Spring 2018

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Santa Clara Magazine

A global effort based at SCU to restore trust in journalism. Page 22

Nobel origins: Hersh Shefrin and behavioral economics. Page 28

Grief, loss, and recovery in the wake of disaster. Page 32

Poet Dana Gioia on true crime and a cowboy ballad. Page 50
Bracing for Irma: The hurricane barreled through the Turks and Caicos Islands on route to Florida. It was one of several major hurricanes in the Atlantic last season—along with Harvey, Maria, and Jose. Why was the season so destructive? Climate change was likely a factor. Though scientists are careful to avoid pointing to one event and saying, “See! We told you so!” notes Iris Stewart-Frey, an associate professor of environmental studies and sciences whose research focuses on water cycles. “But the physics of climate change are pretty well known, and this is consistent with what we know,” she says. One office of the National Oceanic and Atmospheric Administration acknowledges: “Anthropogenic warming by the end of the 21st century will likely cause tropical cyclones globally to be more intense on average.” The generation-specific, and a recent poll shows three fourths of Millennials believe that steps should be taken to slow or stop climate change. Wired Magazine founder John Battelle puts the concern of people in their twenties and thirties in more stark terms: “Climate change is to Millennials what mutually assured destruction was for Boomers: an existential threat.”
**Santa Clara Magazine**

**Table of Contents**

- **DEPARTMENTS**
  - FEATURES
  - LETTERS
  - MISSION MATTERS
  - EXCLAMATION
  - PARAGRAPH
  - QUOTATION
  - AND
  - AT
  - COPYRIGHT
  - BRONCO NEWS
  - QUESTION
  - EQUATION
  - EXCLAMATION
  - PLUS
  - AT
  - PAGE

**Features**

- **22 Trust Me**
  - After decades of declining trust in journalism, here's some good news.
  - Introducing the Trust Project. By Steven Boyd Saum and Deborah Lobos. Illustrations by Francoise Barcoy

- **28 Nobel Beginnings**
  - Santa Clara Professor Dierck Weinie, fellow economist Richard Thaler, and Nobel Beginnings. Illustrations by Franziska Barczyk

- **32 Aftermath of Disaster**
  - When fire or flood, wind or tremor strikes. What do you make of what's been lost? How do you help others put their lives back together? Stories from the Wine Country Fires, Hurricanes Harvey and Irma, and earthquakes in Mexico. By Terry Bigelow. Illustrations by Paul Blow

- **42 Grounds for Detention**
  - Asylum seekers, victims of human trafficking, and veterans are among those detained immigrants. By Kaitlin Savick. Illustrations by Edd Rodriguez

- **50 The Ballad of Jesus Ortiz**
  - A new poem from a very old story that seemed too strange to be true. A cowboy ballad, courtesy of the California Poet Laureate. By Dana Gioia

- **The Hut**
  - literally. The venerable off-campus haunt known to generations of SCU grads is being reborn as a restaurant with great food.

**Digital Exclusives**

- With a Capital T

**LETTER FROM THE EDITOR STEVEN BOYD SAUM**

*To the Trouble* we’re talking, my friends, but Trust. The good stuff—assured reliance on character, ability, strength, truth. It holds together the fabric of society, fosters social and economic prosperity, nurtures flexible and sustainable organizations and nations, and is the veritable coin of the realm. Something that must be earned, might be betrayed in ways great or trifling. And once breached, hard to mend.

“There’s love. A trust, a zero, do wrong to none,” counsels the mothering Countess in *Ari’s*’s *All That Ends Well*. Not bad advice for the day-to-day.

So put the word trust into action: Who will show themselves worthy of trust in the accumulation of daily decisions or small disturbances? Or when hurricane or earthquake strikes or a nightmare wildfire comes roaring over the ridge? Or this? If word comes—as it did for me once years ago, on a brilliant late spring day, when I was teaching with the Peace Corps at a university in western Ukraine—that there had been an accident at the nuclear power plant nearby. Local officials denied anything was amiss. But this was the land of Chernobyl, who would trust the powers-that-be to come clean when atomic disaster threatened? Instead, citizens had their own radiation detectors; those read alarms normal. Kids were kept indoors at school. Panic in the city of a quarter million was palpable. You couldn’t buy a train ticket out of town to save your life. When the story made the international press a couple days later—a brief blurb—it was clear that the reporter had simply phoned an official in the capital who said (surprise!), “We’re getting all these calls from panicked farmers out west asking if it’s OK to open the window. Nothing is wrong!”

One valuable lesson it offered me was how journalism might fail—especially if it forgets the responsibility to hold people in power accountable. And now, years later, here in the United States, trust in journalism is near an all-time low. How to earn that back? So glad you asked. The Trust Project, a global effort based at the Markkula Center for Applied Ethics, has staked out one way: creating a set of clear standards that news stories must adhere to if they want your trust. And these standards begin the answer, with proof, to the question: Why should I believe you? Because there comes a time we might be told in soothing tones: “Trust in me.” (See, for example, *The Jungle Book,* made name Kaa, trying to lure the boy Mowgli into its coils.) And when you hear those words, perhaps via a Disney film, is it in the honeyed voice of Scarlett Johansson or, from half a century ago, avuncular Sterling Holloway? He also gave voice to Winnie the Pooh. But here’s the thing: they want your trust. And these standards begin the answer, with proof, to the question: Why should I believe you?

Because there comes a time we might be told in soothing tones: “Trust in me.” Everybody knows—even if you haven’t read the first book of the Bible—that you can’t trust the snake. So put the word trust into action. Who will show themselves worthy of trust in the accumulation of daily decisions or small disturbances? Or when hurricane or earthquake strikes or a nightmare wildfire comes roaring over the ridge? Or this? If word comes—as it did for me once years ago, on a brilliant late spring day, when I was teaching with the Peace Corps at a university in western Ukraine—that there had been an accident at the nuclear power plant nearby. Local officials denied anything was amiss. But this was the land of Chernobyl, who would trust the powers-that-be to come clean when atomic disaster threatened? Instead, citizens had their own radiation detectors; those read alarms normal. Kids were kept indoors at school. Panic in the city of a quarter million was palpable. You couldn’t buy a train ticket out of town to save your life. When the story made the international press a couple days later—a brief blurb—it was clear that the reporter had simply phoned an official in the capital who said (surprise!), “We’re getting all these calls from panicked farmers out west asking if it’s OK to open the window. Nothing is wrong!”

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Dear Editor,

I would like to bring to your attention a matter that has been bothering me for some time. I believe that the recent article on climate change, while informative, could have benefited from a more comprehensive analysis of the potential impacts on our local community.

Firstly, the article fails to mention the significant contributions made by our local scientists in the field of climate research. Their work has been instrumental in understanding the local effects of global warming.

Secondly, the economic implications of climate change on our local businesses are not adequately addressed. Many small businesses rely on the natural landscape for their livelihood, and a change in the climate could have disastrous effects on their operations.

Lastly, the article could provide more concrete solutions on how individuals and communities can adapt to the changing climate. Simple measures like reforestation and building eco-friendly structures could have significant positive impacts.

I hope that these points can be considered for future articles on the topic.

Sincerely,
[Your Name]
Mission Matters

NEWS FROM SANTA CLARA

Finn Hall Rising

Even as a first-grader at Saint Clare School across the way from SCU, Stephen A. Finn MBA ‘76 dreamed of one day walking to class along the palm-lined drive of the Mission Campus. “I looked over, and I thought, ‘Gosh, I want to go there,’” Finn recalled recently. “I wonder if I could ever be smart enough.”

Step forward to 2018. On January 30, ground was broken on the south side campus for a new building bearing his name: Finn Residence Hall.

After completing his bachelor’s at San Jose State University, Finn came to SCU to earn his MBA. He went on to a successful career in financial services, and served on the Los Altos Hills city council. At the groundbreaking, he underscored what a tremendous difference Santa Clara has made for him. “The architecture, as one would expect and hope, have done a marvelous job of transforming my really crude design into something really beautiful,” he said.

MORE BIG (REALLY BIG) BUILDING NEWS

As we go to press, Howard S. and Alida S. Charney Hall, the new home to the School of Law, is opening its doors. Move-in is slated for fall 2018. Below, Stephen Finn stands in center CAD for the groundbreaking. Check out the digital version of this story to see progress via version of this story.

Apple of Our Eye.

Before Sean Reilly ’16 traveled to Australia on a Fulbright fellowship, he had never eaten a pond apple. He worked with Aboriginal rangers to manage growth of the plants that formed dense stands and replaced native ecosystems. Today, Reilly can say pond apples are delicious—a tastier mango. Even sweeter? The Rhodes Scholarship he earned thanks in part to his research.
MAKE A CHOICE

KAYLEIGH DOBSON ’19 doesn’t work at NASA—yet—but her friends like to say she does. “Sometimes I correct them,” Dobson jokes. What is indispensible? She was part of a team of SCU engineering students in charge of mission control for a NASA satellite launched in late 2017 from the International Space Station. The E. coli AntiMicrobial Satellite, or ESM1, is a nanosatellite put in orbit to house experiments testing space microgravity effects on the antibiotic resistance of E. coli. “It’s a stepping stone toward long-term space travel,” Dobson says. “If an astronaut gets a bacterial or viral infection, they can’t currently prescribe antibiotics in the correct dosage.”

After decades with the Oakland A’s as the team’s longest tenured president, Michael Crowley takes on a new role on campus: vice president for financial administration, a post he began February 16. He will bring some of the A’s famed “Moneyball” attention to metrics. “It’s critical to employ business fundamentals wherever you are,” he says. At SCU he has oversight of the University’s $925 million endowment fund, which he says is currently working on a sequel to his wife Kathy Crowley ’85’s The Refugees. The distinction “not immigrant but refugee” is currently working on a sequel to his wife Kathy Crowley ’85’s The Refugees. The distinction

ATHLETICS, QUAKES, BRONCOS

Early Action

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Early Decision

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“Tolerate immigrants before, some of us hate immigrants now, but the point is that immigrants are part of the American mythology,” Nguyen said. “That’s part of the American dream. Immigrants validate the United States, whether or not we want them to come here at all. Refugees are completely different. Refugees are the unwanted; they are the undesired, they come bringing with them the stigma of all kinds of fears of contamination, the idea that they come from broken states and broken countries.”

Nguyen himself is a refugee. He was born in the central highlands of Vietnam, and after the fall of Saigon in 1975, his family fled to the United States. He grew up in San Jose and witnessed his vibrant Vietnamese community “still suffering traumatically from what had happened to them,” as he put it. “I grew up hearing all these stories about what the Vietnamese people had gone through. And, at the same time, I was growing up as an American. I was getting a very different version of this war from American culture.”

In point: the jarring difference between the treatment that a film like Apoc- ypha Now does Vietnamese people, versus how Vietnamese people see themselves. With The Sympathizer, Nguyen set out to try to undo a sense of victimization. His novel is a tale of America as well as Vietnam. “We were lucky as refugees to come to this country,” he said. “We were not special. And people who were refugees need to stand up for people who are refu- gees today. Which is why I always claim I’m still a refugee.”

His willingness to tackle difficult sub- jects has led to him being called a “voice for the voiceless”—a moniker with which he takes umbrage. “The problem, of course, is not that the Vietnamese people are victim- ized,” he said. “It’s that no one wants to hear them … Any type of minority—write up against systems and structures who don’t want to hear from them, who don’t actually want to give voice to the voiceless. They just want representatives to make it easier for us to be heard. That’s the role I exist.”

Nguyen spoke to a packed house at the de Saisset Museum on October 19. His visit was part of the Reading Forward series, co-sponsored by the Santa Clara Review, the Creative Writing Program, and the Department of English. The series brings writers to campus to participate in classes as well as meet with students and faculty in small groups to discuss writing and publishing. On that front: Nguyen is currently working on a sequel to The Committed called The Sympathizer.
I’m All Ears. W. Kamau Bell made it into the spotlight by talking. He’s stayed there by listening. The comedian and Emmy Award–winning host of CNN’s United Shades of America travels the country starting conversations with people he might disagree with. Bell is also this year’s Sinatra Artist in Residence. During his first visit in November, he hosted a Q&A with students.

Here is some of what Bell had to say: "How do I talk to someone I obviously disagree with? For me, a lot of times, and I know this happens on college campuses a lot, people who disagree with each other talk to each other as a way to convince the other person. I don’t think that’s always the most effective way to engage in conversation. If you want to convince somebody that you’re right, it’s not going to happen in one conversation. Which means the first few times you talk to them you’re going to just have to listen. So, for me, if you’re the Khan or you’re Richard Spencer or you’re a multifa guy on the border who I talked to last week, it’s about me allowing you space to feel like you’re being heard. Because the problem with this country right now is, everybody feels like they aren’t being heard, even though some of them are clearly being heard. But even people who are being heard, if you really want to have a conversation with them, you have to allow them to be heard and you have to get used to—how do I say that?—shutting the fuck up.

A lot of times when we talk, we’re just waiting for the other person to stop talking and you’re thinking about the sick burn you’ve got. A lot of that comes from social media and Twitter and comment sections where you’re just trying to figure out a way to insult them and win the space to feel like you’re being heard. Being heard is one conversation. Which means the first few times you talk to them you’re going to just have to listen. But as it turns out, you’re right, it’s not going to happen in one conversation. What’s more productive is actually listening to them and finding things in what they’re saying. What more productive is actually listening to them and finding things in there that you’re curious about. When I was talking to the Khan, I was like, “Where do you get the wood from to burn the crosses?” Because I was just curious: Where does that come from? It’s not like I’m saying, “Oh, I love it when you burn crosses.” But what is the process? Where do you get the wood from? Who makes it? These are questions I ask because I was curious about them. It doesn’t mean I agree with them. Some people don’t like the fact that I didn’t just yell at them, but we see how that happens. We’ve seen how it happens on reality television when people just yell at each other. It doesn’t accomplish anything."
**Sweetness, Youth & Power.** Sweet sixteen, that is. And Freshman of the Year. The Broncos charged hard into the women’s NCAA soccer tourney, making it to the third round before falling to South Carolina. Led by a roster of young goal scorers, Santa Clara finished the year with the deepest run into the NCAA tournament among West Coast Conference members.

The Broncos also noted second place in conference play, with a league-leading 46 goals and 127 points. A 4–1 victory over Vanderbilt Nov. 17 in round two of the NCAA tournament represented the 23rd post-season win in program history. Also, the team missed the NCAA tournament quarterfinals by one goal, falling 1–0 in a tight match on Nov. 19 against No. 5 South Carolina.

“Fifteen of our previous 20 have ended up in the Elite 8,” Smith told players in a pre-tourney team meeting. “And that’s not pressure, that’s opportunity. We’re one of the lucky ones who get a third season.”

While that opportunity ultimately slipped away in 2017, the future remains bright for the Broncos squad. They went 12–7, averaging 3.2 goals per match during their nine-game winning streak. They were shut out just once during their first 12 matches. And the only loss for Santa Clara during regular conference play came in their first match, against Pepperdine, who beat out the Broncos for the conference title by a single point.

And about that bright future: Of 17 goals scored by Santa Clara this season, 19 came from first-year students and sophomores. Bronco newcomers were led offensively by Kelesy Turbore ’21, who finished the regular season second in the WCC with 13 goals. She also had five assists and was named All-Conference Freshman of the Year. Another distinction for a first-year Bronco: most goals in a season since Leslie Osborne ’05 scored 13 in 2000, the year Santa Clara won the national championship. Plus, Turbore landed a spot on the U.S. Women’s Under-20 team. That took her to France for a pair of games in March.

But you don’t just win games by scoring. In a key spot, Melissa Lowski ’19 was a stalwart goalie once again. She stopped 16 shots in the net and made 64 saves. She had four shutouts.

**LONGEST SET** For Santa Clara, women’s volleyball team clearly didn’t want their season to end. Playing during a November season they had.”

The team missed the NCAA tournament represented the 53rd conference play, with a league-leading 46 goals and 127 points. A 4–1 victory over Vanderbilt Nov. 17 in round two of the NCAA tournament represented the 23rd post-season win in program history. Also, the team missed the NCAA tournament quarterfinals by one goal, falling 1–0 in a tight match on Nov. 19 against No. 5 South Carolina.

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**SWEAT EQUITY** In eight years helping coach at Stanford, Rusty Filter closely watched Santa Clara. “It’s like a sleeping giant, ready to make the next step,” he says. Filter comes to Santa Clara as head coach with five NCAA tournament appearances under his belt: he coached under Jim Dietz and Hall of Famer Tony Dauenig at San Diego State and Mark Marquese, the fourth-ranked coach in NCAA history. At Stanford, Filter has made his biggest impact developing pitchers, mentoring two All-Americans and three All-WCC pitchers. He also had a pair of games in March.

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**BE STRONG** New head softball coach Lisa Dodd still views the game as a player. She can’t help it. Moments where the crowd is so loud you can’t hear the person next to you, that still gets her excited. Her aim? Bring that feeling not just to World Series games but conference championship, wins over rivals, even successes in prac–

**MISSION MATTERS**

**SPORTS**

**EMMANUEL’S GRIND**

Lax xoxo is growing up in Nigeria, the only sport Emmanuel Ndumanya ’17 MA. ‘18 wanted to play was soccer. But when he exceeded the weight limit for his local league in ninth grade, Ndumanya was forced to take up another sport. Now 6-foot-10 and 267 pounds, Ndumanya had a natural alternative—basketball. An Nigerian scout brought him to Gardena, California, in high school before he came to Santa Clara. Adjusting to the States was difficult. “It got to the point I was tired of everything, and I told the folks that brought me here to buy my flight home,” Ndumanya said. “They encouraged me to keep fighting, never give up.” On the court, Ndumanya is a first-time player. It might not ever get him on a poster, but he has taken pride in setting records for outstanding scorers, like Jared Brownridge ’17 and K.J. Feagin ’19. “It’s a job that needs to be done,” Ndumanya says. “So I make sure I get the right person open.” Ndumanya is taking graduate classes in educational leadership with hopes of owning a business after a career in basketball overseas. He also wants to run a school in Africa. “I want to give back to the community in the same way that they took care of me.”

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The molecules in associate professor Amelia Fuller's lab are sticky—and powerful. The small vials of white powder don't look much like they're contamination magnets when they hit the water. The sticky molecules are peptides, Fuller says, which are N-substituted glycine oligomers. Peptoids are similar to peptides, which are natural compounds—smaller pieces of the molecules that make up proteins. If there's an oil spill or chemical leak, the presence of multiple chemicals in water can interfere with tests to identify contaminants, making it harder to clean. The sticky molecules stick to each other, creating a pocket that isolates the pollutant so it can be analyzed and more easily identified for cleanup.

"The big-picture goal is to find new ways to look for potential contaminants in water," Fuller says. "There are ways to do this now, but this would give us a way to do it that's more portable and sensitive." Fuller's sticky molecules earned her the Henry Dreyfus Teacher-Scholar Award for her research—bringing national recognition and support for her team of student researchers.
What Does Politics Have to Do with Beauty?

Efflorescence is a word that Timothy Lukes uses often in discussing the evolution, or flowering, of beauty in America. And he explores that notion through the impact of showman P.T. Barnum, naturalist John Muir, and auto designer Harley Earl, who gave us the ’57 Chevy. They helped define aesthetics in the past. Why these three?

Lakes is a professor of political science and the author of the study Politics and Beauty in America: The Liberal-Aesthetics of P.T. Barnum, John Muir, and Harley Earl. Here are a few questions we posed for him.

You write that Barnum, Muir, and Earl each championed an aspect of beauty—women, wilderness, and machines, respectively. How so?

These powerful cultural entrepreneurs pioneered this interesting aesthetic synthesis of utility and the exquisite. Barnum's entire career had a close attention to disrupting the expectation of women with the help of some very interesting, and powerful, women and replacing it with this capable, enterprising entity that singer Jenny Lind, the "Swedish Nightingale," represented in America.

You’re a political scientist. Why a book about beauty?

I like to examine the interface and synthesis of art and politics. We live in an era in which, especially in academia, artistic expression is often subjected to political influence—and artists often feel guilt if their art doesn’t express a particular political influence. In my class, we explore alternatives to that. We explore Dadaism and romanticism and modernism, and various movements which see that interface in a different light.

What cost does society pay if artistic expression emphasizes what you call the "intersection of utility"?

Shifting political philosophy, you start to understand that the United States is the quintessential enlightenment polity. We have embraced John Locke, who is the political arm of the Enlightenment, so we have a very strong devotion—maybe even obsession—with self-preservation and the priorities of survival. With those priorities as successful as we’ve been, and as appreciative as we are of being an American—there are always unanticipated consequences. And one of them involving the success of liberalism has been, I think, the dilution of those exquisite moments that beauty offers us.
L’Inferno di Dante. Artist Michael Mazur does something unusual in illustrating Dante’s *Inferno*: He lets us behold Dante Alighieri’s world through the poet’s eyes, not in third person. The harrowing vision is a project Mazur undertook from 1994 to 2000 in response to a translation by poet Robert Pinsky. Mazur considered this the most ambitious project in his life. Pinsky said that Mazur’s etchings “are themselves acts of translation.” Each etching—printed on vellum in dense black and white—is paired with cantos in Italian and English translation, chronicling Dante’s journey to hell and back. A tale centuries old becomes captivating and contemporary. Through June 2018, SCU’s de Saisset Museum hosts an exhibition of Mazur’s interpretation of the *Inferno* in its entirety. These are part of the museum’s permanent collection, a gift of Smith Andersen Editions—thanks to the late Paula Z. Kirkeby.

**Canto III**

*cross to the other side*

*Of the dark water, and before one throng can land On the far shore, on this side new souls crowd.*

**Canto XXXIV**

*Through a round aperture I saw appear*

*Some of the beautiful things that Heaven bears Where we came forth, and once more saw the stars*
Clockwise from upper left: Canto II: Day was departing, and the darkening sun. Canto III: From every country, all of them eager to find / Their way across the water. Canto IV: How many worthy souls endured / Suspensio in that Limbo. Canto IX: “Oh let Medusa come,” she Patera hoped. Canto XIV: All over the sand / Distended flakes of fire drifted from aloft. Canto XXII: We journeyed now / With the ten demons. Canto XXX: “That monstrousness / Is Gianni Schicchi; he runs rabid among / The others here, and graces them like this. Canto XXXI: All round the bank encompassing the pit / With half their bulk like towers above it, stood / Horrible giants.
Trust Me

After decades of declining trust in journalism, here’s some good news. Introducing the Trust Project—a global effort to help readers identify reliable news.

BY STEVEN BOYD SAUM AND DEBORAH LOHSE

ILLUSTRATIONS BY FRANZISKA BARCZYK

First, the bad news: People have little trust in journalism. That’s true across the country and in much of the world. That isn’t simply bad news for journalists. Journalism, after all, is supposed to be the immune system of democracy, as Craigslist founder and philanthropist Craig Newmark puts it.

But then, you probably knew all that. And this: Over the past couple years, focus on trust in journalism—or lack thereof, and questions about what passes for journalism anyway—has been in the public eye like never before. Thank digital technology in part: Macedonian teenagers making up stories and, to sell ad dollars, intentionally creating “fake news”—before that term was weaponized. Meanwhile, Russian-controlled bots and other nefarious actors gamed (and continue to game) algorithms to surface toxic misinformation from the dark corners of conspiracyland. Yet the fact is, the trust problem isn’t new. Gallup polls started tracking trust in the news in 1972. (That same year news anchor Walter Cronkite was voted in another nationwide poll “most trusted man in America.”) They have asked a question about trust in the news annually since 1997; not coincidentally, technology began changing dramatically the dynamic of journalism in the late 1990s. And in general, trust in the news has been declining for forty years—though there was a slight uptick in 2017.

Veteran journalist Sally Lehrman has watched the decline in trust over the last couple decades with particular dismay. She has won awards for her coverage of science and health issues—an area of journalism, she notes, where rigor in reporting is essential. She also directs journalism ethics at the Markkula Center for Applied Ethics at Santa Clara. As for the decline in trust, she says, “It didn’t just happen.”

Economics have something to do with the decline. Editors have understood this for years—and they have voiced concerns about how the chase for clicks in digital environs was worsening both quality and ethics. Sometime back, Lehrman says, she began shifting the conversation—and went to technologists and editors and asked: “Can we flip the picture?” Or, as she put it in a conversation with the podcast for news research organization Storyful recently: “Can we make it possible to use the digital environment, to use algorithms as a force for good and a force to emphasize and promote quality?”

In 2014, Lehrman began building a formal network of news companies willing to take steps to instill greater trust in the journalism they produced. In a series of workshops spanning two years and hosted by the Markkula Center for Applied Ethics, Lehrman guided senior news editors through a series of in-depth interviews with users of news, looking for ways to combine their needs with journalism’s highest values. The interviews were conducted across the United States and throughout Europe. And to get a broad picture, the interviews brought together a diverse range of news users—in terms of race and class, geography and generation and gender. Fundamentally, Lehrman says, the interviewers wanted to find out: “What do you trust in the news? When do you value the news? When do you trust it? And when has your trust been broken?”

Last year in a piece for The Atlantic, Lehrman described the project-in-progress in terms of what it isn’t: “The journalists working on this project aren’t attempting to prescribe the perfect news diet for the public,” she wrote. “That would be self-serving, pompous, and dull. No, we’re asking people to tell us what they want and need from the news.”

One hopeful insight from the exhaustive process, which involved more than 75 news organizations, was this: That
there is a broad array of people who want news they can trust. And people who are engaged with the news really do want to know how the sausage is made. The interviews also revealed the fact that, while journalists and news consumers seemed to agree on what makes a story trustworthy, consumers didn’t feel they had enough underlying information to assess if a story passed their own trust test. Putting together expectations from both sides, the process led to the creation of a new set of transparency standards to help people easily assess the quality and reliability of journalism. Those standards were shaped under the aegis of a nonpartisan enterprise headed by Lehrman and hosted by the Markkula Center for Applied Ethics, and with partners around the world. It’s called the Trust Project.

INDICATORS ARE

Starting last November, leading media companies representing dozens of news sites began to display Trust Indicators, which provide clarity on the organizations’ ethics and other standards, the journalists’ backgrounds, and how they do their work. The indicators also make clear what type of information people are reading—news, opinion, analysis, or sponsored content and advertising. The German press agency dpa, The Economist, The Globe and Mail, the Independent Journal Review, Mic, Italy’s La Repubblica and La Stampa, Trinity Mirror, and The Washington Post are among the companies that were part of the first wave. Along with that, the Institute for Nonprofit News is developing a WordPress plug-in to facilitate broader implementation by qualified publishers. Nonprofit News is developing a WordPress plug-in to facilitate broader implementation by qualified publishers. So what are the indicators? At the core, there are eight:

• Best Practices: What are your standards? Who funds the news outlet? What is the outlet’s mission? Plus commitments to ethics, diverse voices, accuracy, making corrections and other standards.

• Author Expertise: Who reported this? Details about the journalist who wrote the story, including expertise, and other stories they have worked on.

• Type of Work: What am I reading? Labels to distinguish opinion, analysis, and advertiser (or sponsored) content from news reports.

• Citations and References: For investigative or in-depth stories, greater access to the sources behind the facts and assertions.

• Methods: Also for in-depth stories, information about why reporters chose to pursue a story and how they went about the process.

• Locally Sourced? Lets people know when the story has local origin or expertise.

• Diverse Voices: A newsroom’s efforts to bring in diverse perspectives.

• Actionable Feedback: A newsroom’s efforts to engage the public’s help in setting coverage priorities, contributing to the reporting process, ensuring accuracy, and other areas.

Working groups of news executives from diverse organizations collaborated to hone the editorial attributes of each Trust Indicator. Development and design working groups, which included sites that launched in November 2017 as well as the BBC and Hearst Television, envisioned how they would appear and work on digital news pages.

THE SEARCHERS

Part of the work was technical, and part of it involved solving problems with design: If you’re adhering to these standards, how do you present that in the digital sphere—on your site or with individual stories? Some outlets already disclose information included in the Trust Indicators. But the new system standardizes this information across the industry, making it easier for both the public and news distribution platforms to find it.

Roland Freund, deputy editor-in-chief for Germany’s dpa, notes that the agency already provides detailed supplementary information to its customers—news organizations—for stories it covers. “In the future these details will be displayed to internet users as part of the Trust Project,” he says. “Everyone will be able to benefit from this transparency, because good journalism is about being trustworthy.”

Given the platforms through which people find news today, the Trust Project effort includes social media and search engine players as external partners. Call it a bridge between newsrooms and technology companies. So at the same time that news sites are bolstering their transparency through the Trust Indicators, digital platforms aim to incorporate them into the way they display news stories.

Here’s how the indicators work under the hood: Each indicator is signaled in the article and site code, providing the first standardized technical language for platforms to learn more from news sites about the quality and expertise behind journalists’ work. Google, Facebook, Bing, and Twitter have all agreed to use the indicators and are investigating and piloting ideas about how to best to use them to surface and display quality journalism.

COMING TO YOU LIVE

The rollout didn’t just happen online. The Newsroom in...
Despite the broad involvement of leaders in journalism, it’s fair to say that nobody thinks the Trust Project offers a silver bullet. Other efforts in the media ecosystem come at trust from different angles. Toward the Open Brand Safety framework, launched in 2017 with the goal of researching sites that publish in fake or nonsensical speech—and helping advertisers steer clear. Or there’s the Hamilton 68 Dashboard, which tracks content tweeted by Russian bots and accounts that traffic in fake news and hate speech—and helping advertisers steer clear. Or there’s the Hamilton 68 Dashboard, which tracks content tweeted by Russian bots and accounts that traffic in fake news and hate speech—and helping advertisers steer clear.

NO SILVER BULLET
Since this effort is called the Trust Project, it’s helpful to remember how false news thrives and how distrust can spread. Tens of millions of people are being swamped by inside-out information that calls reporters the enemies of freedom. The problem is in how real, responsible journalism can penetrate an environment that calls reporters the enemies of freedom. The problem is in how real, responsible journalism can penetrate an environment that makes little distinction between news, opinion, entertainment, propaganda, and information. That lack of distinction is muddling up the marketplace and confusing what used to be its bedrock: a widely agreed upon set of facts gathered by journalists and investigated, vetted, and peer reviewed through a process of adding more information about your sources and also start building a better database of who their sources are and what kind of research they have used. There are creative ways that you can take this idea of a transparency tool and actually enhance the reporting process as well.

At the same time, Lehrman doesn’t expect platforms to solve the problem for news users. Nor does she want the Trust Project to give any news partners a free pass. Fundamentally, she says, we don’t want people blindly trusting the news media. Instead, both journalism and society at large are better served when people look to the media and read and watch and listen with skepticism—but at the same time, they look to it with the goal and the expectation of becoming more informed.

One way of thinking about the Trust Indicators is as nutrition labels for news, Lehrman says. Not everyone will look. But for those who want to know what they’re consuming, there are now standards—and the information is now available.

Since this effort is called the Trust Project, it’s helpful to remember how trust actually works among human beings. As Lehrman recently noted in an interview with OZY, “It’s not about convincing people to trust you. It’s about earning their trust.”

We don’t want people blindly trusting the media. We want people looking to the media and reading it with skepticism. We want them looking to it with the goal of becoming more informed.
Santa Clara University finance professor Hersh Shefrin could not be prouder that Richard Thaler, the man he worked with for more than 15 years to bring psychological and behavioral insights into mainstream economic models, won the Nobel Prize in Economic Sciences in 2017. Shefrin also happens to be one of the few people who remembers that this world-changing work didn’t start out auspiciously. In fact, it started with yelling.

“I knew in the ’70s we were breaking new ground,” recalls Shefrin of the work that he and Thaler first embarked on as junior faculty at the University of Rochester. “But when Dick and I would speak to our faculty colleagues in seminars, the hostility was very strong. Yelling, displays of temper, people telling us that what we were doing was crazy.”

Their crazy notion? The idea that traditional, or “neoclassical” economics, had for decades wrongly assumed that people would always behave in ways that best served their overall self-interest. If people know they must save for the long-term, for instance, neoclassical models presumed they would coolly assess their income, assets, and spending, and put aside the optimal amount to accumulate assets over their lifetime.

The two upstart junior faculty members argued otherwise. They believed neoclassical economics was failing to factor in the reality that—due to psychological influences such as self-delusional behaviors—humans quite often behaved differently from the norms assumed by traditional economic models. And, they argued, that reality had serious implications—as more and more Americans were being put in charge of their own long-term financial well-being, with the decline in traditional pensions and an uncertain Social Security safety net.

It took quite a while to be treated seriously. In early 1985, one of the most influential economists at the time, future Nobel Prize winner Franco Modigliani, spent two long phone calls arguing to Shefrin that his and Thaler’s work on self-control and spending was “valid, but very minor.” Shefrin’s work with both Thaler and later Santa Clara colleague Meir Statman directly challenged the Modigliani-Miller principle, named after Modigliani and University of Chicago academic (and also future Nobel laureate) Merton Miller. Their principle stated that psychological imperfections do not prevent people from rationally seeing financial truth. The University of Chicago hosted an entire conference on behavioral economics and finance—with the clear aim of debunking it, but without inviting Shefrin or Statman to speak. Instead, Miller gave a talk saying that behavioral finance was about interesting “stories,” not fundamental forces.

Shefrin and Thaler had some support at Rochester from their colleague Tom Russell, now professor emeritus of economics at Santa Clara, who arrived at SCU at the same time as Shefrin; he also published a paper on behavioral economics with Thaler. He would later conduct award-winning research on catastrophe risk and insurance.

Shefrin and Thaler shook off their numerous critics and spent the subsequent decades studying many fascinating questions about how psychology impacts financial and economic behavior. Among the descriptions of Thaler’s accomplishments in the Scientific Notes accompanying the award by the Royal Swedish Academy of Sciences were numerous mentions of the foundational work he co-authored with Shefrin, now SCU’s Mario L. Belotti Professor of Finance.

A Talk about Talking

Planners and Doers

Shefrin and Thaler’s early, seminal paper titled “An Economic Theory of Self-Control,” sought to model the concept of temptation in a formal way, “something that was totally absent from the economics literature at that time,” recalls Shefrin. Shefrin argued that reality had serious implications—as more and more Americans were being put in charge of their own long-term financial well-being, with the decline in traditional pensions and an uncertain Social Security safety net.

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Neoclassical economics was failing to factor in the reality that humans behave differently from the norms assumed by traditional models.

Santa Clara Professor Hersh Shefrin, fellow economist Richard Thaler, and the beginning of the fight to have behavioral economics taken seriously. There was yelling involved.

BY DEBORAH LOHSE
ILLUSTRATIONS BY PAUL BLOW
home, when guests implored him to take away some cashew nut hors d'oeuvres, lest they spoil their dinner. The classically trained economist in him wondered, “Well, if you're rational, you simply choose to stop eating,” at some optimal point, Shefrin explains. But guests felt helpless to do so. So Thaler “asked the question, ‘What's going on in our heads, and why is it that people don't behave rationally in these kinds of situations?’”

Shefrin, then in the economics department at Rochester, had his own “aha moment” as his wife, a dental hygiene faculty member, was working on a research project which sought to help people with eating disorders make better health care decisions. Shefrin started thinking about eating disorders as an extreme example of people not acting in their own long-term best interest, and decided he wanted to study how nonrational behavior played out in economies.

Before long, he and Thaler found each other and began a 15-year collaboration, which continued even as Shefrin moved to Santa Clara University in 1978 and Thaler moved on to Cornell University. One such collaboration was a 1986 study of Santa Clara University MBA students, designed to investigate how individuals think about money differently based on how they acquire it.

The study's central question: Is the way a person spends or saves money dependent on the source of the money—a paycheck vs. a home or investment vs. a windfall inheritance—or is the total value of their wealth more important to what they spend or save? Students were described. The survey results showed that even though acquiring money in each scenario increased their wealth by precisely the same amount, students were much more willing to spend certain kinds of wealth (especially from their paychecks) and inclined to save a far greater portion of certain other types of wealth (especially future wealth from an inheritance).

"Our Santa Clara students were the first to provide evidence in a systematic way that said it really matters in what form you get your wealth," said Shefrin. The power of that concept—a special case of a phenomenon called “mental accounting”—loomed large in the Nobel Prize committee’s praise for Thaler.

CONTINUED COLLABORATION

Shefrin managed to infect Meir Statman, Santa Clara’s current Glenn Klimk Professor of Finance, with the behavioral bug, and the two began a decades-long collaboration, exploring how people save and invest, factoring in the impact of psychological phenomena. The Royal Swedish Academy mentioned the work of Shefrin and Statman in their Notes, pointing out that they "provided the first empirical evidence of the so-called ‘disposition effect,’ in which investors are loath to unload losing stocks. The Santa Clara pair won the William F. Sharpe Award for Scholarship in Financial Research from the Journal of Financial and Quantitative Analysis for their work on behavioral portfolio theory, and the Graham and Dodd Scroll Award from the Association for Investment Management and Research for their paper “Ethics, Fairness and Efficiency in Financial Markets.” Notably, Shefrin and Statman’s joint work launched the literature in behavioral finance.

Shefrin’s book Beyond Greed and Fear was the first comprehensive treatment of behavioral finance. That was published in 1999 by Harvard Business School. He has also written several other books that focus on how the behavioral approach impacts organizations (see sidebar) and co-edited a volume on The Global Financial Crisis and Its Aftermath, with contributions from leading economists, including then chair of the Federal Reserve, Janet Yellen.

Thaler, meanwhile, continued his research into practical ways to mitigate the impact of how self-control on saving rates, the main issue at the heart of his work with Shefrin. Thaler’s subsequent ground-breaking work with his former graduate student, Shlomo Benartzi, on a program called Save More Tomorrow, would eventually be adopted by major investment firms such as Vanguard.

Shefrin has written a tribute to Thaler for the online publication Vox, noting that “Thaler's academic work teaches us to beware of the limits of assuming that the world is populated by rational actors.” And he notes that Richard Thaler does one thing better than any other economist: “He constructs simple and incisive thought experiments. Most economists, including me, are trained to think in terms of formal models. Thaler is more of a qualitative thinker.”

Santa Clara University is helping to carry on Thaler’s legacy in another way as well. His granddaughter Halle Friedfeld ’19 is a junior at SCU, double majoring in child studies and sociology, and recently returned from a study abroad program in Copenhagen. “I am very proud and excited to see the work that he has been developing for so long be acknowledged to the highest degree,” she wrote in an email about her grandfather.

Shefrin is also burning with pride for his former research partner. Speaking as a theorist, he says he is proud of how his work with Thaler generated new insights into the interaction between human emotion and human cognition, and also set the stage for the emergence of neuroeconomics, which focuses on how brain structure impacts economic decisions.

“The fact that the work which Dick and I did together led to a system for helping people save more, is a source of pride for me,” he says.

And a source of comfort for those it helps.

DEBORAH LOHSE is assistant director of media and internal communications at SCU. PAUL BLOW has illustrated work for The Guardian, BusinessWeek, The Independent, and others.
The Fire This Time

After the most destructive fires in California history, how do you grapple with all that’s lost? And how do you help others put their lives back together?

BY KERRY BENEFIELD

In those chaotic and terrifying early-morning hours in October, as wildfires propelled by fierce Diablo winds whipped through Sonoma and Napa counties, Graham Rutherford ’81 and Katie Bipes ’17 watched helplessly from afar. News updates and social media posts showed pictures of places familiar and treasured now ablaze—or already gone.

When it was over, the wildfires would become the costliest in U.S. history. More than 6,100 homes were destroyed and forty people were killed. The fires were propelled with such ferocity—roaring fifty feet high over ridgelines, or their embers carried a mile ahead of the flames to start new fires—that sometimes people were awoken from sleep in the middle of the night with only minutes to escape. Sometimes they had no time at all.

Rutherford, the longtime principal at Cardinal Newman High School on Santa Rosa’s Old Redwood Highway, just east of Highway 101, was staying at Lake Tahoe that weekend with his wife, Lyn. He had turned his cell phone to silent overnight. When one of the couple’s sons got through to Lyn’s phone in the early morning hours of October 9, Rutherford finally looked at his own. It was exploding with messages: Cardinal Newman was on fire.

For Bipes, the realization was eerily similar.

“My friend texted me at 5 a.m. and I woke up to that text,” Bipes said. “She said Santa Rosa was on fire and everyone was evacuating.”

From her home in San Jose, she called her parents. They had evacuated their home in Santa Rosa’s Coffey Park neighborhood around 1:30 a.m. after a neighbor pounded on their door and warned of the approaching flames. She didn’t know it as she spoke with her parents, but at that hour her childhood home was already gone. A couple miles away, her high school alma mater was on fire, too; she graduated from Cardinal Newman in 2013.

Fear reigned for nearly a week in Santa Rosa. Evacuations were ordered and were lifted. Roads were closed. Roads that were open were jammed first with firefighting crews from around the state and later, the National Guard. Helicopters and airplanes, some carrying fire retardant, dotted the sky. But the damage inflicted by the deadly Tubbs fire, which began near Calistoga and swept down canyons into the city of Santa Rosa itself, was largely done before most people were awake the morning of Monday, October 9.

Graham Rutherford graduated from Cardinal Newman in 1977. He has been principal for 14 years and a teacher there for 35. An ex-football and baseball letterman with the asymmetrical fingers to prove it, the bespectacled Rutherford is omnipresent at all events Cardinal Newman.

With ties so deep, Rutherford, perhaps more than anyone at the school, was forced to balance the pain of the destruction with the need of the school community to move forward. He makes dark jokes about his own loss but strikes a different tone when talking about the future of the school and the commitment he made to bringing students back as soon as possible. He calls it a promise.
In the early hours of October 9, he saw images of Will’s Wine Bar, directly across the street from campus, leveled by flames. Then he saw pictures of sections of the school alight. He feared the entire campus was gone.

“Seeing Willi’s at 2 a.m.? That was like ‘We are in trouble,'” he said. “That is just too close.”

It was Tuesday before he could reach campus. He gained access on closed roads thanks to a Cardinal Newman coach who is also an employee of a utility company. With a white mask covering his mouth and much of his face, he walked the campus and viewed the scene from the roof of buildings still standing.

“I was stunned by how burnt down it was,” he says. “I don’t know what to say, to be honest.”

Bipes, who studied civil engineering at SCU and now works in construction management, has known no other family home than the house on Random Way. Her parents moved into the two-story house on the cul-de-sac in Coffey Park before she was born.

Coffey Park is a collection of one- and two-story homes nestled west of Highway 101 and east of the tracks that today carry daily SMART trains. It suffered the most concentrated destruction of any neighborhood. In the stretch of Coffey Lane from the one-way access road west of the tracks to the cul-de-sac, it was untouched by the tragedy.

A few years ago, Katie Bipes moved out of her family home. Her older sister had already left the nest. But Bipes’ parents remained reluctant to downsize and move elsewhere. They loved—and love—the Coffey Park neighborhood. Their friends were there. A lifetime of memories inhabited that house on Random Way.

The Bipes family had hosted houseguests just before the fire. In preparation for the guests, Katie’s parents had asked her to move many of her things to her own new place in San Jose. Consider it a fortunate circumstance.

“I took almost everything out of my room,” she says. “But Bipes’ parents remained reluctant to downsize and move elsewhere. They loved—and love—the Coffey Park neighborhood. Their friends were there. A lifetime of memories inhabited that house on Random Way.

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“I took almost everything out of my room,” she says. “But I still left my yearbooks and my bookshelves and some smaller things, a lot of artwork.”

When the Bipes left Coffey Park in a rush early that Monday morning, they carried very few belongings with them.

“They honestly felt that they would come back to the house,” Katie says. “We really thought our house would be OK.”

Random Way is a two-block street that runs north/south alongside the railroad tracks to the west, the border of Coffey Park. The Bipes home—sitting on the eastern flank of Random Way—marks the final reach of that finger of the fire. A stone’s throw to the north, homes stretch for blocks, untouched by the tragedy.

What was left for the Bipes were the collective family things: Christmas ornaments, childhood toys. Katie’s mother had been glued to the news, had seen all of the images, even drone footage of places she was intimately familiar with. But driving in her parents’ car past burned ruins of entire neighborhoods was unnerving.

And then they drove into Coffey Park and down Randon Way.

“Before I knew it, we were driving by and there it was, completely burned down,” she says of her family home. “It really did look like a war zone. There is nothing there.”

For Rutherford, taking stock of the personal loss of his office gave him perspective on how to help so many Cardinal Newman families who were left homeless by the fires. His father’s veteran’s flag. His grandfather’s diploma from the University of California at Berkeley. His own diploma from Santa Clara. His senior year football jersey. His Cardinal Newman letterman jacket. All gone.

“It was the stuff you tend to gather in life,” he says.

A few years ago, Katie Bipes moved out of her family home. Her older sister had already left the nest. But Bipes’ parents remained reluctant to downsize and move elsewhere. They loved—and love—the Coffey Park neighborhood. Their friends were there. A lifetime of memories inhabited that house on Random Way.

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“It was the stuff you tend to gather in life,” he says. After the fire, Katie made trips up to Santa Rosa to help her parents sift through the ashes. That was a painful ordeal—but largely fruitless. Still, there was this—a ring that had belonged to her grandfather.

“When I was expecting it to be worse.”

Rutherford says his personal loss has made him a better leader to help those coping with tragedy. He knows, in some small way, what so many of his students are going through.

“The burning down of my office gave me a taste of what it might be like for someone to lose a home,” he says. “It helps me understand.”

The rebuilding also helps.

Cardinal Newman staff and students had to endure temporary quarters for the school for months. There were contractors to hire, designs to pick, insurance issues to grapple with.

Students were separated from one another. For months, seniors met for class in the town of Cotati, about 13 miles south on Highway 101. Juniors were taught in Rohnert Park, next door. Sophomores were up in Windsor, six miles north of the Cardinal Newman campus. And freshmen were in Santa Rosa.

Students returned to campus on January 22. They found a school, like town itself, starkly different.

His mother’s cups: Brian Gillean went through the rubble of his mother’s house in Santa Rosa and was able to recover only these antique family treasures. 
Hurricane Harvey poured 27 trillion gallons of rain on Texas. Jeremy Dunford—MST ‘17—was in the center of the downpour. Then he helped clean up the mess.

BY JOHN NOVA LOMAX

Jeremy Dunford, a 2017 graduate of the Jesuit School of Theology, had just accepted a position as a theology teacher at Houston’s Strake Jesuit College Preparatory and moved to Texas in July. Before August was out, he found himself amid North America’s single-most devastating rain event in recorded history.

Even though Dunford hails from California (a state Texans erroneously believe is beset with near-constant earthquakes and wildfires), this was Dunford’s first disaster. “I grew up in the Sacramento area,” he says, “and we’ve been pretty far away from major earthquakes, and even with the wildfires in recent years, my family has always been pretty safe. But to move to Houston and just months later be hit with one of the worst natural disasters in history was a little unsettling.”

Not to make light of its devastation or the physical, mental, and financial sufferings of its victims, but it can be said that Tropical Storm Harvey was likely the most tedious natural disaster in American history. It rained really hard, and then it rained even harder, and then it rained even harder, and just kept on doing so for days and days.

“Boring is a good way to put it,” Dunford says. “There was no thunder or raging winds. It was just ‘When is this going to stop? When will those clouds finally run out of water?’ But it just kept coming down for five days.”

If you’re a veteran of Gulf Coast storms, as I am, you can’t help but start to assess them in aesthetic terms. Take 2008’s Hurricane Ike. It was downgraded operative—in mere minutes Ike’s mighty storm surge ensnared whole coastal communities from the map, inundated Galveston, and pushed hundreds of boats miles from their moorings. Heading inland, Ike tore off rooftops and ripped apart trees whose limbs and trunks were falling elsewhere, it was clear that Strake’s 1,100 young men would not be back at their desks anytime soon. With 10 to 15 percent of them displaced from their homes, it was decided to shut down for two weeks, in part to alleviate stress on the students and their parents, but also to free up the entire student body for volunteer work. Never has the school’s mascot—the Crusader—been more apt.

“That was the time.” Dunford says. “Some had lost their homes. They were still out there working, saying ‘If I can’t do much to help my own family, I want to help those who can be helped.’ Such is the Jesuit credo—be men and women for others. ‘That’s right,’ Dunford says. ‘That’s what we do.’

Dunford joined in himself. It estimated that all or some of more than 100,000 Houston-area homes needed to be ‘mucked’—meaning knocking out drywall, pulling up floorboards and ripping out carpets, and hauling waterlogged mattresses and sofas out to the curb. It’s arduous and unpleasant work; old mattresses steeped in floodwater reek to high heaven, and Houston is infamously hot and humid in September. But despite that, and despite Dunford’s lack of experience in anything remotely related to this field, he enlisted in Houston’s ad hoc Shuck Marines.

Battlefield promotions came early and often. At his first house, Dunford watched closely a man who appeared to be utterly in command of the skills Dunford lacked. He asked him if he was a contractor by trade. No, the man said, this is my second house. And that was how it was all over Greater Houston: dentists, grocery sackers, office clerks, laid-off petroleum engineers, and even California-bred newly minted theology teachers—all learning on the job.

After working a few houses, Dunford found himself in the role of drill sergeant, imparting his skills to the next wave of recruits. I was able to tell people what to do, to assess damage, to see what had to go and what could be saved. It was a steep learning curve, but that was what happened.”

The Houstonians and Texans pride themselves on their toughness and the ability of the wildly ethnically diverse city to come together in the aftermath of disasters, and Dunford was very impressed seeing those traits in action. “It was just very special to see, and that is what has allowed us to see how much progress we have made so far over the last five months,” Dunford said.

Dunford was so happy to have been a part of it all, he says, and he feels like he has now been initiated into a new tribe. “I felt like a real Texan after that,” he says. “I was waiting to put on my Texas license plate on my car, and after Harvey—that was the time.”

JOHN NOVA LOMAX is a senior editor with Texas Monthly, and, we should note, a graduate of Strake Jesuit College Prep.
Hurricane Irma was the worst storm to hit the continental United States since Katrina. Kelsey Rondini ’16 studied public health, and it’s her job to track diseases. Now it was time to help people in crisis.

BY MATT MORGAN

Kelsey Rondini ’16 surveyed her apartment to decide what would come with her and what had to stay. Her electronics were already triple-wrapped in Saran wrap and dropped in garbage bags; she hoped—perhaps naively—it might keep them safe in the flooding of a Category 5 storm.

What was left was a collection of trinkets and memories that would likely not survive the storm. Rondini is a calm person—especially for her age. But she couldn’t keep her mind from jumping to the what-ifs. What if a tree fell on her car? What if her apartment was destroyed? What if all her memories were washed away in a flood? This was her first hurricane. She didn’t quite know what to expect. Her mother assured her those were just things and replaceable. As long as she was OK, that’s all that mattered.

Rondini realized that anything she left behind might not be there when she returned. She asked herself: “What’s so important that I would be devastated if it was gone?” Instinctively, she scooped up a couple pictures, some important documents—passport, birth certificate, Social Security card—and her laptop. She hopped in her car and headed to a shelter—to work.

In Florida, you want to be on the west side of the eye of a storm. And up until Friday, September 8, Rondini had been. After graduating from SCU, she moved to Tampa Bay for a job as a public health advisor for the Florida Department of Health in Polk County. It’s part of the Centers of Disease Control and Prevention’s Public Health Associate Program. Hurricane Irma was supposed to miss Tampa, but it drifted west Friday and was tracking toward the city.

During times of crisis, public health workers put the safety of others ahead of themselves. Rondini helped set up a specialty care clinic at the health department in Bartow, Florida, on Saturday. Within a couple hours, cots were lined up in rooms and hallways to support 400 special-needs patients from the community who needed electricity. Rondini had the All-Star breakfast: eggs, sausage, toast, a waffle, hash browns, and a sweet tea. The restaurant was packed. Rondini and her roommate sat at the bar, enjoying semi-air-conditioned air. Phones were charged for the first time in days. Life was starting to feel normal.

After the storm, Rondini and her co-workers opened the shutters to reveal the damage. She expected to see flooding, like she’d seen in Houston, but didn’t. Fortunately, the storm that had reached wind speeds of 185 mph elsewhere had veered east and largely spared Tampa. Trees were down, debris was everywhere, but buildings remained.

The shelter doors were open, but Rondini continued working as people remained in the shelter. She recalls one couple in their 60s who couldn’t believe she was still around when her shift hit the 50-hour mark.

When she got the go-ahead to return home, Rondini drove to her apartment to find no damage. She was thankful, and wise. When she was forced to choose what was important, she realized how much she could do without.

The works following a natural disaster is when work ramps up for the Department of Public Health. Rondini works in the reportable disease unit, tracking trends in diseases. Post- Irma, there were about 55 cases of carbon monoxide poisoning exposure in her area. Part of her job is to find out why. “Unfortunately, a lot of it was improper use of a generator,” Rondini says. “Having it too close to the house.” From there, Rondini helps decide if her group can put together a PR campaign or work with generator manufacturers to make sure the warnings are clearly displayed.

Florida itself is largely back to normal. A month after Irma, Rondini traveled to Key West. She was relieved that the damage wasn’t worse. Months later, Rondini still finds the experience surreal. She knows she’s in the right field. She has gained an appreciation for how vital community is to surviving natural disasters—from volunteers to cleanup crews. Everyone is in it together. “This was a side of public health I hadn’t seen in action,” she says, “but I am so glad I had my team and am quite proud of the work we have done.”

MATT MORGAN is the associate editor of this magazine.

After Irma: Immediately, Florida, a rural migrant worker town outside of Fort Myers that was especially hard hit by the hurricane. Flooding was not, flooding extensive.
The Earth Beneath Your Feet
An earthquake strikes Mexico City. When the shaking stops, what next?
If you’re ok, grab boots and helmet and help those who aren’t.

BY MATT MORGAN

PEDRO HERNÁNDEZ-RÁMOS witnessed the quake from afar, though he knew his family was in the thick of it in Mexico City. On his computer screen in Santa Clara, images and video of the damage of the earthquake rolled in: the lurch and collapse of buildings, the fear on faces and terror in voices as the earth roared. In the newsroom of the newspaper Milenio, a cell phone video caught the room aghast as staff dived under desks. "Windows start popping, and you can see that they have those X-trusses, to reinforce the building, and still, bookshelves start coming down, computers falling off the desks," Hernández-Rámos says.

The 7.1-magnitude quake hit just after 1 p.m. on September 19—a Thursday—with an epicenter in the city of Puebla, southeast of Mexico City. The shaking lasted about 20 seconds, toppling scores of buildings in the capital and hitting towns and villages outside the city even harder, killing 251 people. The earthquake came just 12 days after an 8.1-magnitude quake centered off the coast of Chiapas killed 36 people in what was the most powerful earthquake in a century. The September 19 quake also hit on the 32nd anniversary of an 8.0 magnitude earthquake that shook Mexico City in 1985. That devastating quake took 10,000 lives. Hernández-Rámos lived in Mexico City from 1975–85, surviving several quakes including one in 1979, when the only major structure to collapse was at the Jusitn university in Mexico City. Today he is an associate professor in the School of Education and Counseling Psychology at Santa Clara. But his family still lives in Mexico.

His brother, Santiago Hernández-Rámos, is an architect in Mexico City. He was at his office in the Lomas neighborhood when the earthquake hit. His kids were at school—which wasn’t damaged. (Elsewhere, another elementary school collapsed, killing children inside.) His wife was at home in Colonia Del Valle, a few miles southeast. Six blocks away from his house, an apartment building tumbled. Eight blocks in another direction, a large apartment building fell. Streets were blocked off, which made driving impossible. "It was incredibly efficient, everybody was deeply concentrated, it was like a very fast-moving production line," Pedro Hernández-Rámos says. "You could latch on and connect with loved ones is standard practice. Anything you can do to help, you do.

BOOTS, HELMETS, VEST

After checking in with his family, Santiago grabbed his work boots and construction helmet and walked to the nearest collapsed building to assist with recovery efforts. He wasn’t alone. There was a line of volunteers and a checklist: Do you have boots, helmet, a safety vest? If so, write your name, blood type, and the phone number of an emergency contact—and start moving debris. "It was incredibly efficient, everybody was deeply concentrated, it was like a very fast-moving production line," Pedro Hernández-Rámos says. "You couldn’t allow yourself to be distracted for even one second, because the stuff was coming so quickly."

Nationally, people rallied around Mexico City. The Telmex Foundation, which is related to the Telmex phone company, set up two numbers to collect donations. Telmex pledged to match donations five to one. Petitions circulated demanding political parties in Mexico, which receive federal funding for campaigns, voluntarily surrender the money for campaign funding for relief. A few did. Some quibbled about where the money would go, citing the ubiquitous corruption that afflicts the country. The September 19 earthquake hit the regions of Chiapas and Oaxaca hard—after they had been devastated by the quakes just twelve days earlier. But even there, there was a strong spirit of community. Pedro Hernández-Rámos recalls seeing a photo of an elderly woman approaching a collection center with a bag of food. "She’s dressed very humbly, she has no shoes," he says, "and she’s in the set of giving the bag to the people. Whatever you have, you give.

MATT MORGAN is the associate editor of this magazine.
Asylum seekers, victims of human trafficking, and veterans are among those Christina Fialho ’06, J.D. ’12 tries to help in her day-to-day work. All are detained immigrants.

BY KATIA SAVCHUK
ILLUSTRATIONS BY EDEL RODRIGUEZ

On a Friday afternoon in late October, Christina Fialho ’06, J.D. ’12 stood in front of Adelanto Detention Facility, two hours northeast of Los Angeles. From the outside, the squat, khaki-colored building with terra-cotta tile over the entrance could be mistaken for a nursing home or office park. In front, three flags jutted into the sky at equal heights: one for the United States, one for California, and one depicting horizontal stripes of blue, white, and green with the word GEO, the O circling a globe—emblem of the country’s largest private prison company.

Fialho mounted a wooden platform perched in a sandy lot across the road. A petite woman with piercing blue eyes and auburn hair, she wore a fitted black jacket, blue jeans, and cream-colored wedges. A low sun cast shadows in the surrounding desert shrubs. A cluster of reporters from the Los Angeles Times, Rolling Stone, CBS, and other outlets had come to town for a press conference Fialho had organized. They trained their cameras and tape recorders on her.

“Every day, people in our communities are disappearing and being imprisoned in these facilities,” she began, her back to the prison. “They include asylum seekers, victims of human trafficking, legal permanent residents, and even veterans of our U.S. wars… For example, GEO Group runs the largest adult immigrant prison in the country, right here in Adelanto.”

Undaunted by the trucks rattling behind her, Fialho explained that the 1,200 or so immigrants held there were among 40,000 or so incarcerated nationwide. They weren’t serving criminal sentences. They were locked up while fighting removal. “This has to end,” she said, enunciating every word for emphasis.

At 34, Fialho has spent the last seven years fighting to abolish immigration detention, a system that locks up people awaiting decisions in immigration cases—not serving time for crimes—in jails and prisons. Because immigrants are technically in civil detention, unlike criminal defendants, they are not entitled to an attorney. Fialho’s goal is to replace the system, which costs taxpayers billions of dollars a year, with community-based alternatives—and in the meantime, to improve conditions for those inside. As a law student at Santa Clara University, she started one of the country’s first visitation programs for incarcerated immigrants. After graduating six years ago, she decided that, rather than become an immigration attorney, she would cofound CIVIC, which stands for Community Initiatives for Visiting Immigrants in Confinement. The nonprofit oversees the country’s only network of visitation programs in detention facilities and operates the largest independent free hotline for detainees. CIVIC’s on-the-ground presence has allowed the group to document abuses, file federal complaints, and push through legislative reforms. (The organization also just changed its name; more on that later.)

Adelanto has been a key battleground. In 2013, the prison temporarily shut down a newly launched visitation program two days after Fialho wrote an op-ed in the Huffington Post questioning oversight and training at private immigration detention facilities. The following year, CIVIC launched a campaign called “Defund Detention in Adelanto,” arguing that the city of Adelanto focused on expanding private prisons at the expense of opening needed schools. Early on, some locals called Fialho a “terrorist” in online comments. But the campaign was successful. GEO Group and another large private prison company, Corrections Corporation of America (now known, ironically, as CoreCivic), abandoned plans to expand in Adelanto. Later, CIVIC publicized a hunger strike among twenty detainees calling for better medical care, food, and treatment, and CIVIC participated in a protest after three inmates died. In a report with Detention Watch Network in 2015, CIVIC documented cases of medical neglect, physical abuse, and religious freedom violations, including Muslim detainees who said they were barred from gathering for Friday prayers and were thrown in solitary confinement for praying quietly. Earlier in 2017, the organization filed a federal civil rights complaint noting that Adelanto was among the top five facilities where inmates reported sexual or physical assault, with one complaint for every 53 people.
Los Rakas to say a few words. Then came R&B superstar Tida and members of Grammy-nominated hip-hop group Fialho invited Latin rock pioneer Ceci Bastard for immigration detention. The law also requires the housing immigrants. Therefore, CIVIC successfully lobbied for a provision in the state budget that makes money from growing immigration detention facilities, and then worked for Uphcworks around the U.S. to allow her children to join her. In Fialho’s junior year, she won a scholarship to study at Oxford University, where she joined a student-led group that tutored immigrants from India and Pakistan in English.

In her last year at SCU, Fialho helped develop and teach a two-unit course called Ethics and Globalization as a Hackworth Fellow at the Markkula Center for Applied Ethics. “She was rightfully raising questions about the importance of engaging ethics with a constant awareness of the global context.” notes David DeCosse, director of campus ethics programs, who worked with Fialho on the curriculum. “She has always had a gift of seeing ethics as something that matters to real human beings.”

After graduating from college in 2006, Fialho was determined to become an immigration attorney. She got a job as a paralegal for an immigration defense firm and then worked for the Global Detention Project. She digitalizes the sanitized language used to describe immigrants. She took this into a two-unit course called Ethics and Globalization as a Hackworth Fellow at the Markkula Center for Applied Ethics. “She was rightfully raising questions about the importance of engaging ethics with a constant awareness of the global context.”

Just visiting
Fialho’s interest in immigration started with her own family history. Her great-grandfather emigrated to Oakland, California, from Portugal after Congress passed legislation in 1958 welcoming refugees from an Azorean island devastated by a volcanic eruption. Her grandfather and father emigrated from Madeira, a Portuguese island to the north Atlantic. Fialho grew up with her parents and brother in Oakland, Union City, and Arroyo Grande, a small town on the Central Coast.

It wasn’t until college that she decided to make immigration her career. She got a job as a paralegal for an immigration defense firm and then worked for the Global Detention Project. She digitalizes the sanitized language used to describe immigrants. She took this into a two-unit course called Ethics and Globalization as a Hackworth Fellow at the Markkula Center for Applied Ethics. “She was rightfully raising questions about the importance of engaging ethics with a constant awareness of the global context.”

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At Santa Clara University, she double-majored in English and philosophy with an emphasis in law and political science. After graduating from college in 2006, Fialho was determined to become an immigration attorney. She got a job as a paralegal for an immigration defense firm and then worked for the Global Detention Project. She digitalizes the sanitized language used to describe immigrants. She took this into a two-unit course called Ethics and Globalization as a Hackworth Fellow at the Markkula Center for Applied Ethics. “She was rightfully raising questions about the importance of engaging ethics with a constant awareness of the global context.”

Fialho learned more about immigration detention in her first year of law school, while helping to plan a protest against Janet Napolitano ’79, an alumna who had returned to speak as a U.S. Department of Homeland Security, heading up the agency charged with overseeing immigration enforcement. While organizing the protest, Fialho met a young woman whose home had been raided by Immigration and Customs Enforcement. ICE agents had taken the woman’s father, and she couldn’t find him. He only called her after he had been deported, after signing a paper he didn’t understand in a private prison.

“What happened to her was horrifying,” Fialho said.

She began focusing on the issue full-force, founding the law school’s chapter of the American Immigration Lawyers Association, organizing a speaker series on immigration detention at the law school, and spending a summer in Geneva, Switzerland, interning at the Global Detention Project. Fialho also discovered that the United States hadn’t always imprisoned immigrants in masses. Until the 1960s, relatively few immigrants were detained, with the exception of Eelis and Angel islands, and the internment of Japanese-Americans during World War II. The big change came in the 1980s, when two private prison companies formed: Corrections Corporation of America in 1983 and GEO Group in 1984. Thanks to aggressive lobbying and legislative changes, the population of detained immigrants expanded drastically during the Clinton administration in the 1990s, in tandem with a general expansion of mass incarceration. Congress hadn’t attempted wide-ranging immigration reform since 1986.

The sheer number of detained immigrants—40,000 at any given time now—matters profoundly, notes SCU Professor of Law David Bell, who taught Fialho in law school and is co-chair of the American Bar Association’s correction committees. “You have a concentrated group of interests that make money from growing immigration detention: private prison companies and local jails administered by sheriffs,” he notes. “On the other side, you have a politically disenfranchised group that literally can’t vote and has few economic resources, as well as language barriers, states.”
political access barriers, and fears about speaking up. Facilities are balancing their books by housing immigrants, so there’s this perverse profit incentive.”

As Fialho learned in 2009, the system often lacked transparency. No comprehensive public list of detention centers existed, and people on the outside had no easy way to find out where a loved one was held. The vast majority of detainees lacked attorneys, and the media wasn’t focused on the issue.

By the time Fialho returned from Switzerland to begin her second year of law school, she was set on starting a for-profit visitation program for detained immigrants in the Bay Area. At the time, only three such programs existed in the country, and none were in California. The program wasn’t established a $5 million fund to assist undocumented students, not only in allowing for more coordinated community organizing but also in providing a place for people who aren’t attorneys or policy wonks to effect change in the immigration detention system,” she said.

Another change that came in 2013: Former Secretary of Homeland Security Janet Napolitano began serving as president of the University of California system—and quickly became a high-profile advocate for undocumented students. She convened a national summit on the issue and established a $5 million fund to assist undocumented students attending UC schools.

ACROSS THE PLEXIGLAS

Two weeks before the Adelanto event, around lunchtime on October 6, six volunteers gathered in the lobby of the West County Detention Facility, a complex of beige, brick buildings perched on the shoreline above San Pablo Bay. Nearly 200 immigrants are detained in the minimum-security jail. The volunteers included five women and one man, all in their fifties or older, primarily retired professionals. Wearing “Hello, my name is…” stickers, they stood around chatting or sat in ‘80s–style purple armchairs. They carried only notepads and information sheets; everything else had to be stashed in coin-operated lockers. Signs posted on the wall reminded visitors of the rules: Shoes and skirts are mandatory. No jackets, shorts, or miniskirts. No camping clothing.

Six years after Fialho founded CIVIC’s first visitation program here, it is alive and well. Fialho, who now lives in Los Angeles, no longer runs the Richmond visitation program herself. Instead, Rebecca Merton, a young woman with blond hair pulled back in a messy bun, brings up to fifteen volunteers to the medium-security jail for a one-and-a-half-hour visit each Friday. The volunteers include a fair share of retired people, but also students, members of faith communities, and even former detainees. Before volunteering, everyone must sit through a jail-run safety presentation that warns against developing a “friendly, sympathetic relationship” with inmates, who “want you to see them as a … regular person.”

A guard summoned the volunteers to walk through a metal detector. Without explanation, he told them they could bring pens this week, instead of relying on the usual handful of library-style pencils. They rushed to their lockers to grab pens. The guard led them down a hallway to the visitation room. In the center, two dozen men in neon green jumpsuits crowded into a large glass pen, not unlike those displaying animals at a zoo. The volunteers sat down at numbered windows on the perimeter. Some held up papers identifying themselves as Spanish speakers.

David Johnston, a retired history teacher, picked up the phone booth-style receiver at Window 28. On the other side was Justine Nnaemeka Esomonu, a 30-year-old man from Nigeria he had met once before. Esomonu has closely cropped hair, curly lashes, and a broad smile. He says he trained as a nurse and arrived in the United States five months earlier from Australia on a two-year visa, but was turned away at the border. He requested asylum, he says, since his family of Christian farmers had been targeted by Fulani herdsmen in Nigeria’s Benue state.

“Hello, good to see you!” said Johnston, a grandfatherly figure in a blue corduroy jacket and thick glasses. Esomonu thanked Johnston for sending a book he had requested, You Can If You Think You Can by Norman Vincent Peale, an evangelist of positive thinking.

“It’s really inspiring to me,” Esomonu said.

The pair turned to business. Johnston updated Esomonu on two contacts he had reached out to. He promised to call the public interest lawyer Esomonu hoped would take his case. CIVIC volunteers had already helped Esomonu contact his wife in Australia and his sister in Nigeria, who hadn’t known whether he was alive. CIVIC also helped Esomonu find a church minister willing to sponsor him to increase his chances of getting out on bond.
The visitation program is much more than a feel-good project. Volunteers are almost de facto social workers, advising the families of detained immigrants, to bring them hope in their darkest moments.

CIVIC has helped me keep my spirits up to this point," Fialho said. "I believe the same thing can happen again in California and other places around the country."

"What gives me hope is how quickly things can change," Fialho said. "If you have a dozen women taking their place, and a dozen men taking their place, you can see a pattern emerging."

"I think it speaks to the fact that people in immigration detention hear me," Fialho said, "but also to their desire to let the outside world know what is happening behind the closed doors."

CIVIC supports people who want to start new programs, shares resources and best practices with affiliates, and organizes an annual retreat for leaders. It also helps them overcome roadblocks. Over the years, the organization has pioneered blocked access for visitation programs in nine facilities after CIVIC spoke out about conditions inside. Approximately 150 facilities, including many located in remote areas, don’t yet have visitation programs. To reach immigrants there, two years ago CIVIC launched a free national hotline that routes to volunteers' phones. People call to lodge complaints, ask CIVIC to contact loved ones or services, or just to talk. Those looking for a prolonged connection get referred to volunteers who have signed up for a pen pal program. Since Donald Trump's inauguration as president, the number of monthly visits, or lobbies for legislative changes.

Facility. In its first 18 months, the program helped 286 detainees in a two-year period. The following month, the organization issued a report with Human Rights Watch concluding that 16 of 18 people who had died in detention between 2012 and 2013 received substandard medical care. CIVIC also maintains the most up-to-date map of detention facilities and shares immigrants' voices through storytelling projects.

Access for visitation programs has temporarily been blocked in nine facilities after CIVIC spoke out about conditions inside.

Hidalgo. She delivered a drawing that a detainee had given her to a booth above the stands displaying art. It showed a girl with braided hair and a pink backpack, gazing at a rainbow from behind thick brown bars. Despite the stress of planning a large event and speaking in public twice in one day, Fialho remained infallibly composed and sunny.

"She’s of my hero," said Mansfield, Fialho’s cofounder and co-executive director. "She’s totally fearless and cannot stand for any kind of injustice."

As the sky darkened, more than 1,000 people crowded onto Adelanto’s baseball field despite a bone-chilling high-desert wind. They helped themselves to free tacos and hot dogs and bunched along to the music of César Bustos, Los Rakas, and Boyapongi, artists who would normally perform at one another’s events.

"What gives me hope is how quickly things can change from one day to the next, as they did in November of 2016," Fialho said. "I believe the same thing can happen again in the opposite direction."

She requested a Spanish-language prayer book. "I don't really know how to pray," she said. "There's nothing more that I can do. It's the best thing I can do here."
The Ballad of Jesus Ortiz
The true story of my great-grandfather

By Dana Gioia

Jake's family were vaqueros. They worked the cattle drives. Down from Montana to market, they did what it took to survive.

Jake's real name was Jesus. Which the Anglos found hard to take. So after a couple of days, the cowboys called him Jake.

When Jake was twelve, his father brought him along to ride. "Don't waste your youth in the pueblo. Earn by your father's side."

The days were hot and toilsome, but all of the crew got fed. It wasn't hard to sleep on the ground when you've never had a bed.

Three thousand head of cattle grazing the prairie grass, three thousand head of cattle pushed through each mountain pass.

Three thousand head of cattle fording the muddy streams, and then three thousand phantoms bellowing in your dreams.

At night when the coyotes called, Jake would sometimes weep. Recalling how his mother sang children to sleep.

But when he rose in the morning, the desert air was sweet. No sitting in a mission school with bare and dusty feet.

And when the drive was over, he got his pay—and then he came back to the pueblo where he was one of the men.

Ten years on the open range He led the vaquero's life. Far from his home in Sonora, no children and no wife.

Then Jake headed north to Wyoming. To find his winter keep among the Basques and Anglos who raised and slaughtered sheep.

He came to cold Lost Cabin where the Rattlesnake Mountains rise. Over the empty foothills, under the rainless skies.

The herders lived in dugouts or shacks of pine and tar. The town had seven buildings. The biggest was the bar.

John Okie owned the town. The Sheep King of Wyoming. He owned the herds. He owned the land. And every wild thing roaming.

He hired Jake for his tavern. He let him sleep in the kitchen. Mexicans worked hard. And didn't waste time bitching.

Tending bar was easier than tending cattle drives. Jake poured the drinks while the men complained about their lives.

Jake never asked them questions. He knew what he needed to know—men working in Lost Cabin, had nowhere else to go.

Jake married a sheepherder's daughter. Half Indian, half white. They had two sons, and finally things in his life were right.

He told his boys his adventures as a cowboy riding the plain. "Papa," they cried, "will you take us when you ride out again?"

One night he had an argument with a herder named Bill Howard, a deserter from the Border War, a drunkard, and a coward.

"Bring over that bottle of whisky! If you don't grab it, I will." Okie said to cut you off until you paid your bill.

Bill Howard slammed his fist down. "Is this some goddamn joke? A piss-poor Mexicanpeon telling me I'm broke?"

A little after midnight Bill came back through the door. Three times he shot his rifle, and Jake fell to the floor.

Then Bill behold his triumph as the smoke cleared from the air—a mirror blown into splinters, and blood splattered everywhere.

A sudden brutal outburst. No motive could explain. One poor man killing another. Without glory, without gain.

The tales of Western heroes show duels in the noonday sun, but darkness and deception is how most killing is done.

Father Keller came from Lander to lay Jake in the ground. A posse searched the mountains until Bill Howard was found.

There were two more graves in Wyoming. When the clover bloomed in spring, two strangers drifted into town and filled the openings.

And two tall boys departed for the cattle drives that May. With hardly a word to their mother who watched them ride away.

Was the Story True?

When I was ten, I had an enriching conversation with my Mexican grandfather. He told me that he had quit school at my age to become a cowboy. When I asked him why, he replied, "My dad got shot in a saloon. My brother and I had to support the family." He then described his early life in frontier Wyoming. I never forgot his rough and violent story. I also never entirely trusted it. Forty years later during a speech in Casper, Wyoming, I mentioned the 1910 murder of my great-grandfather, Jesus Ortiz, in nearby Lost Cabin. The state librarian was in the audience. Afterwards she asked me some pointed questions. I assumed she, too, doubted the story. A month later a large packet from the state library arrived in my office in Washington, D.C. It contained copies of newspaper articles and official documents concerning my great-grandfather's death and the search for his murderer.

Although the events they recorded were a hundred years old, my throat tightened as I turned the pages. Things had happened almost exactly as my hard-drinking grandfather had told me. I had to tell the forgotten story of Jesus Ortiz. I wanted to write a poem that spoke to both a literary and general audience, to create something that the working-class people I came from could understand. Every time I started, I gave up. The words felt lifeless. Finally, the obvious solution arrived—the cowboy ballad. The ballad has traditionally been the form to document the stories of the poor, particularly in the Old West. The people I wanted to remember sang and received ballads. The form seemed the right way to tell their story. "The Ballad of Jesus Ortiz" recounts the life and death of my great-grandfather. Every name, place, and significant event in the poem is true. I apologize to the tale took a hundred and six years to tell.
Fatemi ’07 started as a Googler at 19: Falon

SANTA CLARA MAGAZINE

Falon Fatemi ’07 got a flying start into the high-tech heart of Silicon Valley. As a sophomore at SCU in 2005, she pursued an internship at Google into a full-time job at the tech company, then a relative fledgling. Her responsibilities soon included working on strategies for Africa and Eastern Europe.

Even with 3,000 coworkers, it didn’t take her long to realize that at age 19 and still an undergrad, she was the youngest employee on campus. “I was the baby, but most people didn’t know how old I was,” she says. “That came later.”

The 30-person company exited “stealth mode” in summer 2017, revealing more than $17 million in funding from investors, including billionaire Mark Cuban, star of the television show Shark Tank and owner of the Dallas Mavericks, who is among Node’s biggest and most involved investors. “This is a game changer,” he told Bloomberg Television.

Business and entrepreneurship run in Fatemi’s family. Her father, Homi Fatemi MBA ’94—a longtime adjunct faculty member of SCU’s Leavey School of Business—is a Silicon Valley veteran; her mother is a real estate investor and a former professional poker player. But work is its own reward.

Hard work was central to the family ethic. As she was growing up, her parents had two rules for summer vacations. She and her brother had to study ahead in math and science. And they had to have jobs that furthered their career potential.

Even leaving Node, Fatemi keeps herself involved in extracurriculars, like writing for Forbes.com and offering fundraising tips for female entrepreneurs, on how to leverage AI to improve customer service, and how to identify an overhyped product. For fun, she likes to go wine country and Vegas with her husband, a fellow techie and a former professional poker player. But work is its own reward.

“Node is my baby,” she says.

How Soon is Our Driverless Future? “This is the time that self-driving cars will actually happen,” says Carol Reiley ’04. “This generation.” She may play a central role in the revolution. In 2015 she cofounded Drive.AI, an emerging force in automated driving. Trace this road back to her teenage years, when she was a volunteer at her local hospital.

She had started early stripping to see if she should pursue a career as a physician. Instead, her imagination was captured by exposure to a fairly mundane medical device—the pacemaker. Doctors, she could see, had to write to help one person at a time. But whoever designed the pacemaker had touched millions of lives. “It was tremendously rewarding,” so why did she leave it to find Drive.AI? She saw the chance to test her entrepreneurial skills against an even bigger problem. “Humans are just terrible drivers,” she says.

She’s not being flip. Each year some 40,000 people die on American roads, many in accidents caused by mistakes AI could avoid. “This is the most preventative medicine that we could build today.”

Drive.AI is backed by more than $70 million in funding, with partners including the ride-share company Lyft. To “see” the world, Drive.AI’s hardware uses radar, cameras, lasers and deep learning algorithms to learn from and act on that information much like a human brain would. In early 2017, the company released video of its technology in action navigating Bay Area streets at night, in the rain and in traffic—all without a human in the loop. “It was coming full circle,” she says. “It was tremendously rewarding.”

Instead, her imagination was captured by exposure to a fairly mundane medical device—the pacemaker. Doctors, she could see, had to write to help one person at a time. But whoever designed the pacemaker had touched millions of lives. “It was tremendously rewarding,” she says. “We have the potential to bring self-driving cars closer to reality,” she says. “This is the time that self-driving cars will actually happen.”

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We took the mag on the road in recent months for the inaugural Santa Clara Magazine LIVE. For audiences in Chicago, Denver, London, Berkeley, and Mountain View, we produced an edition in person: Mission Matters, with University news updates from President Michael Engh, S.J., and Jesuit School of Theology Dean Kevin O’Flaherty, S.J. feature well talks from some of the thinkers and doers whose ideas fill our pages; and Bronco News, where we brought it back to our audience with a Q&A, hosted by editor Steven Boyd Saum. Our featured crew: Professor of Engineering Christopher Kitts took us into outer space and underwater with satellites and robots. Allison Kopf ’11 tackled agriculture and ethics and feeding the world; she’s CEO of the startup AgriLyft. Professor of Philosophy Shannon Valler unpacked the ethical challenges we need to face in “Lessons from the AI Mirror” and Michael S. Malone ’75, MBA ’77 traced how the center of gravity is shifting in Silicon Valley—toward Santa Clara, and how, with the automation revolution, we’re on the cusp of a societal “phase change” on par with the invention of agriculture and the industrial revolution. In London, Dorian Lytwyn, S.J., executive director of the Ignatian Center for Jesuit Education, hosted alumni for dinner and conversation. What do you think Americans need to stand what those people have lost. To be blown away by the enormous events—and to give them a voice, and to advocate for them, to understand what those people have lost. I think the issue has become too political: to win votes. But people should realize that most refugees are ordinary people who had something happen to them. Nobody chooses to become a refugee. People become refugees because of external forces that impact their lives and force them to make these drastic decisions: to leave their home, leave their communities. Nobody wants to take their family and put them on a boat, to cross the Mediterranean. These are people who have been victims, had to abandon what they own, and leave behind their homes. Most refugees are under the age of 18. Most of them are women and children. The vast majority of refugees don’t want to live in the U.S., Canada, or Europe. They want to go back home.

Khaled Hosseini ’88 was recognized in 2017 alongside luminaries of the Tech Awards for Global Good—a year-round program of exhibits and educational offerings featuring social innovators from around the world. Read our full interview at magazine.scu.edu.

In 2015, Agustin Fonts ’08 and his team at Google looked at the emojis offered on their phones and were bothered by their depictions of women: dancers, princesses, a bride, lipstick, and painted nails. “We thought, ‘This doesn’t match the world or Google,’” he said. Fonts, a product manager at Google, manages the operating system elements that provide app developers what they need to build user interfaces in Android, including text and emojis. So he and the Android design team set out to fix the outdated gender representation. The team proposed new female emojis in industries ranging from farming, manufacturing, health care, tech, and business. There’s even a rock star. Months after the emojis went live, Fonts saw a young girl on the Google campus wearing a T-shirt from The Gap featuring one of two new emojis created by joining two or more characters. “I think the issue has become too political: to win votes. But people should realize that most refugees are ordinary people who had something happen to them. Nobody chooses to become a refugee. People become refugees because of external forces that impact their lives and force them to make these drastic decisions: to leave their home, leave their communities. Nobody wants to take their family and put them on a boat, to cross the Mediterranean. These are people who have been victims, had to abandon what they own, and leave behind their homes.”

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Hockey on Horses is the way that Sean Keys ’93 describes polo. A match is fast: 42 minutes, divided into six chukkas, with no time to ease into the game. Polo ponies gallop up and down the field—nine times the size of a football field. It’s an exhausting pace for the ponies—so steeds are rotated in and out of the game each chukka. And now Broncos play polo, too.

The first-ever SCU polo match was hosted last August by Sean and Grettchen Keys at Hidden Creek Polo Club in West Linn, Oregon—not far from Portland. The occasion: a send-off party for SCU-bound first-year students unlike any other. Alumni, family, and friends were treated to a polo exhibition: a send-off party for SCU-bound first-year students unlike any other. Alumni, family, and friends were treated to a polo exhibition—along with international championships in Guam and India.

Prepared by Sean Keys ’93 with filming provided by Peter Dazeley/GETTY IMAGES

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SANTA CLARA MAGAZINE
ALUMNI
BRONCO NEWS

Welcome to the Grand Reunion, the biggest annual gathering of Broncos. But did you know how big? In October, 3,469 graduated students returned to the Mission Campus for Grand Reunion. The class of 2012 broke the all-time single-class record with 338. While we’re at it, here are three more things you might not know. No. 1: Alumni from all across the U.S. and 15 countries were there. Gerard Pietro ’67 tracked further—from Australia. He couldn’t resist the opportunity to see his close friend of 50+ years Bob Miller ’67, former governor of Nevada, who spoke at the luncheon inducting his class into the Gianera Society. No. 2: Broncos from five decades were honored at the veterans breakfast. Eldon Regua ’77, a veteran of 36 years and retired major general, told the story of how he chose SCU over Stanford. Regua wanted to join the ROTC—and protesters burned down the ROTC building in Palo Alto. He recalls playing flag football against San Jose State’s ROTC, too: “We used to beat the heck out of them.” No. 3: Grand Reunion is about more than just reuniting with former classmates. This year, Grand Reunion had its most affinity groups ever: Black Alumni, Veterans, Asian Pacific Islander, Chicano-Latino, and LGBTQ+ alumni—to name a few.

Flashback Friday
Kathleen (Chambers) Schellhorse ’97 and Josh Schellhorse ’97 recaptured their college days at October’s Grand Reunion. On the way into their class party, they spotted a photo (left) of themselves in a senior yearbook. They loved it so much, they recreated it. The original caption said, “Having met in the freshman English class, Kathleen and Josh remained friends and looked forward to graduation.” In the years since, Kathleen and Josh have done more than remained friends. They got married.
1950

Henry Ford attended the annual "Engi-
neers of Class of 1950" reunion on campus on Oct. 21, 2017, along with his wife, Betty Ford, seven graduates, and several widows of engineers. The graduate’s reunion is well known for having been held annually—not ever missing a year since they graduated! Henry Ford is the son of Edward Byron Ford, 1915, J.D. and worked for Lockheed-Leedahl for 20 years—starting with the develop-
ment of the "Dagon Wagon," an eight-
wheel, all-terrain vehicle that was later sold to OhioB and the U.S. Army. He ended his career with work on the Bubble Space Telescope. He is the alumnus of the Catala Club three times as well as its on board of directors for 25 years. The Ford is parents of David Ford ’70, M.S. ’79, Timothy Ford ’77, and Edward Ford 30, G.S. ’90. D. Holman says that he’s “enjoying the Santa Clara Magazine.” In the Sierra foothills, he says, “20 years—before the development of what is happening at Santa Clara these days.”

1960

Ann Nicholson J.D. ‘60 now has seven great-
great grandchildren—all 30 have at ten-
dressed event Santa Clara, including Andrea McCandless ’07, Kristen Leardals ’06, Jerri Nicholson ’12, and Brooks Nicholson ’18. Two of his children, Brons Nicholson ’72 and Ali-
chia Rj ’92, are also alumni.

1962

Joseph Frazin, S.J. is making wave when not sifting books at Ignatian Press in San Francisco. He says he definitely brought some wine—not books—to the most recent reunion. Gary Keister is still writing poetry, books, and stories about his life growing up on the Alaskan waters. He presents at a poetry retreat every fall and is publish-
ing each February in Arizona, as well as at radio and much music in the Pacific Northwest. * Sam Sebastiani MBA ’66, student body president in 1962, is still living in Sutter, California. His Family Winery. Many of his classmates are thankful that some of the rains was brought to their reunion celebrations.

1963

REUNION YEAR 1963

1963

Betty Ford has been a part of the Catala Club since 1975 and was instrumental in the planting of three willow trees to commemorate Fr. Magin Catala, who in the 30s planted willows in the same place along the Alum-

den leading to the Mission Church. A state-of-the-art planned unit develop-
ment called Huckelberry at Pinot Lake, resulting in 30 percent dedicated open space, including forest and wildlife resto-

1964

Frederick John Kae-

1965

Don Barbarii was appointed to the Washington State Uni-
versity Board of Regents in 2015. He is a founder and chairman of the board of Red Lion Hotels and served as a mem-
ber of the Washington State Economic Development Board under three presi-
dents and as chair of Washington’s Qual-
ity of Life Task Force. Since retirement, his efforts have been concentrated on the Smith-Barbieri Progressive Fund, a charitable foundation that supports pov-
ty reduction, affordable housing, and fostering a more dynamic constituency throughout the Inland Northwest. A long-
time supporter of the Inland Northwest region, Barbarii has also developed over four miles of Pinot Lake, Idaho, through a wide array of art planning efforts. The annual Golden Bridge Awards hon-

1974

Jerry Brown ’59 is serving president of Western Nevada College (WNC). He is excited to serve while WNC conducts a national search for a new head to lead the college. “It is my goal to ensure the college does not lose momentum in advancing the programs and projects that make WNC a special place,” he says.

1986

Mary Beth (Cohos) Lefebvre is an IT project manager at Stanford University. This summer, she attended a family re-

1983

She has turned a decade’s work on trade-
s for Most Innovative Executive of the

1991

Hayden Ford has served as president of the World Business School—located on a red carpet ceremony in San Francisco in 2011 and focuses on supporting mothers. The nonprofit started in Cali-

1992

Jordan earned her MBA in inform-

1993

The sky is so clear there and the people are so happy. It was a pleasure to spend the time with her. Now one more to go!”

1997

Carol Honduras J.D. ’97 serves as the first ever, British Columbia. It was amazing trip. The sky is so clear there and the people are so happy. It was a pleasure to spend the time with her. Now one more to go!”

2007

It tells the story of Henry Ford is the son of

2011

The 1905 achievements of John J. Montgomery, in the same place where his career with work on the Hubble Space

2016

The sky is so clear there and the people are so happy. It was a pleasure to spend the time with her. Now one more to go!”

2018

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The sky is so clear there and the people are so happy. It was a pleasure to spend the time with her. Now one more to go!”
Thomas also oversaw the renovation of the waterfront district after the 1989 Loma Prieta earthquake hit San Francisco, destroying dozens of buildings. The garden includes the Esca, the Embarkadero and piers are now a main attraction for tourists and locals alike.

1988 REUNION YEAR

Jennifer J. Brown '88

Brown is living in Medio Park with her hus-
band, three kids (two at home and one in
school at Clarendon McKenna), and two
large dogs. She is looking forward to seeing
people at the Class of ’88 30th reunion in
October. Linda B. Johnson M.A. ’88, retired
as a librarian from the University of New
Hampshire, where she is an associate
professor emerita. Stuen Murphy writes,
“Looking forward to connecting with Class
of ’88 for our 30th reunion! Having fun
here in Marin as the new Marin alumni
chapter president, creating landmark
events that bring Broncos from multiple
generations together.”

The University of Rhode Island named R. Anthony Rolle its inau-
gural dean of the Alan Shawn Feinstein
College of Education and Professional
Studies. He writes, “Upon arrival, I met
Jerry Brown ’59, Jerry Brown is president and CEO of
MBA ’00

It began with
BRONCO NEWS CLASS NOTES

1990 Christine Cundy

Cundy has opened her own
law office in North Beach, San Francisco. She
focuses on business immigration law, which
she has practiced for more than
22 years. Cundy and her family, includ-
ing her husband and three children,
live on average $120,000 per year on
attending SCU, live in North Beach.

1992 The International
Association of Top
Professionals honored Garie Harrison
J.D. with the award of top female
attorney for 2017. She has been heralded by the Dail-
ily Journal as one of California’s top labor
and employment attorneys for eight years.

1989 Thomas Watson J.D.

He has been named city
attorney of Tracy, California. He previ-
nously served as city attorney of South Lake
Tahoe, California. He is married to Jennifer Watson, a professor at Fresno State.

1993 REUNION YEAR

Elizabeth Bremeron Jarrett was named Teacher of the Year at
Westmont High School and for the Camp-
bell Union High School District. She repre-
sented the district at the Santa Clara Coun-
ty Teacher of the Year Celebration.

1994 After almost 25 years in California and Or-
esta, it was time for Thomas Gomul M.S.,
MBA ’00 to move his family back to their
native Scandinavia. He is enjoying life liv-
ing in southern Sweden and working for
Palantir in Copenhagen, Denmark. Debo-
rath Moss-West J.D., executive director of
the Katharine and George Alexander Com-
munity Law Center at SCU, was recognized
by the Minority Bar Coalition for advancing
the cause of diversity in the legal profession.

1995 Ignacio A. Guerrero

Guerrero graduated from
the Senior Executives in State and Local
Government program at Harvard Kennedy
School. Guerrero spent three weeks in
Cambridge, Massachusetts, participating in
the cohort at Harvard University with 75
other state and local government lead-
ers from around the United States and the
world. Miles Kelly is chief marketing
Family Law Lawyer of the Year by The Best
Lawyers in America. Her family law firm,
Hansen Crawford CRM, is headquartered in
San Mateo. The firm recently opened
an office in San Francisco. Ed Mechans has
been named chief operating officer at
Accenture Federal Services, based in Ar-
lington, Virginia. Mechans has been at
Accenture for 27 years, most recently leading
the company’s safety and citizen services
portfolio as well as federal sales. Outside of
work, he is an active board member for the
Women’s Center.

1991 Claire (Serra) Schoeder
J.D. has been appointed
managing director and fiduciary manager of
Boston Private’s West Coast operations.
Based in the San Mateo office, Schoeder is responsible for managing all aspects of
trust administration and overseeing a
regional team of trust officers.

How’s an excerpt:
As our walk went on, Nova began
collecting more about what life
was like for her to come of age around
so many people living in immigrant households.
She spoke of the normacy that came
with growing up around people whose
parents came from another country.
She talked about encounters with other
evasive traditions. She had enjoyed them
and came to feel as though some, like
Chinese New Year and the Sambo ad
traditions, were more
familiar. She also
replied.

Our conversation during that long
summer walk, along with a catalogue of
one at a time observations,
prompted me to begin to study assimila-
tion in a different light. It spurred me to
think about assimilation in a way that
reflected Nova’s and my redefinitions of
a childhood full of interactions with im-
migrants and their children. It led me to
turn assimilation on its head in order to
consider how immigration might shape
the future of the most established
people in the United States: the people
who are not immigrants or the children of
immigrants.

Mixing or Matching? In Silicon Valley, it’s both,
says sociologist Tomas R. Jimenez 98. He set out to
study the way that people whose families have been
in the United States for generations are reshaped by
immigration. Drawing on scores of interviews with
“established Americans” in Silicon Valley, he has
laid out in The Other Side of Assimilation the ways
that immigration influences the DNA of America.
Magic in Motion. It was a magnificent year for Julie Johnston Ertz ’14. The Chicago Red Stars midfielder and U.S. women’s national team stalwart capped 2017 as U.S. Soccer Female Player of the Year. “Set piece magic!” gushed one sportscaster. Another: “Her timing, her technique, is so crisp and clean.” And last spring, she and Philadelphia Eagles tight end Zach Ertz took wedding vows.

July Johnston scored the goal of the year in 2017. And she became only the third player ever to win both Female Player of the Year (2015) and Player of the Year. In between: the 2015 FIFA Women’s World Cup victory, and the 2016 Olympics.

As for the marriage, thank baseball—and sunflower seeds. At a Stanford ballgame, mutual friends seated Julie, 21, and Zach, 24, and sunflower seeds. At a Stanford women’s soccer game, Julie even gave out sunflower seeds. Zach was a standout Stanford tight end, and Julie, 25, was an accomplished female athlete. “Zach’s super shy,” Julie says. “He had sunflower seeds. Every time the conversation stopped or there was an awkward pause, he’d ask if I wanted some.”

That was spring 2012. A good omen: “Her timing, her technique, is so crisp and clean.” And last spring, she and Philadelphia Eagles tight end Zach Ertz took wedding vows. It was a magnificent year for Julie Johnston Ertz ’14. The Chicago Red Stars midfielder and U.S. women’s national team stalwart capped 2017 as U.S. Soccer Female Player of the Year. “Set piece magic!” gushed one sportscaster. Another: “Her timing, her technique, is so crisp and clean.” And last spring, she and Philadelphia Eagles tight end Zach Ertz took wedding vows.

“When I was a kid, I always knew that I would marry him. Afterward on Twitter, he reported: ‘She said yes!! My best friend made this the best day of my life!’ A week a few months later, the newlyweds’ first child arrived. Former SCU president, Fred Crary ’74, MBA ’77, is the proud grandpa.”

Juliette Gibson-Palmbi Ertz ’06 married Anthony Parsons Palmbi at the Church of the Nativity in Menlo Park on March 5, 2017. Several Broncos were in attendance and were members of the bridal party. The couple resides in Orangevale, California.

On February 10, 2016, in the same stadium where they first met, Julie and Zach were married. The reception was at San Jose Country Club—the same place the wedding party. The wedding party was at San Jose Country Club—the same place the wedding party. The wedding party was at San Jose Country Club—the same place the wedding party.

Lives Joined

Akhil Nickelson ’97 and his lovely bride, Shaa Ahmadzadeh, are pleased to announce their marriage on May 14, 2017, at Grand Tradition Estate in Fallbrook, California.

Francisco Zepponi ’05 married Amanda Bloomfield on July 1, 2017, in Mission Santa Clara. Amanda is an accomplished female athlete. “I know what I need to do to make my body work at the highest level,” she said. “I need to do what’s best for myself and my body.”

In February 2016, in the same stadium where they first shared conversation and handled of shady-balled sunflower seeds, Zach kneeled and asked her to marry him. Afterward on Twitter, he reported: “She said yes!! My best friend made this the best day of my life!”

While a reverence for tradition and religion—Zach was baptized the day before—guided many wedding day decisions, look to the March 20, 2016, ceremony involved an unconventional detail. They participated in a mango flower, becoming the only couple photographed together for the annual ESPN Photoshoot. The couple is featured in the 2015 FIFA Women’s World Cup photoshoot.

Elisabeth (Baguran) Palmblad ’06 married Anthony Parsons Palmbi at the Church of the Nativity in Menlo Park on March 5, 2017. Several Broncos were in attendance and were members of the bridal party. The couple resides in Orangevale, California.


Juliette Gibson-Palmbi Ertz ’06 married Anthony Parsons Palmbi at the Church of the Nativity in Menlo Park on March 5, 2017. Several Broncos were in attendance and were members of the bridal party. The couple resides in Orangevale, California.

Erica Gaston ’03 and her husband,Forgot the Name, are pleased to announce their marriage on September 19, 2015. The couple resides in San Jose, California.

Jordan (Crazy) Beadle ’09 and John Beadle ’10 wed Aug. 12, 2017, at Mission Santa Clara. John and Jordan were crowned prom king and queen at SCU, they met in San Francisco at a bar called St. Regis—the same name as their freshness year there. The bride’s sister was the mad of honor, and Brandi Schlesinger ’09 was the maid of honor. The wedding reception was at San Jose Country Club—the same place the wedding party.

Amanda was a member and coach of the SCI women’s soccer team, helping to bring home the 2015 World Cup trophy, and was a Young Female Player of the Year. “Set piece magic!” gushed one sportscaster. “Her timing, her technique, is so crisp and clean.”

In February 2016, in the same stadium where they first shared conversation and handled of shady-balled sunflower seeds, Zach kneeled and asked her to marry him. Afterward on Twitter, he reported: “She said yes!! My best friend made this the best day of my life!”

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Juan says, “We read to him every day.” It’s not only that he read to him, but his parents read together. “It was such a beautiful little thing,” she says.

They just celebrated their 10-year reunion—yes to the 10-year reunion. The love extended from other Broncos has measured 19.75 inches long. Charlotte was named among the 40 under 40 list. She has worked for high-profile companies like Twitter and Fatlifit, where she managed their brands and trademarks on a global scale. Additionally, Webb offers pro bono legal services.

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2007 Hendrik Pretorius has been a high school teacher at Santa Clara University since 2007. He was also appointed to the Santa Clara University Board of Trustees in 2007.


2009 Griselda Orozco began her career as an intellectual property attorney at the law firm of Blank, Peters & Peters in 2009. She specializes in patent prosecution and has been honored as a Top 40 Under 40 lawyer in California.

2010 Ruben Dario Villa taught at San Jose City College in 2010. He is a member of the Writers’ Guild of America and the Screen Actors Guild.

2011 Yaya Morales M.A. ’11 taught Spanish and dance at Cristo Rey High School in San Jose.

2012 Shyla Jones J.D. ’12 is an associate in intellectual property at the law firm of Blank, Peters & Peters. She is a licensed patent attorney.

2013 Eric Blank J.D. ’13 joined the law firm of Blank, Peters & Peters in 2013. He was named to the National Academy of Television Arts and Sciences in 2013.

2014 Kelsey Dededohkia has been a software engineer at Apple since 2014. She was one of the first women to present at Apple’s Worldwide Developers Conference in 2014.

2015 Nancy Orozco recently spoke at the Women’s Leadership Breakfast, benefiting the Boys and Girls Clubs of the Peninsula. She was honored with the 2015 Future of Opportunity Award.

2016 Francis Estacio M.S. ’16 presented his paper, “The Impact of Social Media on Youth,” at the World Wide Web Conference in 2016. He was awarded the Best Paper Award.

2017 Alex Chodos co-authored a journal paper with researchers at Yahoo Research and Drexel University titled “Product review summarization through question retrieval and diversification.” He was awarded the Best Paper Award.

2018 Blake Macken is a graduate student in the Department of Health Care Services in Sacramento.

2020 The first SCU grad to become an alumna of Miller Center’s Global Social Benefit Institute.

2021 The Kadurus are now working with farmers in Uganda to develop a commercial passion fruit business. Rebecca has been awarded the Global Social Benefit Institute’s Global Social Benefit Award.

2022 The Kadurus have also partnered with the Global Social Benefit Institute to expand their business model to include education and training programs for farmers.

2023 The Kadurus are planning to expand their business model to include education and training programs for farmers.

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Obituaries

We publish the news of the passing of our beloved as we learn of it. Find obituaries in their entirety at magazine.scu.edu/classnotes. Family members may also submit obituaries and photos there.

1940

Born on July 6, 1947, Jim served as an Army captain in the European theatre during WWII, helping to liberate the Dachau concentration camp in addition to receiving a Bronze Star for bravery. During the war, his unit passed through the village of Theresa Neumann (from boyhood to age 93) nurturing in his home a Purple Heart and a Bronze Star. Family members, friends and classmates extend their condolences to his family.

1941

George Stafford was known for his great sense of humor, incredible optimism and compassionate spirit. Born on July 7, 1941, he was the loving husband of Barbara, his wife of 70 years. His love for the Catholic Church and philanthropy developed since his early days at SCU, as he was a dedicated alumnus, mentor and friend. He passed away peacefully on Aug. 23, 2017. In his memory, the SCU Community invites friends and classmates to read voraciously, and keep a revolving stack of books.

1948

John Robert Banister enjoyed a long career in academia as an assistant to the academic vice president and as associate professor of English at San Jose State University. He graduated from the University of Southern California and continued his education with national organizations dedicated to improving teaching English. In 1981, he returned to San Jose State as professor of English, specializing in Victorian literature. He passed away on Sep. 30, 2017.

1949

Charles Hawkins was born in San Francisco, Calif., and graduated from the University of Southern California, where he was active in Catholic Community Service. He passed away peacefully July 11, 2017, in Rowell, Georgia, at 90.

1952

Harry Zell Jr. was born in San Francisco, Calif. He graduated from the University of Southern California, where he was active in Catholic Community Service. He passed away peacefully July 11, 2017, in Rowell, Georgia, at 90.

1953

Following his graduation from SCU, William J. Bradley received his M.D. in forensic pathology. He has served as forensic medical examiner for the State of Oregon and Arizona State University. He died Aug. 15, 2017, at 85, leaving behind his wife, Mary Lou, four daughters, and 14 grandchildren.

1955

With a father playing first base for the Klondikes of the Klondike Baseball League, Jim grew up to become a dedicated and passionate Catholic, talented singer who performed professionally in San Jose State University in 1944. He passed away peacefully on July 24, 2017.

1957

Dan Oneal J.D. ’83, J.D. ’86, was born in Los Angeles, Calif. He was the son of Dan Oneal Sr. and his wife, Sheila. Dan was the eldest of three children. He passed away peacefully on Oct. 20, 2017. He is survived by his loving wife, Barbara, and children, with whom he raised and married four daughters with, including Lauren Urrutia ’83. Dan was a passionate sports fan who loved the Giants. He passed away peacefully on Oct. 20, 2017, leaving behind his wife, Barbara, and four children, including Lauren Urrutia ’83.

1960

Dan Oneal J.D. was born and raised in Sacramento, Calif. He was a 1960 graduate of the University of Southern California and served as an officer in the Air Force during a successful and fulfilling business life. Joe loved Sunday family dinners and summer vacations at the family’s mountain home on Donner Lake. He also had a green thumb, growing beautiful vegetable gardens in his backyard. He loved boating and fishing. He passed away peacefully on Oct. 17, 2017. He is survived by his lovely wife, Barbara, children, and grandchildren, including Lauren Urrutia ’83.

1961

Michael Breski J.D. ’61, retired United States Marine Corps. He was born in a coal town in New England and served two tours in Vietnam. He was a man who served God to the end, Dennos “Doo” T. Coffin was born in Vaals, California. At the start of his Navy career, he married Thelma Powers—in both of their lives, they served each other, with their love of the Marine Corps as their anchor. He died unexpectedly but peacefully on Sept. 5, 2017.

1962

Entering Iowa’s New College in 1957, Robert Neil Paquette was ordained in 1959 and served as a priest for nearly 23 years. During his career, he served in a variety of roles, including as director of Western Dominican provinces in Iceland, Korea, Vietnam, and Germany, and domestic postings. He loved travel and was proud of his credential “Hale One” at the Mayan Palace in Acapulco, Mexico, and for his time in Egypt, where he worked as a rabbinical student.

1964

1965

1966

A man who served God to the end, Dennos “Doo” T. Coffin was born in Vaals, California. At the start of his Navy career, he married Thelma Powers—in both of their lives, they served each other, with their love of the Marine Corps as their anchor. He died unexpectedly but peacefully on Sept. 5, 2017.

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Robert John "Bob" Fattal was a valedictorian in Visoka, California, and worked as a self-employed CPA for 35 years. He never married and continued living a single life, pursuing his passion of teaching a variety of courses from advanced calculus to philosophy. In 2011, he was appointed to the board of Oxnard College. He delighted in his grandchildren and family and lived his life full of family, friends, and career. He departed this life, he spent countless hours participating in the family business, ensuring a well-known fourth step program for children and the community. Frank passed away peacefully on June 18, 2017.

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This Western Sycamore is a living witness to nearly four centuries. Growing since the 1640s, this venerable plane tree stands sentinel near Daly Science. It was ancient long before there was a college or a mission. Notes Lee Panich, associate professor of archeology: “The tree has been more or less the crossroads of everything that has happened at Santa Clara in the last 250 years.”

IN THE SHADE Mission Santa Clara was founded in 1777 and moved several times, to where it now stands. As the third Mission Church rose, the sycamore stood on the edge of the Rancheria village surrounding it. Later, some of the first American squatters who took over the old mission lived right across from the tree. The area was called the California Hotel and was one of the first notable American landmarks in Santa Clara.

HUNTING GROUNDS The 374-year old tree casts its shadow across very different eras. When the Thamien were the only people to call this valley home, they hunted deer here.

DEEP ROOTS The sycamore is the oldest tree on campus. Platanus racemosa is known for longevity—living between 300 and 500 years of age. Sycamores are thirsty and thrive alongside wetlands and streams, like one that ran through the area years ago and created a strong foundation for the tree. While the stream no longer flows through campus, this tree “isn’t ready to give up anytime soon,” says Chris Young, assistant director of buildings and grounds.

BARK BEAUTY The sycamore’s bark is smooth to the touch—almost skin-like. Its wood is sturdy, and native peoples have used sycamores to build canoes up to 65 feet long. The burls on the tree lend themselves to carving. Writer Sylvia V. Linsteadt notes that in the Chumash language, the word for sycamore and bowl is the same: khsho.

EDUCATION MAKES YOU FEARLESS.

Bioengineering and chemistry are what Jo Gopinath ’19 studies. She is a student researcher in the Micro/Nanosystems Lab and is fascinated with discovering new frontiers. She also appreciates tradition, a hero who looms large for her is her grandmother: “a Malaysian-born Singaporean-Indian woman of a whopping five feet,” as Jo described her in a piece she wrote for USA Today. Why? One reason: She was raised to be environmentally conscious and live sustainably. Jo founded her own eco fashion line, GreenWithEnvy, designing new clothes from remnants of old. Last year, SCU’s Global Fellows program enabled her to intern with AHA Bolivia, a women’s co-op making recycled handicrafts. She would like to see eco fashion make inroads against throwaway clothes. Daunting, perhaps—but, she says, “Education makes you fearless.” For Jo, education also opened up opportunities, like a $10,000 Clare Boothe Luce grant to conduct research on disease-causing toxins found in water, air, and soil. If you’ve visited campus, you might have met her; she serves as a tour guide for the School of Engineering.

In March, SCU celebrated our annual Day of Giving. Thousands of you made it another great day to be a Bronco. Thanks to you for supporting students like Jo. scu.edu/give