



Channel Islands
CALIFORNIA STATE UNIVERSITY

CHANNEL

Fall 2009 / Volume 13 / Number 2



● Scholarly Awakening

Professor receives National Science Foundation Award

Study attracts support; encourages teacher/scholar collaboration
Pages 5 & 11

Richard R. Rush, President,
Dr. Muhammad Yunus

A Time to Change



"Change does not necessarily assure progress, progress implacably requires change. Education is essential to change, for education creates both new wants and the ability to satisfy them." Henry Steele Commager

You will notice that *your* University magazine has a new name – *Channel*. This change is not only reflective of the University's name, but is defined as a medium of communication, a course or sense of direction, or educational or career path taken. As you will read in the pages that follow, change has affected how the University serves our students, conducts business, and explores new possibilities of things to come.

Over the summer we introduced another change – new logos that will help brand and identify the campus as an innovative and forward thinking University and build upon our reputation of providing quality academic programs for our students.

The University continues to face challenges due to the significant state budget reductions. Subsequently, this change has required that we rethink how we teach, perform research, and provide services to our students. As builders of the future, CI will continue to fulfill our educational promises to students and move forward with innovative spirit in spite of the economic challenges facing our state and nation. Now, more than ever, your financial and political support is needed as we continue our mission to provide the best education possible to our students.

On an exciting note, we look forward to welcoming Dr. Muhammad Yunus to our campus next year – recipient of the 2006 Nobel Peace Prize and recent awardee of the Presidential Medal of Freedom by President Barack Obama. Dr. Yunus and his best-selling book *Creating a World Without Poverty: Social Business and the Future of Capitalism* will be featured during the annual Campus Reading Celebration on February 26. An example of the innovative thinking at CI, this event will help launch our California Institute for Social Business, designed to change the way we approach world problems and train students to solve these challenges from interdisciplinary perspectives.

In addition, positive changes such as the grand opening of the new Student Union in February will be a valuable resource to our University community. Campus infrastructure improvements continue at a brisk pace as this critical project is slated for completion in December 2010. We are hopeful that we will have approval for our new entry road to the University in the near future.

I hope that you will enjoy reading our newly named publication in which we will continue to share with you the successes and challenges at Channel Islands.

Sincerely yours,

Richard R. Rush
President



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Cover:
Scholarly Awakening.
See cover story on pages 11-12.

CSU Channel Islands Mission Statement
Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.



President Rush unveils new logos at Welcome to CI event.

University Unveils New Logos

Rebranding of the University's logos began a year ago with the idea of creating a formal logo for official University business and a CI logo for students, something with which they could have a life-long affinity.

"The University has made significant strides the past seven years in building the campus and stellar academic programs. Branding that achievement was a priority for us this past year. However, in light of state budget challenges, we looked for cost-effective ways the University could re-brand itself as an innovative and forward thinking University and build upon our reputation of providing quality academic programs for our students," said President Richard R. Rush.

With the help of a Hollywood design firm, a solution was found. The formal logo was created by John Ridgway and his company

Novocom located in Malibu. Ridgway, who provided his design work pro-bono, has won 14 Emmys and branded Arizona State University, CBS, NBC, Face the Nation, Meet the Press, and Monday Night Football.

The University's new formal core logo is depicted by the CSU letters within a red circle and a gradient light, strengthening the campus' affiliation state-wide, nationally, and globally with the California State University system. The adjacent text 'Channel Islands' represents the regional identity of the campus.

A design contest for a CI Spirit logo was held in the spring and was opened to all students and alums of the University. Over 150 designs were received and a committee of Art faculty, staff, and students from the University juried the submissions before recommending their top choices to the President. The selected logo

design was created by 2007 alumna Taylor Marta, who earned a degree in Studio Art and a certificate in Digital Media Art (see page 28 for additional information about Taylor Marta).

The logo was created to convey a familiar phrase heard among students – the CI Way. The playful dolphin mascot with the groundwork of positive academic and co-curricular experience is supported by the 'CI' initials.

Taylor Marta said, "I am overwhelmingly proud to have been a graduate of this school and I'm honored to have had my design chosen as the new CI Spirit logo. It is my hope that the logo will further inspire a strong sense of school spirit, unity, and a sense of community, all of which come to mind when I think of my own CI experience." ◀C



CI's Director of Academic Advising Wins Regional Award

Sue Saunders, Director of Academic Advising and Learning Support Services, attended the Pacific Region 9 conference of her professional group, the National Academic Advising Association (NACADA) in March 2009. During the conference Sue presented "The Student Advising Guide from Orientation and Beyond." The presentation was chosen as the "Best of the Region" by her peers. This award is presented by NACADA to one session at each of the ten regional conferences.

Sue was awarded a stipend to attend the NACADA Annual Conference in San Antonio, Texas, from Sept. 30 to Oct. 2, at which

time she was presented with the award before a large national audience of academic advisors and administrators. She was also the recipient of the "Best of Region" award for a previous presentation at the 2006 regional NACADA conference and is the only presenter who has received the award twice during the last nine years. She has also been chosen as Conference Chair for the 2010 Pacific Region Conference.

Sue arrived on the CI campus in 2000 as the founding member of the Advising Center bringing with her the experience of more than 20 years' work in the educational field. ◀



Sue Saunders, Director of Academic Advising and Learning Support Services



Scientist Receives Nearly \$1 Million Award

The National Science Foundation (NSF) honored Dr. Blake Gillespie, Assistant Professor of Chemistry, with the prestigious NSF Faculty Early Career Development (CAREER) award. The award, a five-year, \$920,552 grant in recognition of Gillespie's teaching and research in protein-ligand interactions and biomolecular dynamics, is supported by funding from the American Recovery and Reinvestment Act of 2009.

Gillespie's project, 'Binding and Biomolecular Dynamics in Undergraduate Teaching and Research,' examines how proteins are affected by other molecules they encounter in the cell. Gillespie explained that he was

focused on the forces that make biological molecules function or malfunction, that make proteins fold and unfold. "Diseases like Alzheimer's and Mad Cow are examples of proteins not folding properly. An understanding of this process will allow us to re-engineer biological molecules to do a better or different job," maintains Gillespie.

Gillespie's lab deals with the fundamentals of molecular biophysics. Many of his experiments and research will be woven directly into the curriculum of several CI science courses. Dr. Gillespie's award will provide the University's students in regular classes with experiential learning opportunities and with actual research laboratory experiences that support the work of faculty researchers. The grant also provides summer research internships for designated groups

of high school students and their science teachers.

"Support for stellar scientists like Dr. Gillespie is a wise investment at a time when funding to higher education is in jeopardy. I know that there will be substantial returns in terms of strengthening the educational pipeline for careers in the sciences and the potential to improve understanding and treatment of diseases," said President Richard R. Rush.

Dr. Gillespie said, "This grant provides for students at so many levels: my own research assistants, every CI chemistry major, many biology majors, and high school students in our community. In the end, the project is really dedicated to providing opportunities for all of them."

(see story on pages 11-12 for additional information about Dr. Gillespie). ◀

MVS School Receives Awards

The Martin V. Smith School of Business & Economics at CSU Channel Islands (CI) has won two awards in a national Business Strategy Game program run by a company of the same name.

Dr. William P. Cordeiro, Director of the MVS School, said that each semester students in Business 499 are divided into teams and enter an online business strategy game with teams from all over the world. Last year there were 3,600 teams competing from 209 universities worldwide.

The business simulation game starts all competitors on an equal footing: equal sales volume, revenues, profits, costs, and so on. CI business student groups are in competition with other student companies in other universities as they begin their competitive decision making and strategy formation.

"This is as close to real life business applications as you can get," said Cordeiro. "In accordance with our interdisciplinary approach to learning, this project includes a group approach to work, pressure under deadlines, and integrated decision-making." All of the simulated activity parallels a real company's operation in a global market. Students received weekly updates on their ranking from Business Strategy Game, the creator of the game, and did very well throughout the semester.

At the end of the program there was an invitational two-week competition that pitted teams from around the world against each other. One of CI's teams was the top winner and received an award from The Business Strategy Game which stated that they were "The first placed company in a globally competitive simulation," and mentioned further



that "... the winning company out-competed and outperformed companies managed by outstanding students at business schools across the world."

Professor Horst Liebl, who guided the winning class, was awarded a certificate naming him as a Hall of Fame Member and Master Professor. The certificate stated that he was "Honored for outstanding achievement in teaching the concepts and tools of strategic analysis enabling students to display high-caliber skills in crafting and executing business strategies in a globally competitive market environment." ◀

CI Participates in New Exhibition at Smithsonian National Museum of American History

A new exhibition, "Bittersweet Harvest: The Bracero Program, 1942-1964," recently opened at the Washington, D.C. Smithsonian National Museum of American History (SNMAH). In late September, President Rush and Pilar Pacheco, Assistant Director of the Center for Community Engagement, attended a reception at the SNMAH honoring the University's contribution to the national oral history project, among others.

At the opening of the exhibit in Washington, Rush and other partners in the oral history project were recognized for their work and institutional commitment in preserving this part of America's history. Also attending were Mexico's former Secretary of Foreign Affairs Jorge Castañeda, Arizona's U.S. Congressional Representative Raúl Grijalva, and Director of the National Museum of American History Brent Glass.

CI collaborated with the Smithsonian National Museum of American History as a collection partner and is now part of a national consortium of higher education institutions including George Mason University, University of Texas at El Paso, and Brown University, dedicated to documenting and preserving this critical piece of history.

CI's role in the project was to collect, document, exhibit, and locally share the history of the 1942-1964 Bracero Program, which brought approximately three million Mexican guest workers into the United States to provide



emergency farm labor. The impact of the program significantly affected the business of farming, immigration patterns and organized labor, making it an important part of this nation's history to understand and preserve.

"It was an honor for CI to be acknowledged by the Smithsonian and to be a part of this national project, which highlights the historical legacy of our local community. Great credit goes to Pilar Pacheco for her outstanding work in engaging the University with this project," stated Rush.

CI's participation in the 2008-2009 oral history project served as a service learning component for the Chicana/o Studies, History, Library and Spanish programs. To date, two town hall meetings have been conducted to identify braceros, their descendants and family members, and those who

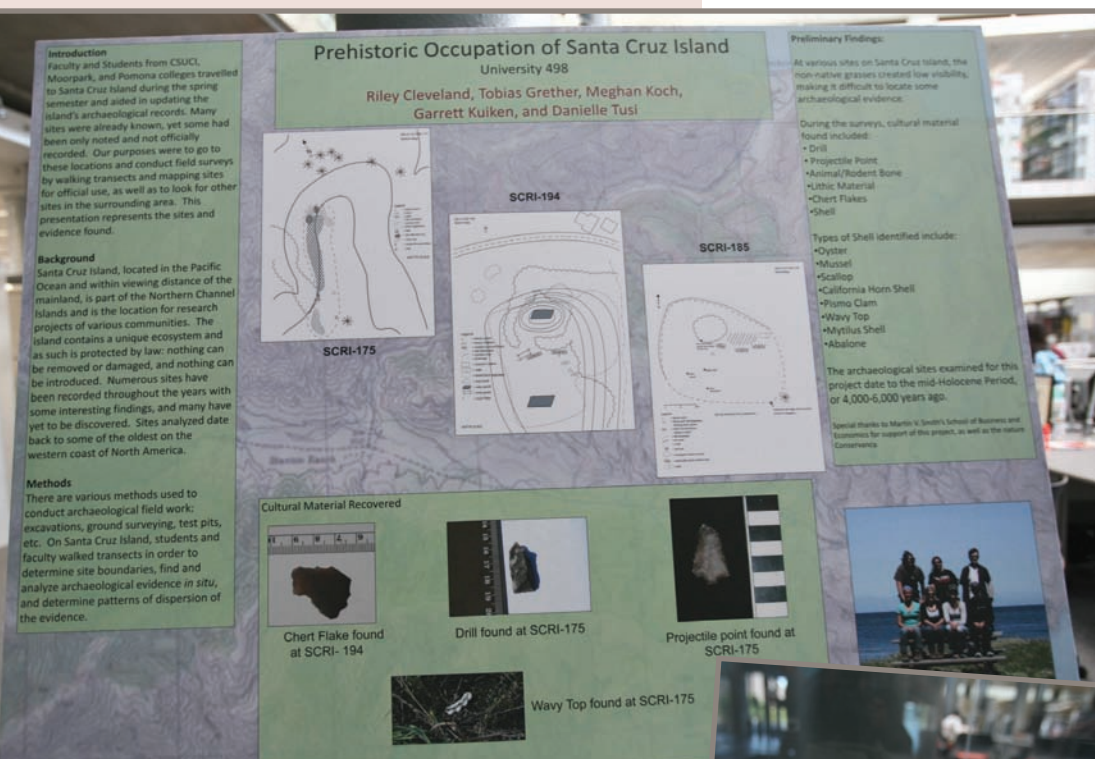
had substantial personal interactions with braceros and/or the Bracero Program, who were willing to be interviewed. As a collection partner, CI organized the town hall meetings, conducted and transcribed interviews, and collected both stories and local artifacts from the 1942 to 1964 time frame. Oral histories collected from participants will become part of the Smithsonian National Museum of American History museum's Web site collection and will also be part of a local student-created bracero exhibit. The CI project will continue as long as the community wants to share their stories about this time period.

CI will have the honor of hosting the Smithsonian's national traveling exhibit, "Bittersweet Harvest: The Bracero Program, 1942-1964," in August, 2010. The exhibit will feature bilingual labels, listening stations, and will celebrate the contributions of braceros and their families to U.S. and Mexican history. ◀C



From the Community to the Collection

By Elnora Kelly Tayag, Reference, Instruction & Outreach Librarian



The John Spoor Broome Library has acquired several significant collections from the community that have greatly enhanced the University's collections to support our students and faculty research. These acquisitions were gifted by beloved members of the community to support new programs like Chicana/o Studies and Anthropology, and current programs like Environmental Science and Resource Management, English, and the social sciences.

The Irene and Jorge Garcia Collection

The Irene and Jorge Garcia Collection focuses on the U.S. immigrant experience from all eras and examines disenfranchised groups. Volumes emphasize Chicano Studies as well as other ethnic studies such as Filipino, Armenian, Latin American, German, and Irish. The scope of the collection also includes Chicano popular fiction and over 300 music titles from varying genres like traditional mariachi to contemporary Chilean techno music. This acquisition is a serendipitous opportunity for the Broome Library

to build its collection in Chicana/o Studies as well as support the inauguration of the Chicana/o Studies program last year. Dr. Jorge Garcia is a retired faculty member from CSU Northridge's Chicano Studies department and Irene Garcia is a school teacher. They live in Simi Valley. A portion of their collection has been processed with 800 titles currently in the Library stacks.

The Natalie Newberger Collection

The Natalie Newberger Collection focuses on the literary form of short story. This short story collection includes the Best American Short Stories Series, O. Henry Prize Stories, anthologies, short story classics, and compilations by both American and international authors. Originally from Chicago, Natalie Newberger

was a professional short story reader with programs all over the country. Her collection was generously donated by her children Steve, Rick, David, and Jill Newberger. Mrs. Newberger's son Rick and his family live in Thousand Oaks and have been very supportive of the Library in making her collection available to the University. Most of this collection has been processed with 300 titles currently in the Library stacks.

The Hindle Donation

Bob Hindle, a geologist and surveyor for California oil companies, donated over 300 books, journals and maps on the region. Most notable are unique regional maps and his original work *Ventura Basin Geology Study*. Bob Hindle and his wife live locally in Camarillo. Most of the maps are still under copyright and therefore in the University Archives.

Jean Harris Donation

Jean Harris, a local environmental activist, donated all of her papers on local environmental projects, notably the protection and restoration of Ormond Beach Wetlands and the creation of Oxnard State Beach Park. The Harris papers have been submitted to the University Archives with plans to digitize them. This acquisition was instrumental and led to a donation from her friend and colleague, Robert Chianese.

Robert Chianese Donation

Robert Chianese, an active board member of local environmental organizations, donated his papers on the Ormond and Oxnard Beach protection projects. Robert Chianese is an English Professor at CSU Northridge and was also a professor for CSUN at CI when the satellite facility was located on our campus. The Chianese papers have been submitted to the University Archives with plans to digitize them.

Walter Goldschmidt Donation

Walter Goldschmidt, Professor Emeritus of Anthropology at UCLA, donated a significant collection of Anthropology titles that emphasize New Guinea and Africa. This collection is still being processed. ◀



Environmental Sustainability at CI

By Ashish Vaidya, Dean of Faculty, and Deborah Wylie, Associate Vice President, Operations, Planning & Construction

In the fall of 2007, President Richard Rush requested that the campus convene a Sustainability Task Force to address the issue of how we can infuse sustainability throughout campus life and elevate sustainability as a core CI value. During the academic year the Task Force, comprised of faculty, staff, and students, recommended that environmental sustainability:

- be addressed as part of the update to the University's Strategic Plan
- involve a partnership across divisions (and especially engage students) as a key to this effort

After a careful analysis of the internal and external environment, the University Planning and Coordinating Council (UPACC) adopted Environmental Sustainability as a strategic initiative in fall 2008. The Task Force was charged with developing measurable objectives, action plans, resource implications, and assigning responsible parties for accountability.

The Task Force recommended that the University adopt the following broad set of goals:

- To engage students at all levels with sustainability concepts and issues through their formal and informal learning
- To enhance faculty, staff, community, and regional engagement and experience with respect to sustainability
- To minimize environmental and socio-economic impacts of University operations, practices, policies, and procedures, and to integrate sustainability into University strategic, facilities, operations, and financial planning

In addition, the Task Force recommended that the campus reference the American Association for Sustainability in Higher Education (AASHE) Sustainability Tracking, Assessment & Rating System (STARS) to gauge relative progress toward sustainability. It is designed to advance sustainability in all sectors of higher education, from education and research to operations

and administration; to establish a common standard of measurement for sustainability in higher education; to facilitate collaboration and information sharing about higher education sustainability practices and performance; and to build a stronger, more diverse campus sustainability community.

The University continues to promote and enhance campus sustainability through several programs, many of them highlighted on the University's Going Green Web site: www.csuci.edu/sustainability.com. Some of these programs are:

- Design and Construction Standards
- Energy management program
- Reduction in use of potable water
- Recycling
- Lighting efficiency upgrades
- Poster Session at the President's Annual Celebration of Excellence event
- CSA (Community Sustainable Agriculture) Program. ◀



Climate Change and the Arctic National Wildlife Refuge



▲ Standing on the frozen Arctic Ocean, L to R- Scott Frisch, Amy Denton, Mackenzie Douglass, Ryane Cox, Tim Moran, Steve Harrison, Aaron Newton



▲ Students Lisa Myers and Ryane Cox photograph the bowhead whale boneyard in Kaktovik, Alaska



▲ (L to R) Scott Frisch, Amy Denton, and Mackenzie Douglass climbing Demarcation Dome in the Arctic National Wildlife Refuge

By Amy Denton, Associate Professor of Biology

To most inhabitants of sunny Ventura County, the Alaskan arctic may seem an inhospitable snow-covered wasteland, but this seldom-visited region is a perfect natural laboratory in which to study the science behind, and policy issues surrounding, climate change.

In June 2009, we (Professor of Political Science Scott Frisch, Associate Professor of Biology Amy Denton, and adventurous CI undergraduates Ryane Cox, Mackenzie Douglass, Steve Harrison, Tim Moran, Lisa Myers, and Aaron Newton) traveled to Alaska as part of a study experience for a Science and Public Policy course (Biol/Pols 345) to take advantage of its unique situation as our nation's only arctic state and the site of our largest petroleum reserves.

During our intensive nine-day field study experience, we observed the environmental, cultural, political, and economic impacts of fossil fuel extraction and consumption in arctic regions, and examined the relationship between these factors and climate change.

After a long day of travelling to 70 degrees north latitude and a hearty meal of reindeer stew and blueberry pie, we spent our first night under the midnight sun exploring the community

of Deadhorse, a town built entirely of prefabricated modules established to support the drilling operations in nearby Prudhoe Bay.

Following a tour of the oil fields and processing facilities, as well as a visit to the still-frozen Arctic Ocean, we boarded a Cessna Caravan and flew to Kaktovik, a small Inupiat village where residents maintain a subsistence hunting culture and economy. Here, we had a chance to talk to local residents about the effects of the changing climate, but the whine of bush plane engines overhead signaled that it was time for us to leave civilization behind.

A breathtaking flight over the coastal plain brought us into the Arctic National Wildlife Refuge. Eight million acres of the Refuge are designated wilderness and this single protected area of linked arctic ecosystems is home to hundreds of species of mammals, fish, and migrating birds, many of which are being pushed toward extinction by warming temperatures.

We spent the next five days hiking across the tussocky tundra studying vegetation, wildlife, and geology in the Refuge as the annual migration of the Porcupine caribou herd began. In

our remote camp on the banks of the Kongakut River, we slept in tents amid the willow scrub, shared cooking and chores, and marveled at the vast but fragile beauty of our surroundings. We spotted numerous caribou, ptarmigan, arctic terns, moose and a large brown bear. We were surprised to find so many colorful tundra flowers in bloom, perhaps another sign of a changing climate.

We flew out of the Refuge and over the Brooks Range in a dense, low fog. Conditions were challenging for our pilots, and Lisa, Tim and Ryane were fortunate to stop in the indigenous community of Arctic Village, where they were treated to an afternoon of conversation and fry bread with Gwich'in activist Sarah James.

Our adventure came to a close at the University of Alaska Fairbanks, where we hiked in the boreal forest and reflected on the rare opportunity we had to experience the Arctic National Wildlife Refuge. ◀C



▲ Math Club in Mexico ▶



Math Club ▲

Making a Case for Math

By Lori Putnam

What do the top 15 highest-earning degrees have in common? They all involve math according to a 2009 survey by the National Association of Colleges and Employers. Yet despite the demand for math skills in today's competitive job market, getting students to become interested—and stay interested—in math is a growing challenge for teachers nationwide.

Jennifer Waters wants you to know she understands. The CI math major serves as president of the Math Club this year, and she realizes that math doesn't come easily to many people. "People are afraid of math," says Waters, who came to Channel Islands from a career in the mortgage industry. "But once they break it down, it's not that bad. For me, I enjoy and appreciate the logic behind math."

Waters has been sharing both her knowledge and love of math as a tutor for almost 15 years, and it's that enthusiasm that spills over into her work with the Math Club. Students majoring in Math, Computer Science, and Physics are automatically members of the club. However, according to Waters, any student is welcome to join. Activities range from the academic to the social, including a recent game board night to

provide members with a much needed study break.

The Math Club was one of the first student clubs at CI according to Professor of Mathematics Ivona Grzegorzczuk. She acknowledges the need for math majors and explained the club helps to foster relationships with students and faculty. "The major is hard. Club activities help make it easier for students to communicate and support each other."

In the past, club members have attended conferences abroad including visits to Poland, Belgium, and Luxemburg. According to Grzegorzczuk, these trips give students the opportunity to experience math in a new way. Once a year, Math Club members can also participate in a student exchange program with a Mexican university. This is yet another way for students to see how mathematics is viewed around the world.

At the end of the year, Math Club members also participate in the Putnam Competition. The exam, facilitated by the Mathematical Association of America, is designed to test originality as well as technical competence. Prize money of up to \$25,000 is awarded to the math

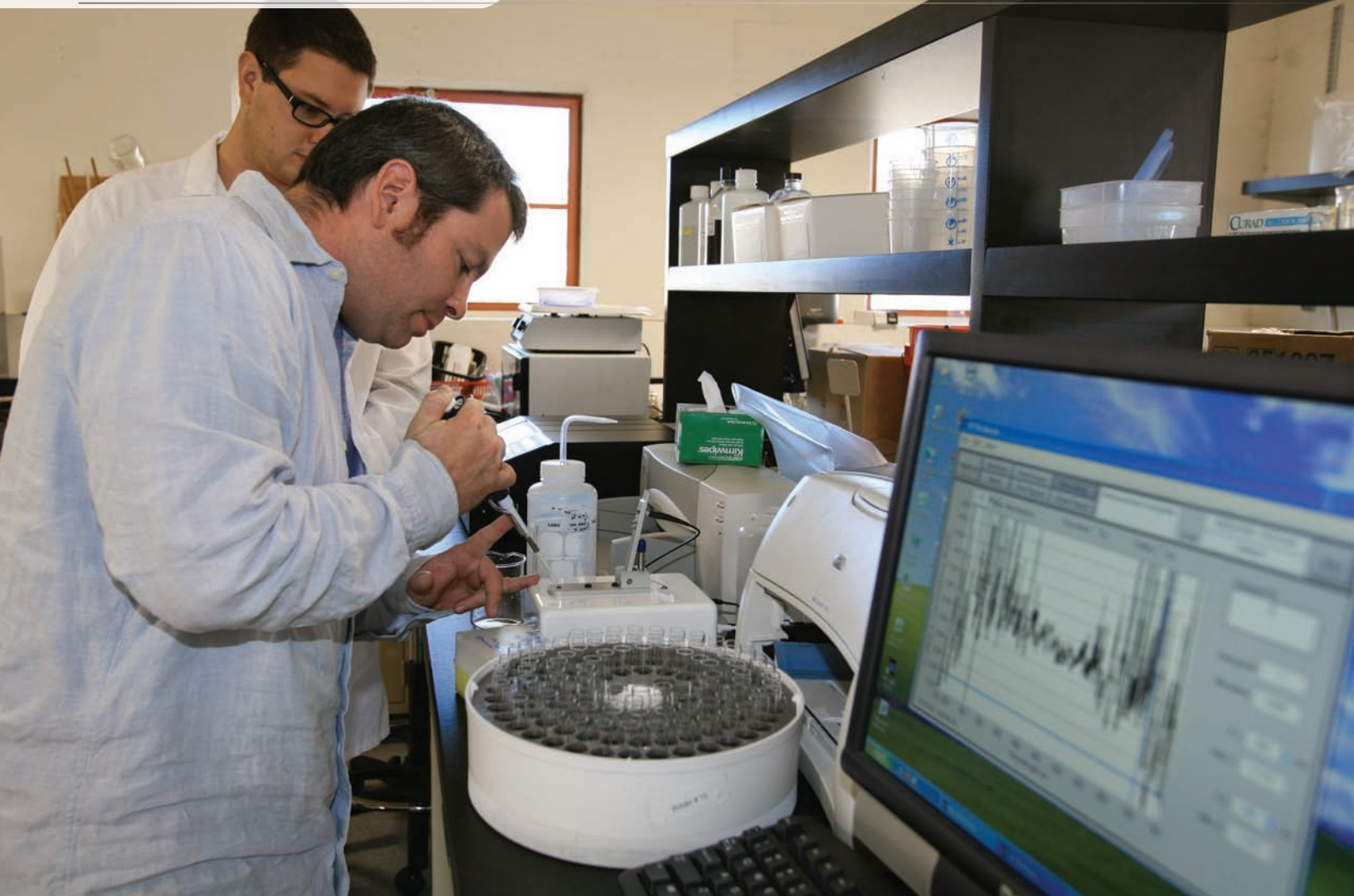


departments of the five winning teams.

"Many people consider math majors nerds," laughs Grzegorzczuk. "But it's not true. It's really nice for the students to build a social network together that will turn into a professional network after graduation."

Waters agrees. "The club is a way for students to connect with the University. We all go to school, but it's the extracurricular activities that make you feel attached to the University and the people there. It's something I will remember when I graduate."

For more information about the Math Club, email Waters at jen.waters559@dolphin.csuci.edu. ◀



Awakening a Love for Science

By Lori Putnam

The son of scientists, it would seem that Dr. Blake Gillespie was destined to pursue a career in science. However, for the Assistant Professor of Biochemistry, a scientific career wasn't always part of the equation. "I had an interest in literature and fine arts, mostly drawing and print making," shares Gillespie. "I would have liked to pursue that had I not followed this path."

According to Gillespie, his career change was no accident. "My sister is a modern dance choreographer. She is an artist. And following her career made me realize that the arts actually require more discipline than science."

Instead, Gillespie found beauty in the intricate structures of molecules. Beginning with his first molecular biology class in college, he became inspired by the artistic talent required to represent molecules far too small to see with the naked eye. From those initial drawings, Gillespie found a powerful way to combine his love of art with an interest in how nature works that he inherited from his parents.



The (Almost) Million Dollar Question

What would you do with a million dollars? Not many of us have the opportunity to answer that question, but Gillespie – still writing the beginning chapters of his career – already has. This fall he was honored with the prestigious National Science Foundation's Faculty Early Career Development award. The award, a recognition of Gillespie's teaching and research, is also the source of a five-year grant totaling \$920,552. (see pg 5 for full article on grant award.)

Gillespie plans to invest that money in awakening a love of science in others.

"This grant will impact my students on many levels," reflects Gillespie. "It will fund my student researchers as well as students who are working in the lab for credit. It also allows me to reduce my teaching load so that I can work with students to make our research program viable."

And it is the latter, exposing more students to the research process, that he feels will draw more students into the sciences. According to Gillespie, you don't capture a student's interest in science by having them sit in class. As a teacher, he wants to introduce them to science in a way that has them asking questions about the natural world. And Gillespie practices what he preaches. Last March, he supervised nine students on a trip to Maui to conduct field research involving humpback whales. Gillespie collaborated with CI colleague and behavioral ecologist Dr. Rachel Cartwright to explore how whale behavior correlates to the animals' physiology.

"These research projects allow students to design questions they can experimentally address," says Gillespie. "Students are actually doing hypothesis-driven science, and working hard to collect data which they will spend the rest of the course analyzing. It's great experience to have at this point in their careers."



The Role of the Teacher-Scholar

According to the NSF guidelines, the CAREER award supports junior faculty who exemplify the role of teacher-scholar. Channel Islands faculty already strive to excel in this role, says Gillespie.

"To me, a scientist is a teacher-scholar. The learning never stops. You are always asking new questions and trying to solve new problems." How a scientist then connects this learning to teaching is very important, he observes, and it's the central notion of being a successful teacher.

Gillespie's own research examines how proteins behave, and the rules that govern how chains of proteins are organized. Within this research lies the potential to discover how proteins that fail to organize properly can give rise to disorders such as mad cow disease or Alzheimer's.

So as Gillespie wrestles with his own research questions, he continues to spark new interest in scientific discovery within his students. He aspires to build a summer research program for students from Hueneme High School and reach potential science majors much earlier in their school careers. Through his eyes, perhaps this next generation of scientists will also see the beauty that can be found at the molecular level. ◀C





From the Ground up

By Lori Putnam

Creating an athletics program from the ground up requires a vision and a plan. Fortunately for Channel Islands, athletic director Carl Reed has both. The former assistant athletic director from Stanford University has opened three major stadiums during his 14-year career, and knows that whether it's a blueprint or a strategic plan, it's important to know what to build in order to be successful.

"I think we're going to set a tone that you probably won't see in other universities. Our plan will be to do and think about things a little differently," says Reed, who assumed the role of the University's first athletic director last spring. "Where most athletics programs seem to operate in a silo, my plan is to infuse the academic mission throughout athletics."



Defining the Student-Athlete

Reed has been true to his word, reaching out to the University community to ensure he hears a variety of views on the role the athletics program should play in the student learning experience.

In the tradition of Channel Islands, he envisions collaborations between the athletics program and the Channel Islands faculty that may result in new interdisciplinary courses on sports psychology, business management of sports, and even how athletic programs impact local environments. He also stresses that student-athletes will meet the same academic standards expected of any CI student.

"We won't sacrifice success in the classroom for success on the field," states Reed. "Academics come first. Our student-athletes will live out the meaning of the word – student first, athlete second." He believes athletics is a natural way for students to strengthen their leadership skills as well.

A Rallying Point

When Reed first visited the campus, in many ways it felt familiar to him. Walking through the small classrooms, he saw immediate similarities to his own alma mater, Saint Mary's College of California. Reed earned both a B.A. in Politics and a M.A. in Health, Physical Education, and Recreation at the small



private college in northern California. When he visited Channel Islands, he says, "I felt a sense of being at home."

Now Reed has the opportunity to give his new home what he calls a rallying point. "At the end of the day," he shares, "it's not my program, or Dr. Rush's program, it's the University's program and the community's program. They've been waiting for years for this. We want a program that everyone can support and be proud of."

Looking ahead, he anticipates launching at least two sports by fall 2011. Given the current limitations of sports facilities on campus, the sports that are in consideration include men and women's soccer, cross country, women's volleyball, and men's golf. Ideally, Reed would like to see at least 10 to 12 viable sports programs for Channel Islands, but he knows this won't happen overnight. Just like building stadiums, you need to start with a solid foundation.

"I am a firm believer in aiming high at the risk of missing a few balls, rather than aiming low and hitting everything. We want to make sure our program is top notch, and we're shooting for the stars." ◀



Bridging the Gap

State budget cuts challenge CI community

By Lori Putnam

California's \$24 billion state budget deficit hit home this summer when it was announced that the California State University system would face a \$584 million cut in public funding. In response, the CSU Board of Trustees announced for academic year 2009/2010 increases in student fees of up to \$828 per student, an employee furlough of most of the system's 47,000 employees, as well as an enrollment reduction of 40,000 students over the next two academic years.

"There has never been such a steep drop in state support in such a short amount of time," said CSU Chancellor Charles B. Reed as part of the July 2009 announcement of the Trustees' plan to bridge the funding gap. "We are in the midst of a financial meltdown and need to take immediate action in order to preserve our institutions."

As the youngest member of the CSU system, CI has been on a trajectory of steady growth and rising reputation since it welcomed its first students in 2002. The Chancellor's announcement which required CI employees to take two unpaid days of leave per month has created significant challenges for the University.

The only exception to furloughs were CSU public safety personnel and SETC union members who voted in favor of layoffs.

"The budget cuts have affected us in that they have slowed our growth," observed President Richard R. Rush. In addition to the furloughs and increased student fees, the University has been unable to hire new faculty and has had to slow capital construction projects. "On the positive side, the Chancellor has allowed our enrollment to remain flat. At our stage of growth, it would be a detriment for the University to cut back on student numbers," added President Rush.

Although the University will not be accepting any new undergraduate students for spring 2010, Jane Sweetland, Dean of Enrollment, said the University has many more applicants for fall 2010 than the campus can accommodate. "Partly because we could not take new students in the spring, we have seen a major surge of applicants for fall. We recommended to everyone that they apply early and get their documentation in on time," said Sweetland. "In addition, the increased student fees and rocky



economy have affected students' ability to pay."

"Everyone is asked to attend to the hard work of having a positive attitude during these difficult times," said President Rush. "Our goal is to move forward with innovative ideas so when the economy does change, not only are we ready, but we will have been making progress."

And the CI community has responded. A University fund with donor contributions has been developed to assist employees facing significant financial hardships and University faculty are seeking ways to streamline their work without impacting the learning of their students. "I will tell you something: of all the institutions that I've been a part of, this is the most dedicated group of faculty," observed Provost Dawn Neuman. "They are really concerned about their students."

For Dr. Craig Seabaugh, a Biology lecturer, increased class sizes have impacted his teaching but not necessarily the students' learning. "My teaching style has become more didactic and lecture-centric,"

he said. "On a positive note, many students seem to be embracing, out of necessity, greater responsibility for their own intellectual advancement. They are seeking opportunities to investigate and learn on their own."

For example, despite the impact on campus, CI students continue to reach out to the greater Ventura County community. CI Sociology students are currently volunteering with Schools on Wheels to tutor homeless children. The Los Angeles-based nonprofit organization tutored more than 2,000 students in Southern California last year alone.

What is the future of higher education in California? President Rush asks members of the community to let the legislature know how important CI is to the region and its workforce. "It appears as though the legislature is placing education low on the priority list, instead of recognizing that education is an investment in the future of California, its workforce, its quality of life, its international economic competitiveness," concluded Rush. ◀

THE SHAPE OF THE RECOVERY



By Lori Putnam

Cycles in the economy, like letters in the alphabet, come in different forms. Some cycles drop sharply and rise rapidly, resembling the sharp angles of the letter v. Others offer more gentle slopes, like those of the letter u. And still others resemble the letter w, giving investors a roller coaster ride of double dips.

The latter, a double recession, was last seen in 1980 and 1982. Noted economist and Endowed Professor for the Martin V. Smith School of Business & Economics, Dr. Sung Won Sohn, suggests we may be headed that way again.

Last fall, when the financial markets were holding their collective breath, Dr. Sohn presented his first economic address to the CI community. A year later, with Lehman Brothers just a memory, Dr. Sohn shared his findings again to a large audience gathered to hear from the one person the Wall Street Journal has touted as the most accurate economist in the U.S.

Forgetting the Fundamentals

"Clearly students should understand what went wrong and what lessons we had forgotten since the last financial crisis in the 30s," says Sohn when asked what CI students can take away from the events of the past year. "The next thing to learn is what do we do to prevent a similar crisis in the future."

Sohn credits the unraveling of the economy to a confluence of events including subprime loans, securitization, a subsidized housing market, and CEOs who just weren't paying attention to financial fundamentals.

Although Sohn sees some reasons to be optimistic, he warns of a weak dollar and America's eroding position as an economic powerhouse. "Twenty years ago we could dictate economic policy, but today the value of the dollar is plunging. China is the economic power," warns Sohn. "We have to pay a lot of attention to them. We are borrowing \$3 billion every day, a significant portion from the Chinese and Arabs."



Fireman's First Rule: Know Your Way Out

According to Sohn, the economy will have contracted 2.9 percent by the end of 2009. He predicts it will expand by two percent in 2010. While Sohn commended the actions of Federal Reserve Bank Chairman Ben Bernanke for putting money into the economy to avoid a depression, he sees a troubling recovery ahead.

"We're not out of woods yet," warned Sohn. "The jobless rate is 9.8 percent in the U.S.—12.2 percent in California—and is headed higher. Consumers account for 70 percent of the economy, so when there are no jobs, we as consumers can't spend. We don't feel confident to buy items based on credit." And credit is like oxygen for the economy, observed Sohn. Other concerns that top Sohn's list of worries include the end of stimulus money, a problematic monetary policy, and an ailing commercial real estate market.

The key is knowing how to find our way out of this crisis, said Sohn, since the traditional approach by government to increase regulation doesn't work. "We need new and innovative ways to both run and regulate business today." But he made clear that no one person holds the solution for a strong recovery. "I wish I could say I had the answers here," said Sohn as he tapped his suit pocket. "But I don't. And I don't know if I would give them to you if I did."

Beginning January 2010, Sohn will be leading a series of seminars on current events in business including healthcare reform, the Federal Reserve, Social Security, and more. To learn more about Dr. Sohn, visit www.DrSohn.com. ◀

Where Theory Meets Practice

By Lori Putnam



The panel assembled in Aliso Hall represented a who's who in the music industry. As Grammy award-winning singer LeAnn Rimes, music manager Mark Hartley, songwriter Darrell Brown, music producer Ken Caillat, and entertainment agent Gayle Holcomb took turns sharing stories and answering questions, students got an inside view on the making and marketing of a successful album.

"The best learning opportunities are multifaceted," says Dr. William P. Cordeiro, Professor of Management and Director of the Martin V. Smith School of Business & Economics. "And it's always a good thing to have practitioners outside of the University to provide another perspective."

This philosophy helped to shape two lecture series that debuted this fall. One explored the business behind entertainment, the other examined the growing trend of microfinance. Both reflected innovative partnerships between the University and industry leaders to attract prominent professionals to the campus and bridge theory and real-world practice.



Passion, Desire, and Opportunity

Film music supervisor Budd Carr, known for his work on a number of Oliver Stone movies, served as moderator for the music panel discussion featuring Rimes and Hartley. "It's about passion, desire, and opportunity," he shared with the audience. "It's about when it comes, how to seize an opportunity. It's also about failure."



Financing a Brighter Future

Can a few hundred dollars impact a struggling community? Esteemed economist and Grameen Bank founder Dr. Muhammad Yunus thought so and pioneered the use of microloans to fund small businesses to lift millions out of poverty. The Bangladeshi businessman won the 2006 Nobel Peace Prize and was recently awarded the Presidential Medal of Freedom by President Barack Obama in recognition of his efforts.

Today microfinance has sparked the imagination of social business entrepreneurs well beyond the borders of Bangladesh, even to the coastal farmland of Ventura County. Rudy Estrada, Executive Director of the Small Business Institute at the MVS School of Business & Economics, kicked off a series of microfinance lectures at CI by providing students and community

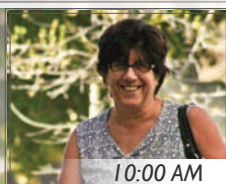
members with a local perspective on the issue. Peter Bladin, a founding director with the Grameen Technology Center, was also a featured speaker.

Dr. Ashish Vaidya, Dean of the Faculty, sees these lectures as the first step to establishing a California Institute for Social Business. "The idea behind the Institute is to teach the core concepts as well as help those interested to get their own social businesses off the ground," he says. "Broadly, the goal is to further the knowledge and application of using business approaches to address social problems."

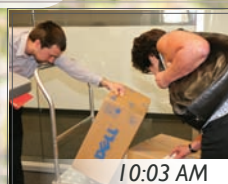
On February 26, 2010, Dr. Yunus himself will visit CI and participate in the University's Campus Reading Celebration that focuses on his best-selling book, *Creating a Future Without Poverty: Social Business and the Future of Capitalism*. ◀C

Role of Village Technology
in Microfinance

Bladin, EVP, Programs & Regional
Grameen Foundation



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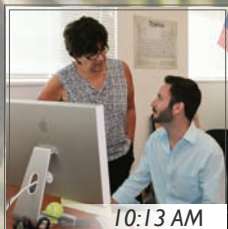
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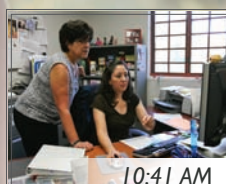
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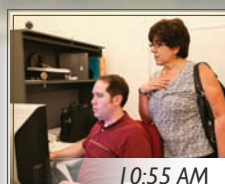
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Tapping Into Technology

By Lori Putnam

With her background in library services, you might assume that Judy Swanson would prefer a card catalog to a laptop computer. But it is in fact professionals like Swanson, who serves as the University's Manager

of IT User Services and Director of Academic Technology, who are helping to influence how faculty and staff access information today.

"Technology is changing the way faculty teach," remarks Swanson, who came to CI in April 2003 to serve as head of the library's digital services. One of the first challenges she faced upon arriving was to extract the CI library records from its sister university, California State University, Northridge. Four years later, Swanson was tasked to manage additional areas of information technology.

"I considered the request, and felt that I would have more impact on the University if I were in that role," she says. Initially,

she managed the Help Desk and classroom technology. Over time, her responsibilities have grown to include Academic Technology Services and a team of 16 staff members.

"A lot of my job is about being an evangelist for technology approaches in education," says Swanson, whose staff is now responsible for everything from the University Web site to online classrooms. She cites a high usage by CI students of such tools as discussion boards, Wikis, and online quizzes as part of their learning experience.

Most recently, Swanson and her team oversaw the launch of the new University student portal, *myCI*. The portal serves as the single point of access for major campus applications including CI Learn, CI Records, and Dolphin Email. The next major initiative will be upgrading *myCI* to allow for single sign-on access for faculty and staff.

When she's not at work, the Michigan native enjoys taking hiking trips. She's visited China, Ireland, the Austrian Alps, and has hiked from one coast of England to the other.

"Until I came into IT, I was always part of libraries," says Swanson, who has also served on the staffs of Sonoma State, San Jose State, and Cal Poly San Luis Obispo. "In a way, my background in libraries made me service-oriented. IT can be task-oriented. In my position, I can blend both and meet the user's needs."

Meeting student needs is even more critical in the face of recent state budget cuts to higher education. Swanson has seen a recent upswing in requests as more faculty and staff members take to the Web site to help streamline work. Swanson credits her staff for helping to address the demand. "It's long hours but I have 16 people who are committed to meeting the needs of students and faculty at CI." ◀



Fore Athletics! *Dolphin Classic Golf Tournament supports future CI Athletics*

The Dolphin Classic Golf Tournament was held under warm, sunny skies with a great show of enthusiasm by golfers and students alike. New CI Athletic Director Carl Reed, as well as CI students from the Sailing, Lacrosse, and Cycling Clubs were on hand to encourage golfers as they tee'd off from the beautiful Spanish Hills Country Club.


Prior to golfers hitting the links, the Aspen Helicopters golf ball drop was held with Dr. Max Stearns of Camarillo winning the cash prize. Members of the Lacrosse team held a demonstration on hole #4 where golfers could use their tee shot or the Lacrosse player's throw, and the Sailing team launched one of their team boats in the lake off the 18th fairway. The 18th hole chipping contest winner was Chris Wrenn whose shot landed in the cup.

There were two scoring formats for the event. The winners of the Dolphin Cup Championship flight were: Tom Brimigion, Mike

Donohue, Jeff Dottl, and Wayne Scott. Winners of the Callaway flight were: Jim Kawamoto, David Rosso, Rami Spinkling, and Chris Thomas.

Following the competition, there were silent and live auctions of items donated by several individuals and businesses.

The 2009 Dolphin Classic Golf Classic Tournament was chaired by CSU Channel Islands Foundation Board member Ruby Oertle, Mel Sheeler, and Gary Trumbo. All funds raised from the tournament will be used to support CI athletics.

The event was supported by several tournament sponsors including: Marc D. Wolfsohn, M.D., Four Seasons Cleaners, Canteen of Coastal California, Inc., Gold Coast Broadcasting, PCL Construction Services, Inc., Steve Thomas BMW, Sheeler Moving and Storage, University Marelich Mechanical, Encompass Multimedia, Santa Barbara Design Studio, Xpress Print & Copy, Ventura County Star, and Aspen Helicopters, Inc. 





President's Dinner

Annual Event Celebrated 50's Style

The annual event was celebrated on the campus featuring vintage classic cars and guests wearing 1950s-style attire. The outdoor event, held under the stars in the North Quad of the campus, accommodated over 300 guests who dined on a 50s menu and danced the night away to Ronny and the Classics.

University President Richard R. Rush introduced Wayne Davey as the winner of the 2009 CSU Channel Islands Robert J. Lagomarsino Award.

The award, named in honor of the Honorable Robert J. Lagomarsino, a former United States congressman and a longtime supporter of the University, is presented to an individual who has contributed to and supported CSU Channel Islands.

Davey's involvement with the University began in 1999 when he and his wife Barbara became founding members of the President's Circle. Davey served on the CSU Channel Islands Foundation Board of Directors from 2002-2008, and was Chairman of the Board from 2005-2007. Davey was also a co-founder of the University's Business

& Technology Partnership that assists the University in developing business and technology programs that will serve the business needs of the county, as well as serving on the University's Biotechnology Program Advisory Board. Davey has worked professionally in the field of electronics and biotechnology in Ventura and Los Angeles counties for more than 10 years and currently serves as the Vice President for Finance and Corporate Controller at Abraxis BioScience, a Los Angeles-based biotechnology / pharmaceutical company.

The evening festivities also included a 1950s cocktail reception, a classic movies silent auction, Elvis, Marilyn Monroe, and Buddy Holly impersonators, and announcement of the European vacation raffle prize winner as Diana Crothers. Additionally, Van Gundy Jewelers, one of the event's sponsors, donated a diamond necklace as a raffle prize with the winner being Dr. Moustapha Abou-Samra of Ventura.

CSU Channel Islands Foundation Board member Linda Dullam has served as Chair of the President's Dinner for the past seven years. Kathy Swor served as designer for the event and silent auction displays. ◀





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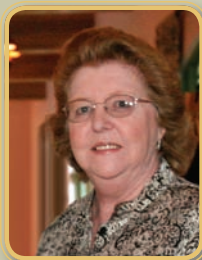
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Foundation Board Members



Pauline G. Malysko

Occupation: Entrepreneur, Logix Development Corporation, President/CFO, CFO to GO, Principal; 3 years on the Foundation Board.

What inspired you to get involved with CI?

I have been involved in some capacity with CI from the beginning. I recognized the significant role our University would play in the future of our region and want to be a part of helping to assure that it succeeds.

Your most memorable experience?

There are so many memorable experiences for me that choosing one is difficult. I would say listening to the students' stories as they received scholarships at the B & TP Leadership Awards dinner is a big one and seeing Jack Broome speak at the dedication of the Broome Library. These are just two of the moments I treasure.



Jeffrey D. Paul

Occupation: Bank Executive; one year on the Foundation Board

What inspired you to get involved with CI? I'm a lifelong County resident who has watched the evolution of the University from dream to reality. I was asked to join the Board by Cindy Daley and inspired by the founding of the Martin V. Smith School of Business & Economics



Paul Rivera

Occupation: Associate Professor of Economics at CI; 6 years on the Foundation Board

What inspired you to get involved with CI? I came to the University when we opened our doors in 2002 to help create innovative and relevant academic programs for our

community in an environment that fosters a lifelong love of learning and where no two days are the same. So far, I've not been disappointed.

Your most memorable experience: With only one exception, I have been a name reader at all of our commencement ceremonies. It is truly inspirational to have the privilege of calling out students' names at the very instant they realize that they have accomplished something huge and life altering. I look forward to it every year.



Larry Janss

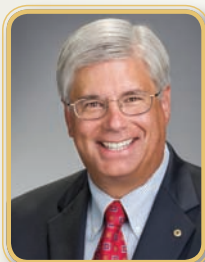
Occupation: Real Estate and Film Production; Foundation Board member since May 2009

What inspired you to get involved with CI? President Rush's kind strong-arming and the real potential of working on the embryonic Institute for Social Business.

Your most memorable experience?

Completing the promotional film for the fledgling Institute and meeting Dr. Muhammad Yunus on campus.





George S. Leis

Occupation: President, CEO and CIO of Pacific Capital Bancorp (CA); Foundation Board member since May 2009

What inspired you to get involved with CI? The partnership between business and education is critical. Today's students are tomorrow's business leaders, and the coaching and context we, as business leaders, provide now will help shape the future of our respective industries.

Your most memorable experience? Working with President Rush, his team, and the students is constantly refreshing. In the academic world, everything is framed in terms of possibilities. That's a good reminder to those of us in business, and I appreciate every opportunity I have to be reminded of that.



Harold S. Edwards

Occupation: President & CEO – Limoneira Company; 3 years on the Foundation Board

What inspired you to get involved with CI? I am proud to serve on the CI Foundation Board because I believe that a critical part of a community's foundation is its educational system. Having a California State University in Ventura County is an incredible asset for our Ventura County community. I am proud to be a part of the University through the Foundation Board and look forward to working

to assure the sustainable future of CI.

Your most memorable experience? A series of experiences involving my witnessing the glorious expansion of the CI campus.



Larry S. Hymes

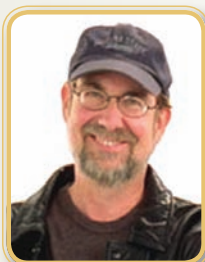
Occupation: Managing Partner of Anker, Reed, Hymes, Schreiber & Cohen; 5 years on the Foundation Board.

What inspired you to get involved with CI?

The opportunity to participate on the ground floor to build something special with a long-lasting positive effect on our society. If we do a good job today, they may still be educating young minds 900 years in the future.

Your most memorable experience?

Attendance at the convocation of the first graduating class was my most memorable experience.



John Ridgway

Occupation: CEO and Creative Director, Via/Novocom; one year on the Foundation Board

What inspired you to get involved with CI? I first heard about the University from a friend who worked there in 2006 and I drove over to explore the campus on my own. Walking around I was instantly impressed with the potential this new CSU campus had to become one of LA's iconic schools and decided I wanted to be part of it.

Your most memorable experience? I've had the good fortune to work with many students during the new rebranding process we directed for the University. They have a creative can-do attitude instilled along with their formal education that forms the well rounded nature of the CI experience that ultimately impacted the new look and feel of the new visual brand at Channel Islands.



President's Scholar Samantha Bullat

Samantha Bullat graduated from Huntington Beach High School (HBHS) with a 4.3 cumulative grade point average and during her senior year she won the prestigious Tower Award for history, the highest academic honor given to students at HBHS. Samantha's interests included being actively involved in performing arts, raising awareness of human rights violations, as well as volunteering at homeless shelters in Santa Ana and LA's Skid Row. Samantha shares her love of history with others as a Civil War re-enactor, and has spent countless hours of research attaining accurate impressions of life during this period. As a history major, Samantha is focused on becoming a high school history teacher so that she can inspire growing minds and foster in students a love of learning.

"I was thrilled when I heard I had been selected to be a President's Scholar at CSU Channel Islands. I had fallen in love with CI and being accepted into the program was a huge help in allowing me to come here. The President's Scholars Program has already begun to open so many doors and I look forward to future exciting opportunities. The faculty have been incredibly supportive and genuinely care about my success. I believe this is a defining factor of the President's Scholars Program and CSU Channel Islands." ◀

President's Scholars Program

The CI President's Scholars Program provides scholarships that include financial assistance to entering students whose outstanding academic achievement and character will be enhanced and enriched in a nurturing environment that emphasizes commitment, success, and service. High school students who have distinguished themselves academically are encouraged to become a President's Scholar by applying for this scholarship established through a generous endowment from the Pierre Claeysens family. The scholarship includes full California state resident fees, a \$600 per semester credit at the University bookstore, and use of a laptop computer. The scholarship is renewable for four years. In addition, on-campus room and board is included for a student who is also a National Merit finalist or semifinalist.

Investing in CI's Future

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The CSU Channel Islands Planned Giving Advisory Council (PGAC) is a volunteer group of local, highly-reputable financial planners, attorneys, and CPA's. The PGAC was established for the purpose of advising in the creation and direction of the Planned Giving Program at CI as well as assisting and securing planned gifts that will serve to advance the University's mission, enhance its programmatic strength, encourage innovation, and serve to establish beneficial partnerships.

The PGAC is a vital part of the future for CSU Channel Islands and its ability to provide resources necessary to continue to pursue the University's margin of excellence. The University is pleased to introduce the founding group of PGAC members.



What is Planned Giving?

Planned gifts create opportunities for both you and the University. There are many giving options from which to choose—from naming the University as a beneficiary in your will, to a more complex trust arrangement. Ultimately, the best plan will balance what you wish to accomplish for yourself,

your family, and your charitable interests in the University. We encourage you to learn more about the PGAC and the Planned Giving Program at CI. Please contact Nichole Ipach, Director of University Development, at 805-437-8893, nichole.ipach@csuci.edu, or visit <http://www.csuci.edu/giving/>. ◀



Creative Mind—Taylor Marta '07

By Lori Putnam

L to R President Rush, Taylor Marta, Liz King, Assoc. Professor of Art and Chair of CI Spirit Logo contest

Among the many new faces at this year's *Welcome to CI* event was the University's own mascot. The dolphin, a fixture on everything from t-shirts to table top signs, received a new look via a University-wide design contest. The winning design belonged to the creative mind, and hand, of alumna Taylor Marta.

"I recently moved to Northern California when I received an email from one of my professors regarding the contest," remembers Marta, who earned her B.A. degree in Studio Art with a certificate in Digital Media Art in 2007. "I had been out of school for a few years, so I thought this was a great opportunity to reconnect." Open to both students and alumni, the design contest garnered more than 150 design submissions.

Marta was thrilled when she heard her design had been chosen as the University's 'CI Spirit' logo. She wanted to ensure the

new logo was creative yet kept the dolphin—a large part of the CI student identity—intact. She says, "I was designing the logo for students just like myself. I never would have submitted anything I wouldn't want to wear."

Marta works as a freelance designer in her home town of Yuba City. Although she initially returned home to help her family while her father received cancer treatment, she has found new outlets for her creativity. "Since I came back, I've touched base with others in the design industry, and discovered so much opportunity in this small community. This is my home. If I want my home to be great, the people that are great need to stay."

Marta has been part of a creative drive to launch a community-based magazine for the area, and has contributed to the city's 'shop local' campaign to help drive local business. The Chamber of

Commerce and City of Yuba have generated \$100,000 to start the program. "I'm having a good time here," she adds. "What I loved about my time at Channel Islands, contributing to a small community, is now what I'm doing here at home."

You can also find Marta participating in community theater. In fact, she's a self-proclaimed theater kid who was planning on majoring in music theater performance. Although she changed her major to art and design, she still has a passion for the stage. Her senior year, her efforts were recognized by CI when she received the "Creativity Dimension" award presented at O.L.A.S (Organization and Leadership Awards for Students). To other young artists, Marta stresses the importance of getting involved in school: "It's the best way to meet people and discover things that you didn't even know you could do." ◀C

A photograph of a young man with short brown hair and blue eyes, smiling at the camera. He is wearing a dark purple long-sleeved button-down shirt and blue jeans. He is leaning against a dark metal railing on a walkway or balcony. In the background, there are green trees and a building with a grid-like facade.

The Secret of His Success Brandon Blake '05

By Lori Putnam

Not many of us can claim success networking at the local drugstore, but CI alumnus Brandon Blake can. Blake, who earned his B.S. in Business in 2005, takes a genuine interest in other people and their passions. And it was this interest that led him to his future boss, health care executive Joseph Gentile, while waiting in line at the local Rite Aid. As Blake tells it, the conversation actually began while he was a student working part-time at a Thousand Oaks bank where Gentile was a customer.

"I've always been interested in what other people did, always looking for guidance from other people," recounts Blake. "I met Joseph Gentile as he was starting his company, and I asked him how the business model worked." A year later, Blake and Gentile would meet again at a Rite Aid store in Thousand Oaks. "I turned around and saw him in line. We ended up talking about work and he asked if I would be interested in a career change."

That career change was the opportunity to be one of the first employees of Cannon Cost Solutions, a health care cost containment start-up that helps identify and recover overpayments in health care claims. Now known as AfterMath Claim Science, the company has grown to nearly 50 employees with two offices nationwide. Blake oversees the West Coast office as the company's operations manager.

Much like his decision to attend a new university, Blake saw the start-up as an opportunity to be part of something from the ground up. "Just like Channel Islands, there was so much to do. I was constantly wearing multiple hats in order to help get the company where it needed to be."

Today Blake shares his own experiences with the next generation of future entrepreneurs, and recently addressed high school student leaders alongside his mentor Gentile. "My experiences in education and business have heightened my leadership skills, and given me the confidence to succeed," remarks Blake.

His advice to recent CI graduates who may be struggling in this economy is to create a vision for themselves, and never lose sight of their passions. He believes success will follow. Blake's own passions outside of work include surfing, running endurance races, and starting a new life with his wife of one year, Jillian Mae. He plans to participate in the Los Angeles marathon next spring. Finishing a race is much like leading in business for Blake. As he points out, both require setting goals. Looking ahead, Blake can picture a time where he may start his own company. Until then, he's enjoying his run. ◀



Jessica La Roe

Jessica La Roe graduated in May 2007 with a Bachelors of Science in Business, and minored in both Psychology and Economics. She is currently a Youth Market Director at the American Heart Association in Camarillo. Jessica is responsible for recruiting, training and managing volunteers to support the 'Jump Rope For Heart' fundraising and educational event. These events raise money to fight heart disease and stroke while teaching our youth about living a heart healthy life style. She is also a volunteer for the American Cancer Society's Relay For Life. In 2008, Jessica received her Masters in Public Policy Administration from Cal Lutheran University.

ALUMNI UPDATES

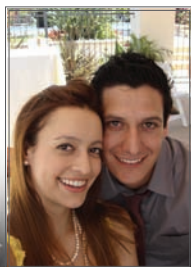


Araceli Dominguez '07 Environmental Science and Resource Management

After taking advantage of University opportunities including volunteer work with the Channel Islands Naturalist Corps, Araceli obtained a position in October 2008 as a Park Ranger for the National Park Service. Her work includes protecting natural resources and national park areas and she is responsible for helping to educate the public about these precious areas. Araceli thoroughly enjoys her career. "Every day is different – you never know who you are going to meet." ◀C

Shane Rucker '06 History and Stefanie Franklin '06 History

Shane Rucker and Stefanie Franklin both graduated from CI in May 2006 with History degrees and after almost a decade of dating were married on October 4, 2008. Shane and Stefanie work together at the law firm Paul & Hanley LLP as legal assistants helping clients whose family members have been diagnosed and are struggling with Mesothelioma. ◀C



Fernando Mora '06 Spanish and Ivana (Medic) Mora '06 Spanish

Fernando is currently the Senior Accounts Manager, Sales and Marketing for Sage Network, Inc. in Camarillo, providing local businesses and residential customers with IT support, network design and implementation. He and Ivana met at CI as students and were married shortly after graduation. They were both students of the first Spanish classes offered under the Spanish degree program. Ivana now works as a paraprofessional for students with disabilities at Camarillo High School. ◀C

Alexis Rae Del Castillo '06 Biology, Bio Science

Alexis is an Associate Scientist at Life Technologies in Southern California. Her career includes purifying polyclonal and monoclonal antibodies and peptide conjugation for new polyclonal projects. She is also planning to return to higher education to pursue her master's degree. She recently had an internship paper published after working on a project in Tennessee. ◀C



CSU CHANNEL ISLANDS



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Calendar of Events

*For a complete list of
University events,
visit www.csuci.edu.*

2010

January 25 – Spring Semester Begins

February 26 - Campus Reading Celebration with Nobel Prize
Winner Muhammad Yunus – venue to be determined

March 8 – Ventura County Star Spelling Bee Contest

April – Grad Fest & Career Fair

April 22 – Business & Technology Partnership
Leadership Dinner

April 30 – Honors Convocation

May 15 – CSU Channel Islands Commencement

