumni House Charles Small (BS 1979); Vice President, Board and Volunteer Development Doug Yavarian (BA 1965); Vice President, Finance Richard Whitten, MD (BS 1961); Vice President, Membership and Marketing Warren Fortier (BS 1996, MBA 1998); Vice President, Special Events Maureen Lewis (BS 1995); Past President John Gomes (BS 1979, MBA 1994).

**At-large directors:** Dr. Arthur A. Parham (BS 1971), faculty member; Frances Peña-Olgin (BS 1977, MSW 1979), staff member; Angela Alejandro, president/Student Alumni Association; Dr. Lee Pat Brown (BS 1961); Caroline (Cuadros) Edwards (BA 1965, MA 1990); David Emerzian (BS 1999); Bret Engelman (BS 1996, BS 1999); Brad Fischer (BS 1981); William Forbes (BS 1948); Clyde Ford (BS 1980, MBA 1984); Hon. Brad Hill (BS 1977, MBA 1979); Omel Nieves (BA 1983); Michael O'Brien (BS 1994); R. Michael Patton (BS 1967, MBA 1972); Deborah (Koligian) Poochigian (BS 1974); Hon. Armando Rodriguez (BA 1959); Darlene (Wimer) Spano (BA 1969).

**Ex-officio members:** University President Dr. John D. Welty; Vice-President, University Advancement Dr. Peter N. Smits; Associated Students President Juan Pablo Moncayo.

**Association staff:** Executive Director Jacquelyn Glasener (MA 2002); Associate Director Amy DeGraw (BA 2003); Office Manager Diana Sewell; Membership Coordinator Elizabeth (Ragandac) Salvador (BA 2000); Smittcamp Alumni House Manager Lois May; Programs and Events Assistant Peggy Ramos; Student Assistants Elise Aydelotte and Jennifer Vogt.

### CONTACT INFORMATION

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Smittcamp Alumni House  
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Fresno, CA 93740-8000

Telephone: **559.278.ALUM**  
559.278.2586

Fax: 559.278.6790

Online: [www.fresnostatealumni.com](http://www.fresnostatealumni.com)





## Bulldog Boulevard and Homecoming

**B**ulldog Boulevard gets a new location and a new co-sponsor in its second season presented by the Fresno State Alumni Association to provide a free family-oriented tailgating experience at Fresno State home football games.

This season's Bulldog Boulevard, co-sponsored by Table Mountain, is adjacent to Bulldog Stadium. It offers food, drink, live music and a chance to catch up with friends.

For the homecoming Bulldog Boulevard on Oct. 14 (vs. Hawaii), the Bulldog Marching Band will make a special



appearance and will be joined by former band members.

Additional Bulldog Boulevard dates are Nov. 11 (vs. New Mexico State) and Nov. 18 (vs. Idaho).

Details online at [www.fresnostatealumni.com](http://www.fresnostatealumni.com).



**David Drow** (1990) was named to lead E-Loan's expansion into new-home purchase financing.

**Justin Emmi** (1995) joined Placer Sierra Bank in Fresno as vice president and business development officer for the San Joaquin Valley.

**Gino Favagrossa** (1994), orchard manager for Fresno State, assisted in development of the university's first campus-grown extra-virgin olive oil.

**Austin Frost** (1999) founded AustinFrostMusic in Fresno.

**Jesse Hardwick** (1992) was hired as athletic director at Sanger High School.

**Amanda E. Holder** (1999) was hired as director of sales and marketing the PGA Tour's new Fresno tournament, the Running Horse Golf Championship.

**Janine Hults** (1994) received the Angel Award from the Fresno County Volunteer Center for teaching Braille and volunteer work.

**Edward Jimenez** (1995) was appointed a local columnist by The Fresno Bee.

**Krista Lemos** (1993) was appointed director of communication for the University of Minnesota, Crookston.

**Lon Martin** (1993, 2003), assistant manager for Fresno's Water Division, was chosen Outstanding Civil Engineer in Public Practice by the Fresno Branch of the American Society of Civil Engineers.

**Jennifer Ounjian-Auque** (1999) was honored by the National Resource Center on the First Year Experience as an Outstanding First Year Student Advocate at Contra Costa College.

**Peter Robertson** (1992, 1995, 2005) was appointed Fresno State's director of annual giving.

**F. Bryce Ruiz** (1999) was appointed president and chief operating officer of Ruiz Foods in Dinuba, the nation's largest maker of frozen Mexican food.

**Virginia (Madrid) Salazar's** (1995) Madrid-Salazar Marketing and Public Relations in Fresno won Gold Addy Awards from the Fresno Advertising Federation for projects focusing on the Hispanic market.

**Jeffrey S. Sutton** (1991) was promoted to senior vice president of investments with A.G. Edwards & Sons in Modesto.

## 2000s

**Kevin S. Cooper** (2006) was awarded the President's Medal at Fresno State's 95th Commencement. (Please read full story on Page 26.)

**Amy DeGraw** (2003) was appointed associate director of the Fresno State Alumni Association.

**Molly Fagundes** (2005) was hired as assistant director of development for the Craig School of Business at Fresno State.

**Thiago Ghilardi** (2002) completed a 16,000-mile, 26-country, year-long bicycle tour that began in Lisbon, Portugal, and ended in his native Brazil, to raise funds for Room to Read.

**Stephanie Gugliemo** (2000) was elected president of Junior League of the Quad Cities, which serves Davenport and Bettendorf, Iowa, and Moline and Rock Island, Ill.

**Brent Hansen** (2006) was hired as Fresno State Association project coordinator.

**Ryan Jacobsen** (2002, 2004) was hired as executive director of the Fresno County Farm Bureau.

**Wai "Wilkie" Kwok** (2004) was promoted to director of creative services at HealthCare California in Fresno.

**Alexander Ott** (2005) was hired as California Apple Commission executive director.

Fresno City Councilmember **Henry T. Perea** (2001) won a Fannie Mae Foundation Fellowship to Harvard University's John F. Kennedy School of Government.

**Tara Powers** (2005) won the Student Leadership Award at the statewide CSU Alcohol and Other Drugs Education Conference.

Army Specialist **Bryan E. Raya** (2004) was selected as 2006 Pacific Soldier of the Year.

**APS Sidhu** (2005) was elected to the steering committee for the California Culture Change Coalition.

**Flavia Takahasi-Flores** (2005) was hired as senior account manager by ThermoSafe Brands in Fresno.

**Lejla Tricic** (2002, 2006) was named the University Graduate Medalist at Fresno State's 95th Commencement. (Please see full story on Page 9.)

**Jessup Wiley** (2006) was hired as enterprise products marketing manager for Fresno State.



## Etc.

**Armen Alchian**, UCLA professor emeritus of economics, established the Armen A. Alchian Chair in Economic Theory at UCLA.

**Ryan Caglia** raised nearly \$2,000 for a Los Angeles area walk to raise money to fight multiple sclerosis.

**Helen Crawford**, a professor of psychology at Virginia Tech, was designated professor emerita by the university's Board of Visitors.

**Michael Leonardo** was hired as Clovis public utilities director.

**Hong H. Nguyen** was appointed by Cirrus Health as vice president of regional medical operations for California, Arizona, Nevada, Oregon and Washington.

**Barbara Kaye Patton** was appointed to the Graduate Nursing Advisory Board of Western University of Health Sciences in Pomona.

**John E. Putnam** was elected vice president of the State Compensation Insurance Fund's executive committee.

**Patricia "Patty" Spring** was the honorary chair of the "Walk to D'Feet ALS" in Oakland that raised money to fight amyotrophic lateral sclerosis, known as Lou Gherig's disease.

## Alumni by the numbers

**2** Former Bulldogs named to the NCAA's 11-member 25th anniversary Division I Softball Team: **Laura Berg** (1998) and **Amanda Scott** (2001). Team members were chosen in open balloting conducted by the NCAA.

**2** Excellence in Business award winners: **Diane (Woodward) Anderson** (1976), president/owner of Agricultural & Priority Pollutants Laboratory in Fresno, for professional services; and **Diane (Helmuth) Herman** (1980) and her husband, Kevin, who operate Specialty Crop Co. in Madera, for agriculture. The award is sponsored by The Fresno Bee

**4** Alumni honored for contributions to education by the Kremen School of Education and Human Development Alumni Chapter: **Armen D. Bacon** (1972), executive assistant to the Fresno County schools superintendent; **Dale H. Drew** (1974, 1976), superintendent and principal of Washington Colony Elementary School District; **Dr. Jose A. Elgorriaga** (1953), retired as foreign language professor and soccer coach at Fresno State; and **Lloyd A. Wamhof** (1966), who is a lecturer in the Kremen School's research and administration department.

**6** Fresno State alumni involved in the 5th annual Rogue Festival in Fresno: **Jeremy "Jaguar" Bennett** (1992), **Joanne Calhoun**, **Blake Jones** (1985, 1998), **Aileen Imperatrice** (1992), **Enrique Lopez** (1982) and **Mallory Moad** (1980). The Rogue Festival is an eclectic celebration of performance and cultural arts.

**15** Alumni whose art is featured in the San Joaquin River Parkway and Conservation Trust's 2006 "Parties for the Parkway's" catalog: **Robert Barks** (1986), **Shannon Bickford** (1984), **Leslie Conlee** (2003), **Aileen Imperatrice** (1992), **Peggy Jelmini** (1976), **Michael Karibian** (1974), **Robert Kliss** (1982), **Adam Longatti** (2002), **Enrique Lopez** (1982), **Sheri Mallory-Hagen** (1993), **Sayre Miller**, **Dale Oftedal** (1993), **Jerrie Peters** (1981), **Karlene Ryan** (1961) and **Barbara Van Arnam** (1984). The catalog was dedicated to Lopez's memory.



Megan Jacobsen



Jared Lindo

## Alumni support scholarships

**F**resno State alumni are engaged in giving back to their alma mater through volunteering, serving on committees, providing internship opportunities, recruiting students to Fresno State and making financial gifts.

One of the easiest ways to support the university is through Fresno State Alumni Association membership. Ten percent of association dues is earmarked for a student scholarship endowment fund, which has awarded more than \$500,000 to deserving Fresno State students in the past decade.

Two of this year's scholarship recipients are following in family footsteps to the campus.

Junior Megan Jacobsen is the second in her Easton family to attend Fresno State. She is an agricultural communications major who is also a member of the Smittcamp Family Honors College.

"Fresno State's alumni members are the foundation to the success of so many students, including myself," says Jacobsen, whose career aspiration is to educate people about agricultural issues and values.

Sophomore civil engineering major Jared Lindo is the first recipient of the Bulldog Pride Scholarship Fund, which is maintained by the Alumni Association. He's the third brother from his Modesto-area family to attend Fresno State.

"I deeply appreciate the kindness of the Bulldog Pride Scholarship Fund," says Lindo, who plans to pursue a master's in engineering after graduation. "I promise to work hard with my studies to make you proud!"

Information on donating to scholarships or establishing a named scholarship endowment is available at [fresnostatealumni.com](http://fresnostatealumni.com).

**BLASTS FROM THE PAST answers:**

1. Danny Gorvin, *clarinet*; and Carol Ooohs, *piano*.
2. L to R: Mike Marox, Rodney Kanagawa, Karl Runge and Russel Yemoto.
3. Nyla Evans
4. L to R: Sue Goth, Nancy Sheppard and Chuck Oliver.
5. Doug Yavanian, the Alumni Association Executive Board's vice president and a life member.
6. Ray Steele Jr., now publisher and president of The Fresno Bee and a life member.
7. Head yell leader Inman Perkins with mascot Moose. (Yeah, Moose!)
8. L to R: Linda Henderson, Sydney Bragg, Carol Smittcamp, Lynne Bell, Joanne Parada, Carol Bailey, Judy Walten. (Center): Head song leader: Bobette Rich.
9. L to R: Steve Garberson, vice president; Ed Savage, president; and Terry Harper, secretary-treasurer.

**Staying connected**

**M**aintaining connections between Fresno State and alumni and among alumni is a primary mission of the Fresno State Alumni Association. The Web site [www.fresnostatealumni.com](http://www.fresnostatealumni.com) is the portal for virtual connection worldwide.

Popular components include the searchable, online alumni directory, as well as the opportunity to submit class notes in several categories.

Each month, the association also distributes The Bulldog Byte, an award-winning, e-mail newsletter with updates about campus news, on-campus cultural happenings, Bulldog athletic events and class note submissions from alumni.

To receive The Bulldog Byte, register your e-mail address at the Web site.



**Engagements**

**Leanne Dodderer** (2005) and David Polanco.

**Roselynde Flores** (2000) and John Rinaldo.

**Stephanie Gugliemo** (2000) and Steve Lynch.

**Marriages**

**Robert George Allaire** (2004) and **Amy Alene Barrow** (2006) on June 24, 2006.

**Brooke Kellie Barsam** (2005) and Richard Nickolas Lopez on April 1, 2006.

**Nathan Forrest Carr** (2003) and Michelle Kay Wilkinson on June 24, 2006.

**Brynn Marie Deegan** (2003) and Brent James Burger on May 7, 2006.

**Leslie Gomes** (1997) and Greg Cohen on Feb. 24, 2006

**Kristin Marie Grossi** (2004) and Steven Allen Lam on April 9, 2006.

**Kristin Leon** (2005) and **Eddy Gifford** (2005) on June 25, 2006.

**Brandon Eugene Lehr** (2003) and Shari Jean Gunter on June 16, 2006.

**Michele (Trujillo)** (1997) and **Tim Meisch** on Nov. 5, 2005.

**Amy Pafford** (2001) and **Timothy Bezzerides** (2000) on May 13, 2006.

**Vanessa Reed** (2004) and **Andrew Smith** (2002) on May 21, 2006.

**Denika Rold** (2006) and Steven Nguyen on May 6, 2006.

**Victor Sais** (2005) and **Denise Manalo** (2003) on July 1, 2006.

**Kelly C. Wyatt** (1996) and **C. Todd Johnson** (1997) on June 30, 2006.

**Alumni of tomorrow**

**Bruce Stelma** (2005) and Karen Stelma gave birth to a boy, Gregory Sterling, on May 22, 2006.

**Write on!**

**Karen Adler** (1985) published her fifth children's book, "California Grapes."

**Blas Manuel De Luna** (1995) was a National Book Critics Circle Award finalist for his first book, "Bent to the Earth."

**Graham Moes** (2001) was the second runner-up in the inaugural Kairos Prize competition among spiritually uplifting screenplays.

**Michael Muscio** (2005) published his novella, "Paisano's Passion."

**Lily Wang** (2000) wrote "Baby Haiku," a collection of Zen poems celebrating love, life and children.

**David James Smith** (1978), a Selma High School teacher who wrote the mystery "The Boys of San Joaquin," won the 2006 Edgar Allen Poe Award in the juvenile category.

**Janice Stevens** (1993) wrote the text of "Fresno's Architectural Past."

**Brian Turner's** (1994) collection of war poems, "Here, Bullet" won the 2005 Beatrice Hawley Award.

**Retirements**

**Mark Herder** (1973) as Stockton police chief after a 32-year career in law enforcement.

**Pete Mehas** (1962) after nearly 16 years as Fresno County Schools Superintendent and a 43-year career in education.

**Steven Negro** (1976) from the Salinas Rural Fire District after 15 years.

**Anthony O'Geen** (1966) from a 38-year teaching career at Bret Harte High School in Angels Camp.

**Shirley (McCarthy) Richards** (1957) from Sunnydale Elementary School in Lancaster after a 48-year teaching career.

**Ryan Turner** (2004) as chief operating officer of Pacific Ethanol.



## In Memoriam

**Leo A. Cetti** (1943) 🐾 on  
Feb. 21, 2006.

**Erick V. Erickson** (1976) 🐾 on  
Feb. 24, 2006..

**James E. Hobbs** 🐾 on  
April 14, 2006.

**Michael Antranik Kandarian** (1950)  
🐾 on June 8, 2006.

**George “Tink” Kastner** (1941) 🐾 on  
April 1, 2006.

**Lucy (Edenborough) Mathis** (1950)  
🐾 on July 2, 2006.

**Edward Farr Maxwell** (1937) 🐾 on  
Feb. 3, 2006.

**Charlotte (Stone) Steffen**  
(1942) 🐾 on March 15, 2006.

**Bronislaw Joseph Tanski** (1988) 🐾  
on Jan. 31, 2006.

**Kenneth D. Wheeler** (1969) 🐾 on Jan.  
29, 2006.

See additional “In Memoriam” news at  
[www.fresnostatealumni.com](http://www.fresnostatealumni.com).

Courtesy California Advocate



### JACQUELINE (GAMBLE) HODGE

**Jacqueline (Gamble) Hodge**, 🐾 who received her bachelor's degree (1953) and master's (1968) from Fresno State and became Fresno's first female African-American school superintendent, died May 20, 2006.

Dr. Hodge, a native of Tulsa, Okla., received her doctorate from the University of Southern California. She was a classroom teacher and administrator before being appointed superintendent of the West Fresno Unified School district in 1979. She served the school district in southwest Fresno through 1985.

She also was a leader in the African-American community throughout her adult life.

Rutherford “Bud” Gaston, who gave Hodge rides to college, told The Fresno Bee, “She was one of those people in black leadership at Fresno State.”

Dr. Hodge founded the Black Political Council, served on several advisory boards over the years and was an officer in the Fresno Chapter of the National Association for the Advancement of Colored People.

California Advocate publisher Les Kimber described Dr. Hodge as “an outstanding community servant, dedicated to making sure her community was represented politically, educationally and socially.”

Courtesy Mayer family



### JAMES B. MAYER

**James B. Mayer** (1937), 🐾 a student body president as an undergraduate and a lifelong supporter of Fresno State academic and athletic programs, died March 27, 2006.

After graduating, Mr. Mayer was a deputy Fresno city commissioner and then enlisted in the Army Air Corps during World War II.

After his service in the Pacific, Mr. Mayer started a long career with Producer's Cotton Oil Co. that ended with his retirement in 1971 as president and chief executive officer. Even in retirement Mayer remained a respected expert on the cotton industry.

Mr. Mayer was active in more than two dozen community organizations and served on numerous Fresno State advisory boards and the Fresno State Alumni Association. He was a founding member of the Bulldog Foundation and the Ag One Foundation. He was honored for service to the university and community with the California State University, Fresno Foundation Service Award and the Fresno State Alumni Association's Arthur Safstrom Award.

“His service is a template for today's companies and agencies,” says Sid Cox, a friend and work colleague. “Jim Mayer made this Valley a better place.”



Roger J. Wyan

## High-flying alumnus is an aviation leader

No sooner were scholars Sam Iacobellis and Ed Romano caught sucking eggs in home economics class than they were kicked out and dispatched to the Edison High School principal's office where they were offered two choices if they wanted to continue their education: wood shop or algebra.

Romano chose shop, Iacobellis algebra.

As it turned out it was the perfect pick for Sam F. Iacobellis. He went on to Fresno State on a football scholarship, earned a degree in mechanical engineering and then a master's at UCLA. He patented rocket engine parts and rose to vice president of Rockwell International Corporation, where he was instrumental in development of the B-1B supersonic bomber, earning himself the sobriquet "B-1B Sam."

All in a productive lifetime of work for an immigrant's son, who grew up on Fresno's rough and ready west side and never met a challenge he didn't welcome and accept, whether in the classroom, on the gridiron or in his chosen field of rocket science.

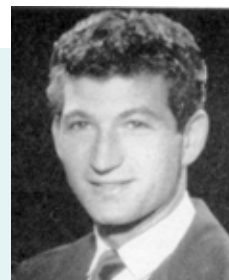
At Edison he never bothered with homework; he did it in class, before going home where other duties awaited him. When school chums were ogling bobbysoxers outside the Barrel Drive-In, he was inside boning up

on his calculus. He never got below an A in any course involving numbers.

As an undersized quarterback, he led the Tigers to a Valley championship plus Edison's first win ever over Fresno High. At Fresno State he carried 18 to 21 units a semester, even during football season. When officials failed to include him in the Bulldogs media guide, he made up for the omission by becoming a first-stringer, season after season.

The day after graduation in June 1952, he landed a job with North American Aviation – then in Fresno – as a draftsman, earning \$1.62 an hour. His career took on the trajectory of a rocket, and he won enough honors to fill a small hangar, including the coveted Howard Hughes Memorial Award and the International Von Karman Wings Award.

Along the way, Iacobellis had many mentors and heroes, among them coaches and faculty, especially Dr. Herbert Wheaton, then dean of the Fresno State Engineering Department. But none was more important than his father, Frank, who as a teenager came by himself to the United States from a village near Bari in southern Italy and installed in his son the value of perseverance and hard work.



Randy Vaughn-Dotta

**Iacobellis as a Fresno State student, left, and as 2006 honorary doctorate recipient.**

That work included hauling fellow Fresno State alumnus Earl Smittcamp's fresh fruit five days a week to the 7th Street Market in Los Angeles, toiling as a hod carrier and ushering and changing film reels in Warners Theater – but never seeing a movie.

It was in that spirit and in his father's memory that Iacobellis accepted an honorary Doctor of Science degree this spring from his alma mater. Recalling his father, Iacobellis told the new Fresno State graduates, "Because he had no opportunity for an education himself, a big event in his American dream was when I graduated from Fresno State. As an immigrant's son, I gratefully and proudly accept it in honor of my father."



Courtesy Sam Iacobellis

What clearly also fills him with pride is his own offspring, the B-1B, which he not only got off the ground but flew a couple of times, once at nearly twice the speed of sound. It's a craft, he likes to note, that can zoom from brake release on the ground to 10,000 feet above in 90 seconds. And while it can be an instrument of death and destruction, he prefers to view the B1-B as a peacemaker, a protector, a savior of lives.

Though a few years short of 80 and retired, he still is in demand as a consultant and speaker. Iacobellis remains vital and voluble, especially when discussing his favorite subject. His hands and arms suddenly take flight as he describes molecules bouncing this way and that to achieve something special – and something that only a scholar who chose algebra over wood shop could be expected to know. ■



## *Fraxinus velutina 'Modesto'*

This Modesto ash is west of the Grosse Industrial Technology Building. It is painted in opaque watercolor on colored mat board.



Randy Vaughn-Dotta

***“As a student-athlete at Fresno State in the early 1970s, I sought the shaded roads – Barstow, San Ramon and Maple avenues – that were lined with these thick, full trees to gain some relief from the hot sun. Later, my first faculty office was upstairs in the old San Ramon 4 building. I literally opened my door in the shade canopy of a Modesto ash. The trees are susceptible to a fungus that shrivels and thins the leaves. Yet they remain and even thrive in the face of age, thinning, remodeling and change. I suppose this is why I identify with these campus survivors that continue to offer shade and respite for walkers and joggers while adding to the beauty of our campus.”***

Dr. Mike Russler, chair of the Department of Nursing, began teaching at Fresno State in 1978.

***The Modesto ash originated from a tree found at Westside Park in Modesto. The leaflets develop in groups of three to five and appear luminous yellow-green in the sunshine.***

Tree Portraits appears in *FresnoState Magazine*. Illustrator Doug Hansen teaches in the university's Department of Art and Design.

The Fresno State campus, which has 4,000 trees, was officially designated an arboretum in 1978. If you'd like to write about a favorite tree at the university and have it illustrated for Tree Portraits, contact Hansen at [dhansen@csufresno.edu](mailto:dhansen@csufresno.edu) or 559.278.2817.



## PLACE FOR REFLECTION

A life-size statue of Dr. Martin Luther King Jr. is one of four memorials in the nationally recognized campus Peace Garden. *Page 7*



## MASTERING BUSINESS

Martin Bergman's Master of Business Administration for Executives degree gives him new career perspectives. *Page 12*



## REACHING NEW HEIGHTS

Former Bulldogs pole vaulter Melissa Lewis says her Fresno State business degree put her on the path to success. *Page 23*