The Campaign
for
California State University Long Beach
A lot has changed since Los Angeles-Orange County State College, now California State University, Long Beach, opened in 1949.

To this day, serving the public remains our mission and a declaration that we are a place of hope, opportunity, pride and excellence for generations of students and faculty.

Since our inception, we’ve produced some of the most professionally competent graduates, which is why publications like Time magazine, Princeton Review and U.S. News and World Report continue to rank us among the nation’s top universities. We build the Long Beach area, the state and the world through our faculty and alumni, and most importantly, provide the promise of a better tomorrow.

That’s why California State University, Long Beach has launched DECLARE: The Campaign for CSULB, with the goal of raising $225 million by Dec. 31, 2015.

We’re not simply asking for support; we’re asking you to make a statement to Declare for CSULB.

With your declaration, we can usher in the kind of culture that enlightens and elevates every generation. It’s time to declare what this university means to our community. It’s time to declare that accessible knowledge empowers people to accomplish monumental things, and that CSULB has the power to inspire, create and build up every one of us.
What is the Campaign?

Foremost, it’s about students.

“Campaigns have been a long tradition at private universities and are now common at public institutions as well,” says Andrea Taylor, CSULB’s vice president for University Relations and Development. “Increasingly, we rely on friends, organizations and alumni to fill gaps in funding and make the gifts that will enhance the student experience and allow CSULB to reach new levels of excellence.”

Ours is a comprehensive campaign that touches every corner of campus and where every gift is counted.

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I DECLARE

Long Beach is more than a university, it’s a promise.

Luke Lewison
Environmental Science Major
Welcome to BEACH MAGAZINE

Get exclusive content on the Beach Magazine interactive digital app, 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.

I grew up in Long Beach, so CSULB was my natural college choice. Like many of our students, I’m a first-generation college-going child of immigrants who appreciated my educational opportunities they didn’t have.

My undergraduate years were wonderful, meeting new friends including my husband, Gary Ambrose ’77, and studying journalism and marketing. I later earned an M.A. in instructional systems technology and when a CSULB job opened up, I was thrilled to return.

I’m constantly impressed by the caliber of our faculty’s teaching, research and creative endeavors; our students’ enthusiasm for learning and making a positive difference; and our incredible alumni whose education here set them on the path to success. The extended CSULB family touches so many aspects of Southern California life that if it weren’t for our campus, the region would indeed be a very different place.

And while our university has grown physically and in excellence, that growth comes at a cost. Facilities, scholarships, technology, academic programs and community service are just a few of the areas that need additional funding beyond what California supplies.

There perhaps is no more important gift than education. Join us in declaring your support for Cal State Long Beach and opportunities for future generations by making a gift at www.csulb.edu/ideclare.

I Declare I’m a proud CSULB alumna.

Sincerely,

Anne (Junak) Ambrose ’76, ’90
Editor
vision
Welcome to Beach Magazine! While only a few of our many faculty, staff and student accomplishments are presented in this issue, these stories represent a tapestry of excellence that is The Beach.

Recently, we announced Declare, a comprehensive philanthropic campaign for California State University, Long Beach. We set an audacious goal of raising $225 million to advance our mission of offering students a distinctive education that prepares them to excel—personally, professionally and as civic-minded citizens.

Why have we taken this unprecedented step? First, still reeling from the Great Recession, we have not and don’t anticipate recovering previous levels of state funding in the near future. As each of you well knows, a quality education is priceless…but, it still comes at a price. For us to continue to offer students an outstanding and affordable education, we must find savings and develop alternative sources of revenue. We’ve already initiated major energy-saving programs that have reduced our energy bills, and we save money through modern procurement strategies to get the best price on everything we buy.

Happily, we continue to receive funding for our vital educational, creative and research missions from federal, state and regional sources, including a $22.7 million grant to establish an innovative research training program that prepares underrepresented students for doctoral programs and biomedical research careers. And, we are deeply grateful for support from our current staff and faculty.

Partnerships with private and public employers—including student internships, shared facilities, industry mentors and direct financial support of students—are another promising revenue alternative.

Alumni involvement is fundamental to our success. How can we inspire you to invest in The Beach? Did you have an astonishing professor who set you on your path to a rewarding career? Perhaps you can make a financial contribution that will ensure current students have the same great experience you did. Have a local business? Offering jobs to Beach graduates is an invaluable way to give back. Promoting The Beach with everyone you meet, as well as advocating Beach priorities with your elected leaders, helps us spread the word about our importance to the community, the state and the nation.

As you read Beach Magazine, see where your passions lie and consider investing in your university.

Go Beach!

Jane Close Conoley
CSULB’S SEVENTH PRESIDENT, JANE CLOSE CONOLEY, STARTED IN JULY AND ALREADY IS MAKING HER MARK ON THE UNIVERSITY AND THE COMMUNITY. BEACH MAGAZINE SPENT A FEW MOMENTS WITH OUR NEW LEADER.

What intrigued you to apply here?
The composition of the student body places us at the heart of a major social issue, which is providing excellent education to college-age students from low-income families. I saw that 60 percent of our students are eligible for Pell grants and I thought, ‘That’s the place to be,’ because what’s really needed to ensure a democratic, safe and prosperous society is to make sure students who have come through without many advantages have access to a wonderful education.

The California master plan for higher education was looked at with great admiration across the nation, essentially with the transcendent message being, ‘If you work hard and meet these requirements, the state will make sure you’re educated through college, and that will be the investment in our future as a state.’ The unfortunate thing now is that it isn’t funded to be made available to all eligible students in California.

What are some ‘Wow!’ moments in learning about the campus and community?
It’s how clearly the community loves the university and how embracing they have been of both my husband and me.

Meeting a number of faculty and hearing about their work and how they involve students in their research and scholarly activity is very inspiring. I’ve also been specifically wowed by the student talent. They are just so terrific. And our staff are so committed and caring. I keep finding these gems of real excellence.

And it’s the strong relationship between the campus and the community, so that hospitals are better because we prepare great nurses, and schools are better because we prepare great teachers. Businesses benefit from our Colleges of Engineering, Business Administration, Health and Human Services, and Liberal Arts and, in turn, by sharing knowledge with the university. And our arts and athletics programs really engage the community.

What does being a best value university mean?
Best value means that you will leave here transformed. Your life chances will be greatly enhanced because you got to come here. You will have had an authentic, meaningful relationship with a faculty member, a coach or the director of a student club. You will have had internships, you will have been challenged to think critically and be involved in long-term projects that really show what you know and how you can creatively approach problems.

It means that you come in as a smart student—obviously you’re in the top one-third of your class—but you leave here with the specialized knowledge of your major, and you’ll be a good writer, a good communicator, and you’ll love to learn and know how to learn.

Combining access with excellence is a unique challenge. One idea is to create more collaborations like the College of Engineering and College of Continuing and Professional Education’s partnerships with Palmdale-area community colleges and aerospace firms to help Antelope Valley residents earn CSULB engineering degrees. It’s a self-support program that’s not based on state money but is completely organized, delivered and evaluated by our own faculty, using community college facilities.

Other examples include delivering nursing education to area hospitals, and partnering with Cerritos College to prepare students for our liberal studies program for prospective elementary school teachers.

I don’t envision a major online presence for us in the near future, but I do envision that we’ll continue our process of redesigning our classes that have been bottlenecks for students or need redesigns to improve success.

We have to get over this notion in higher education of blaming the student, the student’s high school, family or low-income status. These are students who already have beaten the odds by showing up at our door. We can define paths for their success.
How important is the Long Beach College Promise as an educational model?

It's a very important one. This new agreement adds the city of Long Beach to the existing CSULB, Long Beach City College and Long Beach Unified School District partnership to support Mayor Robert Garcia's goal of universal preschool, and it benefits all children.

I think the Long Beach College Promise is a perfect example of adults taking the responsibility to not add irrelevant difficulty to a child's education. If everybody is talking to everybody, then teachers and administrators are taking responsibility to say, 'By ninth grade you need to know this, so let's backward map and find out where I'm teaching this.' We can't just say, 'The high schools didn't prepare those kids.'

The great importance of it—and I think it's remarkably simple at one level—is communication and dedication to student success, not just individual organizational success. We all care about the city of Long Beach. It benefits the community to be well educated, and in turn, it will benefit us because LBUSD and LBCC students will be more ready to come to the university, so it's a win for all of us.

What personal and professional qualities should people expect out of having a CSULB education?

Academic knowledge, effective communication, skills in teamwork and collaboration, and critical thinking skills should all say, Beach Alum!

I love our students. They don't enter discussions with me with the sense of, 'You owe me something.' They're hard-working kids who love their school and their activities. They take responsibility for the welfare of their community.

As an example, a new campus campaign to reduce sexual violence will include bystander training. I think if we emphasize their taking care of each other while they're here, I hope that they would expand to, 'I'm responsible for my community—how it looks and the safety and welfare of others,' and that we graduate people with a sense of service.

How do you spend your personal time?

The person in my family with balance is my husband, so anything in our house that looks like a hobby is his. He plays golf and tennis and plays a mean guitar. I like to travel and I love to read. I like to go out for long walks. I love to entertain. Having people to our home and facilitating conversations and creating relationships—it's just really fun for me. ▲

MEET THE CONOLEYS

Jane Close Conoley | New York City native with a B.A. from the College of New Rochelle, New York, and Ph.D. from the University of Texas at Austin. Having attended Catholic girls’ schools through college, Conoley never had men students in her classes until her Ph.D. program.

Husband | Collie Conoley, Texas native and a professor of counseling, clinical and school psychology at UC Santa Barbara. They met at UT Austin and have been married 38 years.

Children | Brian, a lawyer; Colleen, a neuropsychologist; and Collin, an IT specialist and musician; five grandchildren.

Hear more from President Conoley on the Beach Magazine app.
Jobel Medina’s expressive dance has earned kudos for style and choreography.

Jobel Medina, dance major
“Why do I dance? It’s hard for me to answer because I feel like it’s so easy. It just makes me happy.”

BFA student Jobel Medina says this with a smile as afternoon light through the windows of Dance Studio 5 glistens off his face and chest following a dance demonstration. Studio air conditioning is deliberately kept at a minimum to prevent dancers’ muscles from tightening from the cold.

For aspiring artists like Medina, Cal State Long Beach’s Department of Dance—one of the nation’s best in degree offerings and caliber of faculty and facilities—is a dream program.

It hasn’t been an easy road for the Filipino immigrant, who came with his family to California when he was 13, eventually settling in Long Beach and attending Cabrillo High School. Inspired by watching his sister dance in shows, “When I got here, I didn’t want to be in physical education classes, so I decided to join the dance studio classes in my high school.”

Transferring from community college, “I knew I wanted to be a dance major, so I looked at different schools and, when I first visited Cal State Long Beach, just seeing the studios and the space and the dancers blew me away, and I knew that I wanted to be here,” he recalled.

The department has become a comforting place for Medina, surrounded by faculty and students who embrace and nurture his dreams.

His parents hoped he’d go into what they consider a more stable career. Two of his sisters are nurses, a third sister attends fashion school and his younger brother just graduated from high school. “It’s very challenging with my parents,” he said. “Still to this day, I don’t think they’re very supportive of dance. They’d ask me to consider other options—’What about this or that? What about medical school?’ I think I’ve learned to toughen up and really believe in myself and in the things I can do.”

College is a fiscal stretch for Medina, who has financial aid, a student loan and multiple jobs in Long Beach. He tutors for the Campfire and ICES Education programs and teaches dance classes for children and adults at En Pointe Dance and Fitness, but it’s work he enjoys.

“Sometimes when I do freeze dance and stop the music, some of the children can’t hold still because they really want to dance,” he said. “You see them light up when they dance; you see them smile. That’s one of the things I see often in studio classes when I work at ICES or Campfire. And it’s not just children. When I see adults dance, I also see laughter and joy.”

His dedication shows, according to Dance Department Chair Andrew Vaca. “I do believe that all of our studio faculty would agree that Jobel is going to be a true dance artist, invested in performance and choreography.”
Continued

Moreover, “From my years of experience in education, I could tell immediately that Jobel has, as my Aunt Lenore would call it, ‘the gift’ when it comes to working with elementary students,” Vaca added. “I hope to have him in my Dance for Children class in the spring and know that he will be a natural at teaching creative movement.”

After what he hopes will be a successful career as a professional dancer in traveling companies and in commercial dance with name artists, Medina wants to earn his MFA and become a dance professor.

“Dancers provoke something,” he noted. “They can cut people’s hearts, and sometimes words or other forms of art can’t do that. Dance is created for a reason, and I hope that maybe they would see and understand and appreciate this form of art more.”

Watch Jobel dance on the Beach Magazine app.

CSULB’S DEPARTMENT OF DANCE

• The first CSU to offer a B.A. in dance. Now offers five dance bachelor’s and master’s degrees and a dance minor.

• Accredited by the National Association of Schools of Dance, with professional dancers as faculty.

• Housed in the 90,000-square-foot Dance Center including the Martha B. Knoebel Dance Theatre, seven studios, dance clinic, Pilates training faculty, costume design shop and sound production studio.

Watch Jobel dance on the Beach Magazine app.
When the big, white RV pulls up to a school in Norwalk, children run to greet its occupants. It’s not an ice cream truck but a vital community partner in the fight for better health care.
Pediatric nurse practitioner Veronica Torres gives Alitzel Rodriguez a hearing test, while nursing student Marjolyne Sales checks out Brian Rodriguez.

**Nowadays**, public schools often serve as the first responders for children’s health care. Health on Wheels, a mobile pediatric health clinic coordinated by CSULB, serves the Norwalk/La Mirada Unified District by visiting nine elementary and one Head Start schools where many of the families have little or no health insurance.

“The idea behind Health on Wheels is to provide quality health care to kids in a respectful and culturally sensitive environment,” said Natalie Cheffer, associate professor of nursing and a pediatric nurse practitioner who helped launch the program in 1996. “Our goal is to see patients, but the other part is to teach nursing students.”

Cheffer noted that without public and private funding, the program wouldn’t exist. It came about as a partnership between the School of Nursing, the city of Norwalk, Kaiser Permanente and the school district, with partial support over the years by grants from the state, Kaiser and later from Long Beach Memorial Medical Center. Kaiser recently provided a new grant for Dr. Cathy Cummins, a CSULB faculty member who is both a nurse and a family practice physician, to serve as the program’s physician supervisor.

CSULB nurse practitioner students observe and perform many of the basic exams and treatment services that play a big part in the clinic’s operation, supervised by nursing alumna and pediatric nurse practitioner Olivia Lara, who demonstrates skills for the students. “It’s a hands-on program, so they learn the clinical part of it. They talk with patients and get histories, do assessments and physicals and planning, and we do this together,” plus discuss nutrition and exercise, all in the presence of the child’s parent or guardian.

Veronica Torres, another pediatric nurse practitioner alumna and accredited school nurse who oversees the program’s day-to-day operations, feels that the clinic’s work has a very positive outcome both on education and the community.

“By doing our well-child exams, I think we are empowering the children and their parents to improve families’ health habits,” said Torres, who noted the clinic’s services can decrease emergency room visits and help children stay in school.

Since its inception, Health on Wheels has seen more than 20,000 children and also participates in a variety of community health outreach activities.

Still, at the end of the day, it’s all about personal connections and their impact on a community.

“The parents and the kids love us!” even bringing food or gifts, Lara commented. “When the van is parked in a corner of the school grounds, the kids will come running over and say hello and that they’re doing well. They’ll say, ‘Do you remember me?’ We’ve seen them grow up.”

*Hear more about Health on Wheels on the Beach Magazine app.*
OF CSULB STUDENTS ARE THE FIRST IN THEIR FAMILIES TO GO TO COLLEGE

40%

DECLARE

5TH
BEST PUBLIC REGIONAL UNIVERSITY IN THE WEST
U.S.NEWS & WORLD REPORT
A PLACE FOR YOUR GIFT

Support CSULB with:

• Capital gifts for buildings, equipment, renovations, etc.
• Non-capital gifts for student scholarships, program and faculty support and other purposes.
• Pledges for giving, and planned gifts through wills and trusts.

YOUR GIFT’S IMPACT

• Provides a high-quality, low-cost education to our more than 36,000 students, 40 percent of whom are the first in their families to attend college.
• Ensures that graduates have no or minimal student debt.
• Helps students and faculty engage in research, scholarly and creative activities that take CSULB into the community, the workplace and the world.

WHO’S GIVING?

NEARLY

300,000

CSULB TOTAL ALUMNI
TRANSFORMATION

Transformative gifts support faculty research, program advances, and creative and scholarly initiatives.

These gifts do everything from preparing students for tomorrow’s careers, funding state-of-the-art classrooms and labs, to supporting important research, creative activities and much more.

FROM LAB TO LAUNCH

Imagine a way to clean up toxic metals from the environment or find new treatments for neurodegenerative diseases.

Those are closer to reality, thanks to private giving and grants to biochemistry Professor Roger Acey and his students as they continue their research into two major projects. They’re using a protein from brine shrimp to develop a “heavy metal sponge” for environmental remediation.

In addition, Acey and Professor Ken Nakayama are developing inhibitors for an enzyme called butyrylcholinesterase that may help treat conditions like Alzheimer’s and amyotrophic lateral sclerosis, and they started a new firm to commercialize the potential of these compounds.

Acey has patented these technologies and encourages students to learn more about the business side of science through such events as the CSUPERB Idea-to-Product Early-Stage Biotechnology Commercialization Challenge.

TRANSFORMATION, UNEQUALED ACCESS, AND A GREATER COMMUNITY

These are the three pillars of our campaign—the areas that make the most impact on the university’s place in the world.
UNEQUALED ACCESS

Diversity isn’t just a person’s heritage or skin color. It’s diversity of ideas, imagination and perspectives that make CSULB a vibrant melding of individuals who reflect our region and our place in an increasingly global society.

Our students are the future leaders and professionals who will advance California’s greatness if given the opportunity. That’s why passing along higher education funding reductions hurts them and society as a whole.

Declaring a quality, affordable education is built into our values. Our graduates’ debt is among the lowest in the country. Our annual in-state tuition and fees are about $6,500, nearly half of the national average.

Scholarships and support for tutoring, mentorships and learning labs help ensure that our students can focus on their coursework and graduate on time without the stress of financial burdens.

THEY DECLARE

Although they’re not alumni, Morton and Susan Stuhlbarg believe in the university so much that Mort is a member of the 49er Foundation Board and chairs the CSULB Campaign Committee. In 2011, the couple established the Susan and Morton Stuhlbarg Endowed Scholarship in Theatre Arts and made an additional campaign gift in 2013 to establish the Susan and Morton Stuhlbarg Fellowship within the Jewish Studies Program.

Mort notes, “Susan and I are strongly committed to public education and to the mission and future of Cal State Long Beach. We recognize the crucial role private philanthropy plays in maintaining affordability and excellence at public universities like CSULB and are glad we can support this mission.”

A GREATER COMMUNITY

CSULB’s reach goes far beyond its 320 acres.

It’s students who help others through volunteerism and service learning coursework. It’s CSULB-run community health clinics on and off campus. It’s faculty who bring students along to conduct field studies in the U.S. or abroad.

These projects often don’t receive state funding but are essential to our public service mission.

A GLOBAL PERSPECTIVE

Nearly every profession nowadays may have an international connection through its clients, employees or suppliers, so it’s important for students to understand the impact of internationalization.

Elaine Haglund, professor emerita of the Advanced Studies in Education and Counseling Department, made a generous donation to create the Haglund Global Studies Endowment. This endowment was used to create the Global Studies Institute at CSULB, whose mission is “Making ‘international’ integral to what it means to be educated.”

Since 2012, the Global Studies Institute has conducted research on comprehensive internationalization, worked across departments and colleges to expand global content in curriculum and supported innovative international and global experiences for students.

The institute has also gained financial support from CSULB colleges and won a U.S. Department of Education curriculum internationalization grant, both substantially maximizing the impact of the gift.
KEEPING UP

For decades, Californians committed to funding higher education almost entirely with their taxpayer dollars. But nowadays, competing demands for those dollars have reduced CSULB’s state income to less than 30 percent of its overall budget.
Encouraging and wisely managing gifts to CSULB is the responsibility of the 49er Foundation, whose board of directors consist of volunteer alumni and community members including former Long Beach Mayor Beverly O’Neill, former California Gov. George Deukmejian and John Molina of Molina Healthcare, among others, along with university officials.

The foundation oversees CSULB’s fundraising policies and procedures, plus investments to increase the value of funds including endowments.

**WHAT’S AN ENDOWMENT?**
Endowments are gifts for a designated purpose such as scholarships or a particular program. At CSULB, endowments must be gifts of at least $25,000, and some funds require even higher minimums. The university has more than 300 endowed funds that annually generate over $2.2 million to benefit the campus.

Donors can place certain restrictions on how the dollars are spent or make their gift unrestricted. At least 80 percent of the gift, called the corpus, is never spent, but a certain amount of investment proceeds must be used toward the designated purpose.

Learn more at www.csulb.edu/sites/49erfoundation.

**DECLARE YOUR SUPPORT**
Every dollar counts, no matter how large or modest a gift, and there are multiple ways and places to give.

To select where you’d like your gift to go, visit www.csulb.edu/ideclare and click on Give Now, or call 562.985.8491.

Your declaration for CSULB makes a meaningful difference to current and future students, our community and the globe.

Learn more about the Declare campaign on the Beach Magazine app.
PRINCIPLES FOR GROWTH

Some of Michael Houlihan and Bonnie Harvey’s guiding business principles include:

START SMALL.
Don’t overextend yourself.

PUT YOURSELF IN OTHER PEOPLE’S SHOES.
Would you do business with your company?

VALUE EMPLOYEES.
Delegate responsibilities, grant permission to make recommendations and errors, and acknowledge good ideas and performance.

MISTAKES ARE OK.
Fix the problems and learn from them.

DO WHAT’S NEEDED.
No task is too menial if it advances your business.

FOOTPRINTS

Wine is a pleasant accompaniment to dinners and parties, but the abundance of choices and prices can be daunting.

It took Michael Houlihan, a 1968 political science alumnus, and Bonnie Harvey to significantly reshape California’s wine industry when they created Barefoot Cellars in 1986, nurturing it into one of the nation’s top brands. They recently shared their story with College of Business Administration classes.

Their principle of “follow your opportunity passionately” underlies their ongoing success as entrepreneurs, taking a chance on assuming a winery’s debt with the idea of starting their own business. “We thought at the time, because we were so ignorant, that we’ll just take the bulk wine and bottle it up and go to the supermarket and ask them what kind of label they want on it,” Houlihan recalled.

They did something that a lot of starts-ups fail to do, asking market distributors and buyers about what stores wanted rather than trying to sell their own vision. “This is what we tell young people today—before you finish designing your product and your logo and your catchphrase, go talk to the people in the distribution system about what they need. You’ll be surprised, because what you created is not what they need,” Houlihan explained.
“We basically got a master’s degree in wine merchandising just by asking the questions,” he said. “We went in and did what none of the other wine businesses were doing, so we disrupted the entire industry with a fun label where the name was the same as the image—Barefoot and the bare foot,” which is Bonnie’s own footprint.

Running the new business from the laundry room of their small Sonoma County home and with little money for advertising, they came up with a promotional strategy they called worthy cause marketing, introducing their wines at community organization events. “You find a cause that resonates with you, your passions, your business and your products, and you support that cause. You might be surprised to find out that the members of that cause will have a social reason to buy your product that is stronger than a commercial reason,” he noted.

Respecting people no matter their background or job position—starting with your own employees—also is essential because they can provide valuable information and new ideas to grow your firm, Houlihan said. In hindsight, “If there were any courses I wished I’d taken more of, it would have been liberal arts courses—more psychology, philosophy, sociology and history,” to better understand and work with others.

By 2005, Barefoot sold nearly 600,000 cases of award-winning wines a year when the couple decided to sell the firm to E. and J. Gallo. They remained consultants with Gallo for a year to ensure the corporation would carry on the brand’s legacy, which led to their current venture, the Barefoot Spirit, an entrepreneurship and business consulting firm. They also wrote the New York Times bestseller, *The Barefoot Spirit: How Hardship, Hustle and Heart Built America’s #1 Wine Brand*, and recently, *The Entrepreneurial Culture: 23 Ways to Engage and Empower Your People*.

And staying true to their passion for causes, they freely share their expertise by speaking to university business schools and continue to support conservation and recreation organizations such as the Surfrider Foundation.

Returning to CSULB brought back memories for Houlihan, who is impressed by its engaged, diverse students. “It became clear to me what I got out of Cal State Long Beach is a practical view of not just life, but business and culture,” giving him a can-do attitude.
LA OR OC?

IN THE LATE 1940s, STATE OFFICIALS LOOK AT POTENTIAL COLLEGE SITES IN BOTH COUNTIES. FIRST CLASSES MEET IN AN APARTMENT BUILDING ON ANAHEIM ROAD IN LONG BEACH, AND IN JUNE 1950, LONG BEACH VOTERS PASS A BOND TO BUY 320 ACRES FOR A CAMPUS WHILE FULLERTON VOTERS REJECT A BOND TO BRING A COLLEGE THERE.
On Sept. 28, 1949, Los Angeles-Orange County State College opened with 19 faculty and 160 juniors and seniors. The students were prospective schoolteachers meeting the post-World War II Baby Boom demand, veterans taking advantage of G.I. Bill education benefits and others who wanted a bachelor’s or master’s degree.

Sixty-five years and five name changes later, we’ve graduated nearly 300,000 alumni and now enroll nearly 37,000 students who view CSULB as the door to a better future for themselves, their families and the world.

In the 2000s, three major new buildings opened—the Molecular and Life Sciences Building; the Hall of Science, the largest science building in the CSU; and the Student Recreation and Wellness Center. Major remodeling of the University Library and Liberal Arts buildings has created state-of-the-art smart learning spaces.


For more historical highlights, visit www.csulb.edu/goldengrads/historical.

OUR NAME IS...

1949-50 LOS ANGELES-ORANGE COUNTY STATE COLLEGE
1950-64 LONG BEACH STATE COLLEGE
1964-68 CALIFORNIA STATE COLLEGE AT LONG BEACH
1968-72 CALIFORNIA STATE COLLEGE, LONG BEACH
1972-TODAY CALIFORNIA STATE UNIVERSITY, LONG BEACH
First temporary bookstore opens in 1950, serving Long Beach State College’s 971 students.

Forty-Niner Shops Inc. incorporates in 1953 as a non-profit auxiliary organization. Now includes the Bookstore, Art Store, campus convenience stores, Beach on 2nd St. store, ID Card Services, plus campus Dining Services, special events and catering.

First permanent section of the bookstore built in 1954; second addition opens in 1959.

Forty-Niner Shops employs more than 700 students and supports a variety of campus-wide programs. Annual Bowling for Books event has raised more than $400,000 for the 49er Textbook Scholarship to help students pay for textbooks and other course materials.

National Association of College Stores Foundation names the Bookstore the 2013 Collegiate Retailer of the Year for retailing excellence.
Designed by Long Beach architect Donald Gibbs, who recommends the cobalt blue color. Built at a cost of approximately $22 million.

Opens Nov. 30, 1994. One of only four pyramid buildings in the U.S. along with Las Vegas, Nev.; Memphis, Tenn.; and San Diego, Calif.

Eighteen stories high; base of each lower exterior edge is 345 feet long. Cantilevered seating units weighing 81 tons each can be raised to expose more than 38,000 square feet of new maple flooring; can seat up to 5,000. Can accommodate nine volleyball courts and five full basketball courts, with 4,200 seats around the main court.

Renamed the Mike and Arline Walter Pyramid in 2005 in honor of the CSULB professor and his wife for their generous support of the Athletics program.

Sees more than 200,000 annual visitors to athletic events and The Pointe conference center. In addition to LBSU sports, hosts events including the NBA Summer League; a speech by then-Senator Hillary Clinton; and movie, television and commercial filming.

New men’s and women’s locker rooms refurbished thanks to supporters Glen and Debbie Bickerstaff.

*Visit the Walter Pyramid on the Beach Magazine app.*
Hosts more than 200 events each year, attracting more than 150,000 patrons to a diverse mix of dance, music, comedy and family performances by artists from around the world.

Includes five subscription series each season: Cabaret, Wit & Wisdom, Dance, Sunday Afternoon Concerts and the WOW! Series, plus a variety of single events. More than 400 presented artists have performed, including Garrison Keillor, Lily Tomlin, the Kronos Quartet, Clint Black, Joshua Bell and the Capitol Steps, Also is home to performances by campus departments, community groups and Musical Theatre West. The Dalai Lama spoke there in 2011.

Designed by architect Don Gibbs, with a capacity of 1,074 seats and a stage area modeled after New York’s David H. Koch Theater at Lincoln Center for the Performing Arts.

Houses a permanent lobby display of awards and memorabilia of world-renowned musicians and siblings Richard and Karen Carpenter, who majored in music at the school in the 1960s.

Cultivates lifelong learners with the free education program, Arts for Life, working with CSULB departments and faculty to offer interactive, hands-on community activities for all ages.

Recipient of a 2011 Creative Campus Innovations Grant from the Association of Performing Arts Presenters and the Doris Duke Charitable Trust for “The B-Word Project—Banned, Blacklisted and Boycotted: Censorship and the Response to It.”
Then-President Robert C. Maxson starts the program in 1995 to bring top California high school valedictorians, National Merit and other National Scholars to CSULB.

Provides a full scholarship and campus residence plus other benefits, and receives more than 600 applications annually.

First class included nine students who are now university professors, physicians and medical professionals, engineers, IT developers and business professionals. Since then, more than 1,100 scholars have been selected, including 25 new students for fall 2014.

Every scholar gives back through campus and community service.

Fully self-supported by generous donations from the CSULB Alumni Association, President’s Associates, Dr. E. James Brotman and other donors.
1960 Philip A. Tondrault (1968, B.A.; 1972, M.A.; history; 1977, MPA) is the new Southern California regional manager for Westrec Marina Management Inc., managing Cabrillo Way Marina in San Pedro and Spinnaker Bay in Long Beach. He is also the new president of the Committee of 300, a community organization that supports local charities in the greater Long Beach area and provides volunteer support for the Toyota Grand Prix of Long Beach.

1970 John McEnulty (1970, B.A., public administration) owns Grand Canyon Caverns and Inn in Peach Springs, Ariz. “Thirteen years ago I bought this place out on Route 66,” which became an inspiration for buildings and stories for Radiator Springs in the Disney film “Cars.” Managing the tourist attraction is something “only my time at CSULB could have prepared me for,” he said.

Thomas E. Miller (1970, B.A., speech communication), a construction defect attorney for 40 years, was selected as a California Super Lawyer in the field of construction litigation for the eighth consecutive year, and is the only attorney to hold the Super Lawyer title in both the Northern and Southern California regions in construction litigation.

Joseph Probst (1970, B.A., speech communication; 1971, M.A., rhetorical studies) is a member of the Charter Oak Unified School District board and is past president and a director of the Los Angeles County School Trustees Association. The Pasadena City College professor emeritus taught public speaking for 33 years, directed its forensics program, was president of the Faculty Senate and also served as speech consultant to the Tournament of Roses queen and court.

Architectural Digest Daily AD contributor Mayer Rus reviewed Clare Graham’s (1972, B.A., 1977, M.A., art) exhibition, “Clare Graham & MorYork: The Answer is Yes,” at the Craft and Folk Art Museum in Los Angeles. Graham, a former senior art director at Disneyland, is recognized for his artwork created from discarded materials.

Stephen L. Harris (1972, B.A., history) earned his elementary and secondary credentials at CSULB and worked in the ABC Unified School District for 38 years as a teacher and program coordinator and specialist, and was executive vice president of the ABC Federation of Teachers. After retiring, he was elected as a trustee of the Centralia Elementary School District in Orange County.

Having been a CSULB graduate and being born in 1949, I am a true 49er,” he said.

Aerie Pharmaceuticals named Marvin J. Garrett (1973, B.S., medical microbiology) as vice president of regulatory affairs and quality assurance for the firm, which develops and commercializes glaucoma therapies. He most recently was with Bausch + Lomb.

1973 Tom Struble is president of the non-profit Free Flight Exotic Bird Sanctuary in Del Mar, Calif. He retired in 2010 after a 37-year career in banking, most recently serving as a technology consultant to banks in the U.S., Canada, Mexico and Europe. He still consults to the city of Carlsbad, Calif.

AtheroNova appointed Randolph M. Johnson (1974, B.S., zoology; 1978, M.A., biology) as chief operating officer for the Irvine, Calif., firm, which develops compounds to reverse atherosclerotic plaque and improve lipid profiles. He was chief of technology and vice president of research for KAI Pharmaceuticals and held executive positions at several other biotechnology and medical firms.


Elise Jean Rodriguez (1983, B.A., dance) is the new national sales manager for Visit Huntington Beach, the city’s tourism bureau. She has extensive marketing management experience with several major Southern California hotels.

The Ventura, Calif., City Council appointed Gregory Diaz (1984, B.A., public administration) as the new city attorney. He held the same position for Merced, Calif., and earned his J.D. degree from Western State University of Law in Fullerton.

Tanya (Campbell) Hauck (1984, B.A., recreation) is now vice president for the Office of Institutional Advancement at Mills College in Oakland, Calif. She previously was associate vice president for Merced, Calif., and earned her J.D. degree from Western State University of Law in Fullerton.

Robert N. (Bob) Read (1988, B.A., radio/TV/film) is a West Coast talent consultant for “The Meredith Vieira Show.” He previously was a supervising producer for “Chelsea Lately” and a co-producer of “The Tonight Show with Jay Leno.”

1990 The California Bar Board of Trustees confirmed Curt Harrington (1990, M.S., electrical engineering) of Harrington & Harrington as chair of the California Board of Legal Specialization. He is a high-tech patent attorney and a California Board of Legal Specialization certified tax specialist. He earned his J.D. from the University of Houston School of Law, LL.M. in tax from the University of San Diego School of Law, and master’s degrees in chemical and electrical engineering, and business.

Dr. Al Peraza (1991, B.A., physical therapy) is founder of Safe Patient Solutions and developer of the ResQUp device to assist individuals who have fallen in safely getting up. He has been a physical therapist for more than 20 years and earned his DPT degree from A.T. Still University in Arizona.

Dana Jo Tate (1991, B.A., creative writing, 2010, M.A., education–reading and language arts) earned her Ed.D degree from USC in May. She is an English teacher and strategy coach in the Garden Grove Unified School District, mentors Ed.D. students at USC and is an adjunct faculty member in CSULB’s College of Education. Tate is an expert on anti-bullying practices in K-12 and higher education and is co-authoring a book on the topic.

2000 Cuyamaca College in San Diego named Kate Alder (2000, BVE) as dean of career and technical education. “I am responsible for 15 occupational disciplines serving more than 25 percent of Cuyamaca’s 9,000 students. I earned my Ph.D. from the University of Wisconsin–Madison in 2013,” she said.

Amanda LaPera’s (2000, B.S., business administration–marketing) book, Losing Dad – Paranoid Schizophrenia: A Family’s Search for Hope, won a 2014 Benjamin Franklin Silver Award in the psychology category from the Independent Book Publishers Association. She donates a portion of the book’s sale proceeds to the National Alliance on Mental Illness Orange County affiliate.

Foundation Source appointed Joshua P. Stamer (2003, B.A., creative writing) as a managing director for its national business development team, focusing on financial and client services in the Southern California region. The firm provides comprehensive business services for private foundations.

Jeremy Harris (2004, B.S., criminal justice and B.A., political science) became senior vice president of the Long Beach Area Chamber of Commerce last year after serving as president/CEO of the Garden Grove, Calif., Chamber of Commerce. He and his wife, Kellee (Park) Harris (2002, B.A., political science) were married in 2010 and recently had their second child. She earned a J.D. from Chapman University School of Law, is owner and president of Parker Law Center, and is a part-time CSULB criminal justice faculty member.

Motown Records named Myisha Brooks (2004, B.A., film and
in touch

electronic arts) as vice president of creative relations and marketing. She was vice president of publicity for Republic Records, where she created successful PR campaigns for artists including Kelly Rowland, Lorde, PSY and others.

Sarah (Vejar) Sherlock (2005, B.A., human development), a former Long Beach State women’s water polo player, earned her Ed.D. in curriculum and instruction at the University of South Dakota in May. She also holds an M.Ed. from National University.

Marisela Cervantes (2006, MPA) is the new director of Community Partnerships at the CSU Office of the Chancellor, where she leads efforts to improve college preparation and graduation rates of students from underserved communities. She came from the Los Angeles Unified School District, where she was involved in student achievement improvement initiatives.

Two alumni recently became police chiefs. Former La Habra, Calif., police Capt. Jeff M. Kepley (2006, B.S., occupational studies; 2011, M.S., emergency services administration) is the new chief of the Palos Verdes Estates Police Department, while the city of Los Gatos, Calif., promoted Capt. Matt E. Frisby (2008, M.S., emergency services administration) to chief of the Los Gatos-Monte Sereno Police Department after 21 years with the agency.

Chadwick R. Meyer (2006, B.S., engineering technology) is co-founder and executive director of Sharefest Community Development Inc., which serves families and children in the South Bay area of Los Angeles County through education and mentoring programs.

Fraser Kersey (2007, B.S., business administration–operations management) is co-founder and chief financial officer of Channel Islands Outfitters in Santa Barbara. The kayak tour company is a certified B corporation that integrates social and environmental responsibility into its profit-making operations.

Matthew LaBar (2008, B.A., English and B.S., mathematics), proprietor of Scalar Manufacturing, announced that his Los Angeles printed circuit board engineering firm now represents Bay Area Circuits in the Los Angeles area.

Cristina Smith (2008, M.A., English) completed her Ph.D. in June and now is a faculty member in women's studies at Cal State Dominguez Hills.

Laura Stern (2011, B.A., theatre arts) is a figure skater and actress performing in the international touring show Disney on Ice.

President Barack Obama nominated Mui Lian Cheun (2012, MPA), executive director of the organization Khmer Girls in Action, to serve on the President’s Advisory Commission on Asian Americans and Pacific Islanders.

Joshua Hoh (2013, B.A., film and electronic arts) received the 2014 Best Student Film award at the Long Beach Indie Film Festival for “Steven Spielberg and the Return to Film School,” which Hoh wrote and directed in homage to the director’s accomplishments. “Along with the help of over 100 CSULB film, music, theater and art students, [the film is] based on the true story of Steven Spielberg’s return to our university to finish college after 30 years.” The film has won honors at the CSU Media Arts Festival and Los Angeles Reel Film Festival.

Marriages

Alaina Marshall (2005, B.S., business administration–management) and Aaron Vogel were married June 14 at the Gardens at Heather Farm in Walnut Creek, Calif. She is a licensed marriage and family therapist and he is a public transportation manager.

Submit In Touch items to beachmag@csulb.edu

In Memoriam

David E. Borkenhagen (1957, B.A.; 1958, M.A., music) died June 6 in Huntington Beach. He was an instrumental music teacher in the Huntington Beach City School District and a life member in Locals 7, 47 and 353 of the American Federation of Musicians.

Robert Browning (1985, M.A., theatre arts) died Sept. 11 at age 67 in Long Beach. He taught theatre classes in Long Beach Unified School District from 1986 to 2010 and also was an adjunct CSULB theatre faculty member.


Marina Krause, professor of teacher education, died in May. She joined the campus in 1968 and was area coordinator for Teaching and Learning Mathematics, K-8, for 46 years, as well as serving as the College of Education interim associate dean in 1984.


Arnold T. Schwab, professor emeritus, English, died July 1 in Westminster, Calif., at age 92. He joined the campus in 1961 and became emeritus in 1980.

Robert Thayer, professor of psychology, died in August at age 78. He joined the campus in 1963 and was a renowned expert in mood.

Ernest Dewayne Wolfe, director of facilities management from 1984 to 2003, died Aug. 21 in Utah at age 62.
Smorgasport, the annual event kicking off the fall semester, offers food, games and a preview of the many organizations offered on campus.
A lot of CSULB students have challenges at home and in school, but Daniela Mora has had a particularly rough go.

“Coming from an extended family predominantly of provincial women, I am expected to get pregnant, be a housewife and forget my dreams of aspiring to be something greater,” she said. Her path was all the more difficult when her mother died in 2009, leaving her the only female among her father and two brothers.

Moreover, her family remortgaged their home to fund her father’s carpentry business, only to be hit during the recent economic meltdown with major business and medical expenses.

But thanks to a CSULB Coca-Cola First Generation Scholarship, Mora is on her way to realizing her vision of earning a civil engineering degree. As part of a $500,000 grant from the Coca-Cola Foundation, the university is providing $5,000 a year, renewable for four years, to 25 students per year who are the first in their families to attend college and maintain at least a 3.0 GPA.

Mora exemplifies the type of students Coca-Cola aims to support through the scholarship, said Nancy Limon, director of public affairs and communications for the Coca-Cola Co. North America Group West Region. “It’s helping them reach their personal goals but beyond that, they’re really bright, incredible people and they’re the leaders of tomorrow. That’s really what this program is about for us.”

Mora is a member of the Society of Hispanic Professional Engineers and hopes to take part in the Reno Competition for construction engineering management students before graduating in 2017.

“I aspire in becoming a great innovator and helping my community become a safer place to commute. Once I attain my degree, I will use my influence to convince the local government to fix any dangerous roads that might cause harm to families,” she said. She’d also like to return to Narbonne High in Harbor City to encourage young women to be strong and consider college. “I want them to know that they can achieve their goals even when everyone doubts them.

“I am determined to increase the 10.4 percent of female civil engineers in the United States. I am a fighter. I overcame stereotypes and my mother’s death. My fighting personality will help me change the community for the better.”

Her family is proud of her accomplishments and she’s grateful for both Coca-Cola’s and the university’s financial and academic support.

“The scholarship has been such a blessing for me; it has helped me so much since my freshman year,” she said. “As of now I am debt free of any student loans and I can’t imagine many students being able to say that. The scholarship and CSULB have given me the opportunity to share my story with everyone, which is also something I would have never dreamed that I would be doing.

“I love CSULB. It’s my school, my home, and I couldn’t think of any other school I’d rather be at.”

uder more of Daniela’s story on the Beach Magazine app.

Daniela Mora
Engineering major and Coca-Cola First Generation Scholarship recipient
CSULB ALUMNI ASSOCIATION

Share your Beach Pride by joining the CSULB Alumni Association, or let us know about personal and professional accomplishments or updated contact information by emailing alumni@csulb.edu or visiting www.csulb.edu/alumni.

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