THE MAGAZINE OF CALIFORNIA STATE UNIVERSITY, FULLERTON



A Man for All Seasons

President Gordon Announces His Retirement After 21 Years of Service to Cal State Fullerton

Jon C

President's Viewpoint Marking a Milestone



At the university convocation on September 13, I announced to the campus community my decision to retire as president as soon as the search for the fifth president is completed and the CSU Board of Trustees and Chancellor Charles Reed appoint my successor.

I'm grateful to have been able to call higher education my professional home during the past five decades, and serving California State University, Fullerton for the past 21 years has been an honor and

a privilege. I love this university, and I know a bright future lies ahead.

I became Cal State Fullerton's fourth president in 1990, and since then the university has risen to national prominence. Together, we have achieved so much, from strengthening student recruitment and retention programs, to forming partnerships both locally and around the world.

The latest U.S. News & World Report rankings elevate CSUF to No. 6 among top public universities in the West – the highest ranking for Cal State Fullerton since first being named to the West's Top 10 list in 2001. In addition, Cal State Fullerton is consistently ranked nationally for the number of bachelor's degrees awarded to minority students, among other achievements.

Our growth over the course of my presidency, in terms of enrollment as well bricks and mortar, has been remarkable. Our student headcount has increased from 25,736 in 1990 to 36,156 this fall, and underrepresented students now make up 57 percent compared to 31 percent in 1990. A few short years ago, we marked the university's first five decades. In 2008, we gratefully accepted a \$30-million gift from alumnus Steven G. Mihaylo and honored him with the naming of the Mihaylo College of Business and Economics. Just this year, we celebrated the completion of the largest building project yet – the \$143-million Phase III housing complex, which adds more than 1,000 residents and more than doubles our residence life facilities.

Indeed, there are too many significant milestones to mention here. It has meant so much to me to be a part of this time in the life of the university, and I thank you, too, for your essential role in our success.

In fact, in this issue you will find our annual report and honor roll of donors, recognizing generous gifts to Cal State Fullerton during the past year. It is the latest chapter of how the dedication of all our donors has fueled so much of our dynamic progress over our institution's history. Again, thank you for all you have done and for the honor of serving as your president.

Sincerely,

milton a. Jardon

Milton A. Gordon President California State University, Fullerton

COVER STORY

12 A Man for All Seasons

President Milton A. Gordon, who recently announced his retirement, has overseen \$636 million in university expansion projects, traveled the world as an ambassador for the university, and met the Dalai Lama. But you may be surprised at what he considers his top accomplishment.

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TITAN

Titan is the magazine of Cal State Fullerton, published by University Advancement for alumni, friends and the university community. We welcome your observations, news and comments.



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COVER

Calling his many years in higher education his life's work, President Milton A. Gordon announced his decision to step down at his 22nd annual convocation address September 13. Image by Jeanine Hill

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University News

GORDON RECOGNIZED FOR YEARS OF ACHIEVEMENT

President Milton A. Gordon was presented with the 2011 Illinois Institute of Technology Professional Achievement Award by his alma mater, recognizing his 40 years in education.

Prior to his 21 years presiding over CSUF, Gordon received his doctorate at IIT, served as vice president of academic affairs at Sonoma State University, dean of the College of Arts and Sciences at Chicago State University and director of the Afro-American Studies Program at Loyola University of Chicago. He simultaneously worked as a professor of mathematics at all three institutions.

COMMENCEMENT SPEAKERS DELIVER KEYNOTE ADDRESS

Cal State Fullerton welcomed a baseball legend and a Defense Department official at the 2011 commencement ceremonies.

Los Angeles Dodgers pitcher Tommy Lasorda delivered the keynote speech on Saturday, May 21. In his honor and for his accomplishments, President Milton A. Gordon announced the establishment of a \$25,000 endowed scholarship for a Titan baseball player in Lasorda's name.

Regina E. Dugin, director of the Defense Advanced Research Project Agency, took to the podium on Sunday, May 22. More than 10,000 grads were eligible to participate in the commencement ceremonies.



The Los Angeles Dodgers' Tommy Losorda and Regina E. Dugin, director of the Defense Advanced Research Project Agency, spoke at Commencement 2011.

To the Editor

I was dismayed to read of the "Harnessing the Power of Titan Pride" campaign (*Titan* summer 2011), which focuses on new or improved buildings. My Titan pride comes from my education and the friends I made on campus, not my classrooms, the gym or any other building.

Although I know capital funds are different from programming funds, I think the kind of money you are talking about raising for buildings and grounds—and signs!—is appalling in this time of program cuts, layoffs and furloughs. CollegeTown is particularly inappropriate, since town-and-gown relationships depend on the people making them, not the café they are sitting in having their coffee.

This initiative is nothing to be proud of. Judy Kidder Browning '76 (B.A. communications-radio/TV/film) After reading and re-reading the article on "Titan Pride," I am incensed that the focus is on fiduciary donations for a future plan. There is nothing in the article that might afford the human aspect of Titan pride,

such as skills and/or volunteerism. Indeed, the only alumna quoted in the article is asking for money. To use such an emotion-laden concept as school spirit as an attempt to shill for funding is insulting to this alumnus.

It's been 20 years since

I graduated with 125 units in two and one-half years in Titanland. Change has been little, but not generally for the better.

Michael C. Flores '91 (B.A. art history)

I'm curious about any environmental things happening at such an innovative university. I would love to read about CSUF efforts addressing environmental sustainability, energy conservation, permaculture, local and organic food production, community gardens, a student food co-op,

native plant restoration and partnerships with the community on any of these issues.

I'm an alumna who reads Titan Magazine cover-to-cover

every time. I enjoy keeping up with news and events and

the general progress of Cal State Fullerton.

Environmental sustainability is the way to the future, so I'd love to know what CSUF is up to in this area.

Anastasia Fiandaca '97 (B.A. psychology)

Philanthropic Foundation

FIVE JOIN FOUNDATION BOARD

Dave Doran '75 (*B.A. business administration-accounting*) is one of five new members of the board of governors of the Cal State Fullerton Philanthropic Foundation. Doran is managing partner of White, Nelson & Company, LLC, and has been a longtime supporter of the Mihaylo College of Business and Economics, including serving as a member of the college's Accounting Focus Group, Mentor Program and Executive Council.

William C. Taormina was integral to the development and success of Anaheim Disposal, which was founded by his family and today is part of Republic Services, the world's second-largest waste-management firm. Currently, he is founder and CEO of Clean City Inc. in Anaheim, a real estate development company.

Kerri Ruppert Schiller '82 (*B.A. business administration-accounting*) rejoins the board this year after a nearly two-year hiatus. Schiller is senior vice president and chief financial officer of CHOC Children's.

Tam Nguyen '05 *(MBA)* serves as the alumni representative to the board; he is past-president of the university's Alumni Association, where he also founded the Vietnamese-American MBA Alumni Chapter. Nguyen is president of Advance Beauty College in Garden Grove.

Eric Niu '12, an international business major, serves as student representative on the board in his capacity as president of Associated Students, CSUF, Inc.

ENDOWMENT GROWS TO RECORD HIGH

The Cal State Fullerton endowment grew to a record \$32.3 million for the fiscal year ending June 30, 2011. The endowment, which is actually a collection of individual endowed funds – investment income from which support a wide range of institutional needs from scholarships to special initiatives – is managed and stewarded by the foundation for the benefit of the university.

INITIATIVES ATTRACT KEY GIFTS

Several foundation-sponsored strategic initiatives that have been featured in



past issues of *Titan* have recently garnered a number of noteworthy gifts. Among the donors is Gordon Bakken, professor emeritus of history, who has contributed more than \$65,000 to the Center for Oral and Public History component of the "Bringing the Past to Life" initiative. Jerry Johnston '71 *(B.A. business administration)*, a foundation board member, has contributed \$50,000 to the Reclaiming Our Future initiative in support of STEM (Science, Technology, Engineering and Math). Kerri Ruppert Schiller '82, also a foundation board member, has pledged \$50,000 to the nursing

component of the "Meeting California's Health Care Challenges" initiative.

READING CENTER HONORS LATE PROFESSOR OF EDUCATION

The university's Reading Center, located in the Education-Classroom Building, was dedicated to the late Hazel Miller



Croy, professor of education emerita and founder of the university's reading education program. Croy came to campus in 1960, launching the master's program in reading six years later. Campus reading

Hazel Miller Croy

educators and Reading Department alumni raised \$36,000 with the funds supporting scholarships in Croy's honor for students in the master's program and to go toward the purchase of equipment and supplies.

CAL STATE FULLERTON LEADER IN SERVING LOW-INCOME STUDENTS

According to the Washington, D.C.-based Education Trust, Cal State Fullerton is a national leader in price, quality and accessibility in providing higher education to low-income students.

UNIVERSITY FUNDRAISING RESULTS POSTED

Nearly \$8.5 million in private financial support was raised by the university in the fiscal year ending June 30, 2011, through gifts from individuals, corporations, foundations and other organizations. This year's annual report of giving and donor honor roll begins on page 22 of this issue of *Titan* Magazine.



President Milton A. Gordon signs the Talloires Declaration, a statement of commitment to environmental sustainability in higher education. Joining him at the signing are, from left, A. Scott Hewitt, professor of chemistry and biochemistry; Steven Murray, acting vice president of academic affairs; graduate student Doug Moody, chair of the Associated Students Environmental Advocacy Committee; Greg Dyment, director of the Fullerton Arboretum; and Willem van der Pol, director of physical plant.

PRESIDENT GORDON COMMITS TO SUSTAINABILITY

President Milton A. Gordon signed the historic Talloires Declaration, a statement endorsed by university administrators from more than 40 countries supporting sustainability in higher education. Drafted in 1990, its 10-point action plan encourages environmental literacy in teaching, research, operations and outreach at colleges and universities.

Gordon also signed the American College and University Presidents' Climate Commitment, which provides a framework for achieving climate neutrality. Signatories agree to establish policies on campus for energy efficiency and reducing greenhouse gases and, within one year of signing, receive at least 15 percent of the institution's electricity through renewable sources.

CSUF FIRST STATEWIDE IN AWARDING DEGREES TO HISPANICS

Cal State Fullerton ranks first in California and fifth in the nation in awarding bachelor's degrees to Hispanic students, according to *Hispanic Outlook in Higher Education's Top 100*. The university has been ranked first or second in the state since 2005.

Thirty percent of CSUF's student population is Hispanic, and the university ranks first in the nation in awarding bachelor's degrees to Hispanics for academic programs in communications, public administration and public service.

UNIVERSITY, COLLEGE AND SCHOOL DISTRICT UNITE FOR EDUCATION

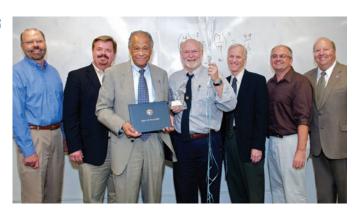
Cal State Fullerton teamed with Santa Ana College and the Santa Ana Unified School District to establish Santa Ana ¡Adelante!, a program designed to streamline the transition from middle and high school to college and university.

SAUSD students who qualify for admission will be provided guidance and assistance through ¡Adelante!, guaranteeing them priority registration at SAC and transfer into CSUF. Graduating seniors from the Class of 2011 will be the first to benefit from the program, entering SAC in the fall.

MATHEMATICS TEACHER NAMED OUTSTANDING PROFESSOR

Professor Martin Bonsangue received the highest faculty honor bestowed to university faculty, the 2011 Outstanding Professor Award. Bonsangue received a \$4,000 award from the President's Associates, which he plans to use to start a scholarship fund for first-generation college students pursuing careers as math teachers.

Bonsangue, who earned his master's degree at CSUF in mathematics in 1980, has been a longtime champion for improving math teaching for elementary, middle and high school instructors. He has received more than \$8 million in grants toward his work.



Martin Bonsangue, center, is joined by President Milton A. Gordon and, from left, Paul N. DeLand, chair of mathematics; Laurance M. Timm, chair of the Outstanding Professor Committee; Robert Koch, acting dean of the College of Natural Sciences and Mathematics; Stephen J. Stambough, vice chair of the Academic Senate; and Steven Murray, acting vice president for academic affairs.

Titan Athletics

NEW HONOREES NAMED TO TITAN ATHLETICS HALL OF FAME

A three-time NBA champion, a 15-year major league baseball veteran, the architect of the women's gymnastics dynasty, one of college softball's most powerful hitters and two of the most generous donors to the Athletics Department comprise the 2011 list of inductees into the Cal State Fullerton Titan Athletics Hall of Fame.

Bruce Bowen, Brent Mayne, Lynn Rogers, Sue Lewis, and Jerry and Merilyn Goodwin, respectively, were inducted as the hall's fourth biennial class Oct. 1 in the Titan Student Union.

RICK VANDERHOOK NAMED HEAD BASEBALL COACH

After a thorough search process that included input from all facets of the Titan



Rick Vanderhook

baseball family, Cal State Fullerton Athletics Director Brian Quinn announced on June 24 the hiring of Rick Vanderhook as the Titans' fifth Div. I head baseball coach.

Vanderhook, assistant coach for the past three years at UCLA, replaces Dave Serrano, who stepped down in June to become head baseball coach for the University of Tennessee. No stranger to CSUF, Vanderhook spent the better part of a quarter century here as a player and assistant coach.

"I have never met anyone with more passion for Titan baseball than Rick, and I couldn't be happier to bring him

home where he belongs," said Quinn.

BASKETBALL PLAYERS RACK UP HIGH GRADES

The Cal State Fullerton men's basketball team enjoyed a banner season in the classroom last spring, compiling an aggregate 3.19 grade point average, the highest in the program's history. Three players – junior Omondi Amoke, graduating senior JerVaughn Johnson and sophomore Kwame Vaughn – made the Dean's List with GPAs above 3.5. Nine more players made the honor roll with GPAs above 3.0.

TITAN ATHLETICS NEWS BRIEFS

Former Cal State Fullerton All-American left-hander Ricky Romero, now of the Toronto Blue Jays, played for the American League in the All-Star Game. ■ Former CSUF starter Gary Brown was 1-for-2 with a single stolen base and run scored in the fifth inning during the XM All-Stars Futures Game played during MLB All-Star Weekend. ■ Senior Ciara Short won her second Big West Conference Female Track Athlete of the Year Award May 19. She became the first Titan female to ever win the award last year. ■ The softball team placed eight players on the 2011 All-Big West Conference squads and senior K.C. Craddick was named the league's inaugural Defensive Player of the Year. ■ Nearly \$40,000 was raised for the Titan athletics scholarship budget at the annual Titans Athletics Department Golf Tournament. ■ Junior Tyler Pill was named a Dick Howser Award semifinalist by the National Collegiate Baseball Writers Association. The Howser Award goes to the top player in college baseball.

NEW DEAN NAMED

Shari G. McMahan is the new dean of the College of Health and Human Development.

McMahan joined the university as



an associate professor of Health Science in 2000. During her teaching career, she has been actively involved in developing new opportunities for students

and supporting academic scholarship.

CAMPUS LEADER ELECTED TO CHAIR ACADEMIC SENATE

John W. "Jack" Bedell, professor of sociology, has been elected Academic



Senate chair for the sixth time in his 40-year teaching career.

"I am very honored to be named to this position," Bedell said. He noted

that this year the executive board will be faced with continuing issues concerning the state budget.

GRAND CENTRAL NAMES NEW DIRECTOR

The Grand Central Art Center in Santa Ana hired John D. Spiak as its new director and chief curator.

Spiak is an Orange County native who was curator at Arizona State University Art Museum for almost two decades. Spiak, who started his job in September said, "[Grand Central] is an institution that continues to blossom in a city that took a risk for the arts. I'm ecstatic about forwarding the vision of the Grand Central Art Center."

Alumni News



TEMECULA OR BUST!

The Business Finance and Hispanic/Latino chapters, in collaboration with the College of Communications, College of Education, Nursing and Real Estate & Entrepreneur chapters, traveled in style on a chartered bus from Cal State Fullerton to the Temecula wineries in May. Attendees from the six chapters savored spirits at the Van Roekel and Maurice Carrie wineries while socializing with other Titans throughout the day.

The 40 guests experienced behind-the-vines treatment at one winery, where the resident sommelier shared stories about the winery's history and spoke about the owner's ideas on making wine. Part of the trip also included a visit to a craft fair, which featured impressive silver jewelry from Mexico.

Hispanic/Latino Chapter President Dorissa Martinez '00 noted that chapter members enjoy collaborating with other chapters. "So when the opportunity came up to co-host this event, we jumped at the chance," Martinez said. "I knew it would be a great opportunity to get to know members of the other chapters involved." To view more photos of the trip, visit fullerton.edu/alumni/hispaniclatino/pastevents.asp.

VISION & VISIONARIES AWARDS CALL FOR NOMINATIONS

Nominations are now being accepted for the 2012 Vision & Visionaries Distinguished Alumni Awards. Award categories include the Distinguished Alumni Award, Honorary Alumni Award and Recent Graduate Achievement Award.

The Vision & Visionaries nomination process is open to current staff, faculty, emeriti and alumni of Cal State Fullerton. The Cal State Fullerton Alumni Association encourages you to nominate your fellow alumni or honorary alumni for these prestigious awards. For more information on the nomination process, please visit www.fullerton.edu/ alumni/vv/.

TITAN PRIDE

Save 30 percent on Titan gear and gifts from 9 a.m. to 3 p.m. Saturday, December 3. Visit the Titan Shops bookstore at the Fullerton campus or go online at **titanbookstore.com** and enter promo code **alumniday11** during checkout. Excludes clearance and special promotions items. Offer good while supplies last.

TAKE TUFFY HOME

Join as a member of the Alumni Association today and receive a FREE Tuffy bobblehead!

You have seen your favorite mascot on Facebook in the weekly "Tuffy Tuesday" post. Now you can have one of your very own!

For just \$45 annually, membership in the Alumni Association keeps you connected with your university and offers you numerous members-only privileges:

- Discounts at restaurants and services Buy-one-get-one-free athletic tickets
- Online career tools Access to all 23 CSU libraries Special discounts on networking events and much more!

Sign up today by calling 657-CSU-ALUM, or join online at **CSUFalumni.com**. Use promotion code **12TMF** when joining online.

Alumni Association

PRESIDENT'S MESSAGE: CELEBRATING TITAN PRIDE IN 2011-12

I am proud to be an alumnus from Cal State Fullerton. This great university is a part of each of our lives. To some, Cal State Fullerton is a stepping stone in the



Paul J. Carter

path of life. To others, it is a launch pad from which careers and life journeys have taken off. It is really just a matter of perspective, as we are all unique individuals sharing a common life experience – Titan Pride!

We have reason to celebrate our time at Cal State Fullerton, and fall is the perfect time to reflect back on your years on campus. You may have made lifelong friendships, met your spouse, joined a fraternity or sorority, attended campus athletic, theatrical or lecture events, or were inspired by a particular professor. We all have great memories of Cal State Fullerton.

So, get involved in our alumni community! You are one of more than 200,000 degree-holding alumni – and Cal State Fullerton is one of the largest universities in California. This is an accomplishment, and you are a significant part of that terrific history.

Join the Alumni Association and reconnect with the university by attending an Alumni Association event, such as the Vintage57 wine tasting, Homecoming or the Vision & Visionaries distinguished alumni awards. In addition to all the wonderful programs your membership dues support, they also help raise scholarship dollars for deserving students. Plus, as a member, you can get involved with more than 20 alumni chapters, ranging from college- and department-based to affinity-based and regionally based groups. I am certain that there is at least one chapter or activity that will fit your interests.

Stay connected by becoming a member, attending an event or getting involved with a chapter. This is what Titan Pride is all about! I look forward to seeing you throughout the year at Cal State Fullerton events.

and Carter

Paul J. Carter '92 President, Cal State Fullerton Alumni Association

BOARD OF DIRECTORS EXECUTIVE COMMITTEE 2011-12

PAUL J. CARTER '92 – President
TAM T. NGUYEN '05 – Immediate Past President
JULIE ESPY '92 – President Elect & Vice President, Programs
PATTY AZIMI '06 – Vice President, Chapters and Student Outreach
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MONICA REBELLA '83 – Vice President, Finance To see a full list of the Alumni Association Board of Directors, please visit fullerton.edu/alumni/about/board.asp.



TRIP OF A LIFETIME

A group of 15 recent Cal State Fullerton graduates traveled through Europe June 4-20 on a trip organized by the CSUF Alumni Association. "Europe was an amazing experience!" said Francisca De La Cruz '11. "The friendships and the memories we shared are going to last forever!" Guadalupe Valdez '11 said that her favorite locations on the trip were Rome and Vatican City. "Everything in Rome, the food, people, shopping everything was awesome!" Ryan Knight '11 noted: "We saw so much and had so much fun that it went by too quickly! Our tour guides were awesome and made the trip an outstanding experience."

DID YOU KNOW?

In 2010-11, Alumni Association volunteers contributed 310 hours to the university and Alumni Association programs and events. Thank you to our wonderful volunteers! 7

Story by Cathi Douglas '80 / Image by Matt Gush '12

Work Hard,

CHOC Children's Executive Credits CSUF Experience With Her Success

erri Ruppert Schiller '82 *(B.A. business administrationaccounting)* is known as hardworking, diligent, creative and successful. As senior vice president and chief financial officer of CHOC Children's, Schiller was recently named by *Orange County Business Journal* and CalCPA as 2010 Outstanding CFO of a Nonprofit Organization.

The honor recognizes Schiller's ingenuity and resourcefulness. When she joined CHOC Children's in 1998, the organization had suffered the largest operating loss in its history. By tightening financial controls, renegotiating better contracts with insurance payers and medical groups, and implementing strategic initiatives, Schiller helped turn the hospital's \$19-million loss into an operating gain of \$4.9 million in two years.

CHOC Children's revenues increased 215 percent during the first 10 years of her financial leadership, with market share increasing from 56 to 68 percent in the five-year period ending in 2008. Now she is overseeing work on a \$550-million new tower built to meet the community's health care needs beyond 2030.

Schiller believes her stellar work ethic – and the key to her success – was formed when she was a student at Cal State Fullerton, where she worked full-time at a Villa Park high-tech engineering firm to put herself through college. "I worked hard and I played hard," Schiller recalled. It's a lifestyle that she has continued in her career, philanthropic involvement and private life. "I was the typical college student, although there were many professionals in my classes who were returning to school to complete their degrees. They, and most people in my classes, were very serious about their studies."

First enrolled as a chemical engineering major, Schiller switched to accounting after enduring several semesters of physics. She found camaraderie and support among her fellow business administration students, and support and encouragement from several of her accounting professors. She also was a Sigma Alpha Epsilon fraternity little sister.

"I appreciate the opportunities I had at Cal State Fullerton," Schiller said. "I know it made a difference for me."

That belief fuels not only her dedication to her alma mater, but her long involvement in philanthropic support for the university. A member and past chair of the Cal State Fullerton Philanthropic Foundation Board of Governors, as well as chair of the Audit Committee and a member of the Strategic Planning Committee, Schiller chairs the foundation's Nursing Task Force, serves on the Front & Center Blue Ribbon Committee and is among the university's 50 Women of Distinction. She also is a

q



participant in the Mihaylo College of Business and Economics' Professor for a Day event.

"It's been extremely fulfilling for me as I've been involved with the university to see how staff looks at the needs of the community, anticipates them, and steps up to the plate to meet those needs," she said.

"Everyone should have access to higher education – that's a passion of mine," she added. "I believe in supporting investments and endowments that mean we can create better access for students to ensure they can attend and graduate from college."

Involvement with the university means she rubs elbows with students and faculty, an experience that Schiller finds invigorating. She also gets inspiration from her work with CHOC Children's.

"You have to love what you do," she said. "I work with a dedicated, talented team. And it's motivating to work for children and their families. You know you make a difference."

That difference does come at a price. As a successful, driven businesswoman with a husband, two stepchildren, and commitments to several boards and service organizations, she often finds herself faced with the issue of balance between family, work and self. "I'm passionate about my work, the university and my family," she said. "But there still are only 24 hours in a day."

a new \$550-million tower built to meet the community's health care

needs beyond 2030.

In addition to her career and philanthropic endeavors, Schiller is a member of the Public Policy Committee of the National Association of Children's Hospitals, a past board member of NACH, past chair of the audit committee of the National Association of Children's Hospitals and Related Institutions, and a board member of the Orange County Foundation for Medical Care. She is a member of the Hospital Association of Southern California CalOptima Managed Care Subcommittee, the Healthcare Financial Management Association and past secretary/treasurer of the California Children's Hospital Association. She also is an active member of her church, serving monthly in their food bank efforts.

She believes her husband Andrew's support is key to her success at work, with her family, and in her philanthropic efforts.

"My husband makes it all worthwhile," she said. "I'm grateful that he's so supportive and able to share all this with me." ■



Foundation for Achievement

Story by Cathi Douglas '80 / Image by Matt Gush '12

ared Hernandez '10 *(B.A. communications-radio/TV/film)* dreamed of success in the world of television and film. His dreams have come true through his own hard work – and a couple of boosts from the Cal State Fullerton Career Center.

"I wouldn't be where I am today without the Career Center," Hernandez said. "I'm living proof that success can be attained with their help."

Now a production assistant on "Tavis Smiley," Hernandez began studies in the Master of Fine Arts screenwriting program at the University of Southern California this fall. He hopes to find success as a screenwriter and as a college film and television professor.

The CSUF Career Center offers a wide variety of programs, events and services to current students and recent graduates within one year of graduation at no charge. Alumni who are members in good standing of the

Jared Hernandez '10, above, a production assistant on "Tavis Smiley," is headed to USC this fall to study screenwriting. "I wouldn't be where I am today without the Career Center," Hernandez said.

Cal State Fullerton Alumni Association may also access the Career Center free of charge.

Hernandez attributes both his success in finding work on the hit PBS show and his acceptance into USC's M.F.A. program to the Career Center's Laura Neal and Debbie Darling, respectively.

Neal and Darling worked with Hernandez prior to his graduation and then afterward. The industry specialists helped him find a "Tavis Smiley" internship, craft a resume and prepare for his first interviews. Later, they helped him develop a personal statement and the paperwork he needed to apply to the M.F.A. program.

"I don't think it's an overstatement to say that I wouldn't have the job that I have, or that I could have put together a winning application to graduate school without the Career Center."

Hernandez's experience is an example of the Career Center's impact on recent CSUF graduates and an indication that employment for newly minted graduates is turning around, albeit slowly, said center Director Jim Case.

According to the National Association of Colleges and Employers, employers will hire 19 percent more college graduates in the U.S. in 2011 than last year. In addition, starting salary offers are on the rise. NACE's Spring 2011 Salary Survey showed that the average salary offer to all class of '11 graduates was \$50,462, up 5.9 percent over the overall average offered to 2010 graduates.

While that is good news for recent graduates, Case warns, applicants must prove themselves, because employers are particular about whom they hire and whom they retain.

"Individuals who take the initiative, have strong written and verbal skills, work well in teams and have good work habits meet employers' expectations for positive performance," Case said. "A college degree is no guarantee that an individual will succeed, but a degree as part of a professional career plan is extremely important."

Two areas where California State University students are particularly well suited are diversity and teamwork, because the student body is so diverse and teamwork is emphasized in coursework, Case noted. "Those who are confident working with people of different backgrounds and can function effectively in a team environment will contribute to the employers' success."

He urges students to "**Take 5**" to focus their career search: commit five or more hours a week to job-seeking;

- start the job search at least five months prior to graduation;
- think of the job search as a fifth class in the schedule;

- complete the five job search basics workshops at the Career Center: and
- participate in the Take 5 internship and job search career events.

Once they are well on the way to job-seeking, Case recommends a four-step approach.

Focus. Identify opportunities, get inside the perspective of hiring managers and exude self-confidence. Because hundreds of people might be applying for a single position, it's imperative to be competitive.

2 Time allocation. Job opportunities come from people, not necessarily from job listings, so insider contacts and knowledge are important. Concentrate on informal as well as formal channels to identify opportunities.

Networking and gathering information. CSUF students have access to more than 2,000 faculty members on campus. Have face-to-face conversations with faculty, guest speakers and professionals at internship sites and job fairs. This makes the approach targeted rather than scattershot.

Social media. The tools available are amazing, but students tend to think about social media as just that – social rather than professional. LinkedIn's Career Center site has more than 1,200 members, and it can help students with the transition from recreational use to professional development.

"It's important for students to introduce themselves to prospective employers in all the ways they can," Case said. "We have huge resources within the CSU system. Increasingly, professionals are looking at these tools to seek and find successful applicants, and students would be wise to follow these steps."

Hernandez, who credits his television production classes with preparing himself with the skills to tackle his internship, found mentors in the Radio/TV/Film Department as well as utilizing the Career Center's services. He credits Professors Jule Selbo and Bob Engels with encouraging his screenwriting skills and spending extra time with him.

"And in Dr. Ed Fink's class, we learned the foundation of what I'm doing now at 'Tavis Smiley," he added. "We learned what every position does, including graphics and the TelePrompTer, and once I got this job, it all came back to me."

For more information, please contact the Career Center at careercenter@fullerton.edu, 657-278-3121 or visit **fullerton.edu/career**.



A program close to President Milton A. Gordon's heart is the President's Scholars, which provides a foundation for high-achieving students to develop and realize their potential for success – as scholars, leaders and citizens. "Cal State Fullerton would not be the higher education institution it is today without the guidance, direction and leadership of Dr. Gordon," said Annette Feliciani '80 recently. Feliciani is president of AEF Systems Consulting Inc. and past chair of the Cal State Fullerton Philanthropic Foundation Board of Governors. "Cal State Fullerton has been the trendsetter for the Cal State system – and that is due to one man."

e has overseen \$636-million in university expansion projects, rubbed shoulders with celebrities, traveled the world as an ambassador for the university, and met the Dalai Lama.

But President Milton A. Gordon – who recently announced his retirement from Cal State Fullerton – is most pleased with a singular accomplishment embodied in a scene he witnesses on the Quad every day: Everywhere on campus, students work, study and socialize together, regardless of their diverse ethnic and cultural backgrounds.

Story by Cathi Douglas '80

A Man for All Seasons

President Gordon Announces His Retirement After 21 Years of Service to Cal State Fullerton

"It's so great to see the students mingling together," Gordon said.

"It used to be that they all remained separate from each other, even as their numbers were growing. It's the greatest change I've seen - and I think it's wonderful."

Calling his many years in higher education his life's work, Gordon announced his decision to step down at his 22nd annual convocation address September 13 before faculty, students and donors. He will remain in office until a successor is named.

"It has been an honor and a privilege to serve as your president, and I wish to thank all of you - faculty, staff, students, alumni, donors and friends in the larger community - for your ongoing support, help and advice, which has helped build Cal State Fullerton into the extraordinary university it is today," Gordon said. A long, heart-felt standing ovation followed his address.

"Dr. Gordon's presidency has transformed the campus, moving it in every way from one century to another," said





Thomas P. Klammer, dean emeritus of the College of Humanities and Social Sciences. "Through all the changes that he led and encouraged, one theme rang loud and clear: The mission of Cal State Fullerton was access with quality... I am proud and grateful to have been able to work for so many years in support of the goals that he articulated and embodied."

During Gordon's more than two decades as the university's president, Cal State Fullerton has celebrated its 40th and 50th anniversaries, and grown from an institution serving 25,600 students to the more than 36,000 enrolled this fall.

Throughout 21 years of commencement ceremonies, Gordon has shaken the hands of thousands of graduates and presided over the graduation of more than half of CSUF degreeearners. More than 128,000 degrees have been awarded during his tenure, propelling the overall number of CSUF graduates past 200,000.

The milestones of the past two decades are many and impressive. For the past 12 years, CSUF has been the No. 1 destination in California for community college students

President Gordon, left, greets the Dalai Lama on a visit to campus in 2000. Below, Tuffy is a fan of Gordon's – and vice-versa.

transferring to a public university. The number of academic degree programs offered since 1990 has risen from 91 to 104, including the establishment of a doctorate in education program, one of the first in the 23-campus Cal State University system.

The latest U.S. News & World Report rankings elevate Cal State Fullerton to No. 6 among master's-level public universities in the West, the highest ranking for CSUF since first being named to the Top 10 list in 2001.

And Gordon is particularly pleased that the ethnic makeup of the university's student population has grown increasingly more diverse. In fall 1990, 59 percent of CSUF's students were white and 31 percent were minorities. Today, those numbers have reversed, with underrepresented students making up 57 percent of

total student enrollment this year.

Graduation rates have mirrored the diverse enrollment increases, with CSUF ranked ninth in the nation for baccalaureate degrees awarded to minor-



ity students, according to *Diverse Issues in Higher Education* and based on data from the U.S. Department of Education. In addition, CSUF is No. 1 in California and fifth in the nation among colleges and universities awarding bachelor's degrees to Hispanics.

nc



5179 million

In the last 21 years, Cal State Fullerton has generated more than \$179 million in private philanthropic support.

st

In 1994-95, Cal State Fullerton became the first university in the CSU system to install a fiber optic infrastructure that changed and improved the use of technology throughout the university.

CSUF has been No. 1 destination in California for community college students transferring to a public university.

President Gordon welcomes actor/ alumnus Kevin Costner '78, right, to the spring 1992 opening of the Titan Sports Complex, where Costner threw out the first ball. Below, Gordon has presided over 21 commencement ceremonies. More than 122,000 CSUF students have earned 128,127 degrees since 1990.



"Our campus has a very good record of graduating students regardless of race, ethnicity or gender," Gordon said last year, when he was honored by the American Association of Hispanics in Higher Education. "This has been accomplished through the

provision of student support services, tutoring and mentoring - peer and professional - and, above all, through the conscious effort and dedication of our caring and nurturing faculty, staff, student affairs professionals, student organizations and by students dedicating themselves to their studies and degree objectives."

Gordon has transformed Cal State Fullerton, said Eric Niu '12, president of Associated Students,

At a January 2008 news conference announcing his \$30million gift, President Gordon and Dean Anil Puri thank alumnus Steven G. Mihaylo '69. "President Gordon has provided Fullerton with steady leadership over a long period that has resulted in remarkable growth of the campus," Puri said recently. "His legacy of a transformed campus sets the stage for its hopeful future."



CSUF, Inc. "I hope that the next president has as much passion for students and is someone who will really advocate on our behalf, especially during this economic crisis."

Rep. Ed Royce '77 (R-Orange), a graduate in business administration, applauded Gordon's exceptional service to the Orange County community. "His staunch support of education and his commitment to the students at CSUF is admirable, and deserving of appreciation.

"Among his many accomplishments at the university, President Gordon led the campus into prominence as one of our nation's largest and most inclusive institutions of higher education," Royce said. "He has been committed to broadening access to a college education, particularly among underrepresented communities, as well as extending CSUF's outreach across the globe."

Gordon, who has traveled the world on behalf of the university and trumpets CSUF as having a global view, notes that international agreements have increased from seven in 1990 to 84 in 2011, and international students attending Cal State Fullerton have nearly doubled, from 884 in 1990 to 1,544 this year.

"He has been so instrumental in the growth of progress of Cal State Fullerton, in particular in the diversity that he brought



ONE OF **FIVE**

Cal State Fullerton is one of just five of the nation's 1,200 four-year colleges and universities designated by the Washington, D.C.-based Education Trust as a national leader in price, quality and accessibility and in serving low-income students.

President Gordon has presided over 22 building projects, leading a dramatic expansion of university facilities, including more than 4 million square feet of interior space representing an investment of \$636 million.

In 2010, *Forbes* Magazine ranked CSUF among the top 100 public colleges nationally.



to the staff and student population," said Miguel Pulido '80, mayor of Santa Ana and a graduate in mechanical engineering. "As an alumnus, I so much appreciate his steadfast leadership. He has just been a giant and has done an absolutely amazing job."

In addition to academic and demographic changes during Gordon's tenure, the university opened satellites in Santa Ana and Garden Grove and moved its south county branch campus from Mission Viejo to the shuttered El Toro Marine Corps Air Station, and finally to its current site at 3 Banting in Irvine, where nearly 2,700 students are enrolled this fall.

Gordon presided over the largest construction period in the university's history. More than \$636 million in 22 new and revitalized facilities were completed, totaling 4 million square feet of interior space, including buildings devoted to instruction, student support and residential structures, among many others.

It's also been a period marked by sustainability, with all



In 2000, President Gordon, left, joined founding President William B. Langsdorf on a tour of the campus. "There is no question that President Gordon has been an outstanding president for Cal State Fullerton," said Willie J. Hagan, vice president of administration and finance and CFO. "The buildout of the campus... in terms of enrollment, new buildings and excellent academic programs is a direct result of his efforts to hire and support talented faculty and staff and his ability to work with faculty and student leadership."

new buildings erected since 2006 meeting LEED (Leadership in Energy and Environmental Design) certification standards. These include the Student Recreation Center, Children's Center, Fullerton Arboretum Visitor Center and Orange County Agricultural and Nikkei Museum, as well as the newly opened student residence halls and dining complex.

The university also posted noteworthy gains in fundraising and public awareness under Gordon's leadership. Front & Center,

Cal State Fullerton's signature community outreach and fundraising event for scholarships, was established in 1996, and has featured a wide variety of legendary personalities and entertainers, including Gen. Colin Powell, Michael Eisner,



President Gordon speaks at the opening of the Student Recreation Center in 2008, above. The center has been recognized for its environmental sustainability. Left, Gordon meets with Parker Kennedy, CEO of First American; Reba McEntire, featured headliner of Front & Center 2009; and NHRA racing champ Ashley Force Hood '04, master of ceremonies.

Throughout 21 years of commencement ceremonies, President Gordon has shaken the hands of thousands of graduates and presided over the graduation of more than half of all CSUF degree-earners.

no.9

CSUF ranks No. 9 in the nation in 2011 in baccalaureate degrees awarded to minority students, according to *Diverse Issues in Higher Education*, based on data from the U.S. Department of Education.

\$32 million

The university's total endowment is \$32.3 million in 2011, up from \$1.67 million in 1990.

Enrollment in fall 2011 is **36,156**, compared to 25,736 in 1990.

16

Walter Cronkite, Bill Cosby, Tony Bennett, Whoopi Goldberg, Christopher Reeve, Bob Newhart, Natalie Cole, Kenny Loggins, The Doobie Brothers, Gladys Knight, Chicago, Stevie Nicks, Reba McEntire, the Steve Miller Band, and Earth, Wind & Fire.

In 2008, Gordon celebrated a record-breaking \$30-million gift from alumnus Steven G. Mihaylo, with the College of Business and Economics named in Mihaylo's honor. Also that year, a \$5-million gift named the Performing Arts Center after alumnus Joseph A.W. Clayes III.

"With President Gordon's



leadership, Cal State Fullerton has generated more than \$179 million in private philanthropic support, a legacy that promises to yield benefits far into the future," said Doug Simao, chair of the CSUF Philanthropic Foundation. "And the university's endowment is \$32.3 million, up from \$1.67 million in 1990 – an



impressive 95-percent increase."

After more than 8,000 days as CSUF president, "Milt has definitely earned the right to determine his own agenda and how he spends his time," said Jack Bedell, Academic Senate chair and professor emeritus of sociology. "He has presided over the incredible changes this campus has undergone and often

under very difficult budgetary considerations. No one can deny his accomplishments."

Gordon once called his position "the greatest job in America," but he admits that it's been downright difficult President George W. Bush, above, congratulates President Gordon and members of the 2004 NCAA champion baseball team at the White House in May 2005. "Dr. Gordon, thank you for all you've done for student-athletes through the years," Athletics Director Brian Quinn said following Gordon's retirement announcement. "Cal State Fullerton is a better place since you have arrived, and it continues to grow because of your great leadership." Left, Gordon checks out Bob the corn snake at the Tucker Wildlife Sanctuary.

at times. One challenge occurred this year, when the university received more than 60,000 applicants and, because of impaction, turned away more than 8,000 students who were qualified to attend the CSU. "That hurts me to my heart," he said.

But through it all, Gordon said, he has enjoyed what has been called "the Fullerton Way," a collegiality among faculty and staff members, students and the public that he feels is unique to Cal State Fullerton. It was memorialized in a 360-page book of that name published in 2008, authored by History Professor Emeritus Lawrence B. de Graaf. "It would be wonderful to see that collegiality continue following my departure," Gordon said. ■

Milton A. Gordon Fund for Faculty Research and Creativity

President Gordon, recognizing the importance of ongoing faculty scholarly and creative activity to the life of the university, its quality of education, and the betterment of society, has established a fund to expand support of this work.

"I recognized several years ago the dire need to provide additional funds to support and sustain faculty scholarly and creative activity, for not only the present time but well into the future," Gordon said during his September 13 convocation address. He announced that through conscientious set-asides over time, he has created a \$1-million fund to be paired with private donations to advance these vital efforts.

For more information, contact Joan Rubio in University Advancement at 657-278-3947, or if you choose to donate to the fund to support this work and honor Dr. Gordon's legacy as president, you may give online at fullerton.edu/GordonFund.

Striving to Meet Soldiers' Grassroots Movement Leads to Campus Veterans

Story by Christine Amarantus '11 / Illustration by Kurt Huggins and Zelda Devon; morgangaynin.com

nce the weapons have been put away and the dog tags have been hung up, the process of deactivating into civilian life can be a challenging transition for veterans. Adding in the stress of homework, research papers, group projects and final exams can mean an even greater level of frustration and struggles.

Following nine years of military service in the Army, including a year deployed in Iraq, Joseph Chang '08 (*B.S. human services*) found himself at Cal State Fullerton picking up his education where he left off. "I came back to school, and I realized there were no adequate support services for veterans," Chang said. "I decided to start something through a grassroots movement. I recruited four fellow veterans and we started meeting on campus on Tuesdays



at lunch. I started buying pizza to recruit more, and that's how we started our own support group."

As these efforts grew, Chang founded the Student Veterans Association in spring 2008, becoming its first president. Following the organization's first Veterans' Appreciation Night, the university determined that a full-time coordinator was needed. Chang applied and was hired to start CSUF's Veterans Student Services. Its goal is to lend personalized support to student veterans, aiding them in the transition back to school with guidance, support services and resources – but it also provides veterans with camaraderie. Veterans Student Services works closely with the association on events and outreach.

Chang's office serves more than 400 known student veterans on campus. When applying to CSUF, students may indicate that they are veterans. Chang receives this information and sends out emails inviting them to the organization's events. He said many veterans do not respond, and some purposely do not check the box. "They are driven with an independent mindset – a warriorfamilies to help them get back on their feet, transition back into the workforce and a more stable life."

Frank Ramos '12 (*M.A. anthropology*), who works as the association's secretary, specifically chose to attend CSUF for its veterans' services after serving almost six years in the military.

"The transition from military to school is more detailed than most people would suspect," Ramos said. "One of the biggest difficulties is that universities, private institutions and technical schools don't understand what type of transition assistance they need to offer ... My first choice, Cal State Fullerton, was actually [due to] the fact that they had a veterans assistance program in place," he added. "CSUF has a Veterans Services office that you're not going to find at many universities out there."

Along with difficulties returning to school, Ramos explained that veterans sometimes face criticism in universities for having served in the military. "There are a lot of claims about people embodying a veteran as being a part of the system that they're trying to fight against, part of the system that they see as

"Veterans are driven with **an independent** a warrior-like mindset that hinders them of the available, wonderful resources. assistance is perceived as a sign of weakness."

- Joseph Chang '08, Veterans Student Services coordinator

like mindset that hinders them from utilizing all of the available, wonderful resources," he said. "Because seeking assistance is perceived as a sign of weakness."

"I got an email from Joseph and it was basically an invitation to hang out with fellow veterans," recalled Jim Hodgson '12 (*M.A. public administration*), the 2011 association president. "Meeting those other veterans was helpful. You have people going through the same things as you. Some people are maybe a year or two ahead of me at the university and can help me through the process."

Hodgson, a former Army captain who went to Iraq with the 101st Airborne Division, said the association makes many great contributions to the veterans' community. "We sent about 200 boxes of care packages to service members in Iraq, Afghanistan and Kuwait. We had some excess, so we donated about 500 pounds of items to a local nonprofit organization called Veterans First," he said. "They focus directly on homeless veterans and their being oppressive," he said. "The majority of veterans are nonconfrontational. They understand that people have a right to protest, that people have a right to speak their mind."

Because veterans can be much older than "traditional" students who enter the university right after high school, they often feel like outsiders in the community. "We don't rush frats," Ramos, 30, noted.

Catherine Ward '10 (*B.S. human services-mental health*) assists Chang in the Veterans Student Services office while studying in CSUF's master's degree program in counseling. "This is a group of individuals who have served our country and their communities in ways that no one else has. It is service that should be esteemed and valued," Ward said. "I think we have an obligation to serve them, because they have served us."

Ward began working with Veterans Student Services as an intern, and was hired with the help of a Center of Excellence for Veterans Student Success grant from the U.S. Department of Education. The three-year grant totaled \$318,000 and helped hire tutors and develop the service's programs, especially those focusing on female veterans – a population often overlooked, Ward said.

Among Chang's goals is to increase the number of scholarships offered for veterans. Their first scholarships were launched with \$2,000 in donations made by three CSUF alumni veterans. "Why would they do that? They appreciated what they had received so much that they wanted to give back," he said. "That became the seed of the annual Veterans Scholarship for Success Award."

While Chang and Ward agree that the grant is wonderful, they still must find funding for Veterans Student Services, which is housed in CSUF's WoMen's Center. "We hope to have a space that is not separate from our roots in the WoMen's Center, but that is just expanded," Ward said. "The numbers are going to

mindset – from utilizing all Because seeking

require it, and our veterans need a place that they can call their own."

Helping people is the main priority of both the service office and the student association. "That's what's important," Ramos said. "If we can help someone get on their feet, get through that class, even help someone get in the university, the biggest goal is helping them achieve their own goals."

"We have a lot of work still to do. We want to reach more of our student veterans," added Ward. "As a society we are still struggling to meet the needs of our Vietnam veterans. I do not want to be in this position in 20 or 30 years, struggling to meet the needs of our Iraq and Afghanistan veterans. I hope that as a society we will do better and do right by them." ■



CSUF Veterans Student Services is committed to assisting veterans with guidance, support services and resources.

- Welcome and information session
- Veterans Open House
- Guidance and support counseling
- Veterans discussion groups
 - General Group: Tuesdays, noon to 1 p.m during the fall and spring semesters
 - Women Veterans Group:
 - Wednesdays, noon to 2 p.m. during the fall and spring semesters
- Benefits, resources and referrals
- Tutoring services (English and basic math)
- Veterans University (transitional assistance course)
- Mentoring Veterans program
- Veterans Scholarship for Success
- Child-care assistance
- Workshops and special events
- Veterans career connection and internship
- Women's veterans programs (with monthly Women Veterans Sunday brunch)

CONTACT INFORMATION

University Hall 205 657-278-3928 Monday through Wednesday and Friday 8 a.m. to 5 p.m. Thursday 8 a.m. to 6 p.m. **fullerton.edu/veterans** vss@fullerton.edu

Student Veterans Association

- Camaraderie, resources and advocacy
- Assists veterans in successfully transitioning from military to university

CONTACT INFORMATION

University Hall 205 657-278-3928 General meeting: Thursdays from 4 to 5 p.m. fullerton.edu/veterans/sva.asp csufvsa@gmail.com 21

The dynamic progress of Cal State Fullerton would not be possible without the generosity of our donors, who honor the university's important work with every gift they make. In this annual report, you will read about the many generous gifts received from individuals, corporations and foundations during the past year. We thank our donors for their contributions and for playing a significant role in the life of the university.



His father taught him an important lesson: how to give back.

teven Wang '99, owner and CEO of a State Farm Insurance agency, learned about giving back from his late father, Jonathame. Also a State Farm Insurance agent, Jonathame supported Cal State Fullerton while Steve was a student at the university; his generosity amplified when Dr. Weili Lu became the director of the new Center for Insurance Studies at Mihaylo College of Business and Economics in 1998.

"My father believed in giving back," said Steve, who graduated from Mihaylo College with a B.A. in business administration. "And there's no question that I got a great education at Cal State Fullerton. I am very grateful for it."

Not surprisingly, Steve chose to support the Center for Insurance Studies. With a unique gift of a life insurance policy that will yield both dividends and build an endowment, Steve is planning for the long term. "The Center for Insurance Studies is a refreshing way to promote the professionalism of the industry," he said. "It brings more respect and credibility to the field as a whole, while helping Cal State Fullerton students achieve their personal and professional goals."

Steve also wants the legacy of his father to live on. "When my father died suddenly a few years ago, my family donated the money given to us in his memory to Cal State Fullerton. We wanted to create an endowment that would benefit students forever. This latest gift is a part of our plan – and mine – to give back, just like my father wanted."

For information about giving to the Mihaylo College of Business and Economics, please contact **Michele Cesca** at 657-278-4869 or **mcesca@fullerton.edu**.



CHAIR'S MESSAGE / Cal State Fullerton Philanthropic Foundation

When Cal State Fullerton students come to me for career and life advice, my message is clear: I tell them to find their passion and pursue it. Without passion for the work you do, financial and personal success will feel empty and meaningless. It's passion that



creates purpose in life and work.

My message to university alumni, friends and donors is the same. I challenge you to find your passion for Cal State Fullerton and pursue it. Perhaps that means giving of your time to a special program or event; maybe it's speaking to a class whose students are studying in your field. Or it could mean giving financially to a scholarship fund, initiative or endowment that especially speaks to you.

From athletics programs to academics, scholarships to special initiatives, we truly have it all here at Cal State Fullerton. No matter your passion, you can find something to invest yourself in – heart, mind, body and spirit.

And as you have read in previous issues of *Titan* Magazine, the university and Cal State Fullerton Philanthropic Foundation board of governors have jointly adopted five strategic initiatives that address themes identified by a universitywide group of faculty, staff, students, donors and alumni. The following projects within these initiatives, now seeking your support, are receiving priority attention over the coming years:

 addressing an impending nursing shortage through revitalized and expanded programs within the newly designated School of Nursing;

creating gero-engineering educational programs to assist seniors;

■ strengthening programs that help preserve and present Orange County's stories of its human experience and its natural history;

 renovating our recreational fields, Titan Gymnasium, Titan Athletics Hall of Fame and university signage;

■ launching the creation of CollegeTown, an educational district around the main campus;

■ enchancing programs in Science, Technology, Engineering and Math (or the STEM fields); and

■ building private financial support for a permanent branch campus in southern Orange County.

Today, Cal State Fullerton and its students are particularly vital to our region's economy. It's essential that we continue to support the university in its mission and goals, and champion its promise to prepare new generations for the work ahead. By finding your passion and purpose at Cal State Fullerton, you can influence and improve the future for the university and its students.

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Annette Feliciani '80 Chair, Cal State Fullerton Philanthropic Foundation

Cal State Fullerton Philanthropic Foundation 2010-11

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If your name was inadvertently omitted, or incorrectly shown, please notify University Advancement at 657-278-2185.



Make a Gift – Make a Difference

If you are interested in giving opportunities at Cal State Fullerton, please visit **fullerton.edu/foundation**. You will learn about how you can make a difference through your gift to support a college, fund a program, build a legacy or provide ongoing support. You may read testimonials from donors who are supporting Cal State Fullerton. And you will discover why a public university such as Cal State Fullerton needs your support, now and always.

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He's been making history - and generous gifts - for decades.

teacher, author and mentor, **Dr. Gordon Morris Bakken** has been a history professor at Cal State Fullerton since 1969. Over the years, he has taught thousands of students and written 23 books, some with intriguing titles, such as, "Women Who Kill Men: California Courts, Gender and the Press," published in 2009. His "Mining Law of 1872" (2008) sold out in May 2011 and will be in paperback in January 2012.

Gordon earned his B.S., M.S., Ph.D. and J.D. degrees in history from the University of Wisconsin. An outstanding scholar and writer, Gordon received more than \$50,000 in grants to underwrite his research projects, and was honored with the Western History Association's Award of Merit and honorary life membership in 2009.

Giving to Cal State Fullerton since the early '80s, Gordon has supported many university scholarships and programs. But his heart, not surprisingly, is in history. Specifically, the History Alumni Association, which supports scholarships. "Many of our students need financial help to continue their education," said Gordon. "They simply can't continue without it."

Gordon is also a donor and advocate of the Center for Oral and Public History, which has recorded and transcribed

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thousands of historical recorded interviews and related transcripts, photographs and other materials from Orange County citizens. "State funding has been declining for years," Gordon said. "We must have the support of our alumni and friends for the oral history program – and for the entire university for that matter – to grow and to achieve national recognition."

For information about giving to the College of Humanities and Social Sciences, please contact **Theresa Davis** at 657-278-7642 or **thdavis@fullerton.edu**.



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Her extended family includes the Cal State Fullerton community.

r. Joyce Flocken considers Cal State Fullerton an important part of her family. For 31 years, she served the university in the Speech Communication Department (now Human Communication Studies) of the College of Communications.

Now retired, Joyce served 10 years as the coordinator of graduate programs, 18 years on the department's executive committee, and three terms as department chair. She was also elected to the Academic Senate for five terms and became its chair in 1992 in recognition of her leadership skills. in speech communication, Joyce was constantly encouraged by her family, which she believes contributed to the successful completion of her education. "When you encourage someone, you empower that person, and that is a pivotal role for teachers who care for their students," Joyce said. She knows that many students are working long hours, but are still shouldering large debt upon graduation. "That bothered me," she said. "It meant promising students could not afford to enroll in graduate school, and I wanted to encourage these deserving students."

in 1992 in recognition of her leadership skills. And so she created the Flocken Family Legacy for While she was earning her B.A. in art and M.A. and Ph.D. Graduate Students that benefits students in Human

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Communication Studies. "The Fullerton family, including alumni, students, faculty and staff, can make a difference in the fortunes of our students," Joyce said. "At Cal State Fullerton, we're a family working together to make ourselves and our educational progeny better today than we were yesterday."

For information about giving to the College of Communications, please contact Michael Karg at 657-278-3348 or mkarg@fullerton.edu.

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He invests in public higher education because it paid off for him.

erald (Jerry) Johnston '71 knows the value of public higher education. Now retired, his successful career culminated at the top of international business when he served as the chairman and CEO of Clorox Company, a global Fortune 500 company headquartered in Oakland, Calif.

Jerry graduated from Cal State Fullerton in 1971 with a B.A. in business administration from the College of Business and Economics (now Mihaylo College). He joined Procter & Gamble soon after graduating and remained there for 10 years before moving to the Clorox Company, where he was employed for 25 years. While at Cal State Fullerton, Jerry was very involved in many aspects of university life, including a fraternity. "I liked everything about the university," he said. "I had great experiences at Cal State Fullerton, and my education was critical to accomplishing what I did in the workplace."

A current Cal State Fullerton Philanthropic Foundation board member, Jerry has been giving back to his alma mater since the '80s. He recently chose to support the university's STEM Initiative, which will help enhance programs in science, technology, engineering and math – the "STEM" fields. "The Clorox Company is thought of as a product and marketing

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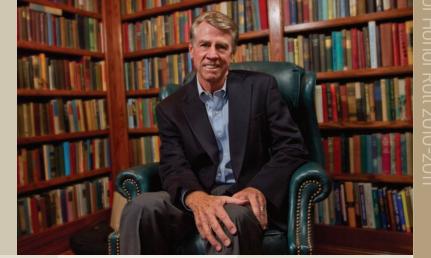
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company," said Jerry, "but it's also about science and technology. That's why I chose to support STEM." Jerry believes that public education is a good investment for anyone. "Cal State Fullerton is vital to both Orange County and Southern California in general. It's worthy of our support."

For information about giving to the College of Natural Sciences and Mathematics, please contact **Camille Harper** at 657-278-2245 or **charper@fullerton.edu**.

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They believe education is the key to a better life and a better job.

aryLouise '80 and Ed Hlavac have put their educations to work. A finance systems' project specialist at the Boeing Company, MaryLouise graduated from the Mihaylo College of Business and Economics with a B.A. in business administration/accounting. A 1969 graduate of Cal State Long Beach with a B.A. in economics, Ed is a mortgage loan officer for Guild Mortgage Company.

MaryLouise came to Cal State Fullerton as a nontraditional student – about 10 years older than the average student and working full-time. "Cal State Fullerton changed my life," MaryLouise said. "My education opened doors for me, and now I'm giving back."

Over the years, MaryLouise and Ed have supported the university in many ways, including creating a President's Scholars Endowment and making a capital gift to Mihaylo College. "We also support other programs and events, such as the arts, because we believe that an educated student is a well-rounded student," said MaryLouise.

Ed agrees. "Educated people contribute to the community. Both my education at Long Beach and MaryLouise's at Fullerton gave us an edge. We want to help young people have the same opportunity." As a donor and a successful businesswoman,

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MaryLouise firmly believes that education is "the key to most everything in life" - good jobs and good citizenship. Should anyone need inspiration, Ed advises, "Meet the students. Meet the President's Scholars. They are living proof of the value of higher education."

For information about giving to the President's Scholars, please contact Melissa Cohea at 657-278-4446 or mcohea@fullerton.edu.

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He artfully combined a memorial and a scholarship endowment.

orn in Bolivia, Abel Zeballos '72, '79 wanted to honor the memory of his late partner and provide funds for a scholarship. A professor who teaches classes in technical theatre and design in the College of the Arts, Abel was an international student in the early '70s. Initially, he majored in electrical engineering and then switched to theatre arts when he recognized his passion for theatrical design.

After earning his B.A. and M.A degrees in theatre arts, Abel taught at UCLA, Cal State L.A. and other colleges, as well as freelancing in makeup, hair and costume design in Los Angeles and Orange County theaters. He was the makeup director for the famous Halloween Haunt, an annual event at Knott's Berry Farm, for more than 20 years. Abel began his full-time teaching career at Cal State Fullerton in the late '80s and has been a teacher and a mentor ever since. "I am very fortunate," he said. "I love my job."

Abel chose to support Cal State Fullerton because of his deep connection with the university. "My experience in college was rich and rewarding," he said. "I wanted to give back."

Abel chose to support students and honor the memory of his longtime partner, Don Kennedy, by establishing the Kennedy-Zeballos Endowed Scholarship. "It honors students

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studying technical theatre and design," he said. "These professionals are as important as the actors, producers and directors, but they get very little recognition." Abel hopes that his gift will inspire others. "It's the right thing to do," he said. "Don would approve of it."

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Class Notes



VAN A. ROMANS '71 (B.A. art), president of the Fort Worth Museum of Science and

History, has been selected to join the



international Board of American Association of Museums as a member of the board of directors. Romans has long served the museum community, led fundraising and construction efforts

in Fort Worth's Cultural District, forged partnerships, and served as an adviser to the National Cowgirl Museum and Hall of Fame in Fort Worth. He is also a founding member of the Institute of American Indian Arts Museum. "I am delighted to serve the American Association of Museums," he said.



BRENT CALVIN '80 (B.A. business administrationmanagement) was appointed

superintendent and president of College of



d president of College of the Sequoias in Visalia, Calif. Calvin served as the college's dean of business and social sciences for four years and as the athletic director for five years. Before pursuing his degrees in business,

Calvin owned an engineering firm in Southern California that he sold to URS Corp.

JEANIE CORRAL '83, '89 (*B.A., M.A. history*) was selected California Assembly District 66's Woman of the Year for her active role in the Lake Elsinore community. After coming to the area in 1964, Corral served 23 years on the board of trustees for Lake Elsinore Unified School District and coordinated the "Put the Unity in Community" parade for 14 years. She also has authored two local history books.

JULIE CRICK ENGELHARDT '85 (B.A.

communications-radio/TV/film) is owner and creator of Story Time Adventures, a live, interactive story-telling program based in San Benito County, Calif. Engelhardt selects themes such as pirates, animals, transportation or holidays and dresses in costume to complement each presentation. Among other venues, she has performed at the San Benito County Fair, Imagination Festival and in YMCA after-school programs. Her goal is to promote reading as a fun and enjoyable activity. **storytimeadventures.wetpaint.com**

KATHY DUNCAN '87 (B.S. nursing) was



promoted to associate professor of management at the University of La Verne. Duncan became a part-time faculty member in leadership and management after a 20-year nursing career

in clinical, management and educator positions. She is pursing her doctorate in organizational leadership.

JOE FELZ '82, '87 (B.A., M.A. sociology) is



city manager of the city of Fullerton. Felz has been serving as the acting city manager since late December. The council voted 4-0 in May to appoint Felz, "a man with a vision for this

city," noted Councilwoman Sharon Quirk-Silva. Felz, a 25-year veteran of Fullerton, replaces Chris Meyer, who retired in December. Felz has done extensive work in the community and is responsible for founding several local events, such as the outdoor Fullerton Market and the First Night Fullerton New Year's Eve celebration.

ALAN GARRETT '86 (B.A. business admin-



istration-accounting) is St. Mary Medical Center's new president and chief executive officer. Established in 1956, St. Mary Medical Center is a 194-bed acute care

hospital in Apple Valley and home to the high desert's only comprehensive cardiovascular program. Garrett has held various positions within the St. Joseph Health System, including executive vice president and chief operating officer of St. Joseph Hospital in Orange. Garrett said he is "honored and excited" to join the St. Mary team.

PATRICK (PADDY) GOUGH '80 (*B.A. history*) was nominated by Cal State Fullerton for the Working for California Award for his work in public administration. Gough, the executive director of Human Resources and Organizational Development for the Orange County Transportation Authority, previously was nominated for the award in 2007. A retired colonel with a 29-year career in the U.S. Marine Corps, he logged more than 3,800 flight hours and was the first Marine named to the Mahan Scholars Program at the Naval War College.

JAY HATHO '87 (B.S. computer science) is SCS Engineers' new vice president and chief information officer. Hatho will manage the firm's information technology infrastructure. He has more than 24 years of IT management experience, having served as chief technical officer for UNX, the online brokerage firm, and worked on a six-year project in Singapore. SCS specializes in solid waste management solutions through environmental protection and conservation.

JULIE RANDALL PABLO '81 (B.A. sociology) became a mediator for Consensus Conflict Management & Mediation Services LLC. Pablo will concentrate in family law. She is a Tennessee Supreme Court Rule 31 Listed Family and General Civil Mediator and a member of the State Bar of California. As a licensed attorney in Tennessee, she focused on education, health, children's services and mental health.

CHRIS TAMMEN '85 (B.A. communicationspublic relations) is co-owner of RAY-LITE Industries Inc., a wholesale supplier of lighting products. Tammen provided New Orleans with original lighting designs after Hurricane Katrina. His company has upgraded Cal State Fullerton facilities, including the Titan Student Union, to energy-efficient technology. "It continues to be a great honor to serve our community and be a part of Cal State Fullerton's initiatives towards energy efficiency," he said.

PAUL M. WALTERS '86 (B.A. criminal justice)



was appointed interim city manager for the city of Santa Ana. Before his appointment by the city council, Walters was chief of police and a member of the city's Executive

Management Team.

90s

physical education) was named head coach of the University of

TIM GARRISON '95 (B.S.

Kentucky women's gymnastics team. In Garrison's five years as assistant coach for University of Nebraska, he produced 10 NCAA All-Americans, leading the Huskers to the NCAA Super Six Finals, where they finished fourth - matching their best finish in the school's history. "The University of Kentucky has a proud tradition of athletics, and I absolutely cannot wait to become a part of it," he said.

BRYAN THOMAS SCHMIDT '92 (B.A.



communications-radio/ TV-film) is host of Science Fiction and Fantasy Writer's Chat, a weekly live interview program on Twitter. Schmidt also is a freelance writer/ editor whose stories

have appeared in the anthologies Of Fur and Fire and Wandering Weeds, as well as in the magazines Digital Dragon and Tales of the Talisman. His first novel, The Worker Prince, was released from Diminished Media in October 2011.

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LESLIE BONIFAY '01 (B.A. communications-advertising) celebrated 10 years of working with C&M Communiqué, a strategically



integrated agency, with a promotion to vice president. For nearly a decade, Bonifay has worked with such clients as Kennedy Wilson Auction Group, South Coast Plaza, the PulteGroup, Lee Homes

and Melia Homes, among others.

REENA DE ASIS '02 (B.A. communications-



public relations) is marketing and nonprofit relations director for Causecast, a company that provides tools, technologies and services to integrate causes into campaigns, throughout

organizations and across digital media. De Asis was previously director of marketing and corporate relations for L.A. Works.

MARCUS GINNATY '01 (B.A. communications)



recently was promoted to account manager of the public relations firm Porter Novelli, a part of Omnicom Group Inc. Ginnaty specializes in strategic communications and

issues management; his contributions include communications counseling and leading national programs for clients in the nutrition and health care industries.

RENEE MORALES '06 (B.A. criminal justice)



was promoted to group coordinator of Keystone Pacific Property Management's Irvine office. Morales will mentor community association managers and continue to oversee communities

throughout Orange County.

In Memoriam

CHARLES C. LAMBERT, professor emeritus of biological science and the 1986 Outstanding Professor Award recipient, died June 1 following a massive stroke. He was 76. Lambert, who served the campus for 28 years, was a biologist of international renown for his work on tunicates - a small group of marine organisms that include ascidians, ancestors of vertebrates, including man. He was perhaps best

known for his research of sea squirts, tiny marine animals that he used for the study of fertilization - the title of his outstanding professor lecture was "Sex and the Single Sea Squirt." Lambert earned his doctorate in zoology from the University of Washington and conducted postdoctoral studies at Friday Harbor Laboratories. A scholarship fund has been created in Lambert's name. He is survived by his wife of 46 years, Gretchen, and his two daughters, Edie and Ilsa.

TAM NGUYEN '05 (MBA), president of Advance Beauty College, was interviewed on CNN for "How the Vietnamese Became Salon Giants." Nguyen commented on how the opportunities that actress Tippi Hedren helped to provide Vietnamese immigrants in 1975 paved the way for the Vietnamese nail industry today. California State Sen. Lou Correa honored Advance Beauty College as Small Business of the Year during California Small Business Day in Sacramento in June. "As immigrant small business owners, we are honored to receive this award not only for our family business but also to serve as one small example of the growth of the greater community we serve," Nguyen said.

GENE PARK '03 (B.A. communications-



journalism) writes for Hawaii's only statewide newspaper, the *Honolulu Star-Advertiser*, covering traffic and transportation for his weekly column, "Parkway." Park also presides over the Asian

American Journalists Association of Hawaii, and serves as vice president of the state's newspaper union, the Hawaii Newspaper Guild.

ANNA KAJSA WIDEN JAMES '95 (B.A.

communications-public relations) and her family members, including her sister, **LENA WIDEN FIELDS** '92 (*B.A. business administration-finance*) and her brother, **JESPER WIDEN** '94 (*B.A. criminal justice*), started the Maddie James Foundation in honor of James' daughter, Maddie. Maddie James, 5, lost her battle in March against a malignant brain tumor. The foundation has raised \$1 million to fund the Maddie James Seaside Learning Center at the Ocean Institute in Dana Point, and is continuing to raise funds in support of the center and ocean education programs for children. **maddiejamesfoundation.org**



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Associate Vice President, Central Development, at 657-278-4869 or mcesca@fullerton.edu.

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Restrict Information-Sharing With Affinity Partners: Unless you say "NO," we may share your name, address, and email address with our affinity partners. Our affinity partners may send you offers to purchase various products or services that we may have agreed they can offer in partnership with us.

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You may decide at any time that you do not want us to share your information with our affinity partners. Your choice marked here will remain unless you state otherwise. However, if we do not hear from you, we may share your name, address, and email address with our affinity partners.

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- **2** Call us toll-free at 1-888-895-3855.
- Complete, sign and send back this form at the following address (make a copy for your records).
 California State University, Fullerton University Advancement
 2600 Nutwood Ave., Suite 850
 Fullerton CA 92831
- Fax this completed and signed form to the Cal State Fullerton Alumni Association at 657-278-7666.

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PHONE NUMBER OR EMAIL ADDRESS IN CASE WE HAVE QUESTIONS				
SIGNATURE				
Send back this form to California State University, Fullerton, University Adv	vancement, 2600 Nutwood Ave.	., Suite 850, Fullerton CA 92831		



Ontiveros Society members attending a recent event include, in the back row, left to right: James Young, Dottie Young, Dave Musante, Lee Broadbent, Rollin Sandberg, Michael Losquadro and Jerry Conrey. In the front row, left to right: Janet McNeill, Sandra Sutphen, Jeannie Fulton and Melinda Guinaldo.

THE ONTIVEROS SOCIETY

"As an alumnus, I feel I have an obligation to give back. A bequest allows me another way to easily do that." – Michael Losquadro '86

The Ontiveros Society consists of supporters of California State University, Fullerton who have included the university in their estate plans for any form of planned gift. Their foresight will sustain and advance the university's mission for many years to come.

Please join us in honoring these members:

Eric L. and Betsy P. Azariah Richard Baillif Beth and Steve Bangert Lee and Nicholas Begovich Dan Black and Kathy Chao Black Geraldine Brillhart Lee A. Broadbent Giles T. Brown LeNelle Cittadin Jewel Plummer Cobb T. Allan Comp Victoria and Jerry L. Conrey Ingeborg and Dieter Cremerius Betty Everett Jeannie Fulton Judith A. Goffin Judith L. Grant Leanne Andreas Grotke Melinda M. Guinaldo Arthur A. and Debra L. Hansen Lucille Hedrick Merideth (Matt) and Ruth Helm Junko Ito Nancy H. Jones Gary E. Kimbrough Anne Kruzic Pamela and Lonnie Laster Jordan A. Law Michael Losquadro Alan A. Mannason Kathryn T. McCarty William J. McGarvey M. Janet McNeill and Dave Musante Steven G. Mihaylo Edward B. Mitchell Sallie Mitchell Eileen and John Olmsted Sherry and Gordon Paine Barbara and Michael Parker June and George Pollak Joan and Jack A. Pontney Sonja C. Potter Lynda E. Randall Genevieve M. Ray Mary Riede Mary K. Sampson Rollin T. Sandberg Joann Schaefer-Haines Philip R. Schimmel Howard Seller Dixie Shaw Virginia St. John Tracey Stotz Sandra Sutphen Richard J. Taylor Geni Ugolini Rodger D. Vaughan Albert R. and Marsha S. Vogeler Jeffrey L. Wright Dottie and James E. Young

For more information about the Ontiveros Society and planned giving, contact Michele Cesca, Associate Vice President, Central Development, at 657-278-4869 or mcesca@fullerton.edu.

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Calendar - fullerton.edu/calendar



Homecoming 2012

3 P.M. ACTIVITIES / 6:05 P.M. GAME TITAN GYM

Come back to Cal State Fullerton to experience Titan pride at its best. Join Tuffy, students, alumni and the community for activities, food and fun before the men's basketball game vs. the UC Santa Barbara Gauchos. Register today to reserve your Homecoming 2012 T-shirt and In-N-Out meal. For tickets and additional information, please contact the Alumni Association at 657-CSU-ALUM.

fullerton.edu/homecoming



Front & Center 8 P.M. HONDA CENTER

Save the date for the 17th annual winter gala. Please call 657-278-3480 for more information. frontandcenterevent.com



Vision & Visionaries 2012

6 P.M. RECEPTION / 7 P.M. DINNER HILTON ANAHEIM

Honoring the achievements of outstanding university alumni, this black-tie-optional gala features musical tributes by students from Cal State Fullerton's award-winning Department of Theatre and Dance. For tickets and additional information, please contact the Office of Major Events at 657-278-3480.

visionandvisionaries.com

