Welcome to BEACH Magazine

Change is good, which is why we’re delighted to introduce Beach Magazine.

Beach provides a more intimate look at California State University, Long Beach—a city in itself of nearly 40,000 students and employees, plus a global family of nearly 300,000 alumni—and maintains a connection to the accomplishments of our graduates, faculty and students in a creative environment.

In addition to our twice-yearly print edition, we’re excited to launch our new interactive digital app with exclusive content, available via the Apple App Store and Google Play—search for Beach Magazine. We’re also at www.csulb.edu/beachmag.

Let us know what you think, and share your alumni news updates by email to beachmag@csulb.edu or by calling 562.985.2582. We look forward to hearing from you.

Sincerely,

Anne (Junak) Ambrose ’76, ’90

Editor
Greetings! Welcome to Beach Magazine, Cal State Long Beach’s new publication, which replaces Beach Review. Beach Magazine reflects the more dynamic and contemporary approach being taken in print and expanded online editions to share the significant accomplishments and impact CSULB has on campus and beyond our borders. We must connect, share and inspire our alumni and friends with our constantly evolving stories in a manner that matches our accomplishments and impact.

We are proud to be a diverse, student-centered, globally engaged public university offering a high-value education. We are proud that what we do matters. We know that we transform and change lives. We know that our students succeed as they compete with the best in the nation for jobs or places in graduate school—they succeed because our students are among the best in the nation. The measure of a university is the quality of the students who graduate and what those students achieve, the impact each has beyond the 321 acres of this campus.

CSULB matters because we have over 286,000 alumni and, in May, we graduated approximately 9,000 students, which again was among the largest graduating classes in the country. CSULB matters because we received more than 83,500 applications for admission for fall 2014, among the top five in the nation. We will welcome 9,000 new students to our campus, including local students who are admitted as part of the Long Beach College Education Promise. CSULB matters because we were named once again as a “100 Best Values in Public Colleges” by Kiplinger’s; “Top 10” in awarding bachelor’s degrees to minority students by Diverse Issues in Higher Education; and “Top 10” in both the number of bachelor’s degrees and master’s degrees awarded to Hispanics. CSULB matters because we have the premier President’s Scholars Program in the state, which will be celebrating its 20th birthday next year. CSULB matters because of our intercollegiate athletics program, which has won the Big West Commissioner’s Cup four of the last five years, and, even more impressive, is that every one of our teams has surpassed the minimum Academic Performance Rate, one of only two schools in California to achieve this distinction. These are truly student-athletes.

CSULB matters because it is an institution with a passion for knowledge. You have heard that we say we are a “teaching intensive, research and creative activity-driven university.” I believe we are a discovery-driven university, which is why we are among the nation’s best universities.

As you probably know, after 26 years on campus serving in various positions, I will be retiring at the end of this academic year. It has been a privilege to serve as Cal State Long Beach’s president for the past year. The support I received from the faculty, students, staff, alumni, and friends of the university has been incredible. I know that I am a better person for having been part of the Long Beach family.

Our new president, Jane Conoley, begins her duties this summer. Dr. Conoley’s combination of leadership experience, vision and values make her an excellent choice to follow the outstanding leadership of former Presidents Robert Maxson and King Alexander. Under President Conoley’s leadership, CSULB will continue to be “among the nation’s best” universities.

Go Beach!
There are many people who fit the description of a leader but few who embody it heart and soul. Interim President Donald J. Para is that exception. Much is known of his 26 years of accomplishments on campus.

Following his 12-year stint as Department of Music chair and year as associate dean, he served as dean of one of the nation’s largest colleges of the arts, raising $30 million while establishing the Bob Cole Conservatory of Music and developing a joint MBA/MFA in theater management degree.

In 2010, he was appointed the Division of Academic Affairs provost and senior vice president, after serving a year as interim provost. Despite severe state budget cuts, he oversaw the creation of the Highly Valued Degree Initiative, which has boosted graduation rates while raising the value of our degrees. During his tenure, the university also experienced a significant increase in student applications, receiving more than 80,000 for fall 2013 admissions.

Para, along with Interim Provost/Senior Vice President David Dowell, helped create the Leadership Fellows Program to develop a new generation of university leaders.

“When reflecting on Don Para’s leadership, what first comes to mind is the deep love and commitment that he has for this university,” com-
mented Daniel J. O’Connor, chair of the university’s Academic Senate and of the Department of Liberal Studies. “He is a leader who walks the walk.”

What is known about Para, the man, among his colleagues and friends is less publicized but contributes to his excellence as an administrator and a true believer in Beach Pride.

As the son of an Italian immigrant father and a first-generation American college student who attended state universities himself, he identifies with Long Beach students. He is known for arriving every day by 7 a.m., often riding the bus from his home in Duarte, which gives him ample opportunity not only to observe Long Beach students, but to gain a different perspective on their campus experiences.

During his time with the College of the Arts, if there was a piano that needed to be moved, he was there to help. In his opinion, he would never ask anyone else to do something he could do, as “everyone is busy.”

His daughters, Alyssa and Marina, grew up on the campus as well and would take turns accompanying him to music concerts. Later, when Alyssa was studying for her master’s degree at the university, he would walk her to her classes.

As interim president, he is known to spend the weekend morning raking leaves and sweeping the sidewalks at the Miller House president’s residence before an afternoon university event. When asked why he didn’t have a yardman, he responded, “You’re looking at him.”

College of the Arts Interim Dean Chris Miles has worked closely with Para. “The three themes that I think have been clearly evident in all of his leadership roles have been his accessibility and openness, his engagement and awareness—or his in-touchness, if you will—and his absolute commitment to students and their success.”

Para’s wife, Sandra, has played an equal role as a great supporter of the campus. Every December, for more than 15 years, the couple has invited and bought tickets for a group of Carmelite sisters to attend the Bob Cole Conservatory of Music Winter Festival Concert. They are also regulars at numerous CSULB sporting events, cheering on the 49ers and wearing black and gold in honor of the university’s colors.

“Along with Don, our daughters and I have felt embraced by the campus community and feel blessed that we could experience so much of what CSULB has to offer,” Mrs. Para said.

As Para looks forward to retirement, he also looks back with much pride.

“It has been a privilege to serve the students, faculty and staff of Cal State Long Beach for the past 26 years, a university that transforms lives by offering a high-quality, affordable college education,” he said. “We can all be proud that this is the university of choice for thousands of prospective college students. Our students and alumni know that The Beach is a very special place.”
Jane Close Conoley, dean of the Gevirtz Graduate School of Education at UC Santa Barbara, will become Cal State Long Beach’s seventh president and the first woman to hold the position in the university’s 65-year history after being selected by the California State University Board of Trustees in January.

She is expected to begin her new position in July. “Cal State Long Beach is renowned for its quality, diversity and global mission and it is an honor to be selected as the university’s next president,” said Conoley. “The excellence of its academic offerings, its storied athletic heritage and its unique location has made it one of the CSU’s most popular campuses for prospective students. This is a vibrant university that plays a key role in Southern California, and I embrace the opportunity to work with the outstanding students, faculty, staff and Long Beach community to reach even greater heights.”

Conoley replaces CSULB interim President Donald J. Para, past provost and senior vice president for academic affairs who succeeded F. King Alexander, now president of the Louisiana State University system and chancellor of Louisiana State University A&M.

“As the result of the leadership of former Presidents Robert Maxson and King Alexander, CSULB is now nationally recognized for providing a high-quality, low-cost education and for making student success the central strategic goal of the campus,” Para pointed out. “I’m confident that Dr. Conoley will continue to build upon their achievements and place student success at the top of her agenda.”

Since 2006, Conoley has been the dean at UCSB as well as a professor of counseling, clinical and school psychology, and also served as interim chancellor of UC Riverside (2012-13). Prior to her service at UCSB, she was dean and professor of educational psychology at Texas A&M University (1996-05) and associate dean for research at the University of Nebraska-Lincoln’s Teachers College (1989-94). She also held faculty positions at Texas Woman’s University and Syracuse University.

The author or editor of 21 books, Conoley earned a bachelor’s degree in psychology from the College of New Rochelle and a Ph.D. in school psychology from the University of Texas at Austin.

View President Conoley’s welcome message on our app.
When ThemeParkInsider.com editor Robert Niles rode Six Flags Magic Mountain’s Full Throttle roller coaster last summer, the veteran journalist didn’t expect to be impressed.

But he was.

“As its name implies, Full Throttle doesn’t take its time getting to the action, launching from the station to 70 miles per hour, up and into a 160-foot loop,” he wrote.

“And it’s in that loop that Full Throttle delivers its take-away moment—a full second (which seems like an eternity) of weightless airtime, upside down, lingering at the apex of the loop. Oh, and did I mention that Full Throttle doesn’t pin you down with over-the-shoulder restraints? Yep, just a lap bar—and the power of physics—keep you up there for your moment of floating in roller coaster heaven.”

Popular Science agreed, voting the ride as “Best of What’s New” among the top 100 innovations in 2013, while the Guinness Book of World Records declared it the tallest, fastest looping roller coaster in the world.
scream!

By Teresa Hagen
Those are exactly the kinds of responses CSULB alumnus Jim Seay looks for when he conceives ideas for the latest coaster. Full Throttle, he said, “is for people who want to capture everything in life, who really want to have this amazing experience, and they’re going to reach for the clouds if they can.”

Seay, who did master’s studies in mechanical and aerospace engineering at Cal State Long Beach, is president and owner of Premier Rides, a Baltimore, Md.-based company best known for developing high-tech magnetic launch systems for theme park rides.

Like technological Wizards of Oz, Seay and his fellow Premier engineers work behind the curtains to design the right amounts of hang time (the feeling of weightlessness), spins, loops and inversions to satisfy today’s most hardened roller coaster fan.

“From an engineer’s standpoint, it’s a lot of fun and exciting to create technology that does not yet exist for these attractions,” Seay commented. “But it’s equally exciting to work with the vision of a Hollywood director plus these incredibly creative people at the theme parks to turn a storyline into something that millions of people per year can experience.”

Premier began as a provider of technical solutions for challenges that theme park industry clients faced with their rides, and remains the field’s largest aftermarket service provider. But Seay had bigger plans in mind.

“The majority of the people in our company are engineers with backgrounds in fields such as aerospace and oceanography, skill sets that are compatible with designing theme park rides,” he said. “So, my idea was to expand the company into custom-built attractions focused on the newest technologies.”

The first customer to come calling was Paramount Parks, which wanted to develop a linear induction motor (LIM) coaster to simulate a NASA rocket sled launch, albeit smoother.

“With the linear system, you can develop storylines around the ride equipment,” Seay explained, citing Universal Studio’s Revenge of the Mummy ride as an example. “You can design a thrill experience at the beginning or later on in the ride, and stop the attraction at one point and then restart it. With the old, traditional coasters, once you
reached the top, you just kept running until the ride was over. LIM was a big breakthrough."

Before Seay began his career with the theme park industry, he was an aerospace engineer at Hughes Aircraft in Los Angeles. His love for sailing out of Marina del Rey led to him meeting a number of people in the entertainment and theme park business. “They would talk about how development was taking this big step to create rides with storylines. I jumped at the opportunity to work at Six Flags. Suddenly, instead of developing an airborne laser system, I was developing high speed switching technologies for coasters.”

Creating world-class attractions sometimes requires as much as two to three years of development.

“You have to conceptualize an attraction, then design, fabricate and install it,” Seay commented. “And even after the installation phase, there’s a tremendous amount of testing before any one person goes on the ride. I’ve always thought that the structural engineering classes that I took at CSULB were really valuable to my ability to work at Six Flags and be able to contribute right away and understand, if we’re putting in this world-class coaster, how we’re going to accommodate the topography and soil conditions.”

Theme parks are big business and Premier Rides is proof of the industry's strength, with expansion not only in the U.S., but also Germany, China, Singapore, Indonesia and Mexico, among others.

As to the industry's future, Seay thinks theme park attractions will continue to become even more interactive for the consumer. “With the use of projection technology, you can change the media from one ride experience to the next. And we can manipulate a ride with launch speeds and directional changes. I do think that we are getting to the point where it really is that sensory overload.”

For Seay, his biggest thrill comes from seeing the reaction of people who ride his company's creations. “It’s almost like the idea of listening to people clap at the end of a movie you’ve created. Sometimes, I’ll be visiting a park and I’ll make it a point to go out to our attraction just to watch the people coming off the ride. And when you see that they’re all ecstatic about having gone through that experience, I think that’s great.”

* Ride Full Throttle on the Beach Magazine app. 
KELP WATCH

By Anne Ambrose and Rick Gloady
When the March 11, 2011 earthquake and tsunami that devastated Japan sent radioactivity into the air from the damaged Fukushima Daiichi nuclear power plant, scientists were concerned how quickly and broadly that contamination would travel.

It didn’t take long for rainstorms to bring contaminants including iodine-131 over the Pacific and drop them along North American west coast waters, as Cal State Long Beach marine biology Professors Steven L. Manley and Christopher G. Lowe discovered. In a May 2012 research article, they noted that ocean kelps are one of the strongest natural accumulators of iodine, so they examined kelp samples and determined that iodine-131 was indeed present in California kelp more than a month after the tsunami.

Although the initial radiation amounts were very low, the study drew a lot of public concern, so Manley, an expert in marine kelp and algae, and Kai Vetter, head of applied nuclear physics at the Lawrence Berkeley National Laboratory, are leading a new research project, Kelp Watch 2014.

“I thought it would be good if someone actually measured the contamination and then could report it to the public,” Manley said.

In March, more than 40 individual academic and organizational collaborators from Alaska to Baja California took the first of three planned collections of kelp samples, with additional samples to be taken in July and October, that will give the scientists an opportunity to gauge changes during the year.

Kelp and seaweed are like sponges, Manley explained, absorbing and concentrating materials they collect from ocean water. "As it happens, these anticipated radioisotopes we're looking for are concentrated about 20-fold in kelp tissue, which is nice because if you are just measuring water, the contamination levels could be too low to detect," he said.

“Another reason kelps are good to use for a project such as this, is that they are the basis of a very productive and complex ecosystem,” he continued. “Finally, there is the fact that the kelp is easy to grab, easy to process and easy to analyze for this kind of research.”

Manley’s CSULB lab, along with San Diego State and Moss Landing Marine Laboratory near Monterey, turn the samples into powder that the Lawrence Berkeley Lab analyzed for radioisotopes.

The results were released in May, and “Our data does not show the presence of ocean transported Fukushima radioisotopes in West Coast Giant Kelp or Bull Kelp,” Manley said. “These results should reassure the public that our coastline is safe, and that we are monitoring it for these materials. At the same time, these results provide us with a baseline from which we can compare samples gathered later in the year.”

See Manley discuss Kelp Watch on the Beach Magazine app.
Even being surrounded by the Hawaiian grandeur of Oahu’s Ka’a’awa Valley couldn’t fully soothe Cal State Long Beach student Jeanette Harlow as she stared at her computer one day last summer.

Harlow, a geology major and archaeology minor, hoped that thermal imagery photos could help cut through dense foliage and reveal details of hillside caves in the area that might have been used by ancient Hawaiians, but the grayscale images were rather murky.

Welcome to the real world of the geosciences, an area whose better-than-average job prospects also demand technological expertise to collect and analyze data in the field.

That’s why the National Science Foundation gave the university’s Geospatial Research and Mapping Field Program (GRAM) a three-year $344,000 Research Experience for Undergraduates (REU) grant to help train students from across the nation.

Each year, a new cohort of GRAM students spends one week on campus during the summer learning more about geospatial techniques before setting off for three weeks of intense fieldwork under the direction of Professors Christopher Lee and Suzanne Wechsler of geography, Carl Lipo of anthropology and Matthew Becker of geological sciences.

Originally set for Easter Island, the program shifted to Hawaii—on Kauai in 2012 and Oahu last year and this year.

GRAM drew more than 150 applicants last year, narrowed down to three from CSULB and 11 from other institutions, supported by the faculty and six graduate teaching assistants.

“Our specific angle on the geographic spatial measurements and observations is remote sensing and using low cost and new, cutting-edge technologies for mapping and studying the world on a landscape scale,” Lipo said. “We use satellite imagery and unmanned aerial vehicles (UAVs) or drones that fly around and take photographs, and then ground-based sensors. We tie these together to study the landscape.”

The drones are small, radio-controlled, fixed-wing or multi-propeller copters containing commercial color cameras or customized thermal and infrared cameras built on campus. “We have no interest in looking at people,” Lee added. “It’s about the components of the landscape—the vegetation, the soils, hydrology and all the things that go into a landscape-level analysis.”

Despite coping with weather, mosquitoes, jungles and a steep technology learning curve, Harlow learned a great deal. “With the REU project, I could see, for example, that the traditional style of mapping horizontally, as a bird sees, could
be done vertically and in 3-D,” she said. “I learned that there are different ways to pull out items in question: vegetation, caves; human created structures; temperature changes; topographic differences, etc., from a photo for identification; as well as statistical information, using assorted types of geospatial software.

“This program helped me find not only an extremely useful and enjoyable technological skillset, but I can see how the geospatial program can incorporate all aspects of the earth sciences,” she added. “Now I am not limited to one particular discipline but can incorporate my varied interests—geology, archaeology, hydrology, etc. Without this program and the ability to have hands-on training and immediate use in a pragmatic research context, I would never have known about the benefits this field is to many aspects of science. As a result of this opportunity, I would like to further investigate the research that I started as a potential master's project. I feel that four weeks only scratches the surface of research into my question.”

Fieldwork is not for the faint-hearted, Harlow discovered. “It's an intensive, hands-on course. The ability to work independently and think on your toes is a necessity.” But the mix of participants from various academic disciplines with different levels of knowledge and a willingness to help each other made the experience all the more rewarding.

Find project blogs and videos on the Beach Magazine app.
Visitors to CSULB’s new Centro Salud es Cultura on downtown Long Beach’s Pine Avenue find themselves surrounded by a bustle of activity.

Bright artwork covers the walls as Zumba exercise music resonates from one room, while kids, parents and health advisors talk about nutrition in another area and CSULB students tutor other children down the hall.

When the center celebrated its inauguration last October, founder Britt Rios-Ellis saw a chance to build a new world for the community.

“I wanted to create an environment where people could feel their cultural value at the same time they were synthesizing health education, social justice and community-based participatory research,” said Rios-Ellis, a Health Science Department professor who also directs the National Council of La Raza (NCLR)/CSULB Center for Latino Community Health, Evaluation and Leadership Training, of which the center is a part. “The goal was to create opportunities for health, educational and cultural promotion programming aimed at improving the lives of underserved Latinos and others interested in Latino issues.”

Rios-Ellis’s vision becomes reality wherever she looks in the center. Zumba classes are nearly full, and there’s a waiting list for the Healthy and Strong Project where Latino families attend nutrition classes aimed at reducing obesity.

Art and health share the same space. With a turn of her head, she can see work by prominent Latina artist Emilia Garcia, whose art helped inaugurate the center. Music classes also are on the calendar. “One of the things we see is the role of the center as a strong and vibrant hum of cultural activity at CSULB,” said Rios-Ellis.

Moreover, she noted, “Nationally, we need a different lens to better understand the reasons behind Latino optimism and longevity at the same time that we prevent diabetes and obesity, among other chronic and infectious diseases. Right now in the U.S. Latinos live longer than whites and African-Americans and are the most optimistic of all racial/ethnic groups. We need to make sure that we understand why these dynamics are occurring despite poverty, less formal education and a lack of health insurance. We also need to make sure that acculturation to U.S. norms doesn’t make the Latino population less healthy. Latinos are the youngest and fastest growing population and are intricately tied to the future of California. At the centro, we are committed to a healthy Latino future.”
Through a $3.75 million U.S. Department of Agriculture grant, the center is developing lessons on how to shop well on a budget, how to exercise and how to eat healthy foods, all while reinforcing cultural values of family, trust and respect.

Moreover, the center gives Cal State Long Beach students an opportunity to work with community health workers. “We offer the unique chance for students to obtain real-world experience in the same place where they can see the value of the center’s cultural aspects,” Rios-Ellis said.

Staff member Natalia Gatdula believes the facility is a great addition to the community and campus. After earning her bachelor’s and master’s degrees at CSULB, she became director of community health programs for the Center for Latino Community Health, where she oversees research and interns.

“The innovation of having our own downtown centro has helped CSULB students to recognize their cultural assets while providing better service,” she said “We try to communicate a sense of belonging that makes people say ‘Wow! I feel that shock when people visit the center and come out saying they feel at home.’”

Additionally, Gatdula oversees the Healthy and Strong Project that includes CSULB health and human services graduate students. “It’s a great program, now beginning its fourth year, where we host education sessions in the downtown Long Beach YMCA in cooperation with St. Mary Medical Center as well as sessions in Paramount’s Spane Park.”
“This is a rare chance to blend research and service,” Gatdula added, noting that the Center for Latino Community Health has grown to a full-time staff of more than 70 to meet community needs.

Graduate research fellow Lizette Alvarez, who works for the Healthy and Strong program, is equally enthusiastic. “I love working with the community,” she said. “The participants are constantly teaching me new things. As university students, we are taught to work in professional, organized spaces but the community space is an informal one. This by no means makes it less valuable, though it is definitely challenging to make the transition.”

“I see a lot of hope in the Centro Salud es Cultura,” Rios-Ellis said. “There are a lot of intangibles that cannot be measured by current and validated research methods. We seek to expand the research on Latino cultural assets. I love the art work and the services we offer. This center offers both a home and an anchor for the community. The other aspect of the fusion of our campus-based and community-based centers is that CSULB student researchers stand a much better chance of being snatched up by master’s and doctoral programs. There is something unique going on at CSULB and what a better place than to have a community-based center in the most diverse city in the country.”

The center is located at 1205 Pine Ave. #102, Long Beach, or learn more at www.csulb.edu/centers/latinohealth/community/centro.
In just a year, Valiant Brewing in Orange has become one of Orange County’s most successful craft beer breweries. It’s the result of the hard work and dedication of Brian and Kelly Schroepfer, 2003 graduates of CSULB’s College of Engineering who risked a complete career turnabout to make their passion a reality.

Brian is the brewmaster and Kelly is director of operations. Beach Magazine spoke with Brian shortly after their first anniversary party in March that brought more than 2,000 thirsty fans.

**How did you go from aerospace to brewing?**

We were tired of the corporate hustle even though it was a very good salary. We always wanted our own business. I have always had a passion for cars, which actually is what led me to aerospace. As a student at Long Beach I was even involved in the College of Engineering’s Formula car project. So we were thinking, ‘How do we open a business related to cars?’ We had a garage with all the needed equipment, but it burned down in the October 2007 Santiago fire. Home brewing, which I’d been doing as a hobby for years, helped me to work through recovering from that and allowed us to change directions and work towards a microbrewery business.

Our engineering backgrounds led to all the design in the brewery, and we are hands-on every day. I am king of our brew house.

**So much more is heard about wine tasting than beer brewing. Didn’t you think wine might be a safer option?**

We looked at several angles. We used our engineering background to create a business model and then created a business plan, and that plan led to our confidence. We realized you couldn’t just get your feet wet; you have to go all in. We were also confident because we knew the industry well enough to know that our brews were unique.

**What’s the key to brewing different beers? What’s the difference in wheat, IPA (India Pale Ale), ales?**

It all starts with fundamentals—water, barley, hops and yeast—and varying the ingredients in many ways. We use different types of water and tailor it to beer. We use different roasts. Wild bacteria can create a sour or vinegary taste. With yeast, if ale is made warmer, things change. Each strain has its own characteristics. We use different temperatures that we ferment at. Hops add bitterness, aroma. It can be added on the cold side or in the boil kettle. There are almost unlimited combinations and variations.

**How do you change a beer’s alcohol level and how does that affect the taste?**

A simple way to change the alcohol level is to change the concentration of the sugar present in the wort (unfermented beer). This can be obtained by adding more grain to the brew...
or by other avenues such as honey, molasses, etc. The flavor develops in a variety of ways and is not necessarily dependent on the alcohol level. The art of brewing is creating a beer that has layers of complex flavors.

It sounds like writing music would be a good analogy for brewing beer?

Yes, in both there are a finite number of (notes or fundamental compounds) but an infinite number of combinations to produce different results. Wine is more limited because so much depends on the grape and where and how it was grown, but beer is unlimited.

What’s your favorite kind of beer?

I enjoy English barley wine. It’s so complex. I’ve dedicated 10 years to mastering that kind of beer.

Did you ever have a brewing experiment that didn’t work?

There has been a calling for me and it’s related to this because of the idea of different combinations that fascinates me. I understand the process and ingredients. It almost always works. After 10 years, you know what works and what doesn’t.

Tour Valiant Brewing on the Beach Magazine app.
field of our own

By Shayne Schroeder
Colton Vaughn plays second base for the Dirtbags.
Baseball is all about the numbers. That’s what some purists love most about the game and one reason why intimate, historical ballparks like Long Beach’s Blair Field, one of the best amateur baseball facilities in the nation and home to the Long Beach State Dirtbags, are so appealing.

“There was not a day or a game that did not go by when I didn’t appreciate and remember all the great players who had played on that same field,” said former Dirtbag and current Colorado Rockies shortstop Troy Tulowitzki. “It inspired me every time I stepped onto Blair Field. I particularly remember those Friday nights playing defense behind (current Los Angeles Angels standout) Jered Weaver. Those were special times in my life, which I will never forget.”

But behind the scenes, there are a lot of numbers players and fans may not be aware of that contribute to the field’s success.

For instance, it takes big numbers to make the grass just right. “We have 18 stations with seven to eight sprinkler heads that irrigate the whole field,” said field manager and former Dirtbag Jim Yogi. “Each sprinkler head is rated roughly 15 to 35 gallons a minute, so it’s thousands of gallons of water I can put on the field in a three- to four-hour period.” Yogi estimates that both grass and dirt areas of the field get hit with 30,000 to 50,000 gallons of water per week. That seemingly unthinkable amount of saturation is for the field’s Tifway 419 Bermuda grass seed, which is over-seeded with a hardy rye grass during the harsher winter months and regularly cut to its ¾-inch height. Yogi estimates his crew uses 4,000 pounds of grass seed and 8,000 pounds of fertilizer during the year.

“I literally flood the field and people are like, ‘What are you doing?’” said Yogi. “The coaches always get concerned and say, ‘You’re flooding us out.’ I have to tell them not to worry, that I’m getting the field ready for the game in two days. We have a lot of what we call leaching, so the water will start at the top and work its way through, and it will pull all the nutrients down, so I have to constantly feed it as well. It all works out.”

The field, which the university manages on behalf of the city, gets roughly 260 days
of usage every year, not only by Long Beach State but for local high school competitions as well, which include the prestigious Area Code games in August.

"The Area Code games can have up to five games a day," said Yogi. "It's a great showcase for high school kids across the nation and probably one of the better amateur tournaments there is." But that amount of use—particularly on days when multiple games are played—creates its own challenges for Yogi's six-person crew.

"I have a crew that's made up of a lot of ex-baseball players so they understand the importance of how quickly we have to work," said Yogi, who claims they can ready the field in as quickly as 20 minutes between games. "It's kind of an orchestrated chaos; that's the best way I can describe it."

Since it opened in 1958, the ballpark hasn't been limited to just baseball games. "Blair Field has character and that's why Hollywood likes it," said Yogi. "Those 260 days of usage also include commercial and TV programming shoots for shows like 'Franklin and Bash,' 'The Ugly Truth' and 'The Client List.'" But he said shooting the movie "Moneyball" in 2011 was the field's biggest Hollywood home run in recent memory.

"They transformed Blair Field into Phoenix Municipal Stadium, the Oakland A's spring training facility," said Yogi. "They had six days of prep and three or four days of shooting where Brad Pitt, Jonah Hill and Philip Seymour Hoffman were on the field quite a bit. After they wrapped, they had some rewrites and had to come back and do some reshoots, so 'Moneyball' was here about 15 or 16 days."

But the charm of an older ballpark comes at a cost, especially when facilities for players and fans need updating.

Maybe the most important numbers recently associated with Blair Field are an $18 million upgrade, which got a huge boost from Tulowitzki, who donated $1 million toward the renovation that will result in an exceptional facility in coming years.

*Visit Blair Field on the Beach Magazine app.*
Long before archery drew modern popular culture’s attention through “The Hunger Games” and Marvel Comics’ Avenger character Hawkeye, Long Beach State students have been practicing the sport since the 1960s.

Any student can join the Long Beach State Archery Club as a recreational sport, and a select group also takes part in intercollegiate competitions.

This spring, the campus celebrated the 50th anniversary of the longest-running collegiate archery program in the nation with an open house, archer reunion and dinner recognizing legendary coach Mel Leach, who still teaches and competes in the sport.

Learn more about Leach’s accomplishments and see a video demonstration at www.csulb.edu/sites/emerities/issues/spring-2014.
1960  The Connecticut Association of Public School Superintendents named Janet Robinson (1968, B.A., sociology) its 2014 Superintendent of the Year for her work with the Stratford Public Schools. She was superintendent of the Newtown Public Schools when the Sandy Hook Elementary School shooting occurred and has been recognized for her leadership following that incident.

Bennett Kayser (1969, B.S., zoology) is a member of the Los Angeles Unified School District Board of Education, representing the fifth district that covers much of northeast Los Angeles as well as southeast cities down to South Gate. He was an LAUSD science and health teacher, and elected to the Los Angeles Charter Reform Commission, among other community service activities.

Paul A. Turner (1969, B.A., political science) is presiding justice of Division Five of the Second District, California Court of Appeal. He earned his law degree at UCLA and began his career in private practice before being appointed to the Los Angeles Municipal Court, Los Angeles Superior Court and, in 1989, to the Second Appellate District.

1970  The biotech firm Nuvilex, Inc. appointed Kenneth L. Waggoner (1970, B.A., political science) as CEO and president. With a law degree from Loyola University School of Law in Los Angeles, Waggoner has been vice president and general counsel for Chevron, among other positions. Nuvilex specializes in treatments for cancer and diabetes.

Scott Kisting (1971, B.A., business administration) is chairman and CEO of American West Bank based in Spokane, Wash., with offices throughout the Pacific Northwest and California. He began working in banking while a student.

Michael D. McClay (1973, B.S.; 1975, M.S., electrical engineering) retired after 40 years with Raytheon Co., where he was a senior engineering fellow with its Space and Airborne Systems business. He was honored as a CSULB Distinguished Alumnus from the College of Engineering in 1997 and has served on the EE Department’s Advisory and Development Council for the past 20 years. Mike and Kathy settled down outside Wasilla, Alaska.

Barney Van Noy (1974, M.A., vocational education) received France’s Legion of Honor award in September during a ceremony in Orange. He and other U.S. military veterans were honored for World War II service in helping liberate the France from Nazi occupation.

Comprehensive Care Corp. named Ramon Martinez (1975, B.A., philosophy) as president for the firm, which provides behavioral health, substance abuse and pharmacy management services for a variety of clients. The retired U.S. Air Force colonel was a senior management advisor for the firm and last spring was appointed president of CompCare Pharmacy Solutions.

Jeffrey Miles (1975, B.A., sociology) is a retired special education teacher in the Apple Valley School District and is a past recipient of KNBC-TV’s Crystal Apple award for teaching excellence. He recalls the late Prof. Alfred Schmidt as his most memorable instructor, who inspired Miles to enter teaching.

Women in Insurance and Financial Services selected Daralee Barbera (1976, B.S., mathematics; 1981, M.A., secondary education) as its 2013 Woman of the Year. She is a managing partner in the Costa Mesa office of Waddell & Reed Financial, Inc., supervising nearly 50 financial advisors in nine offices, and is incoming president of the professional organization GAMA International.

John Kilbourne (1978, B.A., special major–creative drama and movement for children), a professor of movement science at Grand Valley State University in Allendale, Mich., is studying activity permissible classrooms that resulted in a recent research paper at www.pelinks4u.org/articles/kilbourne5_2013.htm. “I would also like to let you know that my education at CSULB in dance and theatre serves as a major influence on my successful careers in professional dance, professional sport (Philadelphia 76ers–1983 world champions) and higher education. Thank you, CSULB, for all that you did to provide me with a foundation for a continued life of creative innovation.”

Manhattan Beach Mayor Pro Tem Wayne Powell (1978, B.S., business administration–accountancy) was elected vice chair of the Los Angeles County Beach Commission.

USA Today named Chris Woodyard (1978, B.A., journalism) as its Los Angeles bureau chief. Woodyard continues to serve as the publication’s automotive writer.

Marc McGowan (1979, B.A., social work) as senior vice president of its business aviation sector. He joined the firm in 2011 from Honeywell Aerospace and is a retired U.S. Navy captain and flight officer.

Kathi Niffenegger (1979, B.S., business administration–accountancy) is the new chief
financial officer at Stellar Biotechnologies, Inc., which manufactures an immune-stimulating protein used in therapeutic and diagnostic markets. She became an outside certified public accountant for the firm in 1999 before being named its controller in 2012.

1980 The organization Great Minds in STEM honored Christopher Hernandez (1981, B.S., electrical engineering) as Engineer of the Year at the 25th anniversary HENAAC conference. The organization recognizes and encourages top science, engineering and technology professionals to serve as role models for students to pursue technical careers, focusing on the Hispanic community. Hernandez is vice president of Advanced Systems for Northrop Grumman.

Col. Freddie D. Peralta (1983, B.S., industrial management engineering) retired from the U.S. Air Force after 30 years of service. His last assignment was at the Air Force Technical Applications Center at Patrick AFB, Florida, as the director of logistics and programs. He was commissioned through CSULB’s Air Force ROTC program in 1983.

Rivet Software, which creates financial supporting systems, appointed Frode Rognstad (1986, B.S., biomedical engineering) as chief technology officer. He was founder of Exsilient and held management positions at CiberTrax, FRx, Epicor and other firms.

1990 Crawford and Co. promoted Phyllis R. Austin (1990, MBA) to executive vice president, global human resource management. The firm is the largest independent provider of claims management services for the insurance industry.

Tony Gill (1991, B.S., criminal justice) was elected to a three-year director term on the Northern California PGA board of directors and is secretary of the Bay Area Chapter of the NCPGA. He is entering his third year as head golf professional at Blackhawk Country Club in Danville.

Dean C. Gordon (1991, MBA), vice president for supply chain services for Jack in the Box Inc., received the Jack in the Box National Franchise Association’s Chairman Award for service to the brand and its franchisees. He joined the firm in 2009 as division vice president of purchasing.

Aerojet Rocketdyne appointed Mark Tucker (1994, MBA) as senior vice president of enterprise operations and engineering for the aerospace and defense firm. He had been an executive with Northrop Grumman for 30 years.

Gina Clayton-Tarvin (1995, B.A., anthropology; 1999, credential) was elected in November 2012 to a four-year term on the Ocean View School District Board of Education, which serves the communities of Huntington Beach, Westminster, Fountain Valley and Midway City.

The Los Angeles commercial real estate and business law firm Gilchrist & Rutter promoted David B. Lambert (1995, M.A., economics) to partner. With a background in civil engineering, he earned a law degree from Loyola Law School and specializes in real estate.

Todd H. Taylor (1995, B.S., business administration—marketing) was promoted to director in the Phoenix, Ariz., office of national multi-family residential development firm Wood Partners LLC. He joined the firm in 2005 and now oversees development and finance for projects in Arizona and Nevada.

Carlos A. Solorzano (1996, B.A.; 2004, M.A., religious studies) is an educator, author and professional musician performing with bands in the Tucson, Ariz., area. “I also write original tribal drumming compositions that have been featured on several television shows and perform drumming master classes in various settings,” he said.

The Anaheim City Council appointed Dukku Lee (1997, M.S., electrical engineering) as public utilities general manager overseeing water and electric services. He has been with the city since 1999, most recently responsible for its electric utility.

2000 The Los Alamitos Unified School District named Justin Padilla (2002, B.M., music performance; 2004, credential) as its 2014 Teacher of the Year. As band director at Oak Middle School, he built the program to include more than 160 students in seven ensembles, including jazz, symphonic and orchestra. He also is vice president of Jazz Education for the Southern California School Band and Orchestra Association.

Jessica McKelvey (2005, B.A., liberal studies; credential), a teacher at Pierce Elementary School, part of Fort Knox Community Schools, was named the U.S. Department of Defense Education Activity Kentucky District Teacher of the Year.

Gov. Jerry Brown appointed **Timothy G. Belavich** (2008, M.S., health care administration) as deputy director of the California Department of Corrections and Rehabilitation (CDCR) Statewide Mental Health Program, where he has served as acting deputy director since 2012. Belavich also is acting director of CDCR’s Division of Health Care Services. He has a Ph.D. in clinical psychology from Bowling Green State University.

**Jessica L. Barnard** (2012, B.A., communication) teamed with student **Ashley Covert** to compete on last season’s “The Amazing Race.” Both are members of the L.A. Kings Ice Crew promotional support team.

**David Olson** (2012, B.A., geography) and business alumnus **Edward Sitkovetzky** became friends at the CSULB residence halls and started Cali Beach Clothing, whose designs are a mix of city/urban and beachwear styles available in downtown Huntington Beach and online.

**Jacob Weintraub** (2012, B.A., American studies) won the gold medal in male discus throw and silver in male shot put as a member of the USA Open Team competing at the 19th Maccabiah Games in Israel in July.

**Nichole E. Hamilton** (2013, B.A., journalism) received an Alfred Fleishman Diversity Fellowship from the public relations and marketing communications firm FleishmanHillard, where she now works in its Los Angeles office.

**In Memoriam**

**Daniel M. Barber**, professor emeritus, public policy and administration, died Jan. 13. He joined the campus in 1975, eventually becoming director of the Graduate Center for Public Policy and Administration before retiring in 2000. With a background in journalism, he wrote about campus sports for the *Gazette* newspapers and later the *Long Beach Post*.

**John Bradley McMullen** (1966, MBA) of Hamilton, Mont., died Oct. 5. He was a retired aerospace engineer and executive.

**Kenneth E. Lindgren** (1961, B.S., mathematics; 1962, M.A., secondary education), former Long Beach State head water polo coach and mathematics faculty member, died Oct. 11. He was head coach for 24 years, leading the 49ers to seven NCAA tournaments and coaching 34 All-Americans and eight Olympians. He also was an assistant USA Olympic water polo coach and Olympic official.

**Maxine Merlino** (1950, BFA–art), professor emerita, art, died at 89. Her career in public relations included serving as director of public relations. She was involved in many campus areas, including Housing and Residential Life, Disabled Student Services and Veterans Services. After retiring from CSULB, she became a field representative for U.S. Congressman and former CSULB President Steve Horn.

**Frank W. Wylie**, professor emeritus, journalism, died Dec. 16 at 89. His career in public relations included serving as director of public relations. He joined CSULB in 1988 and served as Journalism Department chair before retiring in 1992. He was a Fellow of the Public Relations Society of America and member of the Bay Area Travel Writers.
Interior Design BFA students created the wall mural in the Academic Services Building.

In addition to meeting fully its obligations of nondiscrimination under federal and state law, CSULB is committed to creating a community in which a diverse population can live, learn and work in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, veteran status, political views, sexual orientation or other personal characteristics or beliefs.

The opinions expressed on these pages do not necessarily reflect the official policies of the university administration or those of the California State University Board of Trustees.
Leave Your Legacy in the Brick Plaza
The campus Alumni Brick Plaza is a special way to become a permanent part of CSULB. Your name, major and graduation year will be permanently engraved on a premium red brick.

Save the Date — Homecoming and Open House
Saturday, Nov. 15, 2014
Come back to campus and stay connected. In addition, CSULB’s Homecoming Weekend celebrates our Golden Graduates—alumni who graduated 50 or more years ago.

Events for All
Remaining involved with CSULB beyond graduation proves invaluable in countless ways. Each year, the Alumni Association hosts a variety of events, including an alumni dinner at Pageant of the Masters, summer Concerts in the Grove, networking events and more!

Join the Alumni Association
Stay informed of opportunities to enhance student success and meet other alumni and students. You’ll receive great benefits and join nearly 40,000 members who demonstrate their pride in The Beach. Membership is just a one-time fee of $49 for CSULB graduates, or a nominal annual fee for non-graduates and other friends.

Benefits of Membership
• Exclusive member communications
• Access to all CSU libraries (restrictions apply)
• Discounts to alumni events
• Discounts on auto, home, long-term care, vision, dental and health insurance
• 10% discount on Student Recreation & Wellness Center annual membership
• 15% discount on most College of Continuing & Professional Education non-credit classes

Volunteer at The Beach
The Alumni Association is always looking for talented individuals to help with a variety of activities, occasional speaking opportunities to students and much more. Contact us to learn more.

The Alumni Association Wants to Hear from You!
Since graduating from The Beach, what have you gone on to do? Share your personal and professional accomplishments and update your contact information by emailing alumni@csulb.edu or go to www.csulb.edu/alumni and click on ‘Update Your Information.’

CSULB Alumni Association
1250 Bellflower Blvd., BAC 2FL
Long Beach, CA 90840-8101
562.985.5252 (toll-free 888.883.0007)
www.csulb.edu/alumni
Email: alumni@csulb.edu
Life in the 1960s was very comfortable for teenager Irv Gamal, living in Downey with a successful businessman father and devoted mother. But that agreeable lifestyle quickly ended when his father was diagnosed with terminal cancer and had no health insurance.

“When Dad passed away at 55, after an 18-month battle, it pretty much left us broke,” Irv recalled. Yet that didn’t stop him from pursuing his education, first at Cerritos College and then at Cal State Long Beach.

As a student at CSULB, two other life-changing events occurred for Irv—a small financial aid loan and grant helped him stay in school and save the family home from foreclosure. Then, by chance, he attended a communication theory lecture by Professor Ellis Hayes which “opened my eyes to a new field of human behavior that fit like a glove,” Irv observed.

After acquiring his B.A. in social science in 1967, Irv completed his M.A. in speech communication in 1972 with the long-term goal of being a management consultant. To learn about different industries, he held a variety of nonprofit and corporate management positions before launching his first company in 1981 and a second in 1988.

Insight Systems Group, his second company, remains one of his many activities. Apart from this, he’s an adjunct leadership coach with the Center for Creative Leadership in La Jolla and teaches management classes at Saddleback College.

Likewise, he’s chair of CSULB’s Legacy Society. To become a member, he made a bequest to the university in his estate plan. His legacy will ultimately support communication studies scholarships. In the meantime, he’s additionally providing funds to help current students with their financial challenges.

“I think that everybody who earns a degree at Cal State Long Beach needs to consider paying it forward. By and large, they’ve been given a superb opportunity to fashion their knowledge into a prosperous, fulfilling career. Education is a gift and, even though you work hard for it, the benefits are life-long,” Irv said. “The Beach enabled me to have a 40-year career that I have truly loved.”

For more information about ways to support CSULB through gift planning, visit http://csulbgiftplanning.org or call 562.985.5122.