built to inspire

The University Art Museum celebrates the international Sculpture Symposium’s 50th anniversary
FROM PLATE TO PALATE
Alumna chef Niki Starr Weyler’s Mesa Restaurant is a culinary hit.

GETTING IT DONE
Vic Cegles is named a Division I-AAA Under Armour Athletics Director of the Year.

BUILT TO INSPIRE
Fifty years ago, the International Sculpture Symposium transformed the campus.

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EDITOR’S LETTER

Welcome to beach Magazine

It’s gratifying to hear how CSULB influenced readers’ lives, so here are some excerpts from recent Beach Magazine correspondence.

Sonja (Ferreras) Sullivan ’79, accountancy, wrote about her path to finding her true calling as an artist.

What a great magazine! It brought me to tears....I am one of those students whose life changed after earning my accounting degree. I am a first generation university graduate in my family. Now I am passionate about art (just like Jobel Medina is about dance)....

I am grateful to CSULB for allowing me to be a productive member in society at a pay scale that was prosperous. And even more, I am grateful that the second article in your magazine is about someone following their passion because ‘it just makes (them) happy.’

Martin J. Fox ’69, B.A.; ’73, M.A., history, outlined his fascinating career that included studying for Catholic priesthood, teaching, and being a supervisor at the Anheuser-Busch Brewery in Van Nuys.

I truly loved my time at California State University, Long Beach. The teachers were absolutely superb, and the academic milieu was, in my opinion, first-rate and ever so beneficial....

Thank you, CSULB. You truly allowed Martin Fox to grow and to become a better person because of the time which he spent within your wise and nurturing arms. You are an integral part of this man, and I cannot thank you enough for that.

Sincerely,

Anne (Junak) Ambrose ’76, ’90
Editor

MASTERING THE WORLD

Cambodian immigrant Thy Pech takes an inspiring path to his M.A.

We’d love to hear from you at beachmag@csulb.edu or 562.985.2582.
It’s been nearly a year since I became president of CSULB and I’ve experienced many inspiring “firsts”: my first convocation, my first alternative spring break and my first Commencement, where we conferred almost 10,000 degrees, to name just a few.

The word that comes to mind to describe my first year is gratitude.

I’m grateful for the dedication and good will Beach students, staff and faculty bring to our university each day. The scope of their accomplishments is impressive, and the work they do makes a difference not only on campus but also in our communities and for our state, nation and world.

We are fortunate to have a mayor and state legislators who understand the value of public education, and local community leaders who love and promote The Beach. Our 300,000 alumni are fundamental to our success; their support keeps us vital and strong. They are the best evidence of our excellence.

And our donors — many of whom are also alumni — are amazing. We’re nearing our DECLARE campaign’s $225 million goal because so many believe in us.

Thank you all for being part of our Beach family!

I hope you enjoy this issue of Beach Magazine. As you read the stories I think you will understand my gratitude and enthusiasm for our great university.

Stay connected. Get involved. Go Beach!

Jane Close Conoley
THE UNIVERSITY ART MUSEUM WILL HOST "FAR-SITED," IN CELEBRATION OF THE 50TH ANNIVERSARY OF THE INTERNATIONAL SCULPTURE SYMPOSIUM.

KOSSO ELOUL, HARDFACT
Across the CSULB campus, monumental sculptures and murals are a testament to the university’s appreciation of public art.

The first 10 pieces originated in 1965 after art professor Kenn Glenn met artist Kosso Eloul at a sculpture symposium in Europe. They came up with an audacious idea — invite internationally renowned sculptors to install 75 new pieces on campus and across the city of Long Beach over five years that would put the area on the global art world map.

Thus began the first international sculpture symposium to be held at a college. In honor of its 50th anniversary, the University Art Museum will host “Far-Sited: California International Sculpture Symposium 1965/2015” from Sept. 8 to Dec. 13.

“THERE ARE OTHER REASONS WHY WE DO THIS AND ONE IS THAT WE SEE THE VALUE OF THESE PIECES ON OUR CAMPUS AS CULTURAL ASSETS TO THE ENTIRE CAMPUS.”

Cost overruns and logistical issues thwarted the citywide project, but what resulted on campus in just one summer is nevertheless impressive, said UAM Director Brian Trimble. Those initial pieces led to others created over the years in what is now called the CSULB Outdoor Sculpture Collection.

The college solicited community art lovers and industry donors to provide funding, materials, facilities and engineering support. The firms even learned a few things about material fabrication techniques.

For instance, artist Piotr Kowalski collaborated with North American Aviation to use underwater dynamite blasts and even tested dropping a piece into the ocean to form the curved stainless steel work called Now, located on the east side of the University Student Union. The firm’s film of the processes will be part of the anniversary exhibition along with archival photos, models and documentation plus other loaned works by the original artists.

Time and weather deteriorated some of the sculptures, so as part of their Outdoor Sculpture Research Project, the Getty Conservation Institute in Los Angeles prioritized the conservation of several of the pieces through consultation, scientific analysis and treatment. This year, in collaboration with Rosa Lowinger & Associates, they restored Robert Murray’s Duet — the steel panels near the University Bookstore — and will next begin work on Robert Irwin’s Window Wall near the Fine Arts buildings.
“Here you have the Getty working in Herculaneum and places all across the world and they see this collection as significant enough for them to be involved in,” he added. Conservators discovered that Duet’s familiar orange color from recent years lay atop 12 other paint layers and restored its original lighter tone.

The UAM also received a $50,000 Navy Heritage Grant to conserve J.J. Beljon’s *Homage to Simon Rodia* and is seeking other grant and donor funding to conserve the remaining pieces and create a long-term care endowment.

“There are other reasons why we do this and one is that we see the value of these pieces on our campus as cultural assets to the entire campus,” Trimble said. “We want them to be represented that way and we want people to know about them so that the campus and community can take pride in this incredible collection that we have.”
CONCEPT TO REALITY

HAL LYNCH, A 1961 SOCIAL SCIENCE ALUMNUS AND FORMER CAL STATE LONG BEACH ASSISTANT DEAN OF DEVELOPMENT, WILL NEVER FORGET SUMMER 1965. WORKING IN THE CAMPUS PHYSICAL PLANNING DEPARTMENT, LYNCH WAS ASKED TO TAKE OVER SYMPOSIUM LOGISTICS AND HELP WITH FUNDRAISING AFTER PROFESSOR KENN GLENN BECAME ILL JUST AS THE EVENT STARTED. LYNCH THEN BROUGHT IN FELLOW ALUMNUS JOHN ROLAND TO HELP GET IT DONE.

LYNCH RECALLED SOME OF THEIR EXPERIENCES:

Piotr Kowalski’s Now: “Kowalski was not too happy about what we were doing and it was in part my fault. I thought stainless steel came shiny, and it doesn’t; it comes very dull. I brought it back to the campus and put it up on some supports and hired a whole bunch of students to sand the thing smooth.”

Andre Bloc’s Carlson/Bloc Tower: The team had difficulty understanding the French-speaking Bloc’s instructions on how to pour the concrete to achieve the height and tapered appearance. “He was trying to tell us that it’s a slip form, which is a piece of rounded metal or wood. You can go straight up with it and pour the concrete in straight lines. He tapered all the edges so it didn’t look as if it were straight.”

Kosso Eloul’s Hardfact: “This piece was a tough one for us to build. It collapsed on us once or twice because it goes down to a very narrow piece at the back portion of the mouth. But he was very easy to work with.”

Claire Falkenstein’s “U” as a Set: “We gave her 20 or 30 students who wanted to work with her and we gave her a lot of copper tubing and she quietly went to work. She had some drawings; she knew where she was going and she was going to invent it as she went. They had to heat and bend the tubes with arc welders. The students did a beautiful job and then she wove it together in about six weeks.”

J.J. Beljon’s Homage to Simon Rodia: “It may look rough but he had a very strong idea of how each one of them were going to be. For some of them, we let the boards have a very rustic look. They would be sandblasted and carved up on the inside and then we’d allow spaces so they wouldn’t come together. Then when we poured the concrete, a motorized piece of equipment in the middle would push out these cracks to his liking.”
FAR-SITED:
CALIFORNIA INTERNATIONAL SCULPTURE SYMPOSIUM

EXHIBITION:
Sept. 8-Dec. 13
University Art Museum
and campus-wide
www.far-sited.org.

CONFERENCE:
Oct. 16-18
Far-Sited: Creating and
Conserving Art in Public Places

Sponsored by the UAM, Getty
Conservation Institute and
Museum of Latin American
Art, guest speakers will examine
trends in public art, new
technologies and alternative
practices, and the role of art
conservation in the public realm.

CELEBRATING THE 1965 INVITED ARTISTS’ WORK:
Kengiro Azuma, MU 464
J.J. Beljon, Homage to Simon Rodia
Andre Bloc, Carlson/Bloc Tower
(designed in 1965, built in 1972)
Kosso Eloul, Hardfact
Claire Falkenstein, “U” as a Set
Gabriel Kohn, Long Beach Contract
Piotr Kowalski, Now
Robert Murray, Duet
(Homage to David Smith)
Rita Letendre, Sun Forces (mural)
Also:
Anonymous students,
Homage to Kenn Glenn
“The reason I’m going to school is to make up for lost time for my siblings, because they never had a chance,” says 38-year-old Thy Pech reflecting on his family days before he crossed the stage at CSULB to earn his M.A. in education. At the age of eight, Thy arrived in Long Beach with his mom, Ran, and three siblings after leaving Cambodia and spending about five years in refugee camps along the Thai-Cambodian border. Born into a time of violent political conflict, Thy credits his academic success and teaching career to his mother and family members who helped propel him toward a better life.
“THE LEAST I COULD DO IS GIVE MY CHILDREN THE OPPORTUNITY THAT I DIDN’T HAVE.”

AFTER THE DEATH OF HER HUSBAND, THY’S MOTHER, RAN PECH, LEFT CAMBODIA WITH HER FOUR CHILDREN. THE FAMILY HIked FOR FIVE MONTHS TO REACH REFUGEE CAMPS IN THAILAND. THEY WERE RESETTLED IN LONG BEACH IN 1985.
"MY PRESENCE IN THE CLASSROOM FELT RIGHT."

Thy teaches 6th grade at Lindbergh STEM Academy in Long Beach. He says he chose a teaching career to honor those who lost their lives or gave their lives to help him reach success, and to give back to the community.

Thy stands in front of a mural depicting Cambodian refugees arriving in Long Beach. After his family arrived, his mother supported the family by sewing and cooking. Thy remembers collecting cans with his brother.
“THE THINGS MY MOM, MY BROTHER AND MY SISTERS DID, WERE ACTS OF KINDNESS. THERE ARE NO SUPER-HEROES, BUT THAT’S AS CLOSE AS YOU’RE GOING TO GET.”
searching the depths

By Anne Ambrose
IT'S TOUGH TO LIVE IN THE OCEAN.

ITS MYRIAD CREATURES MAY START LIFE AS MICROSCOPIC SPECKS OF PLANKTON AND SPEND LIFE AT THE MERCY OF BATTERING CURRENTS, HUNGRY ANIMALS AND PEOPLE OR INHOSPITABLE WATER CONDITIONS.

BUT THERE ARE PEOPLE AT CSULB WHO CARE ABOUT THEM. BEING NEAR THE OCEAN MADE SENSE FOR THE CAMPUS TO CREATE THE FIRST MARINE BIOLOGY PROGRAM IN THE CSU SYSTEM AND CONTINUES TO MAKE WORLDWIDE IMPACTS.

By the Beautiful Sea

That fish on your dinner plate may have started life in the Bolsa Chica Wetlands in Huntington Beach or Long Beach’s Colorado Lagoon that serve as nurseries for a host of marine animals and plants that interest Assistant Professor Christine Whitcraft.

“I say that we’re all things wetlands,” explained Whitcraft, who also is president of the Friends of the Colorado Lagoon and sits on the Bolsa Chica Conservancy board. “I collaborate a lot with Jesse Dillon on microbial community work, all the way up to large creatures, such as working with Chris Lowe’s lab on fish and sharks. Really, the connections for me are the food webs in between those different levels.”

Shoreline and marsh microorganisms are essential to the food web, said Dillon, an assistant professor, so one of his projects looks at potential effects from sea level rise on marsh communities. Additionally, he and collaborators from Caltech and Washington University in St. Louis have a National Science Foundation (NSF) grant to learn more about microbes living near small hydrothermal vents at the Palos Verdes Peninsula.

Creatures Small and Great

The colorful urchins, sea stars and snails along a rocky shore are lucky to be there at all, according to Assistant Professor Douglas Pace, an environmental physiologist.

“You can think of the ocean as this epicenter of bad parenting,” Pace said. “They’re fertilized in the water column and at that moment, they’re completely on their own and are taken away by whatever current they’re in and they have to solve every problem themselves. What I really want to understand is how do they deal with that?”

Even reaching a suitable habitat doesn’t guarantee safety, so Assistant Professor Bengt Allen and collaborator Mark Denny at Stanford University’s Hopkins Marine Station in Pacific Grove, Calif., have an NSF grant to study how flat snails called limpets that live in rocky intertidal areas deal with environmental changes.
“Under average conditions, organisms do just fine, but it’s the really hot day that makes you stressed or the really big wave that knocks you off the rock and kills you,” Allen said. “A lot of the climate models that we’re using currently suggest that, in addition to seeing changing average conditions, we should see increasing variability; more frequent hot days and more extreme wave conditions.” One of their preliminary findings is that individual growth and survival are linked to temperature variation and that the animals can cope better if they have good food resources.

Healthy larvae that drift in from elsewhere can also replenish vulnerable communities such as sea stars that are dying from a disease, said Assistant Professor Bruno Pernet, who studies marine invertebrates. “We’re really interested in how those larvae feed because that affects how much time they spend in the plankton and how far they disperse.”

**By the Numbers**

But if few females produce most of the larvae, they can limit the population’s genetic diversity — a possible sign of overfishing or other environmental factors, which interests Professor Ray Wilson.

He’s looked at everything from invasive goby fish that came to San Francisco Bay in commercial ship ballast water to what kind of fish live deep in the Pacific and Atlantic. Lately, he and his students studied genetic diversity in Dover sole and Pacific sanddabs, popular seafood from California deep slopes.

CSULB’s internationally renowned Shark Lab, founded in 1966 by the late Professor Donald Nelson, is now directed by Professor Christopher Lowe, an alumus whose interests range from sharks and rays to understanding fish population dynamics.

With funding from organizations including Southern California Edison, NSF, NOAA and more, the lab uses technology to understand where animals are born and move, making it one of the largest telemetry labs in the country. This information is helping government officials evaluate marine reserve areas and what to do with offshore oil platforms.

*See bat star larvae and other cool creatures at [www.csulb.edu/beachmag](http://www.csulb.edu/beachmag) or on the Beach Magazine app.*
Larvae of sand dollars look very different than adults.

Lowe is even working with CSULB’s Mechanical and Aerospace Department to develop a small autonomous unit to study marshes, which also is useful for Whitcraft and Dillon; and autonomous hexcopters for aerial surveying of coastal shark populations.

Meanwhile, Assistant Professor Darren Johnson uses mathematical models to understand where animals are going and the rules they follow for moving around. “How are they going to respond to different changes in the environment?” such as seawater temperature or alkalinity, he wonders. He’s also looking at how kelp bass, a popular sport fish that preys on surf perch, has declined in numbers except in protected marine areas, and how that might affect perch populations.

Water Matters

Male fish with high levels of female hormones called estrogens are a fact of Southern California and elsewhere, but where these and other endocrine (hormone)-disrupting chemicals (EDCs) come from and their effects on fish have been the focus of Professor Kevin Kelley, now associate dean of research for the College of Natural Sciences and Mathematics.

Thus far, he said, higher estrogens in males don’t seem to affect their reproductive ability, but some other EDCs appear to interfere with other endocrine systems (e.g., thyroid, stress responses). Many of these chemicals can make their way up the food chain when they’re absorbed by worms that bottom-dwelling fish then eat.

Plant life is another indicator of ocean health, including kelp forests that are the research realm of Professor Steven Manley. He is creator of the Kelp Watch 2014/2015 project to track radioactive residue crossing the Pacific as a result of the March 2011 Japanese earthquake and tsunami, collaborating with Kai Vetter of the Lawrence Berkeley National Laboratory and others.

Circle of Life

Preparing the next generation of biologists is just as important to the faculty. “Overall I think our program should be very proud of our graduates,” Whitcraft said. “I see them at Caltrans, Department of Fish and Wildlife, consultant companies, Sea Grant fellowships and all sorts of positions. We interact with them now as professionals. Ultimately, I think my best goal as a mentor is when I’m working with or competing for grants with my own former students, which I think is cool.”
TOP OF THE CLASS

By Anne Ambrose

Even as children, Jodie Podeszwik and Markaley Smith knew they wanted to be teachers when they grew up.

Now their aspirations are coming true thanks to SchoolsFirst Federal Credit Union’s five-year, $500,000 grant to CSULB’s Urban Teacher Education Academy in a Clinical Home (UTEACH) program in the College of Education.

“Supporting education and professional development is more important than ever; educators build the future, and we believe the work they do is incredibly noble and important in helping to form the next generation of leaders. We are honored to support a program that helps prepare teachers for the future,” said Bill Cheney, president and CEO of SchoolsFirst FCU.

“On behalf of all of our students, I want to express my sincere appreciation to SchoolsFirst Federal Credit Union for their generous donation,” said College of Education Dean Marquita Grenot-Scheyer. “Your support will provide essential scholarships and stipends for our outstanding students, most of whom are the first to attend college in their family and many of whom work multiple part-time jobs during their program.”

UTEACH students get intensive yearlong instruction that involves teaching methods classes plus student teaching in a Long Beach Unified School District elementary school under guidance from master teachers in the schools, CSULB education faculty and fellow students. It’s so successful that the National Commission on Teaching and America’s Future, and the American Association of Colleges for Teacher Education named it one of the nation’s top teacher preparation programs.
Podeszwik and Smith are teaching one semester each in transitional kindergarten (TK), a bridge between preschool and regular kindergarten; and fifth grade at John G. Whittier Elementary School.

Each grade presents its own challenges. “In transitional kindergarten, in addition to content, you also have to teach students things like hands to yourself, and in fifth grade the content is much more rigorous,” said Podeszwik.

That’s why she’s grateful for master teacher and CSULB alumna Trina White. “Ms. White keeps a journal and whenever I’m teaching, she writes both positive and constructive feedback for me so that I can improve my teaching and just get better.”

In turn, White sees the novices turn into professionals as the year progresses. “It’s exciting to see them go from that to being teachers who are in front of the class and in command and planning their own lessons, working with the students and helping the kids to grow.” Smith, too, is acquiring wisdom. “It’s definitely an amazing experience to teach them things and the light bulb goes on. I think the difference between being a student and being a teacher is that you teach the students a lot but you’re also still the student. You still learn from the students. They teach me so many things.”

Even the veteran master teachers are gaining from UTEACH. For instance, White said children get more out of the new Common Core curriculum when they learn from different teachers’ styles.

Master teacher and alumna Outey Khuon agreed the program benefits everyone. “For me, I can have small groups with my little ones—they’re in transitional kindergarten and not even five years old yet. In a small group setting, they can focus more. For the student teachers, they get firsthand experience. They get to interact with the kids and learn how to deliver the lesson the right way.”

Smith and Podeszwik are grateful for the SchoolsFirst FCU-supported scholarship and stipend to help them financially, since student teaching is a full-time, unpaid job on top of paying university tuition, and focusing on their students is essential, Podeszwik noted.

“Because I’m less stressed, it allows me to perform my best every day.”
from plate to palate

By Sylvia Rodemeyer
NIKI STARR WEYLER CREATES ART ONE PLATE AT A TIME.

In the 12 months since she has been at the helm of Mesa Lounge in The Camp in Costa Mesa, the chef and the establishment have really hit their stride. Weyler’s journey to the head of the kitchen took an unorthodox path, but she doesn’t count any of it as a misstep. From working as a nanny to a foray into interior design to studying to become a nurse, Weyler says it all has helped mold her into the chef she is today. One that is steeped in Southern California culture and committed to keeping that local mindset in the dishes she serves and the ambience she helps create.

“Cooking dinner for a family of six every night led me to my passion,” Weyler says of her time as a nanny—a job that helped put her through school. Armed with a credit card for ingredients and the limitless shelves of Gelson’s, Julia Child cookbooks became her road map.

Weyler, a 2007 health science alumna, comes from a CSULB family—her father, John, is a 1975 journalism grad. She originally set out to pursue a career in nursing when culinary school called to her.

“My time at The Beach helped me learn about who I was. I learned about nutrition and my background in health science absolutely ties into my cooking,” she says of putting her degree to work.

After CSULB, she went on to the San Diego Culinary Institute and moved quickly to an externship at the prestigious French 75 in Laguna Beach.
“MY TIME AT THE BEACH HELPED ME LEARN ABOUT WHO I WAS. I LEARNED ABOUT NUTRITION AND MY BACKGROUND IN HEALTH SCIENCE ABSOLUTELY TIES INTO MY COOKING.”

“Nothing can truly prepare you for that feeling of a serious rush in a busy restaurant,” Weyler says of the transition.

From there she joined Charlie Palmer at Bloomingdale’s in South Coast Plaza and was introduced to chef Amar Santana, who became her mentor as well as her introduction to Mesa.

Before Weyler, the establishment was known for its specialty craft cocktails, but the signature drinks now compete with popular dishes like Tempura Green Beans and Korubota Pork Chop, on Mesa’s evolving menu.

“The vibe is so cool and modern. You can go across the street to South Coast Plaza and then come here and it’s really eclectic and lax. You’re just as likely to sit next to someone in a suit as someone with a Mohawk,” Weyler says of the atmosphere at the lounge.

CREATING THE PERFECT PLATE

• CREATE NEGATIVE SPACE ON THE PLATE. IT IS SO MUCH MORE VISUALLY STIMULATING THAN A PLATE THAT IS COMPLETELY COVERED IN FOOD.

• SELECT FOODS WITH A VARIANCE OF TEXTURES: SMOOTH, ROUGH, CRISPY, ETC. TEXTURES ARE WHAT GIVES THE PLATE DEPTH.

• THIS ALSO GOES FOR HEIGHT. PUT DIFFERENT HEIGHTS ON PLATES BY USING DIFFERENT KNIFE SKILLS AND ALSO BY STACKING PRODUCTS OR INGREDIENTS ON ONE ANOTHER.

• A GREAT WAY TO ADD A BIT OF COLOR IS TO ADD GARNISH (MICRO GREENS, EDIBLE FLOWERS, SHAVING OF COLORED CAULIFLOWER), MANY OF WHICH YOU CAN FIND AT YOUR LOCAL SPECIALTY PRODUCE STORE.
With her signature purple hair and hands-on approach, Weyler stands out in the crowd and is committed to interacting with customers. “I love being out on the floor and connecting with people. I don’t want to be a nameless figure in the back,” Weyler said.

Weyler pulls from many different cuisines and flavor profiles to create the constantly changing items that make up Mesa’s menu, “I love to keep things seasonal, especially since here in Southern California we don’t experience seasons like the rest of the country. I like to evoke those feelings through food.”

When Weyler started leading the kitchen last year, she quickly learned that being a chef is made up of more than just cooking. From sourcing ingredients to restocking flatware to creating the night’s menu, she hit the ground running to master the balancing act of all these tasks and more, but the process of preparing and serving dishes is still what drives Weyler.

“One of my favorite things about being a chef is plating a dish. Good plating really elevates your food. I believe in making going out to eat fun,” she said.

With the joy Weyler puts into her work and the ambiance of Mesa, going out to eat is a lot more enjoyable with her running the show.
CSULB’s Declare Campaign ends in December and thus far, generous alumni, families, friends, corporate and private supporters — including more than 51,700 new donors — have given $215.5 million toward the $225 million goal to provide more scholarships, increase student and community services, upgrade facilities and enhance faculty support.

Your gift of any size will help us reach and even exceed our objectives for the campaign’s three pillars — Transformation, Unequaled Access, and A Greater Community. Among our many projects are:

**A PLACE FOR ALUMNI**

This year, CSULB will surpass 300,000 alumni — more than 60 percent of whom live or work within 35 miles of campus.

The new Anna W. Ngai Alumni Center will provide a welcoming home for alumni to take part in campus workshops, programs and receptions; socialize and network; and perhaps most rewarding, share career and life experiences with students and recent graduates. Facility rental also will be available.

More than one-third of the estimated $12 million needed to begin construction has been raised, and supporters worldwide are expressing interest in the center to be located at the intersection of Atherton Avenue and Merriam Way.
**SCIENCE AND EDUCATION**

CSULB excels in preparing the next generation for careers in science, engineering and math/science education. Recognizing the importance of this, university supporter Richard Green has pledged $1 million toward an endowed professorship in math education along with elementary teacher preparation programs in science, technology, engineering and math (STEM).

Additionally, the W. M. Keck Foundation is providing $200,000 for STEM education and $500,000 toward the new Keck Energy Materials Research Program for undergraduate students.

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**DECLARE YOUR SUPPORT**

Visit [www.csulb.edu/ideclare](http://www.csulb.edu/ideclare) and click on *Give Now* or call 562.985.8491.

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**DECLARE FOR BLAIR**

Long Beach’s iconic but aging Blair Field — home of the Dirtbags and also used by city high school teams — needs renovations estimated at $17 million, which will be done in phases.

An additional $1 million is needed toward the $2.2 million goal to begin Phase I that will a variety of improvements including the Troy Tulowitzki Batting Cages, result in named in honor of the Colorado Rockies’ shortstop who provided a generous kickoff gift. Future phases will upgrade the practice facilities, clubhouse and public spaces.

In addition to local donors, Tampa Bay Rays’ third baseman Evan Longoria recently announced his support.
“YOU GET BETTER OR YOU GET WORSE. YOU DON’T STAY THE SAME.”

The day Vic Cegles sat down for this interview was the day he was named 2014-15 I-AAA Under Armour Athletics Director of the Year – an annual award given by the National Association of Collegiate Directors of Athletics (NACDA).

“It’s nice to be recognized by your peers,” Cegles says, but quickly moves on to spend most of his time giving credit to athletes, coaches, administrators and other athletics directors who’ve influenced him throughout his career. It’s the kind of modest statement you expect to hear from people who win things, but with Cegles you can tell it’s genuine.

In the span of this hour-long interview, the Long Beach State athletics director notes more than once that he hails from Niagara Falls, New York, a small industrial town that now relies on the falls to churn its economy.

What Cegles conveys with each reminder of his beginning as the son of a factory worker in a small town is equal parts humility and the triumph of hard work.

Over his 40-year career, Cegles has earned a reputation as one of the country’s top athletics directors, particularly in the realm of fundraising. Since joining LBSU in 2006, he’s helped rake in over $20 million for athletics, expanding the school’s donor and fan base in the process. With the increased revenue, Cegles has pumped money back into the school making major improvements to athletics facilities and hiring nine new coaches. Under his leadership, Beach Athletics has won over 30 conference championships with 31 teams advancing to the NCAA Tournament. And this year, for the fifth season in a row, the school is taking the Big West Commissioner’s Cup.
So if you ask him to tell you how he’s come to be the accomplished athletics administrator he is today, Cegles will remind you that he comes from Niagara Falls, New York and that he’s worked really hard to win.

To understand what winning means to Cegles, you have to go back to his hometown in the 1950s. As he tells it, there was a neighborhood park where he and four of his closest friends would hang out all day, everyday – only going indoors to eat and sleep. It was here that competition and the drive to be better became a natural part of life – and an entertaining one.

“I lived on 81st Street, my best friend lived on 77th and some other guys lived on 90 something. Everybody was there,” Cegles recalls. “We hung out in that park playing football, basketball, baseball, anything, and we competed with each other and challenged each other every day. To be funny, to be more funny; to be smart, to be more smart; to get As, to get better As. It was crazy.”

It was these friends that drew out Cegles’ competitive edge, teaching him about success through friendly banter and ribbing along the way (a jovial style that Cegles says he uses as a leader). He jokes that as one of five siblings, he also had to “compete for who was eating.” Eventually, Cegles parlayed his love of competition into an athletic scholarship at Pennsylvania’s Bucknell University and ultimately a career.

Most of Cegles’ job is focused on fundraising, and it’s a task he carries out with laser-focus. He once raised money for athletics in the produce aisle at Ralphs. The man is rarely “off.” When he isn’t fundraising, Cegles is on campus coaching his staff, answering emails and generally taking care of business.

His office, housed on the north side of campus, is unremarkable except for two things: the window that looks out onto the bright blue walls of the iconic Walter Pyramid and one specific piece of décor that sums up what Cegles is all about: a rectangular sign with big block letters that says, “GET IT DONE.”

It’s clear that competition is a driving force in your life. What else makes you tick?

There’s an old coaching saying: “You get better or you get worse. You don’t stay the same.” I don’t know if anybody talks like that anymore or if some kids even listen to it, but it’s true. You’ve got to try to get better.

And that never gets tiring? You’ve been doing this for almost 40 years.

I love being around young people and people with energy and spirit. There are 13 head coaches [overseeing 19 sports] and they’re all trying to figure out how to improve their programs. It’s so much fun to be around them.

What is the biggest challenge you’re hoping to tackle at LBSU?

Our challenge is to get our almost 300,000 alumni to take pride in this university. I firmly believe that having successful teams — and we have to be really successful because there’s a lot of competition in the marketplace — is how we can get our alumni to give back. That means we need to get to the College World Series for baseball and we need to get to the Final Four. Is it easy? No. But we’ll have to work every day to try to become successful.

Besides your dedication to hard work, how do you think you are best suited to take on that challenge?

What I tell everybody is this: I’m the first male in my family to graduate college, and my way to get that degree was through athletics. So I can relate to student-athletes. I know what it’s like to build relationships with teammates, to put in hard work, to be dedicated and learn about sacrifice. Those things brought me, a poor kid from Niagara Falls, N.Y., to where I am today.

I’m extremely fortunate to have gotten the opportunity through my university to get an education. I want to provide that opportunity to other young people. About 60 percent of our student-athletes here are first generation college students, and it’s personally very rewarding to mentor and develop young people and see them grow.
Long Beach State men’s and women’s track and field student-athletes are perennial contenders in their various disciplines, but the last time they actually competed on campus was in 2005.

The track became so worn out that they had to use off-campus facilities, but that’s about to change. The Jack Rose Track and related field competition sites are undergoing a multi-million dollar renovation that will turn Long Beach State into a world-class athletics venue with an area dedicated to these sports.

“I have traveled all over the nation with our program and have seen the best facilities in the country firsthand,” said Andy Sythe, head track and field coach. “When our new facility is complete, participants and coaches will see many of the best features of all these facilities combined into ours.”

Phase I includes a new 400-meter, Olympic-sized oval track surfaced by the firm Beynon Sports, whose international and university installations are considered among the best in the industry. LBSU’s new facility will feature a nine-lane BSS-1000ML, full-pour, all-weather surface with European-style turns, creating the widest curve radius allowable to promote fast times. It will become only the 12th U.S. track to receive certification from the International Association of Athletics Federations (IAAF), the world governing body for track and field.

The Beach will become the only current IAAF-certified venue in the Big West Conference and in California, and will be one of two NCAA Division I programs west of Kansas with certification, enabling Long Beach State to host NCAA, USA Track and Field, and IAAF events. One of those will be the Big West Conference Championships in May 2016, which returns to The Beach after a 15-year hiatus.
Athletes also will find:

- Two parallel long jump/triple jump runways with four landing pits.
- Four pole vault plant boxes and two parallel pole vault runways (also outside the oval intended for more efficient competitions).
- Two new parallel shot put areas located on the infield.
- Three discus rings.
- Bi-directional javelin runways.

Funding for Phase I is coming from the university, but the goal is to expand the facility further with a video scoreboard and sound system, 5,000 audience seats and other amenities. Fundraising is under way for these and to provide more than $250,000 worth of equipment such as pole vault and high jump pits, steeplechase barriers, hurdles and more. For instance, donors can give $500 for a named hurdle.

When The Beach kicks off its outdoor season next spring, the late Jack Rose, Long Beach State’s head track coach from 1956 to 1981, will smile down on his namesake facility.

For more information on the continued track improvements, contact Wayne Stickney in the Beach Athletic Club at 562.985.5402, wayne.stickney@csulb.edu.
CALL TO THE HALL

LONG BEACH STATE HAS PRODUCED SCORES OF FAMED ATHLETES, AND THREE UNIVERSITY ATHLETIC HALL OF FAME INDUCTEES RECENTLY RECEIVED LIFETIME ACHIEVEMENT HONORS FROM THEIR PEERS.
Row Your Boat

Over her career as a rower, Joan (Lind) Van Blom (1974, B.A., physical education; 1976, credential) won numerous titles and two Olympic silver medals, earning her USRowing’s 2014 Ernestine Bayer Award, formerly Woman of the Year.

She married Long Beach State Crew member and four-time Olympian John Van Blom (1972, B.A., art), also an LBSU Hall of Famer, and became Long Beach Unified School District’s physical education curriculum leader while continuing to compete nationally.

Learn more about the Van Bloms’ rowing years and Ratleff’s Olympic experience at www.csulb.edu/beachmag.

Hoop Honors

In November, Ed Ratleff (1981, B.A., physical education) will become one of eight inductees to the National Collegiate Basketball Hall of Fame.

Ratleff was one of the late coach Jerry Tarkanian’s top players, becoming a two-time All-American and helping lead LBSU to PCAA titles and into two NCAA playoffs. He was named co-captain of the 1972 U.S. Olympic basketball team that lost the controversial gold medal game against Russia. He played six seasons in the NBA with the Houston Rockets as well as served as a Long Beach State assistant coach. He now is an insurance agent in Long Beach.

Top Flight

The World Golf Hall of Fame selected Mark O’Meara (1980, B.S., business administration–marketing) as one of four honorees for the class of 2015 who will be recognized in St. Andrews, Scotland, in July. He competed for Long Beach State from 1976 to 1979 and won both the Master’s and British Open in 1998, leading to that year’s PGA Tour Player of the Year recognition.

He has been on five Ryder Cup and two President’s Cup teams and now plays on the PGA Champions Tour.
Submit In Touch items to: beachmag@csulb.edu

1960

Thomas (Tomas) Estes
(1967, B.A., social science) has opened 18 Mexican bars and restaurants around the globe, co-created the brand Tequila Ocho, and serves as a business ambassador of the Mexico tequila industry.


1970

Diane (Raisig) Christianson (1970, B.A., political science) had her third novel, Bamboo Ring, published by Black Rose Writing. The story begins in South Korea in the 1970s and takes the readers on a world tour that includes the countries in today’s headlines.


Marlene Worhach (1973, B.A., art) is program manager in Collection Management Services for the firm History Associates, advising clients on art and artifact collections.

1980

Vali DeVries (1981, B.A., journalism–public relations) recently celebrated 30 years as a State Farm Insurance agent in Long Beach. She also is a member of Toastmasters International and the Rotary Club of Long Beach.

The Florida High Tech Corridor Council recognized Meredith Rowe (1981, M.S., nursing) as one of its 2015 Faces of Technology. She is chief scientific officer for CareGenesis Corp., which develops and commercializes technologies to address the needs of family caregivers, and also is a professor and Hughes Endowed Chair for Nursing Science at the University of South Florida.


Wayne Powell

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

1960

The 8th annual Krakow Film Music Festival featured “Caesar Now Be Still and Finale,” a concert suite by Daniel Robbins (1969, B.M., composition) based on Miklos Rozsa’s score for the film Julius Caesar. Robbins also orchestrated music from Rozsa’s Valley of the Kings film score for Intrada CD’s 2014 recording, “The Man in Half Moon Street: Great Film Music by Miklos Rozsa.” In November, Robbins delivered his lecture “Music and Our Responses to Film” at the National Association of Composers, USA National Festival in Atlanta. His “Sonata for Violin” was premiered in February 2014 in Santa Monica.

The Society of Hispanic Professional Engineers presented Arthur Felix Jr. (1977, B.S., electrical engineering) with its 2014 SHPE STAR Award for Community Service. He is a risk management program manager in Northrop Grumman’s Information Systems sector and is a member of the firm’s employee group Adelante. He has led a team that promotes engineering careers to students and parents at high schools, colleges and Hispanic groups.

1970

Arthur Felix Jr.

Vali DeVries

Wayne Powell

Diane (Raisig) Christianson

1980
Beverly VanCleeve (1983, B.S., chemical engineering) has worked as an environmental engineer for the Department of Defense since 1984. She is currently with the U.S. Army Corps of Engineers, Environmental and Munitions Center of Expertise in Omaha, Neb.

Gov. Edmund G. Brown Jr. appointed Craig E. Arthur (1984, B.A., psychology) as an Orange County Superior Court judge. He has been a Superior Court commissioner since 2005.

RealD Inc. appointed Anthony Marcoly (1984, B.S., business administration-accountancy) as president of worldwide cinema. He was president of Paramount Pictures International. RealD is a global leader in 3D and other visual technologies for commercial and home theater.

Richard Lapidus (1986, MBA) becomes the new president of Fitchburg State University in Fitchburg, Mass., in July. He has been dean of the College of Business Administration at Cal Poly Pomona for six years.

Caesars Entertainment Corp. selected Keith Causey (1987, B.S., business administration-accountancy) as senior vice president and chief accounting officer. He was executive director of global business services-finance for General Motors.

The Supreme Court of California appointed Lawrence W. Striley (1987, B.A., radio/television/film) as reporter of decisions for the court and the California Courts of Appeal. He oversees preparation of more than 12,000 annual opinions of the two courts. He received his law degree from Washington & Lee University and was a director of content development at LexisNexis.

Millencott Borges Accardi (1988, B.A., English) received a 2014-15 Fulbright Award to study poetry and fairy tales in the Azores and a 2013 Fundação Luso-Americanato travel grant to present her paper, “Fe, Fi, Fo, Fear in Portuguese Fairytales,” at a conference at the University of Lisbon, Portugal. She received her second Creative Capacity Grant from the Center for Cultural Innovation in Los Angeles in 2014. She is the organizer of Kale Soup for the Soul, a Portuguese-American writers’ reading series.

The call intelligence firm Invoca named Cynthia Stephens (1988, B.A., economics) as chief financial officer. She is a long-time financial executive for technology and start-up firms.

1990

The Orange County Board of Supervisors appointed Lawrence G. Serafini (1992, M.S., civil engineering) as acting director of John Wayne Airport. He has been the airport’s deputy director of facilities since 2001.

Kathy Tavoularis (1992, B.A., political science) is continuing as executive director of the California delegation to the 2016 Republican National Convention in Cleveland, Ohio, after leading the nation’s largest delegation at the 2008 and 2012 conventions. Her Orange County-based political affairs and consulting business, Tavoularis Projects, completed a successful election year for clients in 2014.

Wells Fargo & Co. named Benjamin F. Alvarado (1993, B.A., interpersonal communication) as president of the bank’s Southern California region, serving customers in San Diego, Orange and Imperial counties.

Kathy Tavoularis

Brian Victor (1993, M.S., psychology) has been selected to the Super Lawyers 2015 California Rising Stars list. This is an exclusive list, recognizing no more than 2.5 percent of the lawyers in the state. He practices family law at the Law Offices of Brian A. Victor in San Diego.

Algerian Hart (1994, B.A., sociology), assistant professor of kinesiology and coordinator of the sport management master’s program at Western Illinois University, earned the WIU’s College of Education and Human Services 2014 Excellence in Internationalizing the Campus Award. He and his students attend and present at international sports conferences.

AARP appointed Dana Marie Kennedy (1994, B.A., social work) as director of its Arizona state office. She has worked for a variety of Arizona non-profit organizations and for Arizona Congresswoman Kyrsten Sinema.

In addition to being an attorney, Natasha Deon Saunders (1995, B.A., speech communication) is a writer and creator of the reading series Dirty Laundry Lit and was named to L.A. Weekly’s Most Fascinating People 2013 list. She has been a creative writing fellow with Yale University, the Bread Loaf Writer’s Conference and PEN Center USA.

Toshiba America Business Solutions Inc. promoted Thomas H. Walter (1996, B.A., political science) to vice president of distribution and aftermarket sales. He is responsible for the firm’s thermal barcode printer segment and green electronics initiatives.

Naomi Rodriguez (1999, B.A., interpersonal communication) is the new senior director of external affairs and community relations for the Los Angeles Dodgers. She was senior director of public affairs, marketing and communications for the Los Angeles Universal Preschool.

2000

The city of Long Beach named Police Department veteran Robert G. Luna (2001, B.S., occupational Studies; 2006, M.P.A.) as chief. To fill his vacancy, Commander Richard Rocchi (2003, B.S., occupational studies; 2007, M.P.A.) was promoted to deputy chief and second in command. Commander Michael Beckman (2008, B.S., occupational studies) was later promoted to replace Deputy Chief Laura Farinella (2007, M.S., emergency services administration), who became Laguna Beach’s new police chief.

Leonard Soskin (2006, B.S., business administration–marketing) is co-founder and developer of Timebomb-Blow Up, a free Apple iOS app that provides anonymous photo and video sharing that expires after 24 hours unless the content gets upvoted to extend its appearance in 15-minute increments. “The best content lives on while the worst fizzles out,” said Soskin, a former game firm brand manager and product director.
The Emergency Nurses Association selected Matthew F. Powers (2007, M.S., emergency services administration) to serve a one-year term as president of the international organization. He is a registered nurse who oversees operational and clinical services for the North County Fire Authority in San Mateo County, Calif.

Julie M. Rivett (2007, B.A., American studies, B.A., rhetorical studies; 2013, M.A., speech communication) is an author and speaker about the legacy of her grandfather, Dashiell Hammett, author of The Maltese Falcon and The Thin Man.

Ben Sieke (2009, B.M., percussion performance) joined Union Bank in November as assistant vice president, talent development and learning. In this new role, he oversees the training and professional development of several hundred commercial lending employees located in California and New Jersey.

2010

Martha Parham (2011, Ed.D.) is the new vice president of marketing and public relations for the American Association of Community Colleges in Washington, D.C. She was director of public affairs, marketing and government relations for the Coast Community College District in Orange County.

Kristyn Leon (2012, B.A., journalism) joined the KABB-TV Fox San Antonio, Texas, news team in March after being a news anchor at KXRM-TV in Colorado Springs.

IN MEMORIAM

Bonnie M. Bryson (1990, B.S., criminal justice) died Aug. 29 at age 62. She was a long-time travel agent, international traveler and photography hobbyist.

Walter P. Carson (1972, B.S., business administration-marketing) died Dec. 3 at 79 in Ventura, Calif. He was with Merchants Home Delivery Service/Exel Direct for 32 years and later owned the Sub Station II restaurant in Oxnard.

James “Lew” Comer, professor emeritus, physical education, died Jan. 14 in Costa Mesa, Calif., at 91. He joined the campus in 1971, briefly serving as athletic director, and retired in 1980.

Samuel G. Councilman, professor emeritus, mathematics, died June 1 at 79. He taught from 1968 to 2004, serving in the Academic Senate and from 1990 to 1999 as chair of the Department of Mathematics and Statistics.

Teresa (Murphy) Farrell (1978, M.P.A.) died Jan. 21. The former women’s basketball player served as head of the statistics crew for men’s and women’s volleyball and men’s and women’s basketball for 30 years.

Wolf R. Imbler (1965, B.A., political science) died Sept. 27 in Fullerton at age 73. He was a bilingual fourth grade teacher at Richman School in Fullerton.


Edward B. McLeod Jr., professor emeritus, mathematics and computer science, died Dec. 20 at age 90. He joined the campus in 1965 and retired in 1986.

Bob Pestolesi (1953, M.A., elementary education) died Dec. 4 at 86. He joined the faculty in 1955, coaching football, tennis and golf and was Physical Education Department chair from 1967 to 1978.

David L. Rodda (1969, B.A., social science), assistant track and field coach for 14 years and a former coach with Team USA, died April 3.

Raul Rodriguez (1969, B.A., art) died Feb. 18 in Pasadena at 71. The award-winning designer created more than 500 Rose Parade floats as well as float and architectural décor designs for clients including Disney, Universal Studios, Six Flags theme parks and the Flamingo Hotel in Las Vegas.

Billie Sheaffer (1964, B.S., nursing) died Jan. 8 in Long Beach at 86. She was a retired Long Beach school-teacher and was known for caring for injured birds.

Darrell Sperber (1969, B.S., industrial technology), owner of Manhattan Beach Toyota, died Jan. 14 at 68.

Jim Stangeland, head football coach from 1969 to 1973, died Oct. 25 at 92. He led the team to two PCAA championships and the 1970 Pasadena Bowl.

Jerry Tarkanian, men’s basketball coach from 1968 to 1973, died Feb. 11 at 84 in Las Vegas. He led Long Beach State to a 122-20 record, four PCAA championships and four NCAA tournament appearances.

Fred J. Waddell (1957, M.A., education administration) died Aug. 19 at age 84 in San Angelo, Texas. He was a longtime educational administrator in California and Texas.

2010

Amy Laughlin (2013, credential), a teacher and Title I intervention specialist at Hansen School in Anaheim, was named one of five 2015 California Teachers of the Year by State Superintendent of Public Instruction Tom Torlakson.

MARRIAGES

Daniel R. Bergman (2012, B.S., mathematics) and Caitlin Aikenhead (2012, B.A., communicative disorders) married in December. They met as CSULB President’s Scholars.

Ira M. Gostin (2005, B.S., occupational studies) married Erin De Los Santos on New Year’s Day in their home in Reno, Nev. He is a former photojournalist with the Associated Press in Southern California and is vice president for investor relations and corporate communications at Tahoe Resources Inc., a multi-national mining company. She is a nurse with Saint Mary’s Regional Medical Center.

Elizabeth A. Swift (1980, B.A.; 1985, M.A., mathematics) married Charles L. Avey in Columbus, Ohio, on Nov. 25. She is retired from Cerritos College and he from Comerica Bank. They live in Westerville, Ohio.

BIRTHS

Jeremy M. Harris (2004, B.S., criminal justice, B.A., political science), Kellee (Parker) Harris (2002, B.A. political science) and daughter, Brynn, welcomed son and baby brother, Austin Madison Harris, on Oct. 10.
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Additional Photography
Built to Inspire: Historical photos courtesy of University Library Archives and University Art Museum
Searching the Depths: page 12, Chan Siuman; page 14, Bengt Allen
Call to the Hall: Mark O’Meara courtesy of World Golf Hall of Fame and Museum

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BEACH MAGAZINE READERS WILL GET ONE OF TWO COVERS CELEBRATING THE 50TH ANNIVERSARY OF THE 1965 INTERNATIONAL SCULPTURE SYMPOSIUM — INSIDE VIEWS OF THE HAND-POLISHED, EXPLOSION-CREATED NOW, BY PIOTR KOWALSKI, OR ANDRE BLOC’S FORMED CONCRETE CARLSON/BLOC TOWER.