CSULA’s role in community well-being...

— The Arts
  Rejuvenating L.A.’s entertainment industry

— Health
  Fats: friend or foe?

— Society
  Justice and the DNA backlog
ON CAMPUS

Have scholarships and gifts to the University impacted your life? .................................................. 1

ALUMNI ASSOCIATION NEWS

Letter from the Association President ............................................. 14
Speed mentoring/Upcoming events ............................................. 15
Class notes ...................................................................................... 15
Alumni spotlight: Richard Cordova ............................................. 16

UNIVERSITY NEWS

Campus updates .......................................................................... 2-3

FEATURES

Advancing justice ......................................................................... 4
The road to college ....................................................................... 5
Children’s play .............................................................................. 6-7
Creative collaboration ................................................................... 8-9
Changing thinking on fats ........................................................... 10-11
CSULA’s own H2O ................................................................. 12
Thirty-year tribute ........................................................................ 17

SPORTS

Women and equality on the field ................................................ 13

Cover – Students in the University’s Master of Fine Arts program in Television, Film, and Theatre film their culminating summer project, a webisode series. Get the full story on page 8.
HAVE SCHOLARSHIPS AND GIFTS TO THE UNIVERSITY IMPACTED YOUR LIFE?

JOY Jansen '07: CSULA was a bridge for me to a better career and overall richer life experience. I don’t think I would have crossed the bridge nearly as quickly without the support of scholarships. What has been even more amazing and life-changing than being a recipient, however, has been serving on the Alumni Scholarship Committee … You cannot imagine the journeys many of the scholarship recipients have been on.

Andre Khachtourians '05: Scholarships changed my life. Without help from these scholarships, I don’t think I would have been able to finish school in a timely manner or at all. … Giving back is extremely important, that’s why I do it every year through the Annual Fund. I even made a career out of helping raise money for students in need.

Leo James Magrdichian '08: Attending college while raising a family that includes five boys is hard enough, but having to do so without assistance would have been impossible. These generous gifts have allowed me to pursue a career in social work, which will directly impact the families that I will be working with.

Brittani D. Shelton '08: With tuition and housing costs steadily increasing, students feel the squeeze financially. The bulk of my survival is based on scholarships and grants. … They have given me the time and opportunity to explore internships and volunteer work; they have eased financial anxiety and stress, allowing me to focus on my studies; and I will finish school with less in loans to repay.
Achieving 1,092 miles per gallon, Cal State L.A.’s student-built super-mileage vehicle, Super Eagle, placed third in the recent Society of Automotive Engineers (SAE) Supermileage national competition in Marshall, Michigan.

The Super Eagle – one of only two California vehicles to make the finals – outperformed 42 college entries in the competition, including those from UCLA, Pennsylvania State University and other institutions from throughout the U.S., Canada, India and Bahrain. The last time the University placed in the competition was in 2003-04 when the team achieved first place in the nation and second in the world with a 1,615-miles-per-gallon vehicle.

A NEW WAVE IN SUSTAINABILITY RESEARCH

A team of five Cal State L.A. faculty members are trekking across new ground, establishing a multidisciplinary center of science and technology research focused on energy and sustainability.

The Center for Energy and Sustainability (CEaS), funded with a five-year $5 million Centers for Research Experience in Science and Technology grant from the National Science Foundation, was awarded to the University and Civil Engineering Professor Crist Khachikian in August.

Khachikian will work alongside fellow faculty, Frank Gomez and Feimeng Zhou, of chemistry, and Darrell Guillaume and Trinh Pham, of mechanical engineering, to research and address the three cornerstones of energy sustainability: diversity in energy sources, efficiency in energy use, and long-term sustainability.

“I saw this as an excellent opportunity to bring together faculty from a range of disciplines to collaborate,” Khachikian said. “There is a lot of interest in the area of alternative energy, technology and sustainability.”

CEaS-CREST is the second NSF-funded center on campus. CEA-CREST, focused on environmental sciences, was started under Biological Sciences Professor Carlos Robles in 1999.

ACCESS AND EXCELLENCE

The University was recently listed as No. 29 in Diverse: Issues in Higher Education’s “Top 100” national list of colleges and universities that conferred the most bachelor’s degrees to minority students in 2007-08, based on data from the U.S. Department of Education.

In a separate listing by disciplines, the University ranked No. 1 nationally in awarding bachelor’s degrees in public administration and social service to Hispanic students. The University was also a top-ranking institution in awarding bachelor’s degrees in public administration and social service to Asian American and minority students.

FOR YOUR HEALTH AND SAFETY AGAINST H1N1

With the flu season already underway and concerns about the H1N1 strain of the flu growing, Cal State L.A. is preparing for the possibility of the influenza hitting the campus. The Student Health Center is closely monitoring the situation, and following guidance from the California State University Chancellor’s Office, as well as from the Los Angeles County Department of Public Health.

CSULA’s primary focus is to protect the health and safety of its students and employees. To that end, the University is encouraging staff, faculty and students to follow simple hygiene practices. That includes covering your nose and mouth when you cough or sneeze, washing your hands regularly and avoiding contact with sick people. For more information about Cal State L.A.’s response, visit www.calstatela.edu/univ/hlth_ctr/H1N1.php.
THE PRESIDENT’S OWN BAND TOURS SOCAL

“The President’s Own” United States Marine Band made its debut Southern California performance at the Harriet and Charles Luckman Fine Arts Complex earlier this month. If you missed the show, visit Cal State L.A. TODAY’s Facebook page, www.facebook.com/pages/Los-Angeles-CA/Cal-State-LA-TODAY-Magazine/89529186071, to see photos.

BUDGET CUTS CREATE A NEW, CHALLENGING REALITY

The diminished condition of the state’s economy has created several hard realities for the CSU and for Cal State L.A. Over the next two fiscal years, the University is facing about a 10 percent cut in its overall budget and preparing for a 9.5 percent decrease in enrollment—equivalent to nearly 2,000 students. These drastic and historic cuts are a direct result of the state’s precipitous drop in revenues and funding for higher education.

To cope with these cuts, the CSU Trustees enacted student-fee increases (students fees remain the lowest of comparable institutions). They also furloughed most CSU employees for two days a month (not all unions accepted furlough). Announcements of upcoming closure days can be found on the University’s homepage: www.calstatela.edu.

Even in these difficult times, the University is committed to serving as many students as possible, while preserving this institution’s values and resources. As President James M. Rosser noted in his address to faculty this fall: “These are tough, very tough times . . . But we will not walk away from our legacy of access and diversity, with excellence. The commitment to these things will not only endure, it will be enhanced.”

MARK YOUR CALENDAR

Fostering awareness of and appreciation for cultures and scholarly achievement, these key events are coming up:

A Survivor’s Tale – Feb. 24
Leon Leyson ’58, saved during the Holocaust by German businessman Oskar Schindler (Schindler’s List), will visit campus to share his experiences in a free program open to students and members of the community. Leyson will discuss his journey from being a 10-year-old Holocaust survivor to being a treasured Los Angeles teacher for 39 years.

His visit is sponsored through the Jewish American Experiences component of the University’s American Communities Program, which is dedicated to the interdisciplinary exploration of individual and communal identities in American society.

Latino Heritage Series
Celebrating and sharing the rich customs of the Latino community are three special events:

Salsa Concert – Nov. 21
Larry Harlow returns to the Luckman Theatre after his successful 2008 inaugural concert with the University’s Afro-Latin Ensemble. Enjoy the rhythms of salsa music as Harlow, a Latin Grammy Lifetime Achievement Award winner, plays alongside Cal State L.A. students and renowned guest artists. Tickets: (323) 343-6600.

Mariachi Competition – Feb. 20
High school and college mariachi bands will perform in one of the area’s first competitions. Mariachi, although played throughout Mexico and the American Southwest, does not yet have a consistent judging method. The goal of the event is to both build appreciation for mariachi and help establish a standard for judging such performances. Call (323) 343-4060.

Reel Rasquache Film Festival – May 2010
Now in its seventh year, this event, which was the first forum on the West Coast to focus exclusively on the U.S. Latino experience in filmmaking, continues to grow in popularity. The three-day festival features screenings in all formats and genres, including webisodes, multimedia/spoken-word performances and live music. Festival honorees have included Luis Valdez (2009), Franc Reyes (2008), Wilmer Valderrama (2007) and Lupita Tovar (2006).

For more information on these events, please call (323) 343-3075.
Students, faculty and private labs enlisted to help ease DNA backlog.

Four Cal State L.A. graduate students will be combing through history this fall, as they partner with Los Angeles’ law enforcement to help ease a DNA backlog in sexual assault cases, prioritizing and targeting unsolved crimes.

The students’ evidence documentation is part of a three-pronged program—the Smart Backlog Reduction Program—funded by a $1 million federal appropriation awarded to the California Forensic Science Institute (CFSI) in July. The program brings together the Los Angeles Police Department, the Los Angeles County Sheriff’s Department, Cal State L.A. and CFSI to find creative, long-term solutions to address the DNA backlog.

“We have a unique, cooperative agreement among all the partners and that makes it fairly simple to convene those partners to work together and create solutions,” said Rose Ochi ’67, executive director of CFSI, a CSULA presidentially chartered institute.

Through the program, officials plan to target cases for analysis, outsource testing to private labs and train professionals on the use of new technology and tools.

“It will be wonderful when (the graduate students) start,” said Joanna Law, M.S. ’09, a recent graduate alumna and newly hired criminalist with the Sheriff’s Department. The graduate students will provide relief to Law, who has been working to document evidence in the backlogged cases and ship out samples for lab analysis.

“For the students in the master’s program, I believe the work will be a breeze,” she said of the evidence documentation. “It’s a very hands-on program, and you are very prepared to work.”

The students’ role in targeting cases, CFSI Training Director Harley Sagara said, is critical to the overall process. They will log into the evidence tracking systems, contact investigators, the courts and the Los Angeles District Attorney’s office to find out which cases could benefit from DNA evidence. In many sexual assault cases, the identity of the attacker is known—precluding the need for DNA evidence.

“The question is, which cases will give us the biggest bang for our buck,” Sagara said. “The students’ research and their notes on the status of the backlogged evidence will enable the departments to actively select those cases where the issue is discovering the identity of the assailant.”

Sagara expects the students to document about 2,000 of the backlogged cases, giving each agency a much better idea of which DNA kits to analyze.

With the funding, the law enforcement agencies will outsource roughly 200 to 250 DNA cases for analysis with private labs. These cases are beyond the capacities of the departments to test internally, and are very costly to process, said Sagara.

“Prioritizing is going to be a better use of this money; and the possibilities of a match and the collection of useful information that will aid in other cases will increase significantly,” Ochi said.
Education professor’s site takes first-generation college-goers from A-G to B.A.—Ph.D.

Rebecca Joseph, an associate professor of education, has devoted much of her life to making sure students know that—with good work—they should aim to go to college.

To ensure that the message reaches students, Joseph has for years taught her teaching credential students about counseling, hosted free weekday and weekend essay writing workshops, and visited area high schools to emphasize the benefits of a college education.

“I try to reach (prospective college students) wherever I can,” she said, noting, however, that she is outnumbered in the effort. In the Los Angeles Unified School District alone, there are more than 30,000 students graduating annually.

That is why Joseph has changed her approach and moved her message online. On her recently launched web site—www.getmetocollage.org—Joseph provides first-generation college students tips on applying to college, reminders about upcoming entrance exams and CSU/UC requirements, and answers to students’ questions in a discussion forum. Joseph geared the site to first-generation college students because more obstacles exist, yet fewer resources are available.

“It’s about giving these kids the language and the tools to ask the right questions,” she said, adding that the content and the discussions online are determined by what students want.

Developing the site, Joseph drew upon years of research and interviews with high school teachers, counselors, and students, especially seniors. She has also worked closely with Cal State L.A. graduate student Adrian Rodriguez ’04, who designed and built the site through the Charter College of Education’s advanced studies and technology internship program. Teresa Wu ’09, a teaching credential applicant, has also contributed to the site’s development.

Joseph credits Rodriguez, an alumnus and middle school teacher, with finding innovative and creative ways to reach students through social networking sites, video and other online resources. In addition to the web site, he has created accounts with Twitter, Facebook and YouTube.

“I think what CSULA does so well is it lets professors work one-on-one with graduate and credential students,” Joseph said. “When we do that, it makes our work so much better. This site is an example of that.”

Joseph introduced the site to high school seniors throughout Los Angeles County this fall. Even before unveiling the project, though, she received applause from college counselors, teachers and Cal State L.A. alumni who talked about the need for and value of a web site of this nature.

“I just grew up knowing that I was going to college and that colored everything I did,” said Yael Gurse, a PE teacher and girls’ volleyball coach at Morningside High School in Inglewood. “These kids don’t. They need to hear about college in every which way they can.”
Innovation, education are the heart of rehabilitation engineering projects.

At first glance, it seems really quite simple: three handle bars and a circular platform that steadily spins. It’s your typical playground merry-go-round.

But wait. This dynamic playground structure, formally called the Accessible Mobility Platform (AMP), however, is anything but average. AMP—designed by high school students, modeled by Cal State L.A. engineering students, and constructed voluntarily by Kinesiology and Mechanical Engineering faculty member Samuel Landsberger—is specifically tailored for young riders in wheelchairs. Children control the speed of their ride not by running and pushing, but by pressing handle bars.

“It’s really quite an ingenious design,” said Landsberger, who has dedicated weekends and free time throughout the last year to seeing the project through. “And I’m relieved that it’s almost ready for primetime.”

The equipment, installed and open to the public daily at the Los Angeles Orthopaedic Hospital’s universally accessible playground downtown, grew out of Landsberger’s rehabilitation engineering classes. Rehabilitation engineering involves technological solutions and designs created to solve problems confronted by persons with disabilities.

As Landsberger describes it, it’s engineering and science with heart.

“I think that this is a good vehicle for getting kids involved in science and engineering,” Landsberger said. “They see how it helps people and the world.”

Landsberger became involved with rehabilitation engineering to draw and retain diverse engineering students, whom studies have found relate better to projects that have a direct impact on lives and community. After completing just a few projects, he said he was hooked. (Read more about how Landsberger got his start online.)

“For me, it is sort of an excuse to do what I love: innovation,” Landsberger said. “I found that this is a great place; a great field for inventing stuff.”

For the last 10 years, Landsberger has been teaching Cal State L.A. undergraduates about the principles of rehabilitation engineering. His kinesiology and mechanical engineering students work together on service learning projects where they are asked to design machines and equipment to enhance an individual’s range of activity. In fact, his students often develop equipment to help the young children and families who come to campus for rehabilitation exercise with faculty members Ray De Leon, Dwan Bridges and Connie Wong, all of the School of Kinesiology and Nutritional Science.
Imagination is the limit when it comes to creating and designing accessible technology, Landsberger said. Projects have varied dramatically—from an accessible beach-cruiser bike, skis and a snowboard—to pedal-powered wheelchairs, a prosthetic child’s hand and a prosthetic leg for trail running. Some students involved in the Hands-on Experience in Rehabilitation Engineering (HERE) program also recently developed tools to allow children in wheelchairs to play in a sandbox via a conveyor belt that brings sand up to the child and an extended-arm scooper, to pick up and move sand.

“It’s exciting and rewarding work,” said Artin Davidian ’81, a mechanical engineering graduate student who also works as the coordinator for the HERO, or Hands-on Experience in Rehabilitation Engineering Outreach program.

Gesturing toward the AMP equipment Davidian added: “This is the end result. When you come and see children using this it’s even more rewarding.” Davidian was involved with the project from its inception, serving as an advisor to the high school student designers and the CSULA students who created a model for their senior design project.

With every project, Landsberger tries to see that his students have a real-world work and design experience. Working in teams and with clients to build confidence is important in giving them a competitive edge when they enter the industry, he said.

In the case of the merry-go-round, for instance, the HERE students spoke with children, doctors, hospital officials, trustees, and playground-safety inspectors to make sure that the design would be reasonably sound and functional.

“(The AMP) is a great addition because it gives children at the hospital even more. It adds to their experience,” said Adrienne Lao, the Los Angeles Orthopaedic Hospital Foundation’s director of public relations and foundation communications.
Staging entertainment’s next act.

A year ago, Lemuel H. Thornton III had never handled a video camera. This summer, he directed with three.

“There are a lot of things I have had to get my head around,” Thornton said, standing on a series television set minutes before filming in August. “I’ve had to learn how to operate a camera, how to speak to filmmakers, and work with my director in a shoot.”

Thornton, a trained theater director, is one of 20 Cal State L.A. graduate students enrolled in the University’s year-old Master of Fine Arts Program in Television, Film and Theatre. The program is the only one of its kind on a college campus in the United States that brings the three creative arms of the entertainment industry—producers, writers and actors—together as cohorts. The program’s emphasis on collaboration gives its graduates a competitive advantage in the industry, faculty and students said.

“There is a real creative community here,” said Broadcasting Professor Alan Bloom, acting director of the MFA program, the highest degree for the field.

On the Cal State L.A. set in August, for instance, Thornton worked alongside a fellow MFA-producing student with a background in film; a writing student who is a 20-year industry veteran with shows currently airing on the Cartoon Network; and a handful of other classmates with backgrounds and experiences that span the spectrum.

Part of the beauty of the program, Bloom said, is that the students learn from one another. They share their knowledge, life experiences, and techniques from the field, and end up shaping the program as much as the faculty. In its first year, the program enrolled producers and writers; actors were added this fall.

“We can come in and say, ‘Guys, this is where things are going and we need to shape it in this way,’ ” said MFA student Phil Lollar, a professional television, film and radio writer, and voice actor. “A lot of us have industry experience, have worked in new media, we know where things are headed, and we are excited about it.”

Other MFA cohort programs in the country typically bring writers and producers together, or actors and producers together, which limits discussion and the types of productions, Bloom said. Blending all three disciplines and stages best prepares students for an industry that is evolving—merging audiences, production types and delivery methods.

Take Thornton and his fellow MFA students working on their summer television project: The 13-series production, staged on a hotel set constructed by the students in the University’s broadcast studio, blended filming techniques from television and film. It was a multi-camera production, like most television series and sitcoms, but the producer (in this case, Thornton) was on set, where he could see each camera’s angle on a quad-split television. He called shots and reshoots from the floor, rather than the producer’s box.
Likewise, the series, written and directed by the students, was shot exclusively for the web—a first for the University. It is a webisode series.

The “hybrid” production style and new delivery format are ways of responding to the industry struggles caused, in part, by threats of strikes and incentives that have lured projects to other states, faculty said.

“Our students will stand out because of their training, collaborative work experience, personal experiences and comfort in working in multiple stages for a variety of media,” Broadcasting Professor and former MFA Program director John Ramirez said.

“Hollywood will always be Hollywood,” Ramirez added. “I don’t see it picking up and moving anywhere else. But the industry is facing some challenges, and there is a call for greater collaboration among the creative partners. … Our students will have the skill sets to be more competitive in the field, to move across those boundaries—TV, film and theatre.”
Edith Porter’s research is changing thinking about fats.

In the grocery store, around the dinner table and online, people are talking about their fight with fats. There’s the battle of the bulge, calorie counting and the never-ending struggle to slim one’s waist line.

But, in a lab at Cal State L.A., Edith Porter, of biological sciences, is looking at the role fats play in overall health in a new light. Porter and her student researchers are trying to answer the question: How are fats fighting for us?

Research conducted in the lab over the last eight years indicates that fats are actually an embedded arm of our innate defense system (the immune defense system the body has from birth). Porter, whose research focuses on surface-lining cells in the respiratory tract, said that means that when bacteria are inhaled and attempt to enter the body through airways, fats—or lipids—are one of the preliminary lines of defense.

Some fats, she said, might be integral to keeping people free of bacteria and infection.

“We are changing the way we think about fats,” said Porter, who also collaborated with CSULA Chemistry Professors Krishna Foster and Feimeng Zhou, and UCLA scientists. “We have to view lipids separately and in context—identifying which lipids are good and bad.

“Cutting out all lipids from our diet might be bad … especially if there are lipids that, when transported to our respiratory tract, result in an increase in our ability to produce defense lipids,” she explained.

In the lab, Porter said, a direct correlation between the body’s response to foreign bacteria and the amount of lipids was seen. When lipids were removed from patients’ nasal fluid, for instance, the bacteria-killing ability was diminished. Likewise, when the lipids were reintroduced, the bacteria-killing capability increased.
"Showing that lipids are part of the antibacterial defense was the most exciting part," said Safi Moshkani, MS '06, who contributed to a 2008 *Journal of Immunology* paper on the topic.

“One of the most challenging parts,” Moshkani added, “was the research, trying to find papers on this subject. I would come back to Dr. Porter and say ‘there are none.’ The research was so new—it was kind of an untouched area. We did a lot on our own.”

The lab is not the first to look at lipids' beneficial side—extensive research has shown the antimicrobial properties of lipids in breast milk, for instance. But the CSULA lab’s findings place lipids as a key factor in immune defense. The lab also developed techniques for selectively removing and reintroducing lipids into biological fluid, efforts that advance other research endeavors.

“I spent a year sort of struggling with this machine, and it paid off in the second year,” said graduate student Mike Jansen, who refined methods for identifying lipids in complex body fluids.

All of this new knowledge and thinking about lipids, Porter said, could lead to some novel approaches in treating bacterial infections of the respiratory tract, including tuberculosis, bronchitis and cystic fibrosis. She sees three major areas for future exploration in antimicrobial lipids: developing antibiotics or drugs that use them; finding ways to increase the natural production of them; and developing drugs that prevent bacterial enzymes from degrading them.

Lipids, she said, are not likely to be a one-stop solution for bacterial infections, but they could support the fight against the many diseases and infections that are becoming increasingly drug-resistant and difficult to treat.

Go online to read research papers produced by the team.
It’s cool. It’s refreshing. And it’s quenching a strong thirst on campus. It’s Cal State L.A. in a bottle.

That’s right—Cal State L.A. has its own bottled water. CSULA Eagle Spring water served on campus is the result of a unique partnership between the University’s administration and the College of Business and Economics. Together the two branches of the University developed a product that would appeal to students and still be cost affordable.

Vice President of Administration and Finance George Pardon came up with the initial concept of the CSULA bottled water. Bottled water has been one of the fastest growing beverages in recent years as consumers adopted healthier lifestyles.

Assistant Professor of Marketing Ik-suk Kim also noted that water bottles are one of the few beverage containers people keep, carry on the road and reuse. That gives the University’s message a broader reach.

“This is a win-win for the campus,” Kim said. “The students got marketing experience and the water will bring more exposure to our campus.”

Hundreds of the University’s mountain spring water bottles have already been distributed. Water bottles were given to prospective students at an outreach event last fall, and a specially labeled Commencement water bottle was handed out during June’s ceremonies.

Before putting bottled water into the hands of prospective students, graduates, and families, though, the University did its homework. Marketing students in the College of Business and Economics conducted a campus taste test, surveyed students on prices and tested brand names for their appeal in two separate marketing and research classes.

Kim’s students developed a collection of water brand names, including Eagle Spring, which was a student and administrator favorite.

At the same time, Professor Richard Kao’s marketing class put the University’s product in a three-way taste test against leading brand name waters available on campus, with the University’s water coming out on top. (What kind of bottled water would you buy? Cast your vote and compare survey results from the taste test at www.calstatela.edu/today/archives/fall2009/water.php.)

“Even without knowing the difference in taste students like the idea of having special school brand water,” the study said. “… Most would buy it over other options given equal price, and (an) overwhelming majority would if CSULA water was cheaper than the alternatives.”

For information on CSULA’s water, call the Office of the Vice President of Administration and Finance (323) 343-2500.
They suit up in the gym, serve on the court and outrun some of the best around the track. They are Cal State L.A.’s women athletes—and they have been getting it done, winning matches and earning top accolades for decades.

Cal State L.A.’s female teams are powerhouses—clearly accomplished and skilled in the field of play. And their success is a reflection, in part, of the Department of Intercollegiate Athletics’ commitment to creating opportunities for female student-athletes. University women compete in seven intercollegiate sports: basketball, cross country, soccer, tennis, volleyball, and outdoor and indoor track and field.

Credit is also due, athletes note, to Title IX and the individuals who helped make women’s equality a reality. Passed by Congress in 1972, Title IX is a section of the Educational Amendments that prohibits discrimination against girls and women in federally funded education, including athletic programs.

“Title IX has made such a huge impact for our female-student athletes, it’s definitely the biggest positive impact in our lifetimes,” said Cal State L.A. women’s volleyball head coach Randi Smart. “I know our student-athletes are very grateful for the opportunities they are being given to be a part of something so big. “You’ve seen the number of female athletes grow tremendously and more and more of them are starting at younger ages. They are striving for better GPAs and working hard because they know of the opportunities that are now available to them.”

One of the women who helped pave the way for women’s equality and Title IX was Billie Jean King. King played tennis at CSULA from 1961-64, and was awarded the 2009 Presidential Medal of Freedom. She also volunteers her time to help raise funds to support student-athlete scholarships.

Today, more than 60 percent of CSULA student-athletes are female. Systemwide, roughly 56 percent of student athletes were females in 2007—the latest year that information was available—compared with just 35 percent of student-athletes 15 years earlier.

Meanwhile, CSU spending on women’s intercollegiate programs rose from $11.2 million to $88.3 million in 2006-07.

“It’s been a commitment here at Cal State L.A. to support gender equality and it’s something we fully believe in,” said Athletic Director Dan Bridges. “We have enjoyed many successes because of it.”

Go online for a list of CSULA’s female team highlights.
Dear Fellow Cal State L.A. Alumni,

It is a privilege and a pleasure to introduce myself as the newly elected president of the CSULA Alumni Association! The Association is embarking on a road of change this year; it will embrace new technology and strategic alliances to better serve the members of the alumni community. As president, I am committed to continuing the development of innovative services that meet the needs of our global alumni base.

The Association is a membership-driven, nonprofit organization. Through your membership, it mobilizes volunteer support for the CSU and Cal State L.A., encourages communication among alumni, offers services and benefits to members, and provides scholarships and programs that benefit students. The Association also hosts networking events, organizes continuing education and career development workshops, and boasts the Alumni Mentoring Program!

If you are not already a member of the Association, please join online at alumni.calstatela.edu. The Association’s staff may also be contacted by e-mail at alum@cslanet.calstatela.edu or via phone at (323) 343-ALUM (2586).

I urge you to stay connected by getting involved with YOUR Alumni Association! If you are already a member, thank you for your support!

Sincerely,

Jorge Ramirez ’04
President, CSULA Alumni Association

p.s. Don’t forget to check out all the exciting member benefits at alumni.calstatela.edu.

CSULA Alumni Networks need YOU!

The CSULA Alumni Association is actively looking for dedicated and exceptional leaders to assist in developing, enhancing and strengthening the Alumni Networks.

Alumni Networks provide members who have the same academic or professional field an opportunity to host events and meet for a common reason. Currently, the Association has five networks: Business, Education, Engineering, Entertainment and the Arts, and Nursing. These networks enable members to interact with fellow alumni for professional and social purposes, and serve as a link between alumni, the University, the Association, and current students and faculty.

If you are interested in volunteering, please e-mail James Cuaresma at jcuaresma@cslanet.calstatela.edu or call (323) 343-ALUM (2586).

Your CSULA Alumni Association is doing its part to better serve you, our member, and help the environment by placing a greater emphasis on electronic communications than ever before.

The Association will be e-mailing event invitations, announcements of new benefits and programs, membership renewals, and other exciting news. The Association encourages you to keep your preferred e-mail address current in our records so that you will continue to receive communication. Please visit alumni.calstatela.edu to update your information. You may also e-mail updates to alum@cslanet.calstatela.edu.

THE ECONOMY AND YOUR FINANCES

With economic recovery on the horizon, financial stability and security are more important than ever. In this uncertain landscape, your CSULA Alumni Association is here to help. You’re invited to attend in an interactive and fast-paced workshop on November 12 at 6 p.m., featuring expert speakers on creating a financial plan, building an investment portfolio and mortgage rates and lending. The workshop will be held at Monterey Hill Restaurant, 3700 Ramona Blvd., Monterey Park.

Register by November 5 at alumni.calstatela.edu or call the Association at (323) 343-ALUM (2586). The event is $5.00 for Association members and $25.00 for non-members.
The CSULA Mentoring Program links current students with alumni, or alumni with alumni, to obtain valuable, firsthand career and education-related advice. With your support, the mentoring program serves as a forum where students and alumni receive insight and direction on educational options, goal setting, career choices, potential employers and networking opportunities.

By sharing your experience, you can help shape and define the professional future of students and alumni, while networking with fellow mentors and mentees.

You are invited to join us . . .

Speed Mentoring – November 4, 6 p.m., University-Student Union, Los Angeles Room C

Strengthen your Mentor/Mentee Connection – February 3, 6 p.m., University-Student Union, Los Angeles Room C

Speed Mentoring – May 12, 6 p.m., University-Student Union, Los Angeles Room C

Our next program will be a Speed Mentoring Event on Wednesday, November 4. To reserve your seat, please e-mail Maria Ubago ’98, ’06 at mubago@csianet.calstatela.edu or call (323) 343-ALUM (2586).

CLASS NOTES

1950s
Shirley Washington Miller ’57 has been honored by the Stovall Educational Uplift Foundation for her work in education. She holds lifetime credentials in elementary education, secondary education and administration.

1960s
Nathaniel Trives ’68 was selected for the 2009 Santa Monica Alumni Recognition Awards.
Craig Watkins ’69 was presented the Edwin Rhodes award for being a prominent Chino pioneer citizen with an exemplar of ethical conduct, leadership and service.
Tony Wong ’69, the co-owner of W2 Design, Inc., specializes in transportation engineering and construction management.

1970s
Robert Rodgers ’70 is writing a coming of age novel about race, class and sexual identity, titled “The Death and Birth of Thomas Matthew.”
Chris Van Gorder ’78, the president and CEO of Scripps Health, was elected to serve as the chairman of the American College of Healthcare Executives.

1980s
Emanuel Brady, Jr. ’80, the vice president of information technology at Raytheon Space and Airborne Systems, was named as one of the premier 100 IT Leaders for 2009, in Computerworld magazine.
Wilma Wilson ’85, MS ’89 is the executive director and founder of the Peace and Joy Care Center, Carson’s oldest shelter for battered women and children.

1990s
Monica Ling ’91 was named the 2009 Outstanding Staff Award honoree at Cal State L.A. Ling is described as being a “highly committed, hard-working self-starter,” who has helped countless students.

2000s
John Peter Alderete ’00 is an electric guitar bassist for the group “The Mars Volta,” an internationally renowned band and 2008 American Grammy award winner.
Andre Khachhtourians ’05 is receiving the Council for Advancement and Support of Education (CASE) Rising Star Award at an upcoming regional meeting. See his photo on pg. 1.

IN MEMORIAM

William R. “Bill” Antón ’52, MA ’54 spent his career working in the Los Angeles Unified School District, eventually rising to the rank of superintendent. He was the first Latino school superintendent in Los Angeles and he played a pivotal role in developing the district’s Title 1 program.
Joanne Collins, an emerita professor of accounting, who taught at Cal State L.A. for more than two decades.
Byong-kon Kim, an emeritus professor of music, who was recognized as one of the University’s Outstanding Professors in 1985-86 and a CSU Outstanding Professor nominee in 1991-92.
Tommy L. Mack ’58 was a well-known businessman and role model in the D.C. area. Mack was the chairman and owner of Tourmobile Sightseeing, a D.C. tour services company that takes visitors to historic sites, and operated other parking and transportation businesses.

For more class notes and news, log on to www.calstatela.edu/today/classnotes.php
Health care administrator Richard Cordova offers a view from the top

Richard Cordova ’72 didn’t always know what he wanted to do in his career.

When he started at Cal State L.A., the President and Chief Executive Officer of Children’s Hospital Los Angeles—who has been heralded as one of the most powerful people in his field and most influential Hispanic—wanted to be an engineer.

“Those chemistry classes just killed me,” he recounted, chuckling.

What the eventual business administration graduate did know, though, was who he wanted to be: a leader. Even from the earliest age in school, Cordova took on leadership roles; he went from safety president in sixth grade to fraternity officer in Sigma Nu his final year at Cal State L.A.

Cordova says he likes leading and inspiring others onto greatness. And as a hospital administrator he is able to affect change.

“Hospitals are very diverse, and as a health care administrator you are in a unique position. You lead all of these different people—I talk to the nurses, to the doctors, to the custodians, to the scientists,” he said. “You are a jack of all trades, an expert in none.”

His expertise, at least in administration, his expansive involvement in his community and his dedication to health care has garnered attention over the years. He is a Fellow of the American College of Health Care Executives—the highest level achievable—and he has been recognized three times in the last four years in business and industry magazines as being one of the top executives in his field. (Most recently, in April 2008, he was selected as one of the Top 25 Minority Executives in Healthcare by *Modern Healthcare* Magazine.)

Cordova’s professional success is due, in part, to his determination, intelligence and the leadership skills acquired over the years, he said. It’s also a reflection of his foresight and knowing when to seize an opportunity.

His career in health administration, for instance, sprouted from a county management training program and the fortuitous placement on the health budget team for the Los Angeles County Board of Supervisors.

“That was where I got my start in health care,” he said, noting that it has been very “satisfying” work.

Since then, Cordova has worked consistently in health care, transitioning between the areas of health care advocacy, public health, nonprofit health care, and leading teaching hospitals, such as Children’s. He continues to set goals for the future—despite the downturn in the economy—including implementing a strategy to better fight diseases in adults by improving care for children; and greatly growing diversity in the executive suites.

“It has all come to a head; I have never been faced with so many challenges at once,” he said ... But you listen to staff and physicians, you lead and your team will come through for you.”

The following individuals have given annual gifts of at least $1,000. We salute their investment and invite you to join in supporting Cal State L.A. by calling (323) 343-4866 or making a gift online at alumni.calstatela.edu/annualgiving.

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