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SPRING 2011

SANTACLARA

FOR THE ALUMNI AND FRIENDS OF SANTA CLARA UNIVERSITY

MAGAZINE

Resilience

FEATURES

16 Life cycle

A PHOTO ESSAY BY SUSAN MIDDLETON '70. Luminous beauty drawn from two remarkable projects—*Evidence of Evolution* and *Spineless*. And a sneak peek at a show by this Guggenheim fellow opening in April at SCU's de Saisset Museum.

20 Can newspapers & journalism survive the digital age? Does it matter?

BY JEFF BRAZIL '85. A Pulitzer Prize-winning journalist goes looking for answers, talking to industry veterans, and taking stock of the new forms of journalism arising.

Says who?



20



Octopus Xing: In the studio with Susan Middleton '70, a flame scallop, and lots of other cool stuff

30 Revealed! The truth behind No Name!

BY SAM SCOTT '96. On today's Rock Report: the story (and real identity) of a legendary bad boy disc jockey. It's none other than **Mike Nelson '96**, whose freshman thrash band was once booed off the stage at the Leavey Center.

32 Satellite heart

BY SAM SCOTT '96. For the first part of her life, **Anya Marina '96** found her voice a source of embarrassment and ridicule. Now, with her third album on the way, it's her bread and butter.

46 The Pause for Coz

BY ADAM BREEN. A much-beloved Jesuit, **Fr. Richard Coz** touched the lives of generations of Broncos—including **Steve Erbst '88**, who established the Pause for Coz scholarship program in his honor. Sadly, Fr. Coz died on New Year's Eve.

ABOUT OUR COVER

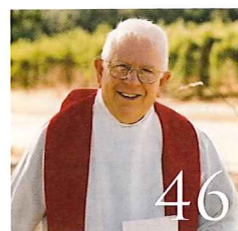
Luminous beauty: Photographer **Susan Middleton's** image, "Male Green Junglefowl," from the series *Evidence of Evolution*. See more on page 16.



13



32



46

DEPARTMENTS

- 2 FROM THE EDITOR
- 3 LETTERS
- 6 MISSION MATTERS
- BRONCO PROFILE:
- 34 RICH MCGUINNESS '89
- 48 AFTERWORDS

CLASS NOTES

- 35 CONTENTS
- 37 BRONCO NEWS: FROM THE SCU ALUMNI ASSOCIATION
- 40 LIVES JOINED
- 41 BIRTHS AND ADOPTIONS
- 42 IN PRINT: NEW BOOKS BY ALUMNI
- 44 OBITUARIES
- 47 ALUMNI CALENDAR

WEB EXCLUSIVES

At santaclaramagazine.com you'll find not just expanded articles and interviews, but also slideshows and audio and video.



The new santaclaramagazine.com. Your online mag gets a razzle-dazzle makeover. With more yet on the mag blog.



Expanded Class Notes
Online Class Notes are updated regularly. Share your news (and photos, and links) today. If it's in by April 15, it can be included in the summer magazine. Above: Newlyweds **Katie (Payer) Roberts '06** and **Brian Roberts** and a cast of Broncos, Sept. 2010.



Great minds think.
Veteran journalist **Jeff Brazil '85** brought in some big guns in media circles for his feature story. Online, he offers expanded interviews with the writers, editors, and scholars who shape the piece.

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CONTENTS

EDITOR

Steven Boyd Saum
scmagazine@scu.edu

LITERARY EDITOR

Ron Hansen M.A. '95

CREATIVE DIRECTOR

Linda Degastaldi-Ortiz

PHOTOGRAPHER

Charles Barry

EDITORIAL INTERNS

Liz Carney '11, Jon Teel '12

DEPARTMENT CONTRIBUTORS

Mansi Bhatia, Justin Gerdes, Justine McCauley '10,
Ellen Orleans, Kellie Quist '10, Sam Scott '96

CLASS NOTES & OBITUARIES

Liz Carney '11, Jon Teel '12, and Marisa Solis
www.scu.edu/alumupdate

SANTA CLARAMAGAZINE.COM INTERN

Liza Stillman '11

COPY EDITORS

Allena Baker, Mansi Bhatia, John Deever, Marisa Solis,
Darien Hosley Stewart

Designed by Cuttriss & Hambleton

SANTA CLARA MAGAZINE ADVISORY BOARD

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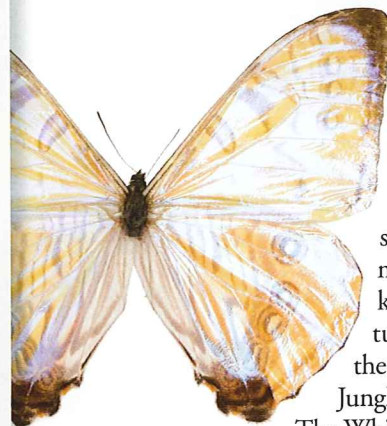
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www.scu.edu/alumupdate
scmagazine@scu.edu
Santa Clara Magazine
500 El Camino Real
Santa Clara, CA 95053

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FROM THE EDITOR



Brilliant and resilient

Hope is the thing with feathers, Emily Dickinson wrote. And there, on the cover, captured by the lens of **Susan Middleton '70**, behold: What feathers! There's a story behind them, of course. It's a story about a male trying to impress a female, and wouldn't you know it—this dazzling multicolored beauty is what turns her head, perpetuates the species. In this case, the (threatened) species is *Gallus varius*—a Green Junglefowl, from Indonesia. And that butterfly on the left? The White Morpho.

But it's a bigger story than that. Hope is a hefty part of it.

Let's go back to that cover, the picture—the looking by human, not bird, and what that act of gazing summons. Start with the joy of discovery—that feeling of joy and wonder and startling newness, enraptured with the sheer beauty of the tiny detail as well as the realization that this is part of the whole of creation: our world, and this dazzling critter is our distant kin.

And then turn to the images within—the spineless sea-swimmers and crawlers, scavengers and slitherers. Every one of these space aliens comes from the salty depths right here within the confines of these great United States. There's something astounding in that fact itself—which is a point that Middleton has made with her work on display in her photo essay: It's all American. Though one suspects the invertebrates couldn't care less. We should.

Tragedy is part of the story, too—as it is in any cycle of life, with the sadness of death part of the picture. It might be beautiful and natural and inevitable; or, as concerns the conservationists with whom Middleton has spent so many years working—and whose profound admiration she has earned—it might be an unprecedented and irrevocable erasure of species from the planet.

Speaking of erasure: Along with these images from our digital age, in our big feature you'll find a writer taking measure of what fate lies in store for journalism and newspapers as we undergo this next epic shift in how we package what we know about the world. The age of print has been quite a ride, and while we're not yet ready to relegate ink and paper to the fate of horse and buggy—anachronistic luxury, perhaps?—whether newspapers and the work they do can survive this turn of the page is an open question. But Pulitzer Prize-winner **Jeff Brazil '85** has found a few answers. Hope has something to do with them, too.

And hope has heaps to do with thousands of lives that were profoundly touched by a Jesuit who passed from the Santa Clara family on New Year's Eve. **Richard Coz, S.J.**, so inspired generations of Santa Clara students that they created a scholarship in his name in 2007. Hundreds of folks have given gifts big and small to pay tribute to a resilient man who cheered for them on the playing fields and counseled them and wed them and baptized their kids, who traveled the world and brought back pictures to share, and to say: Look! Isn't it wonderful?

Keep the faith,

Steven Boyd Saum

Steven Boyd Saum
Editor



What the numbers show

In the winter issue of *Santa Clara Magazine* I was interested to read Cathy Horan-Walker's report on the long, slow decline in alumni contributions, recently reversed but still well below 20 percent. In the same issue is a piece titled "What do the numbers show?" quoting business magazines which describe SCU as providing a good "bang for the buck," and ranking it high on the list of colleges that "will make you rich." That made me wonder: Do alumni support a school because it made them rich? And doesn't the phrase bring up greed, that dreadful drain on hope, and on its product, social vitality?

Write us!

We welcome your letters in response to articles.

santaclaramagazine.com
scmagazine@scu.edu
fax 408-554-5464
Santa Clara Magazine
Santa Clara University
500 El Camino Real
Santa Clara, CA 95053-1500

We may edit letters for style, clarity, civility, and length. Questions? Call 408-551-1840.

LETTERS

I always feel glad and deeply grateful when I send my annual contribution because my alma mater and the Society of Jesus showed

me better ways of making choices. Santa Clara's cheerful and confident instruction in matters such as faith, reason, ethics, and service gave me powerful antidotes to toxins like greed, though I must still pour the dose myself. I'm grateful to those who showed me those alternatives, and optimistic about today's students of my favorite school. I know many other alumni have walked similar paths, love their SCU, and donate for the same reason.

And by the way, *Santa Clara Magazine* is a fantastic magazine. I appreciate your superb editorial work, and the equally fine work of the entire staff. It's always a delight to find the magazine in my mailbox.

ALAN BEILHARZ '68
Placerville, Calif.

This edition brought home to me how much SCU has changed in 60 years—and not always for the better. Certainly the University then would never have thought to boast of its position on the list of "colleges that will make you rich" [Mission Matters, Winter 2010]; the Jesuits then seemed to have

"Santa Clara's cheerful and confident instruction in matters such as faith, reason, ethics, and service gave me powerful antidotes to toxins like greed, though I must still pour the dose myself."

other values on their minds. Next, we see that by 1970 there were classes only four days a week. During much of my time as a student, six days was more the norm, including Saturday morning labs. The sad news of the death of my classmate **Gene Fisher '50** [In Memoriam, Winter 2010], hired soon after graduation to spend many years on the mechanical engineering faculty, reminds me that although he was a good man and surely a fine teacher, he would not even be granted an interview today—no doctorate or even a master's of science; no teaching experience; no research career; no publications list. And finally, no one in 1950 felt that the Quonset hut serving as our "student activities center" needed a "disco ball" hung from a 20-foot ceiling.

R. L. NAILEN '50
West Allis, Wis.

... And ladies of the club

Thanks for the article [on the Catala Club, Winter 2010]. My mother, **Dorothy Gomes**, was active in Catala Club for many years after I graduated. She was grateful for what SCU did for me as well as for her and wanted to give back.

DON GOMES '66
Anchorage, Alaska

Shame on *Santa Clara Magazine* for dishonoring **Winnie Hook**, a wise and holy old woman, with the condescending description "104 years young" [Winter 2010]. Our culture despises elders, especially elder women, who are most likely to live in poverty or—if wealthy—to resort to plastic surgery to hide the natural aging of their sacred bodies. Glitzy Hollywood magazines fuel this climate by treating "old" as the highest insult and "young" as the greatest compliment. I expect much better from my alma mater, which claims to represent Gospel values, and its magazine.

REV. DR. LAURA M. GRIMES '86
Dayton, Ohio

Combat engineering on the iPhone

Many of us in engineering are proud to read the story of our student **John Judnich '13** in the recent issue of *Santa Clara Magazine* ["An app with real firepower," Winter 2011]. However, we notice a critical error in the article. John is a *computer engineering* major (which is in the Department of Computer Engineering within the School of Engineering), not a computer science major (which is in the Department of Mathematics and Computer Science within the College of Arts and Sciences). As the chair of the Department of

LETTERS

Computer Engineering, I feel compelled to correct this error; our department and school should receive the rightful credit and recognition. John has been and is supported by several grant programs within our department and the school; these include our Kuehler undergraduate research grant for him to work on a 3-D graphics project and our National Science Foundation S-STEM fellowship for each of his four years as an undergraduate major in our department. He also serves as a lab assistant in one of our undergraduate courses. Unquestionably, John is an exceptional student, and our department and school have invested academically and financially to retain him here at SCU.

NAM LING

Sanfilippo Family Professor and Chair, SCU Department of Computer Engineering

Bedtime story

Reading the winter print copy of *Santa Clara Magazine*, I was pretty amazed to find myself and other members of the second-floor McLaughlin back on our bunkbed in the spring of 1970 [page 8, "Santa Clara Snapshot: 1970"—see photo below]. And I mean *our* bunkbed, as to get it up to the height of the third floor took all our beds, and all our bodies!

Thanks to a higher resolution of the photo [courtesy of the SCU Archives], I and friends who were in the photo were able to discern seven of us on the bed: **Jeff Miller, Jack Folchi, Tom Battle, Bob Wilson, Dan Rice, Matt O'Brien, and Dave Adler.** All of us were in the class of '73. Five of us were electrical engineers, Dan and Dave business majors. All of us lived on the second floor of McLaughlin. My roommate Jack Folchi and I had been hosting some amount of parties and a resting place for "day students" in our room—210 McLaughlin. That had prompted us to procure a third level for our room's bunk bed from a bed that had been abandoned in the hallway. This third bed was almost at the ceiling, allowing a person to slide in.

Those McLaughlin bunk beds were of the industrial sort—heavy-duty steel. Looking at our triple one day, we got to speculating how many beds one might stack. As this would take open space, we decided to

"We waited for a quiet weekend day with no resident assistants or Jesuits in sight."

build as tall as we might—outside. We waited for a quiet weekend day with no resident assistants or Jesuits in sight and built on the concrete walkway between McLaughlin and Walsh dorms.

As we went upward with the beds from our rooms, the bed developed a side-to-side sway. If you look at the picture, you can see two guy wires that we attached to the third-story McLaughlin fire escape. There were two others attached to the Walsh fire escape, obscured in the photo by the sky. At that ninth level of bed, we decided we'd reached the limit of lateral stability, although the beds clearly could have supported more above!

Most important of all, we were not caught in the act. No authority figure ever arrived, and we disassembled and replaced the beds in our rooms without detection.

MATT O'BRIEN '73

Milpitas

Our lovely Ship

As usual, I'm thoroughly elated with the quality of this magazine. However, I perceive an error in the letter by **William P. Crawford '43** [Winter 2010], and in the spirit of future editorial competence, I offer my recollection of the origin of the theater's nickname, The Ship.

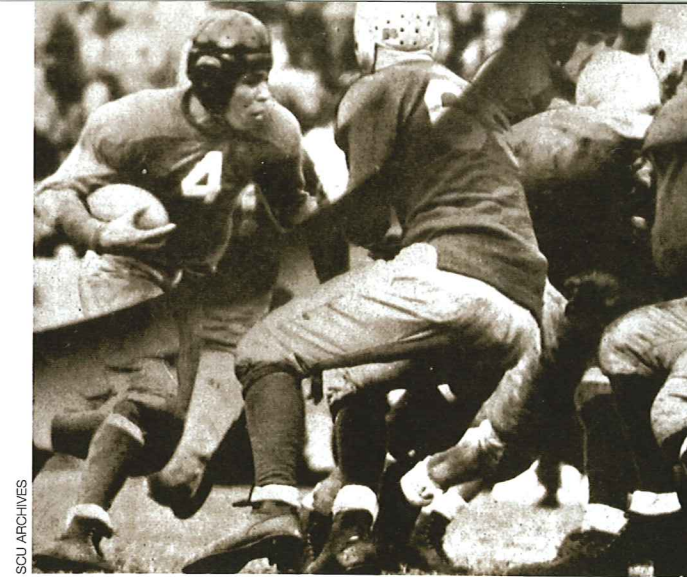
Having performed on that stage a number of times, I often heard that the nickname is due to the building having been built to seaworthy standards that mimic sound-worthy standards, much like the Mormon Tabernacle: all wood and wooden dowels—no nails. Like true sailors on the sea of make-believe, we thespians came to love our *Ship*, but mainly for its acoustics.

ROBERT E. DALEY '58
Campbell

A legendary lawyer

I read of the recent passing of an SCU law school graduate described as one of the first Latinos recruited to SCU law school [in the 1970s]. It should be noted that Santa Clara University Athletic Hall of Famer **Manny C. Gomez '39, J.D. '42**, was recruited by Santa Clara from Coachella Valley back in the late 1930s. (I know something about Manny since, in addition to being the father of an SCU alum, I am Manny's son-in-law.) Manny was born in Chihuahua, Mexico, and considered himself a Mexican (not a Latino, Chicano, Mexican-American, or any of the other labels used by the media). He was amused by all of these labels. He was an American who was born in Mexico.

JOHN A. SAUNDERS
Saratoga



SCU ARCHIVES

Manny Gomez was also a bit of a legend—as the obituary of him in the San Jose Mercury News in April 1993 notes, and which Mr. Saunders was kind enough to share. Gomez was originally recruited to SCU to play basketball. "As the story goes," the Merc recounts, "Harlan Dykes, basketball coach at Santa Clara University, saw Manny's younger brother, Ramon, play basketball and inquired about the possibility of his playing for him. Their mother said, 'No, but you can take my older son.' In fact, football turned out to be Gomez's sport; he played for Buck Shaw's team in 1936 and "ran the opening kickoff of the first game back 43 yards and almost scored. He did score the first touchdown in that Bronco victory over Stanford." The team went all the way to the Sugar Bowl and beat Louisiana State 21-14. But the bowl game took its toll on Gomez; he contracted pneumonia and was so ill that one newspaper account reported him dead. "He licked the pneumonia, [but] he contracted tuberculosis." He recovered after months in the campus infirmary, but his football days were through. His days as a lawyer, "pretty much serving all comers," as Mr. Saunders told the Merc, were yet to come.—Ed.

Fr. Fagothey's wisdom

Seeing the photograph of **Fr. Austin Fagothey** in the winter edition of *Santa Clara Magazine* evoked my lasting image of him standing on a desk at the head of the classroom, eyes firmly affixed on the ceiling (or perhaps heavens), open palm of his hand placed firmly on his forehead imparting knowledge to his awed spectators. Although we often joked about his methods, his wisdom had a profound effect on all of us.

A Jesuit legacy in Mexico

The Winter *SCM* contained a thought-provoking speech by the Jesuit superior general at the meeting in Mexico City ["Shaping the future"]. The Jesuits have a long history in Mexico, especially with the indigenous people. As documented in one of the California Legacy Series books [see "Good Lit" in the same issue] by SCU professors **Rose Marie Beebe** and **Robert M. Senkewicz**, *Lands of Promise and Despair*, the Jesuits financed the California missions starting

in Baja California with Father Juan Maria de Salvatierra founding Loretto, named after his hometown on the eastern coast of Italy.

The Jesuits founded missions south and north from there up to the Baja California border with Alta California. Then the Jesuits fell out of favor with the European royalty, and the missions were turned over to the Franciscans in Alta California and the Dominicans in Baja California. If the Jesuits had continued to control the missions they might have evolved very differently.

Although not a legacy book, *A History of Alta California* by Antonio Osio, translated by professors Beebe and Senkewicz, inspired the writing of the legacy book. I am extremely grateful to both of these historians for translating this memoir from the original Spanish manuscript written in 1850, including *mexicanismos*, which are Mexican Spanish words not found in any Spanish dictionary. This is a very profound book capturing the culture of a people as it still exists today, and it should be required reading in all California public schools.

JOHN CARRILLO MBA '86
Morgan Hill

FEATURE CONTRIBUTORS

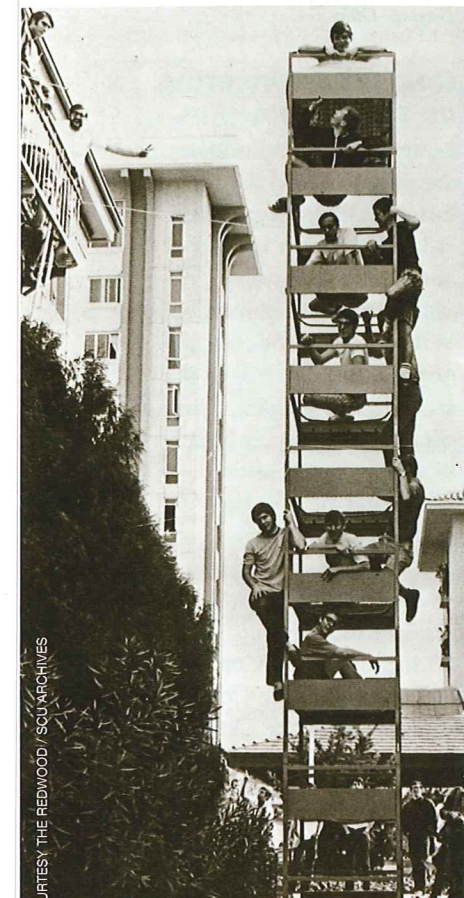
Jeff Brazil '85 has a few questions he asks in our big feature: "Can journalism and newspapers survive the digital age? Does it matter?" A Pulitzer Prize-winning journalist, writer, and editor, he is currently part of a MacArthur Foundation-funded research effort at the University of California Humanities Research Institute that is analyzing the impact of the Internet and digital media on education, politics, and youth.

Susan Middleton '70, the woman behind the lens of the photo essay "Life Cycle," is an award-winning photographer and former chair of the California Academy of Sciences Department of Photography. A recipient of a Guggenheim fellowship, she has spent nearly 30 years documenting rare and endangered species. Her recent work includes the books *Evidence of Evolution* and *Archipelago* and the series *Spineless*, focusing on marine invertebrates. A show of her work, *Life Cycle*, will appear at SCU's de Saisset Museum April 9–June 3.

Sam Scott '96 shows off his love for music and sports in this issue with the profiles "Revealed! The truth behind No Name!," "Satellite heart," "Man in motion," and "Big kicks" (whew!). His profile on Mike "No Name" Nelson was a personal blast from the past; he first wrote about the rising DJ in an article for *The Santa Clara* newspaper when they were both seniors.

Robert J. Finocchio Jr. '73 ("Afterwords") is a dean's executive professor at SCU's Leavey School of Business and chairman of the SCU Board of Trustees.

Adam Breen ("The Pause for Coz—a way to honor a mentor and friend") is a teacher, newspaper columnist and reporter, and a former editor of this magazine.



Experimenting engineers: How high can they go? See the letter "Bedtime story" above.



Ethical foundations: Associate Professor of Philosophy William A. Parent leads a class in the Ignatian Gardens.

MISSION MATTERS

STRATEGIC PLAN

Here's the plan.

It's a new strategic vision for Santa Clara University. And a road map for the years ahead.

How should the University build on the past while transforming itself to better serve the world as it is—and will be? A big question, to be sure—but one that's been at the heart of a process that has percolated throughout the Santa Clara community during the past two years. The result: the Santa Clara University Strategic Plan 2011, which was passed by the Board of Trustees in February and sets the course for SCU starting now.

When Michael Engh, S.J., assumed the presidency of the University in January 2009, he put an emphasis on

what he called deep listening. That's meant conversations and questions, intense dialogue, and strategic thinking with faculty and staff, administrators, and boards. Ultimately the process is in pursuit of understanding what is best about Santa Clara and what has guided the University's success during the past two decades. And it's about articulating how best to steer by the constellations that define the mission of the institution—and steer through a world that is constantly changing: the sciences advancing, social circumstances shifting.

That's a lofty description—but then, strategic plans are big-picture documents by nature. At the same time, there are pragmatic guidelines. And, of course, what's here in the plan inspires goals for the University's next comprehensive campaign.

Set the priorities

So what's in the plan? Here's a quick summary. There are five strategic priorities that, through their realization, will provide Santa Clara students with the best education possible: enabling them to succeed as citizens and leaders of the 21st century.

1 EXCELLENCE IN JESUIT EDUCATION

Generations of Santa Clara grads have come to know the Three C's. With the new plan, education continues to focus on formation of the whole person—one with “the knowledge and skills to act effectively (competence), the determination to reason morally (conscience), and the capacity to feel solidarity with the poor and powerless as well as the will to relieve suffering (compassion).”

A recent transformation on campus: the new Core Curriculum. But putting a curriculum on paper doesn't make it so. To see it blossom requires: funding more tenure-stream faculty positions to teach the understaffed Core areas; reducing class sizes for the sequenced Foundations courses; and continuing to adopt more active teaching and learning methods.

With the Jesuit School of Theology now a part of the University, the plan also stakes out the goal to “establish Santa Clara as a national and international leader in theological study and scholarship.”

2 ENGAGEMENT WITH SILICON VALLEY

More than a location, Silicon Valley is a state of mind—where innovation, risk-taking, and entrepreneurship are the watchwords. By strengthening ties with local communities and alumni, the University hopes to “learn from and contribute to both the leading institutions that make Silicon Valley attractive, and to the most marginalized groups in Silicon Valley that call out for help.” And it hopes to see programs that will leverage creative energies toward social betterment.

Renewing its dedication to serving as a kind of conscience to the Valley, the University also commits to asking

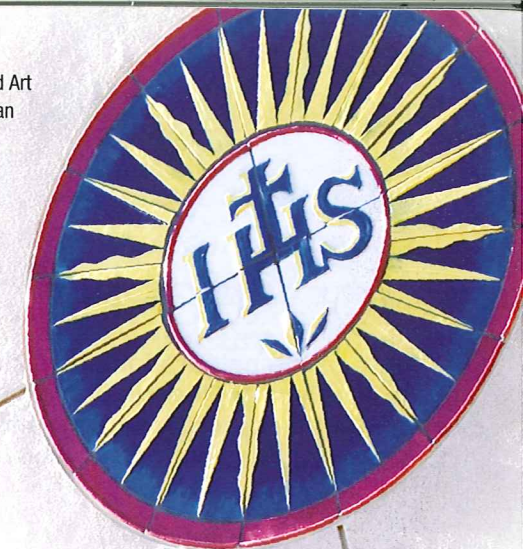
“the moral and ethical questions that inevitably arise with the creation and use of new technologies.” Look for increased internships with companies and service-learning opportunities locally, as well as expanded partnerships with Silicon Valley organizations to enhance student learning.

3 GLOBAL UNDERSTANDING

It goes without saying that a 21st-century education requires global understanding—matched with action and engagement if you actually are going to make the world a better place. Santa Clara will extend international ties to offer students a deeper understanding of the global context of their lives and work. Naturally, Silicon Valley-based corporations and organizations are valuable partners here as well. Look for increased emphasis on bringing more international students and visiting scholars to Santa Clara, and for SCU to build partnerships internationally—particularly through the unequalled global network of Jesuit universities.

4 JUSTICE AND SUSTAINABILITY

A commitment to social justice has profoundly shaped teaching, research, and community engagement at Santa Clara—and in that capacity the University has earned a reputation as a national leader. More recent, a commitment to sustainability has brought SCU further national attention—as readers of this magazine know well. The strategic plan stakes out sustainability as encompassing environmental protection, economic development, and social development. And it calls for increased internship, service, and research opportunities with corporations, institutions, and communities in the valley, and promoting Jesuit values in ways that enhance the common good. Expect increased collaboration when it comes to delivering course content through technology, too.



Iesus Hominum Salvator: Designed by Professor of Art and Art History Kelly Detweiler for Bannan Hall. Photo by Charles Barry.

5 ACADEMIC COMMUNITY

Strengthening the quality and diversity of the academic community is top priority—including faculty, staff, and students. One way of achieving that is through hiring more full-time faculty; another is providing the resources for faculty to pursue research, because active scholarship informs good teaching. Also, since the University is a physical place, it means adding and upgrading facilities to support learning, scholarship, and community.

This is just a taste. Expect to hear much more about the plan in the months ahead—not least of all as the University prepares for the next comprehensive campaign, seeking to pull together the support from alumni, friends, and others to continue to build Santa Clara into the best university it can be.

“We will have much important work to do over the next five years that is not mentioned in this plan,” President Engh wrote, “but the priorities identified here will make the greatest difference in strengthening Santa Clara at this time.” **Steven Boyd Saum** SCU

WEB EXCLUSIVES

Most readers of SCM should have received a copy of the plan in the mail. In addition, there is much, much more online—including the full text of the strategic plan and videos that bring the five areas to life. www.scu.edu/strategicplan

FACULTY

Top teaching scholars

One of the celebrations that kicks off each academic year is the Faculty Recognition Dinner in September, which honors research, teaching, and service to the University. Here are this year's honorees.

Sustained Excellence in Scholarship

Hersh M. Shefrin is both SCU's most prolific sage in finance and a leading authority in the field of behavioral finance, a subject he and colleague **Meir Statman** pioneered. Shefrin writes for scholars and businessfolk as well as the rest of us, and he has more than 60 books and articles to his name since arriving at SCU in 1979. Among them: *Beyond Greed and Fear* and *Ending the Management Illusion*. He holds the Mario L. Belotti Chair in the Department of Finance, has had his work translated into 17 languages, and is regularly cited in the pages of the *Wall Street Journal* and *New York Times*.

Louis and Dorina Brutocao Award for Teaching Excellence

Professor of Chemistry **Brian J. McNelis** receives consistently high praise from students in the classroom, despite the fact that he teaches a required course that many students approach with fear and trembling. But it's alumni and current students who submit nominations for the Louis and Dorina Brutocao Award, which honors faculty who have made a difference in students' lives. One student noted that he went from "completely lost" at the outset to "flourishing" under McNelis' guidance and called it "one of the most profound transformations I have ever undergone." McNelis has also been a driving force behind the new major in biochemistry.

Brutocao Family Foundation Award for Curriculum Innovation

Longtime professor and founder of the Department of Computer Engineering in 1988, **Daniel W. Lewis** has recently turned his focus to expanding the engineering and computing opportunities for K-12 students. In the last six years, Lewis has raised just over \$1.7 million to professionally train more than 225 teachers who, in turn, have already begun teaching more than 2,000 young students. He has established creative co-op and study abroad opportunities for SCU undergraduates, and created numerous certificate programs for graduate students, as well as a new major in the rapidly expanding field of Web design and engineering.

President's Special Recognition Award

President **Michael Engh, S.J.**, also honored four SCU scholars for exemplifying and promoting competence, conscience, and compassion.

Allen Hammond is the Phil and Bobbie Sanfilippo Chair and Professor of Law and director of the Broadband Institute of California. He has worked on all sides of telecommunications law, first as an attorney for the White House Office of Telecommunications Policy, then as general counsel for an ABC affiliate, finally settling down in academics. Hammond was recognized not just for his experience but for bringing an honest care to his work with students and the community. He has served as vice chair of the University Council on Inclusive Excellence and helped the University establish big-picture goals and diversify its faculty. He has also helped develop a new clinical course that gives law students the opportunity to refine their skills in administrative and telecommunications law.

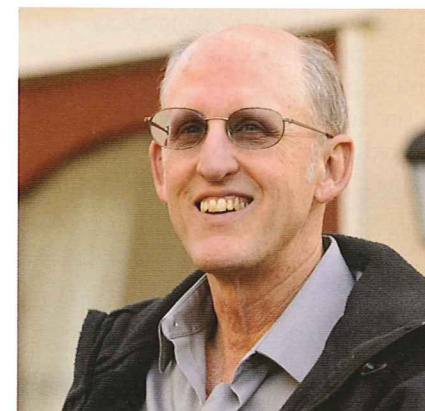
Leslie Gray, an associate professor and executive director of the Environmental Studies Institute (ESI), has been influential in bringing environmentalism to the forefront of international social justice. At Santa Clara, she has primed ESI to soon become its own academic department with two majors. As the co-chair of the Sustainability Council and faculty leader of the Penstemon Project for Sustainability Across the Curriculum,



Leslie Gray

she has been the go-to gal put in charge of coordinating the new sustainability pathway for the new Core Curriculum. For a look at her most recent book, *Hanging by a Thread: Cotton, Globalization and Poverty in Africa*, see the Winter 2008 SCM.

Tim Hight, chair of the mechanical engineering department, has exerted a profound influence in incorporating concepts of sustainability into the department. His role as faculty project manager for SCU's two Solar Decathlon entries in 2007 and 2009 not only helped the teams net two third-place trophies, but it created a rare opportunity for students to work on the edge of modern engineering application. A beneficial by-product of his successful leadership in both Solar Decathlon competitions: national recognition of Santa Clara's School of Engineering and the revolutionary work they are doing to promote the use of clean-energy alternatives.



Tim Hight

"We must begin to see the interconnectedness of the world, to grasp its complexity, even if our intellectual traditions have conditioned us to seek a different type of grasping."

ALEJANDRO GARCÍA-RIVERA

We end on a sorrowful note: **Alejandro García-Rivera** blessed both Santa Clara University and the Jesuit School of Theology with his innovative insight into theological aesthetics, award-winning teaching methods, and consistent efforts to integrate JST with SCU. He died on Dec. 13, 2010, after a long illness. Originally from Cuba and a co-founder of the Academy of Catholic Hispanic Theologians of the United States, García-Rivera earned a place as one of the most respected theological scholars in Latin America and the United States. García-Rivera joined the faculty of the Jesuit School of Theology in 1993 as a professor of systematic theology. His scholarship as a theologian bridged the disciplines of science and religion. "I believe wholeheartedly that we must begin to see the interconnectedness of the world, to grasp its complexity, even if our intellectual traditions have conditioned us to seek a different type of grasping," he said. **Jon Teel '12** SCU



Alejandro García-Rivera



Michelle Oberman

Recent Achievement in Scholarship

Since Professor **Michelle Oberman** joined the law faculty in 2004, she has made significant contributions, both legal and ethical, to her overlapping field of study where health and criminal law merge in cases pertaining to adolescence, pregnancy, and motherhood. She is perhaps the nation's leading expert on how the law regulates the harm parents sometimes do to their children. Her 2008 book, *When Mothers Kill: Interviews from Prison*, won the Outstanding Book Award from the Academy of Criminal Justice Science. "Remarkable" and "inspiring" are words colleagues use to describe her work.



Teaching, innovation, scholarship: from left, Brian J. McNelis, Daniel W. Lewis, and Hersh M. Shefrin

ADMISSIONS

All in the family

The ins and outs of legacy admissions

Santa Clara University is known for reaching out to students who are the first in their family to attend college. But along with that, to some it seems like most of the student body has a parent, sibling, or aunt who preceded them on the Mission Campus. Not quite, says **Michael Sexton**, vice president for enrollment management, although the number of students with familial ties to alumni—so-called legacy students—is significant.

Ten percent of current freshmen have a parent, step-parent, or grandparent who attended SCU, while 17 percent have a Bronco aunt, uncle, or cousin. And more than 8 percent of the class of '14 have a sibling on campus or one who recently graduated. Those numbers are not mutually exclusive; together they mean that, according to Sexton, "More than a quarter of incoming freshmen have some alumni relation with the University."

But having a Bronco for a relative is no guarantee of acceptance. Last year, SCU admitted about 58 percent of all students who applied. About 70 percent of legacy applicants whose parents or grandparents attended were admitted.

A few numbers

Competition for admission to SCU has increased dramatically in the past 20 years. Here's how many applicants there were for the fall of ...

1991	3,400
2001	5,911
2011	13,300+

Other legacy groups had lower rates of acceptance but were still above the overall rate.

How does that compare to elsewhere? Many colleges are reluctant to divulge those legacy admission statistics. But class profiles can be telling; for example, the profile of Princeton University's Class of 2014 shows the acceptance rate for children

of alumni is four times the overall acceptance rate.

Legacy admissions isn't without its critics. Richard Kahlenberg is editor of *Affirmative Action for the Rich*, a recently published collection of essays highly critical of legacy admissions in the United States. He says that according to research in the book by *Wall Street Journal* reporter Dan Golden, between 10 and 25 percent of students at selective institutions are legacy admits, which "suggests that Santa Clara is right in there where others

are." But in terms of the "bump up" differential that gives legacy applicants preferential treatment, he says that SCU is "on the low end," particularly compared with universities like Princeton.

But as many alumni from multi-generational Bronco families would be quick to counter, having a core

of legacy alumni helps carry on a sense of history and tradition. At SCU, legacy applicants also tend to come from households with strong educational values where they understand the mission of the University, notes **Sandra Hayes**, SCU's dean of admission. That alumni connection is just one piece of a complex puzzle considered during the admission process. "Academic achievement is where we start when we look at an application," Hayes notes. "Then we add on other factors."

Those other factors run quite a gamut. "No applicant has just one identity," Sexton explains. "A legacy is not just a legacy. It might be someone who plays the trumpet, is a student leader, wants to go into the new bioengineering program, and comes from Nebraska. Being a legacy is a positive—but only if the student is in the admissible pool, where we can say, 'We think this person can walk into our Core Curriculum and be academically successful.' If we don't think that, we really are doing a disservice to everybody if we admit the student."

Sexton says that most serious legacy applicants apply Early Action—by Nov. 1. "Early Action students are admitted at a higher rate and enroll at a higher rate," he says.

But what if ... ?

Not surprising, some alumni take it personally if their offspring aren't admitted.

Kathryn Kale '86, executive director of the SCU Alumni Association, notes that three- and four-generation Bronco families are a strong testament to the power of a Santa Clara experience. "It changes your life in such an important way," she says. "I think it says a lot about SCU that alumni parents want their children to have the same life-shaping experience they did."

Record year: Eva Blanco, assistant dean of undergraduate admissions and financial aid, with thousands of application files.



Nancy Trish Calderon serves as assistant vice president for development at SCU. "There is often an expectation among alumni that Santa Clara is a family, and their sons and daughters, nieces and nephews, grandsons and granddaughters, will have the opportunity to come to Santa Clara," she says. "But the University has evolved. The academic thresholds were so completely different in the '60s, '70s, or '80s than they are now." Alumni, she says, might think about their son or daughter and say, "He or she did better in school than I did and I got in, so why aren't they getting in?" It's just that the bar's a lot higher."

Consider the numbers: For fall 2011, there were around 13,300 applicants overall—including 2,600 legacy applicants—

for a freshman class size of 1,275.

Though the University does not officially track how admissions might affect giving by particular alumni, Calderon has seen rejection of a legacy student translate into a decrease in giving from some alumni. But that is not always the case, particularly when the student finds a different school that is a good fit. "Alumni come back because they say, 'Maybe that wasn't a mistake. Maybe Santa Clara wasn't the right place for the student.'"

Transference

Even if enrollment as a freshman is not in the cards, students may not be shut out of SCU altogether. "We aren't all on the same biological and intellectual

time clock," Mike Sexton says. "We have transfers who mature later, or had a deficit in their curriculum. They enroll elsewhere. They mature. They address their curricular deficits and show us proof of college-level success. Lo and behold, they are very attractive candidates as transfers."

Word has gotten around about that route; this past year, transfer applications were up 28 percent. And as Kathryn Kale and many alumni would attest, whether a student comes to Santa Clara in their first year of college or their third—and whether they're the first in their family or the fourth generation to attend—they may well find that the experience on the Mission Campus leaves them transformed. **Anne Federwisch** SCU

LAW

A weight on the heart

Alexander Law Prize honors Iranian human rights advocate Shadi Sadr.

Before Shadi Sadr left her native Iran, she was arrested, beaten, and imprisoned. Her crime? Doing her work as a lawyer: defending the rights of other Iranian women in prison.

Sadr escaped to live in Germany in 2009. On Nov. 11, 2010, Sadr—also a journalist and human rights advocate—received the Katharine and George Alexander Law Prize. Awarded annually by the SCU School of Law, the prize recognizes lawyers who work to extinguish injustice. This year the prize carries a special weight, since the law school is celebrating its centennial. (Watch for more on that in our summer issue.)

Sadr opened her acceptance speech with a thank you to Professor **Cynthia Mertens** and dedicated her remarks to human rights lawyer Nasrin Sotoudeh and Nazanin Khosravani, a journalist and civil rights activist, both now jailed in Iran.

Below are excerpts from Sadr's acceptance speech.

On her female clients:

When I met those women in prisons, when I agreed to represent them as

their attorney and read their thick case files, when I shook their hands and kissed their cheeks in greetings, when I saw the fear of death fill their eyes and saw their children cry bitter tears of separations, I gave them hope and optimism, and yet my own heart was weary and devoid of all hope to be able to really do anything for them. Those women walked out of the case files and the newspapers and entered my life. Their names and faces became a recurring part of my dreams.

On the Iranian government's scrubbing of the past:

My generation, a generation that came of age and went to school and college during the government of the Islamic Republic, has little information about the widespread violations of prisoners' rights in the 1980s. Even worse, complete and utter censorship about the news and information pertaining to that period has caused my generation to believe the official narrative, which mainly was that those who were executed in prisons were terrorists who killed innocent pedestrians in the streets.



Defender: Shadi Sadr

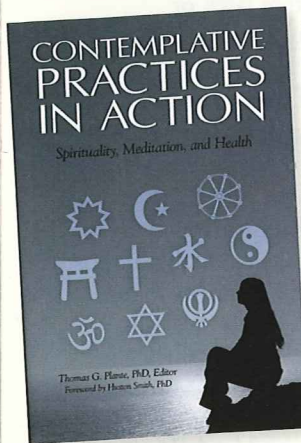
On suppression of postelection protests in 2009:

What occurred during the crushing of the postelection protests clearly showed what we thought was wrong. Violations of human rights occurred on such a widespread scale that it was only comparable to the events of the first decade after the revolution ... We witnessed how the government unjustly and unfairly labeled many people who, like myself, participated in the peaceful postelection demonstrations with the charge of "*Moharebeh*," which means taking arms against the government and is punishable by execution. **Justin Gerdes** SCU



WE B EXCLUSIVES

Read Shadi Sadr's talk in full at santaclaramagazine.com.

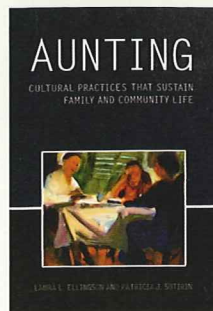


THAT ELUSIVE PEACE OF MIND

Thomas G. Plante, professor of psychology and director of the Spirituality and Health Institute at SCU, knows well how the practice of mindfulness, drawing on Eastern religions most recently, has taken an increasingly prominent place in modern health promotion and stress reduction. But

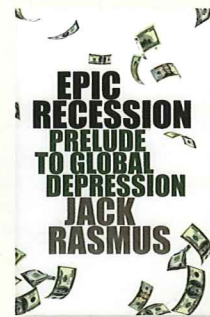
a secularization of mindfulness doesn't tell the whole story. *Contemplative Practices in Action: Spirituality, Meditation, and Health* (Praeger, 2010), edited by Plante, fills in some important gaps, reconnecting mindfulness and faith, drawing on Christian and other traditions from around the globe. Most contributors to the volume are SCU faculty and members of the Institute. Associate Professor of Counseling Psychology **Shauna L. Shapiro** and then-student **Hooria Jazaieri M.A. '10** collaborate on "Managing stress mindfully." Professor of English **Diane Dreher** is part of a team offering "Translating spiritual ideals into daily life: The eight-point program of passage meditation." **Sarita Tamayo-Moraga**, a Zen priest and lecturer in religious studies, contributes "Zen and the transformation of emotional and physical stress into well-being." Of special interest to busy businessfolk: **Andre L. Delbecq**, the J. Thomas and Kathleen McCarthy University Professor of Business, shares the what and how of his seminar on mindfulness for Silicon Valley movers and shakers. Associate Professor of Psychology **Gerdenio "Sonny" Manuel, S.J.**, and theologian Martha E. Stortz set things in motion with "A pilgrimage from suffering to solidarity: Walking the path of contemplative practices." **SBS**

IT TAKES AN AUNT



In *Aunting: Cultural Practices That Sustain Family and Community Life* (Baylor University Press, 2010), Associate Professor of Communication **Laura Ellingson** and co-author

Patricia Sotirin offer a fresh angle on society's changing definition of family—by looking at the ways in which aunts, mostly for better and occasionally for worse, affect the lives of their nephews and nieces. The authors leave few stones unturned as they look at aunts of all stripes: older and younger, loving and distant, traditional and outlaw. We meet aunts who are generational buffers, cultural and spiritual liaisons, keepers of family gossip, or simply warnings of "what not to become." Of particular interest are the "calabash" or non-biological aunts—some parents themselves and others childfree—who choose to enrich children's lives and who are, in turn, enriched by them. **Ellen Orleans**

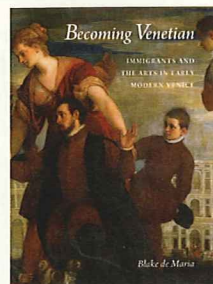


SO DEPRESSED

Epic Recession: Prelude to Global Depression (Pluto Press, 2010), by SCU Lecturer in Economics **Jack Rasmus**, sets out to answer a few fundamental questions: How on earth did we get here? Where is this thing going? What in the world should be done? By way of background, he notes that real wages haven't risen for the majority of Americans since 1973—a fact masked by low-interest loans that allowed folks to leverage the value of their homes. To fix things, Rasmus recommends ending tax breaks for the top 1 percent and restructuring the economy through "a job creation program, nationalization of the mortgage and consumer credit markets, new banking and tax structures, and a long-term redistribution of income through better healthcare and retirement systems." **Liz Carney '11**

WHAT BECOMES VENICE

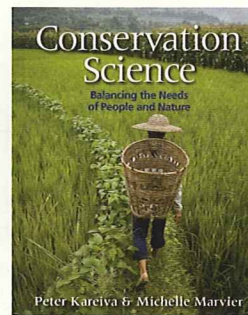
Renaissance Venice gave the world a remarkable and well-known artistic legacy. Less understood is the role that *cittadini*—the city's wealthy, naturalized immigrants—played in commissioning the arts. Enter *Becoming Venetian: Immigrants and the Arts in Early Modern Venice* (Yale University Press, 2010) by **Blake de Maria**, a professor of art and art history who directs the Medieval and



Renaissance Studies Program at SCU. Unique to Venetian society was the ability of foreigners to attain citizenship through a lengthy, often decade-spanning process that allowed immigrants to form social, personal, religious, and commercial relationships in the community. De Maria also captures the controversy surrounding some iconic works of art, such as Titian's *Annunciation* in the Basilica of San Salvador: Criticized by contemporaries, it is now praised for its symbolic dramatic tension and effervescent quality. **LC**

HOW CONSERVATION HAPPENS IN THE REAL WORLD

Squaring the needs of nature and a human population approaching 7 billion is the subject of *Conservation Science: Balancing the Needs of People and Nature* (Roberts & Co., 2011), by **Peter Kareiva** and **Michelle Marvier '90**. Their new textbook is also a how-to manual for a world where principles from economics and political science are as important to conservationists as those from ecology and population genetics. Kareiva and Marvier have 30-plus years of combined experience doing conservation work in the field. Kareiva, chief scientist for the Nature Conservancy, directs conservation science programs at Santa Clara; Marvier, a professor of biology and environmental studies at SCU, has advised the U.S. Environmental Protection Agency, the U.S. Department of Agriculture, and the Nature Conservancy. They credit SCU students with helping shape their ideas here; two students, **Corey Morris-Singer '03** and **Vasilissa Derugin '05**, contributed essays. The authors concede that their central theme—that "conservationists must look beyond national parks and other protected areas, where human activity is restricted, to human-altered areas and the benefits that nature offers to society"—is controversial. But they insist that we must "explore how conservation can protect nature, not from, but for people." **JG SCU**



WEB EXCLUSIVES

Laura Ellingson reads from *Aunting*. Listen in at santaclaramagazine.com.

SPORTS

Big kicks

A conference championship, 100 career victories, and coach of the year for Cameron Rast '92

It was a season of milestones for Santa Clara men's soccer coach **Cameron Rast '92**. He notched his 100th career head coaching victory. His team won the fourth West Coast Conference championship of his nine-year head coaching tenure and returned to the NCAA playoffs after a rare two-year absence. And his peers named him WCC Coach of the Year, the fourth time he's received the honor.

Things hadn't looked nearly so bright at the season's start. In September, the team stumbled to four losses in its first six games, validating a coaches' poll that forecast the Broncos to finish a distant fifth in the seven-member WCC, the lowest preseason ranking ever. It was an eye-opener to how they'd fallen in some peoples' minds, Rast says.

But after the shaky start, Rast pushed his players into more aggressive, goal-minded tactics, and the team rallied behind him, losing just once in its final 14 outings and going 7-1-4 in WCC play.

"If you're not doing well you can sit around and feel bad about it, or you can do what you need to do to change," he says. "Our guys did a great job of owning the lack of success and doing what it took to win."

Turf history

Rast's recent accolades are just the latest addition to a résumé that goes back two decades at Santa Clara. As a player, the Southern California recruit spearheaded SCU's 1989 NCAA national co-championship squad which, more than 20 years later, remains the last Division I men's soccer

team to go undefeated.

The team matched ferocious scoring power with stingy defense—and Rast was key to both. As sweeper, he anchored the defense alongside twin brother **Matt Rast '92**. But he proved almost as good at scoring goals as stopping them.

He tallied 11 goals in 1989, most of them from the penalty spot, and was second in scoring only to teammate and future MLS star **Paul Bravo '93**. In the two decades since, only one Bronco of any position has surpassed the total that Rast scored as a defender that year. (That honor belongs

to **Jamil Walker '04**.)

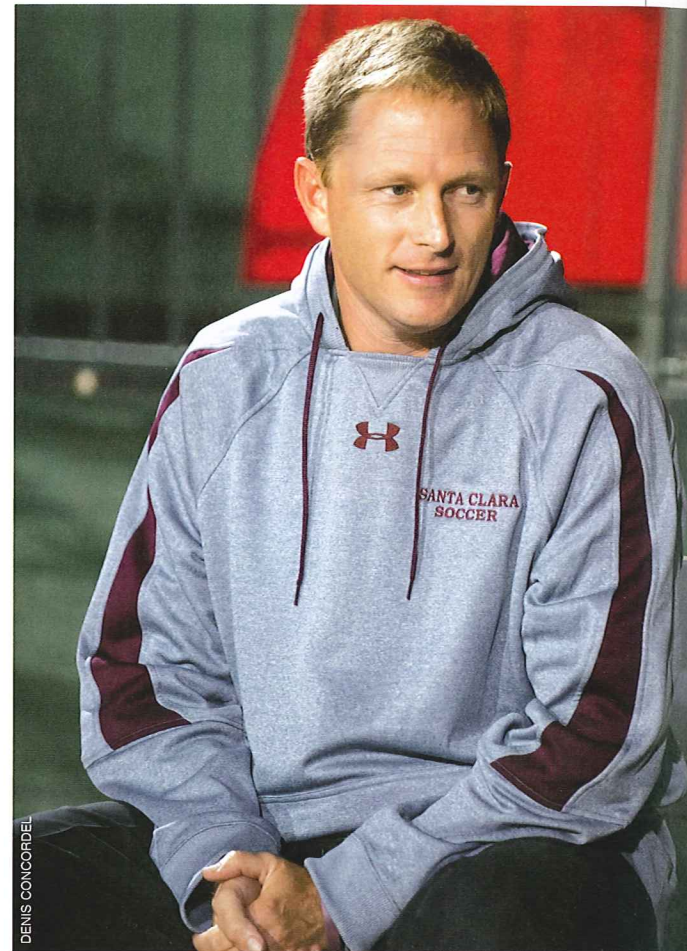
In 1991, Rast again captained the Broncos to the NCAA finals.

A two-time All-American in college, Rast went on to win gold at the 1991 Pan-American Games, to captain the 1992 U.S. Olympic Team in Barcelona, and to coach the U.S. Under-17 National team. Through it all, his connection to Santa Clara has gone virtually uninterrupted.

In 1994, he began as an assistant coach for the program, taking over the top position

in 2002. In 2003, he guided Santa Clara back to their fifth appearance in the College Cup, soccer's Final Four. In 2006, he was inducted into Santa Clara's Athletic Hall of Fame.

As coach, he continues the legacy



Rast at rest: But not on his laurels. He has high hopes for next season.

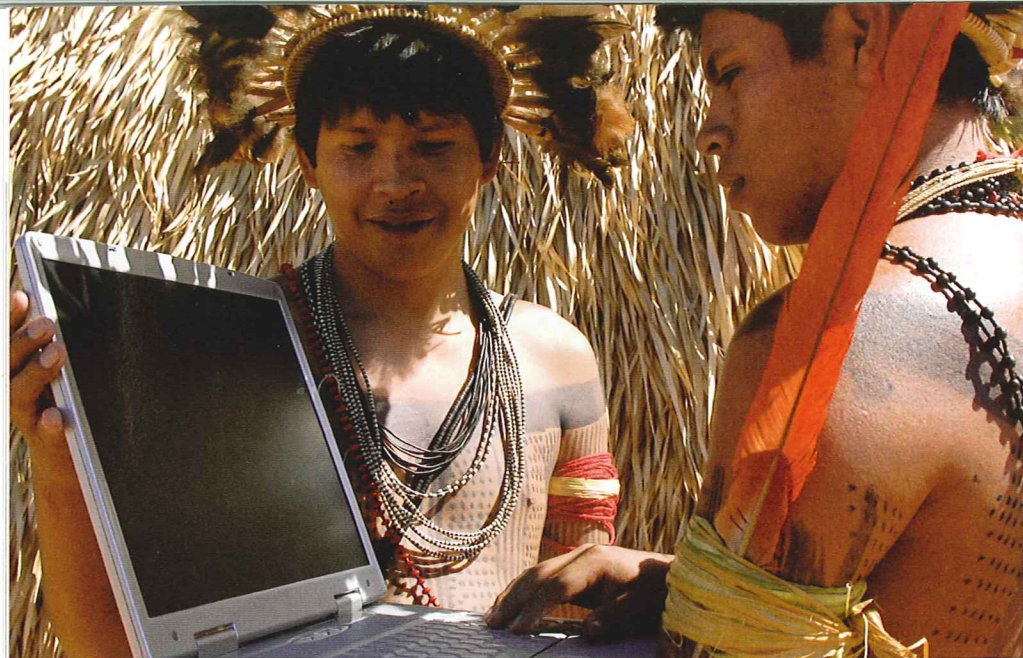
of top-flight soccer at SCU that he helped establish as a player. He doesn't have to look far for others who've been to the top. His coaching staff includes assistant head coach **Eric Yamamoto '90**, goalkeeper on the '89 squad, and volunteer assistant **Jeff Baicher '91**, the star playmaker of the championship team.

His goal as coach is to take the team back to the College Cup. Next year with most of his players returning, he likes his team's chances.

"The goal every year for us is getting there that final weekend," he says. "If you're playing well, anything can happen." **Sam Scott '96 SCU**

WEB EXCLUSIVES

See photos from this season and read about the undefeated 1989 Broncos at santaclaramagazine.com.



Power up: The Amazon Conservation Team, a Tech Awards laureate, pairs traditional knowledge with tech to help the Surui people and their forest.

TECHNOLOGY

Taking innovations to scale

Inaugural conference on the Mission Campus draws the best of the Tech Awards.

Imagine a world in which the unemployed find jobs with their cell phones, doctors use cell phone-mounted microscopes to diagnose malaria in patients they've never met, and infants and the elderly receive needle-free vaccinations. Sounds far-fetched, but these innovations—SoukTel, CellScope, and PharmaJet, respectively—and a dozen more with the potential to improve or extend the lives of millions, already exist. They just need a push to reach scale.

Taking innovations to scale, and honoring the bright minds that conceive them, was the focus of a pair of events last fall involving SCU. On Nov. 4, SCU's Center for Science, Technology and Society (CSTS), NetHope, and the Tech Awards Presented by Applied Materials Inc. co-sponsored a day-long conference, "Technology Solutions for Social Impact: Taking Innovations to Scale." The conference focal point, the Tech Awards Showcase, featured social entrepreneurs introducing their world-changing ideas to a

"Innovation is not easy, but it is understood. Scale is so rare and special."

DAN SHINE, USAID

packed house at the Paul L. Locatelli Student Activity Center.

The entrepreneurs were all members of the Tech Awards' annual class of laureates. Each year, the Tech Awards, a partnership of the CSTS and San Jose's Tech Museum, honors innovators working to deploy technology for the good of humanity. The class of 2010 was culled from more than 1,000 nominations, gathered largely by the CSTS,

from some 50 countries. The final 15 laureates were selected by a panel comprising SCU faculty, executives from Fortune 500 companies, and thought leaders from research institutions and the public sector. During the week of the conference, laureates networked with Silicon Valley venture capitalists and picked up best practices distilled from CSTS' work with social entrepreneurs in its Global Social

Benefit Incubator program.

Conference organizers hope the mixture of networking and mentoring will vault the laureates' bold ideas from the margins to the mainstream. "Innovation

is not easy, but it is understood. Scale is so rare and special," Dan Shine, a senior advisor to the U.S. Agency for International Development (USAID), said in the morning keynote address. But, he added, "Science and technology innovations enable scaling. Technology can obviously be an equalizer." For the 2010 laureates, technology already has been an equalizer. Shine observed that more than half of the 15 projects being honored by the Tech Awards in 2010 were mobile solutions.

We need the undreamt-of to be dreamt

The 10th Annual Tech Awards Gala was held Nov. 6 at the Santa Clara Convention Center. A \$50,000 cash prize went to five laureates in the fields of economic development, education, environment, equality, and health. Winners included: Alexis Belonio and the Philippines-based Center for Rice Husk Energy Technology, for developing a rice husk gasification technology that can power stoves or small-scale industrial applications; Rajesh Shah and India-based Blue Planet Network, for developing Peer Water Exchange, a global online network for sharing best practices for safe drinking water solutions; and Kevin Lee and Philippines-based A Single Drop for Safe Water, for developing community-driven water-management systems.

Sharing the stage with the Tech Awards laureates was the recipient of the 2010 James C. Morgan Global Humanitarian Award, Queen Rania Al Abdullah of Jordan. The award is sponsored by Applied Materials Inc. and presented by the Tech Museum. Queen Rania was honored for her efforts to promote human rights and access to education around the world.

"We need the imagination of our most creative thinkers like you to dream up new ways of raising financial and political capital so we can put every child in school," Queen Rania told laureates. "We need need the unthought-of to be thought, the undreamt-of to be dreamt." **JG**

ADMINISTRATION

Comings and goings

Silicon Valley vet takes the helm at the Center for Science, Technology, and Society

This September, **Thane Kreiner** began his work as the new executive director for the Center for Science, Technology, and Society with a modest goal: By 2020, leverage the work of the center to affect the lives of a billion people. At the same time, the center has begun taking important strides toward playing a more active role on the SCU campus.

Kreiner, who also holds the title of University Professor of Science and Technology for Social Benefit, hopes to leverage some remarkable networks to take ideas for social benefit to scale: alumni of the Tech Awards and SCU's Global Social Benefit Incubator; plus the global network of Jesuit higher-education institutions. This winter took him to India to meet with social entrepreneurs who are part of those groups.

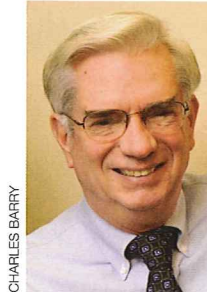
Turning science and technology to a social good has long been something that matters to him deeply, Kreiner says. He comes to his new post having served as president and CEO of PhyloTech, a startup company focused on advancing human and environmental health. He founded and directed two other startup companies, preSage BioSciences and iAccessCare, and served as president and CEO of the company now known as iPierian. But Kreiner is no stranger to SCU; he is a longtime member of the advisory board (and its executive committee) of the Markkula Center for Applied Ethics.



Thane Kreiner

Jim Briggs heads for School of Applied Theology in Oakland

Jim Briggs, who served as executive assistant to the president since 1999, has stepped down from his post at SCU to become executive director of the School of Applied Theology (SAT), an affiliate program of the Graduate



Jim Briggs

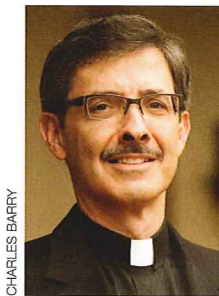
Theological Union in Berkeley—of which the Jesuit School of Theology at SCU is also a part. Briggs also expects to devote more time to an organization he helped co-found several years ago, Companions in Ignatian Service and Spirituality.

Briggs assumed the role of president's chief of staff a dozen years ago with a decade of work at SCU already under his belt, having served 1989–99 as vice president for student development

and then vice provost for student life and dean of students.

Before joining SCU, Briggs directed career services at the University of California, Berkeley and Georgetown University, and he served as campus minister at the University of Miami.

Kevin Quinn, S.J., tapped as president for University of Scranton



Kevin Quinn

Fr. **Kevin Quinn** departs the Mission Campus to take on responsibilities as the 25th president of the University of Scranton. At SCU, Fr. Quinn served as executive director of the Ignatian Center

for Jesuit Education since 2006; he has also held the post of professor of law and taught a seminar in bioethics and the law. Ordained a priest in 1985, he previously taught at Georgetown University. **SBS**

Santa Clara Snapshot: 1981



First and ten: Sun, shouts, and home-field advantage at Buck Shaw Stadium

1 case of peanut butter purchased by campus dining services per week versus 6–7 previously, due to nationwide shortage of peanuts

3 pools

7 sports for women

14 sports for men

400-person squirtgun battle slated to last one month, organized by Associated Students and McLaughlin Hall

\$1,330 tuition per quarter

\$50 million campaign goal for new resources to come in during a five-year period

Justine Macauley '10 and **Kellie Quist '10**



LIFE CYCLE

Luminous beauty and the delight of discovery—a photo essay by Guggenheim fellow **Susan Middleton '70**. And a sneak peek at a show opening in April in SCU's de Saisset Museum.

When Susan Middleton describes what she's after in her photography, the conversation will navigate the currents of science, poetry, and art, and where these waters converge. Though in one sense, she says, simply, "I'm only trying to compose an image." But what an image.

Work from two remarkable projects—

Evidence of Evolution and *Spineless: The Backbone of the Sea*—forms the show *Life Cycle*, opening April 8 at the de Saisset Museum. Along with a reverence for the vanished, there's humor—and portraits of marine invertebrates that are tiny and heroic, wondrous and iridescent: a flame scallop whose tentacles unfurl, a Christmas anemone blossoming.

"People need to be inspired," Middleton says. "And I think the way to feel inspired is to feel connected to life itself."

The Murre eggs at the top of this page—patterned as if Jackson Pollock were decorating for Easter—are among the endangered or extinct species portrayed in *Evidence of Evolution*. That project, which yielded a book published by Abrams in 2009, draws from the collection of the California Academy of Sciences, where Middleton chaired the photography department from 1982 to 1995. The marine invertebrates, which will populate her next book project, are from *Spineless*.

Middleton summons the individuality of her subjects in

her portraits—just as a human portrait photographer strives to capture a personality. That's no accident; Middleton's development of her oeuvre included a stint with Richard Avedon.

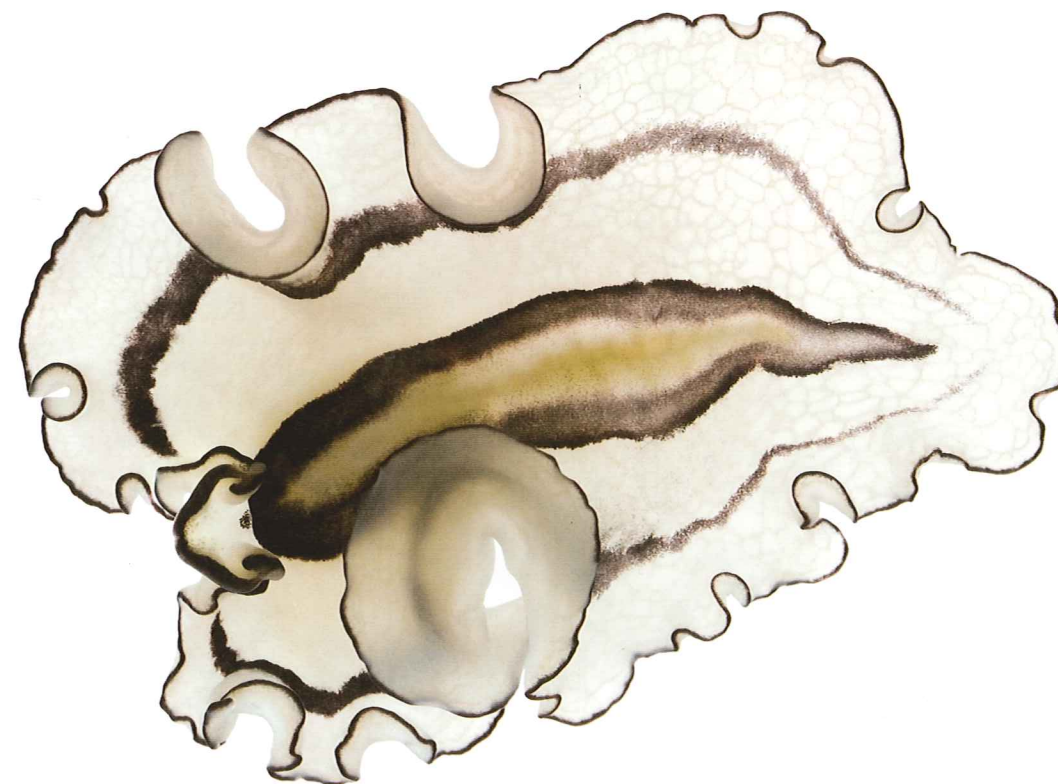
A native of Seattle, Middleton studied sociology at Santa Clara and took every art class she could. After graduating, she worked at the de Saisset Museum with Director Lydia Modi Vitali and became enthralled with painting, sculpture, performance, conceptual and video art; only later photography spoke to her, once she saw its transformative power.

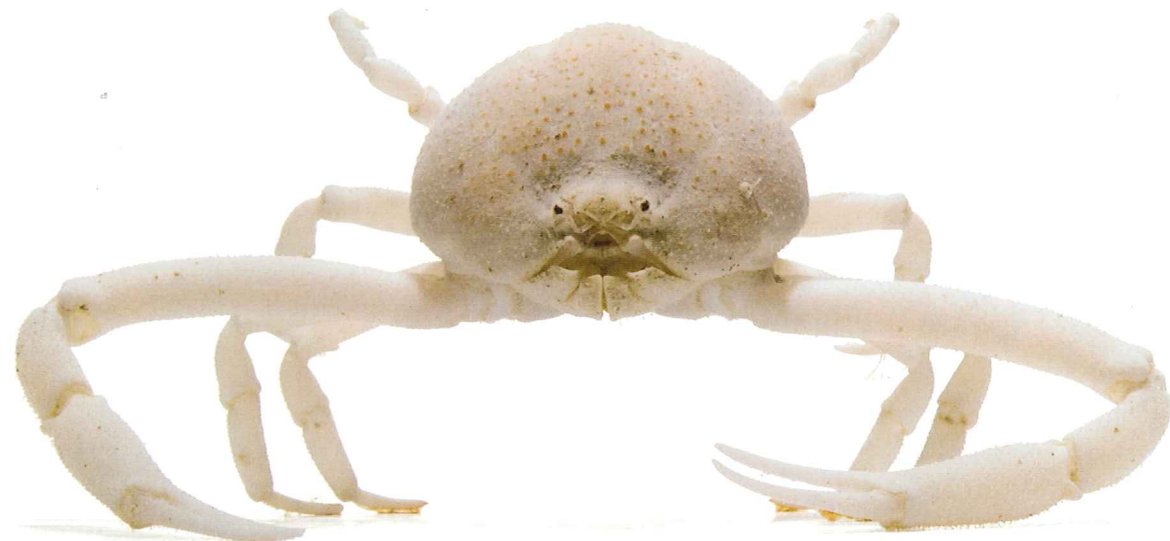
The work she has done since may be charged with urgency—the endangered North American species portrayed in *Witness* (Chronicle Books, 1994)—or dazzling luminosity, as in *Remains of a Rainbow: Rare Plants and Animals of Hawaii* (National Geographic, 2003), which includes a foreword by U.S. poet laureate W.S. Merwin. The biologist E.O. Wilson assessed that Middleton's portraits "speak to the heart. In the end their kind of testimony may count as much toward conserving life as all the data and generalizations of science."

We can only offer a hint of what's in store in the exhibit. Some of the creatures in *Spineless* are new to science, and Middleton is the first to photograph them, ever. Highly recommended: Come to the opening reception April 8—or meet Middleton yourself at her artist's talk at the museum on May 12. See and read more, including an extended Q&A with Middleton, at santaclaramagazine.com. **Steven Boyd Saum**



OPPOSITE: Common Murre Eggs. *Uria aalge*. Collected at Farallon Islands, Calif.—the primary breeding grounds of these seabirds. They breed in dense colonies and they make no nest. A single egg is incubated on bare rock. **ABOVE: Fragile File Shell, Flame Scallop.** *Lima fragilis*. Photographed in the French Frigate Shoals, Hawaii. Tentacles are extended to confuse predators; they are sticky and readily detach. **BELOW: Flatworm.** *Pseudobiceros gratus*. Photographed in the Palmyra Atoll, Line Islands. This carnivore is one inch long and hides under rocks by day.





ABOVE: White Crab. *Leucosiidae*. Collected from deep water in a modified lobster trap in the French Frigate Shoals, Hawaii. The distance between its eyes is 1 centimeter. **BELOW: Christmas Anemone.** *Urticina crassicornis*. Photographed at Friday Harbor Lab on San Juan Island, Wash. Middleton waited more than three hours for the anemone to open completely—the gesture shown here. **OPPOSITE: Brittle Star.** Phylum *echinodermata*. Class *ophiuroida*. Found in French Frigate Shoals, Hawaii. Their flexible arms have earned them another common name: Serpent Stars. All of their vital organs are located in the central disc.



Can newspapers & journalism survive the digital age?

Does it
matter?

Pulitzer Prize-winning journalist **Jeff Brazil '85** goes looking for answers.

Back in 1995, Craig Newmark of Craigslist lore was just an unknown technologist who started a “hobby” of publishing an e-mail distribution list of social events where people in San Francisco could meet up. Fresh off a lengthy stint at IBM, he had just taken a job with Charles Schwab, he was new to the city, and he thought something simple that informed people of upcoming art and technology events would be helpful. From its earliest moments, his effort was noteworthy for its culture of trust, its sense of civic service, its passion for the San Francisco community, and its dis-embrace of all things commercial. Today, it is common in newspaper and journalism circles to finger Craig Newmark’s hobby-turned-global-classified-advertising-portal, Craigslist, for the dramatically vulnerable position newspapers find themselves in by his having poached the industry’s primary revenue source.

But around the time Craigslist was unfolding, I was working as a reporter with the *Los Angeles Times*, and there was a moment in the newsroom that left me wondering whether newspapers were beginning to lose their way for completely different reasons. It happened on a weekend when a reporter colleague was doing a routine check-in of the Los Angeles-area police stations to see if any newsworthy crimes had occurred. One station told her there had been a fatal gang incident involving several youths. I overheard her end of the conversation in which, toward the end of the phone call, she asked something to the effect of, “Was there anything unusual about it?” The next day, the newspaper ran only a small article about the disturbing incident in an inside section of the paper. I remember wondering whether this symbolized a disconnect between the newspaper and the community, a breach of the newspaper’s covenant as watchdog and guardian. The incident stayed with me long afterward, even after I left the *Los Angeles Times* and the newspaper industry, and especially in those moments when I’ve reflected on how we arrived at the current crisis in newspapers and journalism.

Without a doubt, the off-the-cliff drop in classified advertising due to Craigslist has been a major dilemma for the newspaper industry. But another cause of the crisis—arguably, a more fundamental one because it is both structural and existential—has been the struggle for newspapers and journalistic entities to stay true to their larger social mission in their communities and beyond.

The roots of this erosion, I believe, can be traced back to the nature of contemporary media ownership and industry consolidation that has resulted in the dramatic reshaping of news gathering in the pursuit of higher monetary profits. I saw this phenomenon firsthand before I left the newspaper industry in the fall of 2000.

What’s interesting about the conversation that typically takes place about the sustainability of the newspaper industry is that, while the loss of classified advertising due to Craigslist is real, the intangible issues highlighted by Craigslist are no less real. Trust, respect, engagement of the community, a sense of community service, not being greedy—these are the qualities that have helped Craigslist and Newmark, its unassuming

“ I don’t think that the survival of newspapers—as a daily paper entity that is delivered to homes or available on newsstands—is important ...

founder, prosper. But such characteristics were once aspirational goals of newspapers, if not actual ones. Craigslist last year was heavily criticized for its “adult services” section, which seemed to all but promote prostitution, and the company appears to have responded positively to concerns expressed by government, media, advocacy groups, and celebrities. But that issue aside, when I listen to Newmark, aka “the man who killed the newspaper,” talk about his appreciation for the importance of public service journalism and especially investigative journalism, I cannot help but feel he sounds far more like a journalist and newspaper advocate than most contemporary newspaper publishers and owners do.

Watchdogs and press lords

EDITOR JOHN CARROLL IS ON A SHORT LIST of any American journalist’s list of most respected newspaper editors. A former top editor of *The Baltimore Sun*, *The Lexington Herald-Leader* (in Kentucky), and the *Los Angeles Times* (our careers crossed there for just a few months in 2000) and ex-metropolitan editor at *The Philadelphia Inquirer* when it won numerous Pulitzer Prizes, he has invested considerable time investigating the future of newspapers and journalism thanks to support from the Knight Foundation and the Shorenstein Center. As part of his research, he interviewed dozens of luminaries, one of whom was super-investor Warren Buffett. His time with Buffett drove home the reality of the utterly remade landscape newspapers and journalism faced and also highlighted that the industry itself is responsible for significant portions of its plight.

“I spent a Saturday morning with Buffett in his office in Omaha,” Carroll recounted. “He told me hilarious stories about how he realized that newspapers were a racket. He told me about a conversation he had with a British press lord who owned a paper in the city across the river from Omaha. Buffett told me he asked this press lord one time, ‘How do you

decide how much to raise your advertising rates?’ He said the press lord laughed and told him, ‘Oh, I tell my American managers, every year we raise them of course, but I think that a 45 percent profit margin is probably enough.’ He said, ‘After you get by that, you’re almost gouging.’

“Buffett thought that was the funniest thing he’d ever heard—45 percent. So Buffett got into the business. And he invested in *Washington Post* stock in the early 1970s. By the time the *Post* stock peaked in 2004 ... [it] was worth 175 times what he had paid for it. That just tells you what a lucrative business it was ... We had a quasi-monopoly.”

No more. “With the Web, the 11-year-old kid down the street can sell ads online just as much as the guy who has \$200 million worth of printing presses,” Carroll said. “Advertising has become plentiful and cheap. And that has really crushed newspapers’ ability to do what they have done in the past.”

Nobody can be expected to be sympathetic toward an industry being torqued by the same Darwinian forces it has employed to its advantage for decades. But newspapers aren’t just another industry. They still occupy a unique role in journalism. And journalism occupies an indisputably essential role in democratic society.

“I don’t think that the survival of newspapers—as a daily paper entity that is delivered to homes or available on newsstands—is important,” said Professor Howard Gardner of Harvard University, a pioneering scholar in ethics, human intelligence, and social science. He has written extensively on how market forces have affected the fields of journalism and genetics. “But if you ask whether journalism as a profession is necessary, the answer is a resounding yes.

“Journalism came into its own in democratic societies over the last century and has made an enormous difference in the health of those societies.

“It is hard to think of American history in the latter half of the 20th century without thinking of the Pentagon Papers, Watergate, and more recently, the investigative journalism that did or did not take place concerning the alleged weapons of mass

destruction in Iraq,” Gardner said.

Going back a bit further, to the early part of the 20th century, C.C. Regier in *The Era of the Muckrakers* chronicled the crucial link between watchdog journalism and social reform: “The list of reforms accomplished between 1900 and 1915 is an impressive one. The convict and peonage systems were destroyed in some states; prison reforms were undertaken; a federal pure food act was passed in 1906; child labour laws were adopted by many states; a federal employers’ liability act was passed in 1906, and a second one in 1908, which was amended in 1910; forest reserves were set aside; the Newlands Act of 1902 made reclamation of millions of acres of land possible; a policy of the conservation of natural resources was followed; eight-hour laws for women were passed in some states; racetrack gambling was prohibited; 20 states passed mothers’ pension acts between 1908 and 1913; 25 states had workmen’s compensation laws in 1915; an income tax amendment was added to the Constitution; the Standard Oil and Tobacco companies were dissolved; Niagara Falls was saved from the greed of corporations; Alaska was saved from the Guggenheims and other capitalists; and better insurance laws and packing-house laws were placed on the statute books.”

In recent months, even amid historically distressing conditions, newspapers across the country have continued to research and publish stories that have exposed corruption and injustice at local and national levels, held powerful people accountable, and revealed inequities enjoyed by the privileged:

- **The Milwaukee Journal Sentinel:** Its “Cashing in on Kids” series exposed rampant fraud and other abuses in Wisconsin’s taxpayer-subsidized child-care system.
- **The Chicago Tribune:** The paper brought to light serious inequities in the University of Illinois by showing how hundreds of students with inferior academic performances were accepted ahead of more deserving students because they were well connected.
- **The Sarasota Herald-Tribune:** It analyzed a massive number of real estate transactions in Florida for the last decade and exposed how a scheme in the housing market happened and, ultimately, contributed to the economic collapse in the state.

- **The Washington Post:** Coverage of a fatal Metro crash initially characterized as a freak accident revealed a track record of systemic negligence in ignoring emerging safety issues.
- **The Kansas City Star:** A six-month investigation documented the rising numbers of immigrants who wind up being trafficked and held against their will for labor, sex, and money in the Midwest.
- **The Seattle Times:** Its exposé on the collapse of Washington Mutual detailed how exotic, predatory practices doomed a 119-year-old institution that had survived the Great Depression and the savings and loan crisis.

A cursory Google search of noteworthy newspaper exposés and watchdog journalism from 2010 and 2009 would unearth scores of other examples. (And yes, that is a telling—if obvious and practical—recommendation.)

While few thoughtful individuals would argue that the print newspaper as a form is sacrosanct, the fact is that in the journalism world, print newspaper organizations still produce the vast majority of the news that is packaged in other forms on radio, television, and the Internet. And when it comes to specific types of journalism—investigative, public service, reporting derived from the local city hall, county government, state government, courthouse, and police station—it’s the print journalists who are still the primary ones doing the in-depth digging.

“Even if we assume that basic, breaking news would still somehow get out on the Internet without newspapers, think about all the things that have been dug up in the last few years by newspaper reporters—whether you’re talking about the national level (CIA waterboarding and black-site prisons, abuses at Abu Ghraib prison, the Jack Abramoff lobbying scandal) or at the local and state level, say in California (the city of Bell salary scandal, scandals at the L.A. County hospital and the LAPD)—the public would know little or nothing about any of those topics if it weren’t for newspapers. So yes, we better care,” said Eric Lichtblau, a *New York Times* investigative reporter. Lichtblau won a Pulitzer Prize for national reporting in 2006 for a series of stories on secret eavesdropping on American citizens by the Bush Administration. The stories stirred a national debate on the boundary line between fighting

But if you ask whether journalism as a profession is necessary, the answer is a resounding yes.”

terrorism and protecting civil liberty. Lichtblau, a former colleague of mine from the *Los Angeles Times*, is a study in aplomb, not given to alarm. "Some of what's happened to newspapers is self-inflicted; newspapers were slow to see the advent of the Internet and the tremendous impact it would have," he said. "If more media executives had tried to position themselves five or 10 years ago as information providers—providing instant business data like Bloomberg, for instance, or government data like the Center for Responsive Politics—rather than through the traditional news prism, we might not be operating so dangerously close to the margins right now in our financial schemes."

"No one is certain how it will all shake out."

After 25 years as a reporter and editor at *The Miami Herald*, *The Atlanta Constitution*, the *Los Angeles Times*, *The Orange County Register*, and *The Honolulu Advertiser*, news executive Mark Platte recently moved into broadcast journalism as news director for *Hawaii News Now*, Hawaii's largest broadcast news entity. He told me: "Journalism is absolutely under siege, and though we keep hearing that it's actually a good thing that more and more people can practice journalism through blogs, tweets, and other electronic means, it's absolutely a false notion. Great media institutions spend time and money to research, investigate, and publish important stories worthy of the public's attention. If that goes away, we are a poorer society."

Crowdsourcing and the end of fat, happy days

ALL TIM BERNERS-LEE WANTED TO ACCOMPLISH

when he conceived the platform that would lead to the creation of the World Wide Web, on Christmas Day 1990, was to make it easier for a group of geeky, genius physics researchers to communicate and share their research. Even a few years in, he had little sense that he and computer scientist Robert Cailliau and others had set in motion a force that would trigger the third major shift in human communications and culture, from print to digital.

Elisabeth Eisenstein in *The Printing Press as an Agent of Change* has written extensively about the second major revolution in communications and culture, from manuscript to print (the first revolution being from oral to manuscript). She traces three seminal movements in human history directly to the invention of the printing press—the Renaissance, the Protestant Reformation, and modern scientific inquiry. Point being, communication and media

revolutions are far more sweeping than we understand in the moment, and we are living through the very early years of another pivot point in human history as far as communication and culture. Prior communication revolutions have disrupted multiple domains—science, religion, politics, education, medicine, commerce, and media, of course—and the digital version is no different. Newspapers and journalism are hardly alone in their pain and disorientation.

"We're not the only industry that's been affected by disruptive change, and we shouldn't think of ourselves as being the only one," said Marty Baron, editor of *The Boston Globe*, one of the earliest newspapers to embrace an aggressive strategy on the Web and in the digital space. "Take a look at the music industry, the entertainment industry, the travel industry. There are a whole range of industries that have been dramatically affected by changing technology. Where we as an industry failed ourselves was not investing in research and development. The industry had its fat, happy days and it wanted to maintain its fat, happy days."

"When I look at the signature innovations in the media environment of the last 10 years, not a single one of them grew out of a traditional media company. Not Google. Not Flickr. Not YouTube. Not Facebook. Just run down the list of the most interesting new players in the media environment and not one of them came from a traditional media organization," Baron said.

Through the decades, newspapers and journalism have been reshaped by several communication and media innovations. The invention of the telegraph, radio, television, and cable all forced dramatic rethinking. Some entities didn't make it. New ones arose. The principles of creative disruption did what they do in the way that they do, bringing pain and uncertainty, but also progress and innovation.

But the Web is different from past disruptions. It is a combination of all of them rolled into one, and then some. It's audio. It's video. It's mobile. It's ubiquitous. It's ever-present. It's instant. It's whenever you want it, wherever you are. Today's version of the Web radiates a completely different energy than even the early days of the Web in the 1990s when we had dial-up connections. Broadband and speed are what truly reframed the world for media and information enterprises like newspapers.

"The old business models are not working in part because they are based on old understandings of what it means to read a newspaper," said media scholar Henry Jenkins. He has been at the forefront of probing how digital-age forms of sociality, connectivity, and communication have affected journal-

ism, entertainment, and media. "News consumption is now much more of a collective than a solitary experience," said Jenkins, who recently joined the University of Southern California after leaving the Massachusetts Institute of Technology, where he directed MIT's Comparative Media Studies graduate program. "We still imagine the classic image of the gentleman having breakfast, sipping tea, his newspaper open in front of him, seeking refuge from any and all interruptions. ... The problem is that while some of us old-timers may still read the newspaper that way, most of us do not."

For starters, swap the newspaper for a computer, Jenkins said. "We follow links sent by our friends. We catch news on apps we read while riding the bus to school or work. We check out blogs or Twitter feeds from folks we know have a good track record of identifying news content which matters to us. We are constantly checking news because news comes to us through every conversation we have throughout the day. So until the business models for news are aligned with how people are consuming news, rather than trying to discipline us to continue old practices in a new context, they are going to fail to capture much of the public interest in news, and they are going to seem increasingly odd to younger readers who have come up in a much more participatory culture."

Journalism remains important even to new media entities. And actually, some new Web-based organizations are successfully accomplishing some of what newspapers and journalists have traditionally done.

In the violent aftermath of the disputed presidential election in Kenya in 2007, a small group of activists, technologists, and bloggers created a crowdsourcing website called Ushahidi, which means "testimony" in Swahili. It collected eyewitness reports of violence sent in by e-mail or text, and created Google maps, so people would know what was going on and could try to stay safe. Ushahidi was also used following the tragic 2010 earthquake in Haiti to allow citizens to collectively report urgent or dangerous situations or where people needed to be rescued. The technology is free and open-source, so it is being used by more and more organizations in pressing situations where mapping and crowdsourcing can make a meaningful contribution. Another website, mySociety, provides people in local communities with simple websites and tools to track what their local politicians and elected civic leaders are doing, opportunities to communicate with them about problems in the community, and mechanisms to create e-petition drives and connect with other members of their community. Still another entity, the Harry Potter Alliance, uses its website and social networking

Broadsheets and spreadsheets

Jack Gillum '06

Database Editor, *USA Today*

It was long dubbed an open secret in Arizona's education system: Over and over again, failing students still skated along to the next grade. But how? It was tricky for education reporters to move past the he-said/she-said details. Was the scandal mere conjecture? Were grades being inflated? And just how could journalists examine kids' academic records?

Elsewhere, in higher education, critics of major-college sports programs long derided the ballooning dollars funneled to athletics, particularly football. What critics didn't know, however, was where the funds were coming from—often from taxpayers—and even powerhouse schools received public handouts.

Both were fodder for in-depth news stories. Yet, until recent years, reporters had few tools to pry answers loose.

My colleagues and I labor away in newsrooms because we love asking the hard questions. And while the shoe-leather approach—ambush interviews, press conferences, phone chats—has long been part-and-parcel of reporting, it doesn't get everything.

As a student, my eyes glazed over when I was subjected to social science research methods, had to lumber through statistics software, or even organize information into a database; today, those tools are often essential in finding a story that few have told.

Such was the case at the *Arizona Daily Star* in Tucson, where I and a team of reporters pursued public records for months, asking schools for all of their students' grades.

It took weeks to sift through and clean up millions of records, from a 6th-grade algebra score to an 8th-grade chemistry midterm. The results? By gaining a first-ever look at individual grades, we found students repeatedly received failing grades in key classes (like English and math) but were still being pushed along each year toward graduation. The phenomenon—dubbed social promotion—was one that was hard for educators to ignore.

The same tricks apply to universities. At *USA Today*, my colleagues and I scanned tens of thousands of documents detailing more than 200 public schools' athletic department budgets. Through our programming and statistical analysis, we found that even the largest football programs received millions of dollars from taxpayers—and that the figure has been climbing for years.

The challenge for journalists, particularly those at newsrooms with shrinking budgets, is gaining access to information that increasingly is digital. I've too often been denied public-records requests because of "proprietary" databases, or because officials didn't know how to retrieve information in the first place. Unfortunately, it might take lawyers (and months of persistence) to get those records. If a newspaper is running on monetary fumes, a lawyer might not ever appear in the picture.

Computer-assisted reporting has become essential to modern newspaper investigations. It's how reporters in Boston found that minorities were more likely to get a speeding ticket than a warning (it wasn't by chance), or how a team of journalists in New York discovered CEOs backdating their stock options.

However the media landscape evolves this decade, journalists will be called upon to sort a spreadsheet or analyze a database—perhaps just as often as they will need to make a phone call to the mayor's office. **SCU**

"It might take lawyers (and months of persistence) to get those records."

“A great deal of experimentation is occurring. Journalists are multiplying in the digital ecosystem.”

to mobilize its growing community of *Harry Potter* fans and issues-conscious activists to take civic action in a variety of social issues. In the summer of 2007, for example, the group convened gatherings around the country intended to increase people's awareness of the Sudanese genocide. The group has also marshaled its community in the fight for workers' rights at Wal-Mart, against Proposition 8 in California, and to promote literacy for underprivileged children.

Newspapers and news organizations “did not anticipate that networks would afford many-to-many communication, not just act as a more efficient channel for few-to-many broadcast,” said Howard Rheingold, author of two prescient books on the digital age, *Smart Mobs* and *The Virtual Community*. “I think that was the most important oversight.” Rheingold is an Internet pioneer and a genuine fan of the new connectivism brought on by the digital revolution. “New forms of journalism are arising,” he said. “A great deal of experimentation is occurring. Journalists are multiplying in the digital ecosystem.” And yet: “Real questions remain about how long-form investigative journalism will be supported. I'm neither a knee-jerk pessimist nor a digital utopian. We need to remain concerned in many ways over the health of the public sphere.”

Santa Clara University's **Chad Raphael**, an associate professor of communications and a scholar in the history of news, says journalism is a more diverse field than it used to be—a good thing—and has a bigger audience than ever with the Web. But, he says, the technological and economic issues are very real twin threats. “I'm mainly concerned that journalism be able to support democracy,” Raphael says. “That means informing citizens, acting as a watchdog on powerful institutions, circulating political opinions, and fostering a conversation that connects different elements of society. We need to find new ways to pay professional journalists, not just amateurs or self-interested experts, to do a good deal of this work ... We need to support journalists in ways that insulate them from pressure—political, economic, and even some kinds of popular pressure.”

SOS means “Steal Our Stories”

BACK IN 2007, STEPHEN ENGELBERG WAS MANAGING EDITOR of *The Oregonian* in Portland, Ore., where he'd landed after a distinguished 18-year tenure at *The New York Times* as an investigative editor, foreign correspondent, and national affairs writer. He recognized that difficult times loomed ahead for all newspapers, especially regional metropolitan papers like *The Oregonian*. Then came a rare opportunity to build from the ground up a new, digital-era journalism startup called ProPublica. A nonprofit funded by the Sandler Foundation, it was to be devoted exclusively to journalism “in the public interest.” It was formed specifically because of the gathering fear that serious journalism was being gashed by digital-age disruption. Experimental and eyebrow-raising when it launched, ProPublica has already won many of journalism's top awards and has garnered wide respect well outside of journalism circles. Its sustained focus on police abuses and lethal force against citizens in New Orleans in the wake of Hurricane Katrina, for example, has led to numerous indictments and may trigger a federal takeover of the New Orleans Police Department.

What's fascinating is that ProPublica simultaneously epitomizes two things: (1) the promise of what journalism might morph into thanks to the coercive powers of the digital revolution and our rapidly changing world; and (2) how absolutely integral journalism remains to our society as a check on the forces of corruption, exploitation, and wrongdoing, which require reckoning regardless of how much the world around us changes.

ProPublica has broken many of the rules of traditional journalism, starting with its fervent desire to collaborate with other journalistic entities and with its readers and viewers. A section of their website encourages people to “Steal Our Stories.” That's a sentiment and practice straight out of the Web 2.0/digital era manifesto and mindset.

Likewise, ProPublica has aggressively embraced technology, developing news apps and innovative tools to seed collaboration with users and journalist colleagues. Its reporters and editors also have taken advantage of the scale and velocity of the Web as a dissemination tool.

One of ProPublica's best moments in 2010 also was one of journalism's best moments in 2010. A series of reports called *Dollars for Docs* by journalists Tracy Weber and Charles Ornstein revealed that many of the physicians who earn the highest amounts of pharmaceutical company speakers' fees and drug endorsement dollars, sums upwards of \$200,000 annually, are doctors who have compiled disturbing histories of discipline and misconduct. To research the story, ProPublica built a tool that mines the intentionally opaque databases used by pharmaceutical companies.

“It was pretty clear that although these companies had been saying that they had only picked the best and the brightest to give speeches, I'd venture to say they hadn't even Googled them,” Engelberg says. “They had no idea of some of these doctors' backgrounds.”

As part of the series, which was launched with multiple media partners including *The Chicago Tribune*, *The Boston Globe*, and National Public Radio, ProPublica designed a database of doctors and drug endorsers that allows citizens anywhere in America to search for their doctor's name. “At this point, anybody in the United States can punch in the name of their doctor and see if their doctor is giving speeches for big drug companies. That's the kind of knowledge that allows people to hold their doctors accountable,” Engelberg says.

One strong admirer of ProPublica, Ethan Zuckerman, is one of the creators and founders of Global Voices, another young journalism venture that cultivates a less investigative voice than ProPublica but shares its digital-age values.

A global network of citizen journalists who are vetted by a small professional editorial staff, Global Voices has succeeded in introducing a new generation of intelligent, fresh voices and perspectives into the media ecology. This is something that likely would never have happened were it left up to traditional, pre-digital era media.

Global Voices serves as a terrific forum for cultural encounters. Many of its writers are young people who craft articles and multimedia pieces about issues of concern to their village or community or country, and get to have them presented on a global stage.

Yet, for all of Global Voices' virtues, even Zuckerman is deeply concerned about its lack of success so far in influencing policy agendas and

Shake, rattle, and roll

How are seismic shifts in the media felt here on campus by student journalists?

We put a few questions on the topic to **Gordon Young**, lecturer in communication and advisor to SCU's student newspaper, *The Santa Clara*. A veteran freelancer himself, Young has written for publications ranging from *The New York Times* to *The Industry Standard* to the *East Bay Express*. He writes the blog *Flint Expatriates* and is completing a book about America's dying cities and the people trying to save them.

SCM: What big changes have you seen for student journalists in recent years?


GORDON YOUNG: The news cycle—*The Santa Clara* is set up to report and edit stories on a weekly basis. There's a fairly elaborate editing process and an emphasis on longer stories that might take weeks or months to complete. But now there's a real expectation of a 24-hour news cycle, with breaking stories going up on the Web quickly. It's almost as if *The Santa Clara* could be a daily and a weekly at the same time now, and that's not an easy thing to pull off. It really forces students to prioritize and determine quickly which stories are the most newsworthy.

SCM: What role does student journalism at a university play today?

YOUNG: Given the vast number of media outlets available now via the Web, it's easy to forget that *The Santa Clara* is still the primary source of campus news for the SCU community, especially students. That's a big responsibility and a great opportunity for student journalists. They aren't anonymous bloggers writing for an unknown audience of three people in cyberspace. When they write, they get feedback, often face-to-face. The concept of hyper-local coverage is gaining a currency in the larger world of journalism now, but that's been the school paper's approach for almost 100 years. The most consistent dilemma students face involves their connection with people they cover. There is a constant discussion about potential conflicts of interest. All journalists face this, but it's much more pronounced on a college campus.

SCM: As a native of Flint, Mich., you launched the blog *Flint Expatriates*, chronicling economic and urban planning issues related to your hometown. And that's led to a book.

YOUNG: The book is called *Tear Down* (University of California Press). It covers several cities but centers on Flint, which has lost 80,000 General Motors jobs and half its population over the years. A third of the city is abandoned and real unemployment is at least 40 percent. That's a horrifying fall for a city that had one of the highest per capita incomes in the nation. After some disastrous attempts at revitalization, Flint is pioneering what's often called the shrinking city movement. The plan is to accept that Flint's population isn't going to bounce back anytime soon. Abandoned houses and buildings would be leveled and replaced with parks, urban gardens, and green space. Eventually, incentives could be used to lure residents into higher-density neighborhoods that have been reinvigorated with infill housing and rehab projects.

Numerous Rust Belt cities face the same reality. The foreclosure crisis has given cities like Las Vegas and Fresno a taste of what Flint has been battling for years—abandonment and all the problems that come with it. Flint holds lessons. In the end, the Vehicle City may end up exporting a radical urban planning idea instead of cars. **Steven Boyd Saum** 

redirecting powerful players and forces around the world. Further, the unique lens Global Voices has given him into global affairs has reinforced his sense of the criticality of enterprise journalism. For example, if not for the work of professional Nigerian journalists and *234 Next*, a publication run by Africa's only Pulitzer Prize winner, Dele Olojede, a former foreign editor of *Newsday*, Nigerians might never have discovered the whereabouts of their stricken president's body, or about rampant corruption and bribery among government officials.

"Someone needs to be finding facts," says Zuckerman. "There is real reporting that has to be done, so that we can all act as civic actors on a local, national, and global scale. What's really hard is we appear to be willing to hand over that work to organizations like the Associated Press and Reuters who, to be perfectly honest, don't do that work all that well.

"So I would say we're rapidly heading toward some sort of a crisis point around several different types of journalism. I would say that investigative journalism, statehouse journalism, and international journalism are three spaces where I am deeply worried about our ability to provide high-quality coverage over the long term," Zuckerman said.

Two other factors further complicate the crisis in fact-finding and accountability journalism: the hyperpartisan nature of the media and political environment in the United States (a situation in which newspapers and media players have served as accomplices, if not primary agents); and the uncertainty around the financial sustainability of the many promising new journalism entrants like ProPublica, which are completely dependent on contributions and foundations.

"The reason ProPublica exists is because of the possibility that the free market and its invisible hand will not address the journalistic needs of the country," ProPublica's Engelberg says. "If we don't have a vibrant and aggressive statehouse press in our state capitols and in every town and city that collects taxpayer money, the chances of abuse clearly rise. Public entities that aren't watched are more likely to abuse. There is no question about that.

"And there is no question there are fewer watchdogs today," Engelberg said. "We have lost tens of thousands of journalistic jobs in the United States. Even if places were overstaffed, and even if some of the things they did did not qualify as watchdog or accountability journalism, there is no question valuable parts of our democracy have been lost. And it is not clear how—or if—we will replace those things."

The vet reporter and the blogger

WEARY BUT DAUNTLESS, THE DISHEVELED REPORTER CONFRONTS

the arrogant, ambitious, chiseled congressman in his Capitol Hill office late one night and tells him that all the details of the murderous conspiracy he's involved in will be laid out in the next day's newspaper. The congressman grins, all scoff. Despite his entanglement in a corporate cover-up and the murder of his mistress, he's supremely confident he can weather the storm. Nobody reads newspapers anymore. Besides, the attention span of the American public is shallower than ever. The reporter fires back, perhaps more hoping what he's about to say is true than believing it: "You know, in the middle of all this gossip and speculation that permeates people's lives, I still think they know the difference between real news and bullshit. And they're glad that someone cares enough to get things on the record and print the truth."

While exchanges like that have taken place between politicians and journalists thousands of times, that is actually the climactic scene from the film *State of Play*. The film—which stars Russell Crowe as a veteran journalist, Ben Affleck as a corrupt congressman, and Rachel McAdams as an upstart blogger at the same newspaper Crowe's character works for—embodies much of the dicey state of newspapers, journalism, and democracy.

The film closes with Crowe's old-school journalist, "Cal McAffrey," and McAdams' digital version, "Della Frye," walking out of the newsroom together. Their combined talents and sensibilities have delivered a sensational exposé, and their newspaper survives for another day, although its fictional corporate owner is demanding better financials.

If newspapers and journalism are to develop new models so they can thrive into the future, it will require investment, experimentation, and tremendous effort on the part of foundations, philanthropists, academics, social entrepreneurs, community leaders, citizen groups, and journalists themselves.

I recently had occasion to be inside the newsrooms of two newspapers in California, one in the northern part of the state and the other in the south. It wasn't that long ago both places were laced with reporters and editors covering their communities. The newsroom in Southern California that once had 165 editorial employees now has 10. The newsroom in Northern California: 70 percent of its editorial staff is gone.


It was only in 2009 that *The Boston Globe* was facing the very real prospects of being sold; one of the leading suitors was a private equity company based in Beverly Hills, Calif. But something remarkable happened. Key community leaders raised serious concerns about the newspaper's fate, and subscribers eventually accepted an increase in cost of up to 50 percent depending on where they lived. The potential sale eventually unraveled because the parties couldn't come to terms, and in 2010 *The Globe* published a devastating series on the state's probation department that exposed systemic fraud, extortion, and conspiracy that has resulted in immediate intervention by federal authorities.

"There was a lot of concern within the community about what life in our community would be like without a news organization like *The Globe* playing a constructive role," Baron, the editor, says. "People who in the past had taken us for granted no longer did so. We received a lot of support. We did significantly raise the price of the paper. And while some took that as an opportunity to no longer take the paper, the vast majority said they were willing to pay more."

There is also a new generation of up-and-coming journalists who are as fluent and instinctive with digital-age technology as they are intelligent, probing, and skeptical about the dominant forces in society and the criticality of an informed citizenry. One of the best examples is Youth Radio in Oakland, Calif., a progressive media organization dedicated to training young journalists, ages 14 to 24, as producers, writers, and reporters. I have become very familiar with Youth Radio in my work with the MacArthur Foundation's digital media and learning initiative. Their high-quality, youth-produced journalism appears regularly on National Public Radio, *The Huffington Post*, and iTunes, and has been picked up by sites including CNN, MTV News, The BBC, and Gawker. In 2010, their story of the hidden abuses of gays in the military, which first aired on NPR's *All Things Considered*, won several of journalism's top prizes. Their young staff also produced standout coverage of the highly controversial shooting of a 22-year-old man, Oscar Grant, by a BART officer at a train station. They leverage new media in the reporting, production,

and distribution of their stories, but they also demonstrate old-fashioned journalistic instincts. Their success in their award-winning pieces in 2009 on the abuse of a gay sailor and a wider culture of misconduct in the Navy has heightened their resolve to do more watchdog journalism. They are also in the midst of a project that has two dozen of their young media producers teaming up with professional app developers to create five news and information apps that serve real-life community needs. One of the major themes they've chosen to focus on is food equity, a disturbingly under-covered subject in the traditional media. "I'm really seeing the urgency of investigative reporting and the role that young people can play," says Elisabeth Soep, senior producer and research director for Youth Radio.

Yet, even as this story was being written, a new chapter in the troubled affairs of journalism had opened up. The U.S. Justice Department, in the wake of the Wikileaks saga involving the controversial release of diplomatic cables that the government said had compromised security and safety, said it was investigating whether it could prosecute Wikileaks founder Julian Assange for revealing the secrets. Regardless of the merits of the arguments, the enigmatic players involved in the cables' release, and even the journalistic standing of Wikileaks, pursuing criminal sanctions against those who disseminate classified information the government doesn't want people to know about is alarming and contrary to the intent and purposes of America's First Amendment. The arguments being leveled are similar to those lodged—unsuccessfully—in the wake of *The New York Times*' stories about the Bush Administration's unlawful eavesdropping on American citizens. While it is obvious that the government would want to keep such activity classified, that is why newspapers and journalistic organizations exist: to keep people informed.

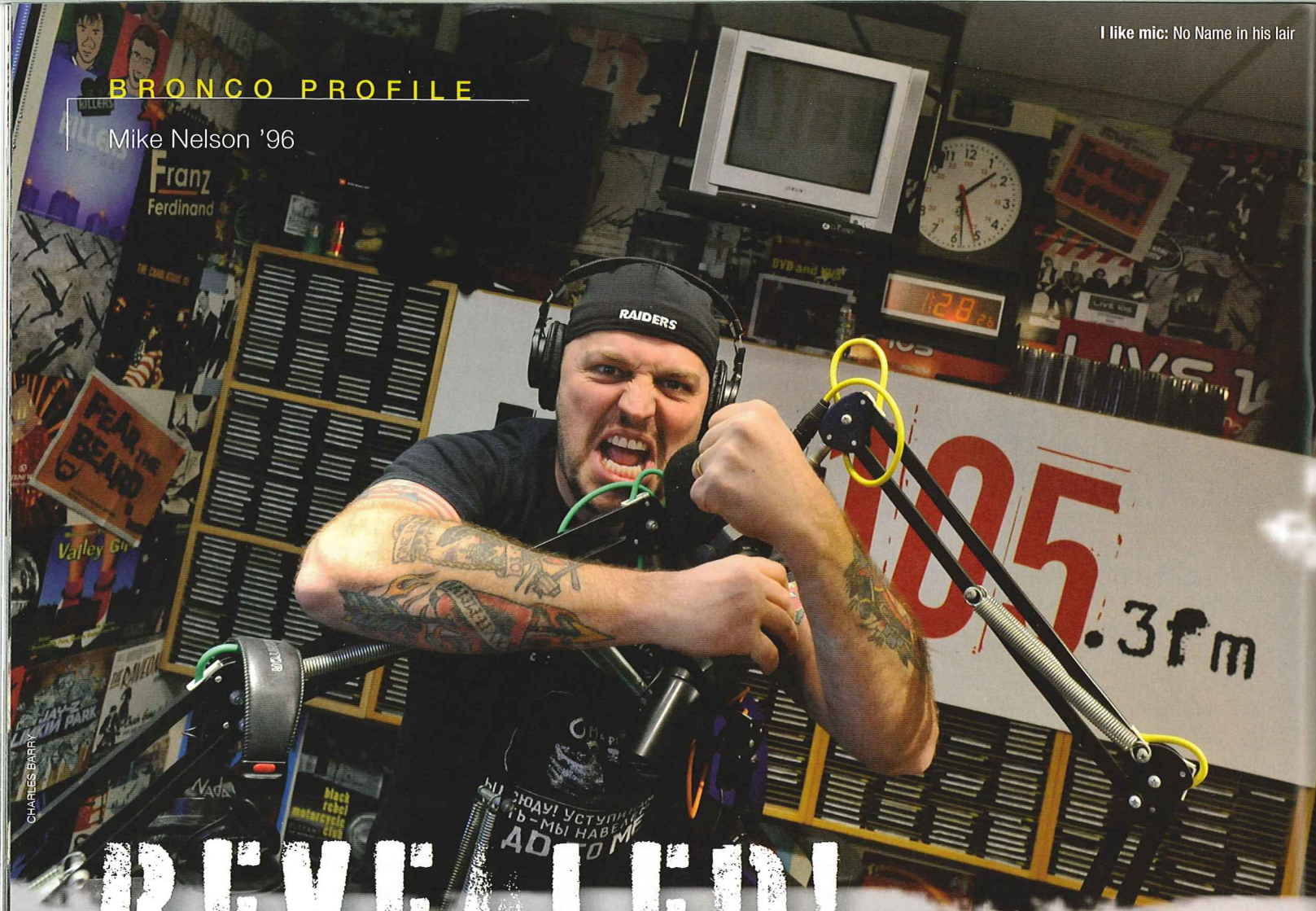
There is a long-standing, even healthy tradition of tension between public institutions and their mission to protect, and the press and its mission on behalf of the people's right to know. But there is, and always will be, good reason for Thomas Jefferson's oft-cited observation that, forced to choose, he would choose to have newspapers without a government than a government without newspapers. 

WEB EXCLUSIVES

THE MEDIUM VS. THE MESSAGE Head for the Web to find: an update from inside the Beltway with **Jeremy Herb '08**, a reporter for the *Minneapolis Star-Tribune* who covers a few of the most colorful characters in politics: comedian-turned-Senator Al Franken, Congresswoman and Tea Party firebrand Michele Bachmann, and presidential hopeful former Governor Tim Pawlenty • A Q&A with **Barbara Kelley**, director of SCU's journalism concentration • From the Markkula Center for Applied Ethics, podcasts on *The Value of an Independent Catholic Press: A Perspective from the National Catholic Reporter* and *Media in America and the Future of Newspapers: Economic, Political, and Ethical Challenges*. It's all at santaclaramagazine.com.

BRONCO PROFILE

Mike Nelson '96



REVEALED!

THE TRUTH BEHIND NO NAME!

On today's Rock Report: the story (and real identity) of a legendary bad boy disc jockey.

BY SAM SCOTT '96

It's safe to say that the time Mike Nelson '96 spent playing other people's music at Santa Clara went better than singing his own. His freshman year, Nelson's thrash band kicked off the Fourth Annual Alpha Phi Star Search with—in the words of the student newspaper—a “performance of total anarchy.” The screaming punk explosion apparently got little love from the crowd expecting a genteel night of lip-synching.

“Ten minutes of booing from the audience of 800 ended the fracas,” recounted an article in *The Santa Clara*. Though the article didn't report what the judges—skater Peggy Fleming and former San Francisco '49er Roy Foster—thought of the band.

More than 15 years later, Nelson still has the microphone, though now he has the crowd, too. Better known as the disc jockey “No Name,” Nelson found himself perched at San Francisco's Live 105, one of the biggest alternative-music stations in the country and the latest stop in a remarkably resilient radio career, in April 2009. He recently took over the afternoon drive slot.

His pepped-up ruminations on kissing face-transplant patients and other news of the day won't be everyone's cup of tea (or laced triple espresso), but Nelson has clearly connected with a fan base. In a field where three-year runs are respectable, Nelson has been a near constant presence on Bay Area airwaves since his days at Santa Clara—a charmed existence for which he's grateful.

“It's basically like air-guitaring your way through life,” he says.

Radio has provided Nelson the foundation for a résumé that includes his own cable show, *House Detective*, on HGTV; voicing the *Candid Camera*-like *Boiling Points* on MTV; and giving life to Not Chuck the Pit Boss in Pixar's movie *Cars*. Nelson also gets dressed up as an “unemployed zombie” to host *Creepy KOFY Movie Time* on TV20 in the Bay Area—a gig he says amounts to *Wayne's World* meets *Headbanger's Ball*.

“I've just had a lot of great opportunities come my way,” Nelson says. “And I've grabbed every one of them.”

“Funny, loud, and not normal.”

Nelson has been “No Name” for even longer than he's been a professional deejay, adopting the moniker at Santa Clara's student-run station mainly because nothing better came to mind. And certainly it was an improvement on “Stinky Toes,” the name bestowed by the football team in testament to his notoriously unwashed gear.

Nelson came to Santa Clara as a 240-pound inside linebacker, though his athletic career ended along with the program his freshman year. Suddenly a guy who ate lunch with tackling intensity had loads of something he loathes: time to kill.

The student radio station became the new refuge. Nelson threw himself into KSCU, jumping at the chance to share his passion for punk and to meet heroes like Johnny Ramone of The Ramones, his first radio interview.

During his junior year he interned at KOME, then one of San Jose's largest stations. His college show earned praise from the deejays and, in typical 100 percent style, Nelson spent his spare moments in the production room making tapes to prove himself. His big break, though, came with just answering the phone at the station.

“He was funny, loud, and not normal,” remembers Carson Daly, then a deejay at the station, and now a host of NBC television's late-night show *Last Call with Carson Daly*. “He needed to be on-air.”

In short order, Nelson got a chance at hosting the graveyard shift with one stipulation: He could only speak from 2 a.m. to 4 a.m. By his senior year, he was under contract, a deejay working in the country's fourth-largest market.

It's not all been smooth sailing. In 2008, he was unceremoniously fired from his six-year gig co-hosting the morning show on Alice 97.3—after he helped make the station a Bay Area institution. Nelson shrugged it off. The perils of the business have been clear since his first program director tried to talk him into doing something more sensible with his sociology degree.

With no job, he toured the country on his Harley bagger, riding Route 66 with Daly, a trip that was televised on Daly's show. And Nelson hung out with his family, especially his two young sons.

“I probably spent more time with my two boys than most people do in a lifetime,” he says.

The family side of Nelson is a fair contrast to the beer-guzzling party animal he serves up for public consumption. But the guy raving on the radio is the same one who met his wife, Christi, on his 19th birthday, married her 11 years ago, and credits her for saving him from the downfalls of the rock 'n' roll lifestyle.

“If you're a knucklehead, marry a smart, smart woman,” he says. “She definitely kept the train on the tracks.” (The priest who joined the pair in holy matrimony was SCU's **Paul Soukup, S.J.**—who may be the only Jesuit to get a shout-out on the *No Name Show*.)

Nelson's duality seems fairly summed up by the bright tattoo on his right forearm. It is one of many inked images over a body that, while doughier than in his football days, is still sturdy enough for him to challenge Mexican wrestlers in arm-wrestling bouts on Cinco de Mayo.

The tattoo features an anvil and lightning bolt below the words “One hundred nails,” a stock rock 'n' roll montage that turns out

to hit very close to home. When Nelson's oldest son was born, the infant's belly became so distended with gas that the doctor said the pain was like an adult swallowing 100 nails. The tattoo Nelson had inked is a reminder that parenting, childhood, and life in general aren't easy, but we're equipped to overcome—as his son did.

“We come into this world able to deal with the worst adversity,” he assesses. “But somehow over time we forget that.”

Certainly Nelson dealt with getting fired. After a nine-month vacation, he was hired by Live 105. Still, he knows the next day on-air could always be his last.

Back when he had his first contract offer at KOME, he asked his dad, an industrial roofing contractor, what he should do. His dad in turn asked Nelson if he liked what he was doing and could pay his bills. When Nelson said yes, the older Nelson offered advice his son has been following ever since. “He said, ‘You have the rest of your life to get a real job. Do it for as long as you can,’” Nelson recalls. “That's what I've been doing.” What he's also been doing, when a drive brings him through the South Bay, is tuning in KSCU and requesting a song or two. **SCU**

Anya Marina '96

Satellite heart

For the first part of her life, her voice was a source of embarrassment and ridicule. Now, with her third album on the way, it's her bread and butter.

BY SAM SCOTT '96

Life on the road is more grit than glitz, admits singer **Anya Marina '96**, who spent much of 2009 criss-crossing North America in support of her second album, *Slow & Steady Seduction: Phase II*, a fix of sly, jaunty pop that grooves under her waifish, winking voice.

Early in her tours, she might have opened for Chris Isaak in front of 2,000 people one night. But on the next night, she was just as likely strumming alongside a 4-H tent of goats and miniature ponies at a state fair. And every morning, it seemed, she was peeling herself off another Holiday Inn mattress.

But the daze of rental cars, airports, and livestock clearly took Marina somewhere. Her album garnered a three-star review in *Rolling Stone*, while *Spin* magazine profiled her "breathy, Cyndi Lauper-like warble" in a full-page article. She appeared on ABC's *Jimmy Kimmel Live*. In September 2009, her infectious single "Move You" won Song of the Year at the San Diego Music Awards in her adopted hometown. By 2010, the state fairs had led to spots at major music fests including the Lilith Fair and South By Southwest.

But perhaps nothing said "making it" like her inclusion on the soundtrack for *New Moon*, the sequel to the vampire blockbuster *Twilight*. Marina's "Satellite Heart" was the sixth song on an album filled with indie-rock all-stars including Bon Iver, the Killers, and Death Cab for Cutie.

On the *Twilight* music tour, she found herself part of a pop music juggernaut. "The crowds were massive," she says. "There's nothing that will prepare you for those screams. The kids don't even know your name, necessarily, or which song you wrote on the soundtrack. They just know you're part of the *Twilight* thing and their brains are exploding."

Phase I: Going up?

Marina found her way to music through a career as a deejay, a craft she stumbled into as a student at Santa Clara. In Swig Hall, the English major meant to take the elevator up, she

accidentally went down, and she found herself outside the basement offices of KSCU. Student radio called her.

A Howard Stern devotee, Marina cultivated the same kind of edgy frankness on-air as her hero. On her first shift, in the wee hours between 3 a.m. and 6 a.m., she opened up about just having put her dog to sleep. Before long she was debating more sensitive topics. The Circumcision Hour, for one, became a weekly feature on the merits of said practice.

The experience was key in getting over insecurities about her voice. Long before her voice earned her national plaudits, Marina was teased about her high-pitched, childlike tone. Even her doctor once told her she had the larynx of a very young adolescent.

"They just know you're part of the *Twilight* thing and their brains are exploding."

"I had no confidence whatsoever with regards to my voice," she says. "KSCU played a huge part in me getting over a lot of lifelong embarrassment about it."

Her show caught the attention of fellow KSCU deejay **Mike "No Name" Nelson '96** (see page 30), who was just beginning his professional career at KOME in San Jose. Nelson roped Marina into his new station, working the phones, writing promotions, and doing voice-overs.

"I would just sit in the on-air studio at KOME for hours asking about segues and how he knew what he was going to say," she

says. "I can't believe he didn't kick me out."

Nelson was also key in getting her to take her first professional deejay job. Marina had mailed off tapes of her KSCU shows and KOME voice work to a program director who offered her an overnight weekend gig in San Diego for \$8 an hour. The financial math didn't impress Marina, but Nelson offered some brotherly advice.

"Are you insane?" she recalls him saying. "You need to pack your bags and get in your car and drive to San Diego right now. Most people don't get offered their first radio gig anywhere in California."

Her deejay career took off, but Marina says the constraints of commercial radio never allowed her the freedom of expression she'd come to love at KSCU. For that, she turned to playing her own music.

Phase II: She grabs a guitar.

An ex-boyfriend had given Marina a guitar, and she began teaching herself. Never short on ambition—as a 7-year-old she wrote a letter to Disney asking for pointers for getting cast in movies—the novice songwriter was soon hitting every open mic she could fit in and scheduling mini-tours on weekends and vacations.

In 2005 she released her first album, *Miss Halfway*, which caught the fancy of tastemaker Alexandra Patsavas, renowned as a music supervisor for television and movies. Patsavas chose the "Miss Halfway" single and another song for inclusion in the 2006 season of the television show *Grey's Anatomy*, the first of several shows, including *Gossip Girl*, to use Marina's music.

The resulting windfall let Marina buy a new used car—one with a working driver-side door so she no longer had to crawl across the console like she did in her old ride. Friend requests on her MySpace page skyrocketed, sales increased, and a buzz in the industry greeted her second album, released by Patsavas' Chop Shop Records.

While *Miss Halfway* conjures images of a singer-songwriter sitting on a stool in a coffee shop, *Slow & Steady Seduction* was more of head-bopping, rocking affair. Even with her success, it's hard to get sales traction in a world of downloaded music, and the stress of always worrying can be overwhelming. Her 2010 EP followed a barren year of songwriting—though it, too, scored time on *Grey's Anatomy*.

As for that voice, Marina recently offered this take in a tweet to fans: "For the first part of my life, my strange voice was a source of embarrassment and ridicule. For the second, it was my bread and butter."

In 2010 she hit the road again—but this time in a moving van, departing Southern California for Portland, Ore., where she bought a house, gardened, made some friends. She wrote songs and poetry. In December she released a five-song EP, *Spirit School*, and went into the studio to record her third album.

Felony Flats is due out this summer. "Notice Me" and "I Found My Mask" are a couple of the song titles that emerged from studio dispatches. And, if the report from Day 14 of recording bears out, expect some "sexy, creep-tastic, vaguely stevie-wonderful bass lines."

She hopes to host a few more dinner parties at home, then she hits the road in the U.S. and U.K. to support the new album. And, she says, "I am in the middle of a sort of dream I've had for a very long time." **SCU**

Move you: Anya Marina at La Tulipe in Montreal

Rich McGuinness '89

Man in motion

When it comes to football, he's the force behind *The Ride* and the U.S. Army All-American Bowl.

BY SAM SCOTT '96

These days **Rich McGuinness '89** seems to score with every touch of the football. The sports impresario built a mini-empire out of the gridiron dreams of high school players across the country—complete with a reality show and a nationally televised bowl game.

But in his days at Santa Clara, McGuinness struggled to catch a break. A walk-on wide receiver, McGuinness was quick but not the quickest, good but not the best. Nobody wanted it more, though. Back in New Jersey for Christmas during his junior year, he decided to get help from the top. He jumped the fence at Giants Stadium to lay in wait for Phil McConkey, an undersized receiver then starring for the New York Giants.

All-American: McGuinness and high school stars in the big bowl in 2011

"He was about my size and my athletic ability," McGuinness recalls, "and he made it to the pros."

McGuinness got McConkey's number and they spent hours talking about how the junior could hone his techniques. A herniated disk stopped McGuinness from ever using the advice, but the conversation stayed with him, cementing one belief in particular: Great ones are made, not born.

That notion informs the latest of McGuinness's football properties—Football University, a series of three-day camps held around the country, which connects promising 6th- to 12th-graders with some of the game's most storied insiders. Coaches have included Tom Martinez, Tom Brady's personal trainer; Super Bowl coach Sam Wyche; and McConkey himself, who says the camps are a world away from

the instruction he received growing up. Some 4,000 kids attend each year, the best of whom may one day play in the centerpiece event of McGuinness's football empire: the U.S. Army All-American Bowl in San Antonio, Texas.

The epiphany

The bowl is an annual arrival party for some of the top high school seniors in the land. Since its inception in 2000, the all-star game has served as a national coming out for more than 100 future NFL picks, including megawatt talents like Adrian Peterson, Reggie Bush, and Michael Oher, the subject of *The Blind Side*. Like most all-star games, the action on the field is often secondary to the hoopla off of it. Many blue-chip recruits use the game to finally reveal their collegiate intentions. In 2010, McGuinness upped the hype, dangling a spot in the game in front of eight quarterbacks competing on *The Ride*, a reality-television show that the *New York Times* dubbed the "*American Idol* of prep sports." A second season aired last fall.

When McGuinness and a partner launched the first All-American bowl in Dallas in 2000, it was a bust. Only about 1,500 people showed up; the company they'd founded went \$500,000 in debt, and McGuinness had no money to pay his one employee—his sister.

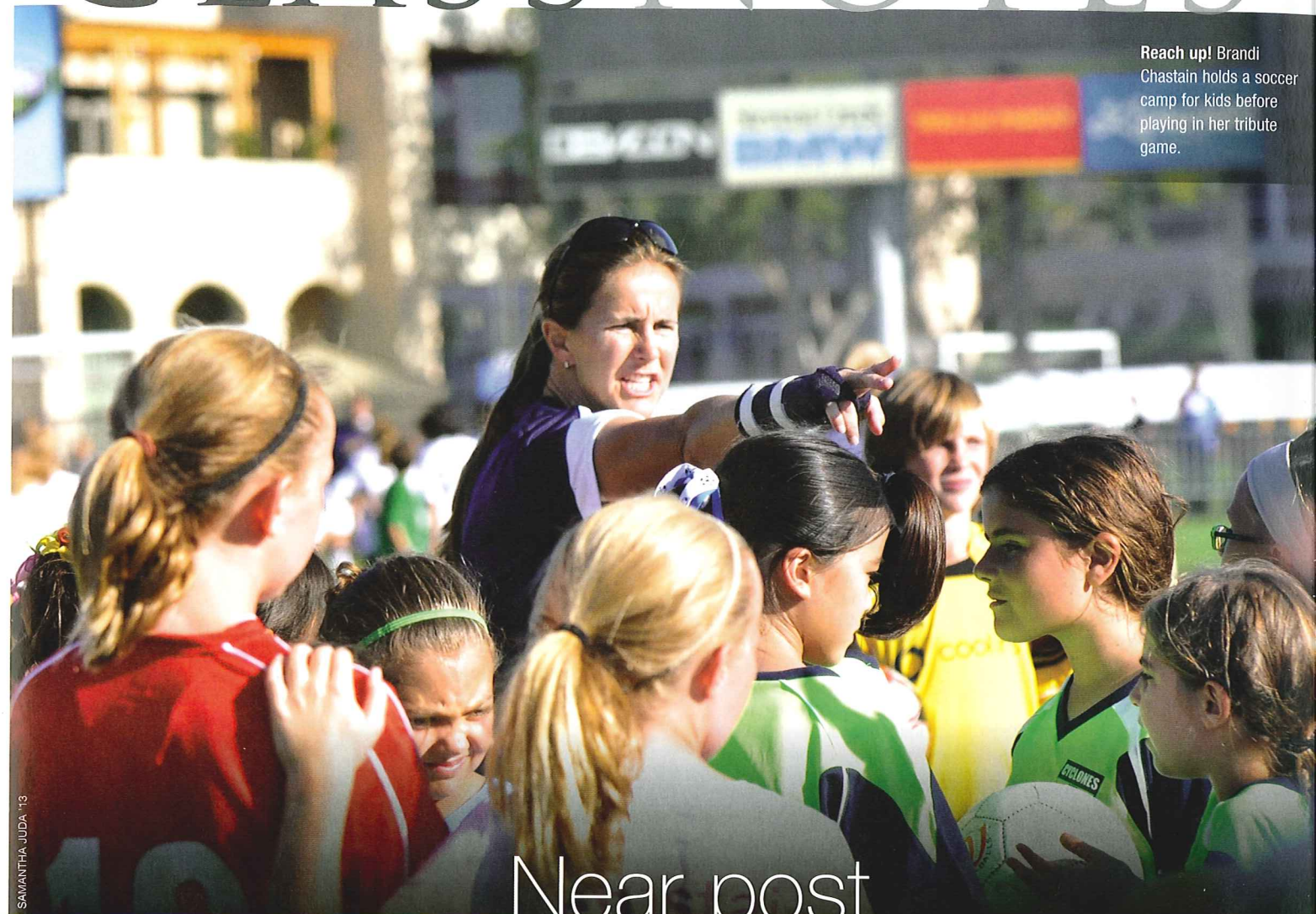
But the future quickly brightened. The U.S. Army liked what it saw, signing up as the game's chief sponsor, which brought millions of dollars and an instant level of credibility. The game went from a high school field to the Alamodome, where Airborne soldiers rappelled down with the game ball. This year, 37,893 saw the game in person and nearly 2 million tuned in on NBC.

Some people aren't as comfortable putting so much attention on high school sports, but McGuinness says he's not trying to reach the casual athlete. His focus is on the players who eat, breathe, and dream football. Like the kid who jumped the fence at Giants Stadium. **SCU**



ALL-AMERICAN GAMES, LLC

CLASSNOTES



Reach up! Brandi Chastain holds a soccer camp for kids before playing in her tribute game.

Near post

Soccer legend Brandi Chastain '91 says farewell to the pros ... and comes back to SCU.

By Sam Scott '96

It's been a dozen years since **Brandi Chastain '91** blasted the U.S. women's soccer team into international headlines with the winning penalty kick of the 1999 World Cup. People still come up to her almost daily to recall the goal—and the celebration.

Chastain's shirtless moment of "insanity," plastered on magazines around the globe, is one of the most iconic moments in American sports history, one she's grateful people still remember. She knows too well what it was like for female soccer stars to get almost no attention.

When Chastain and teammates won the inaugural Women's World Cup in China in 1991, there were probably 50 U.S. fans in the stands cheering for them, she says. Times have changed. But it's not hard to imagine Chastain, even at age 42, playing to lift the Cup yet again. The mother of a 4-year-old looks lithe enough to lace up her boots with the best of them. But time stops for no woman, especially one with ACL reconstructions on both knees, and this fall, Chastain celebrated the official end of her career in top-flight soccer in the place that has so much to do with her success.

Continued on page 36

INSIDE

- 36 CLASS NOTES
- 37 BRONCO NEWS: FROM THE ALUMNI ASSOCIATION
- 40 LIVES JOINED
- 41 BIRTHS AND ADOPTIONS
- 42 IN PRINT: NEW BOOKS BY ALUMNI
- 44 OBITUARIES
- 46 IN MEMORIAM: RICHARD TILLMAN COZ, S.J.
- 47 ALUMNI EVENTS CALENDAR

Near post

On Oct. 2, 2010, Chastain invited some famous faces for a celebrity game at Buck Shaw Stadium to raise money for her ReachUp! Foundation, which funds self-esteem programs for girls. Guests included former Team USA standouts Mia Hamm, Julie Foudy, and **Aly Wagner '02**, as well as stars from other fields like San Francisco '49ers great **Brent Jones '85** and baseball star Nomar Garciaparra.

Chastain thanked the crowd with tears streaking her face. But her retirement is a boon to SCU's women soccer, where she's long had a presence: She's now a volunteer assistant coach under the program's leader (and her husband), **Jerry Smith**.

Coming back to Santa Clara closes more than one circle. As a hyper young girl growing up in San Jose in the 1970s, Chastain fell further in love with the sport attending SCU soccer camps where she was one of a handful of girls surrounded by hundreds of boys. **Dave Chaplik**, then SCU men's coach, pushed her just the same, she says.

Santa Clara revived her career after she transferred at the end of two years at U.C. Berkeley. Until coming to SCU, she'd succeeded in soccer on instincts, talent, and work ethic, she says, but Smith was key in teaching her to approach the game tactically and analytically. And Buck Shaw Stadium is where she plied her trade as a member of F.C. Gold Pride during the inaugural season of the Women's Professional Soccer League in 2009.

Helping the Broncos win a national title would fill one of the few blanks on her soccer résumé. She won two World Cups and two Olympic gold medals, and she was the national player of the year in college. But when she was with the Broncos, the team fell just short of nabbing an NCAA title.

"There's always something you can strive for," she says. "I don't care who you are, you're constantly looking to be a better player." **SCU**

CLASSNOTES

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UNDERGRADUATE

1949 Donald E. Sullivan retired at age 82 after serving the community of Gridley, Calif., as a family practice physician for 52 years. Dr. Sullivan graduated from Creighton University Medical School after attending SCU. He sometimes served as chief of staff at the local hospital and was named Man of the Year by the Gridley Chamber of Commerce.

1958 Bill Jones is currently on the board of Amnesty International USA. Jones has

been an activist with Amnesty since he retired from the foreign service in 1999.

Buck Polk was elected a trustee of the West Valley-Mission Community College District. He has worked for 36 years in the Santa Clara Unified School District as a principal, teacher, and coach.

1961 REUNION
OCTOBER 6-9, 2011

1964 Bob Garibaldi was inducted into the Sac-Joaquin High School athletic hall of fame.

In high school, he was a star for both the basketball and baseball teams, and was a pitcher for the best baseball team in SCU history. He set CWS records for strikeouts (38) and innings pitched (27.2). He played four seasons in the major leagues with the San Francisco Giants.

1966 REUNION
OCTOBER 6-9, 2011

1971 REUNION
OCTOBER 6-9, 2011

James L. Stoelker J.D. '74, of Saratoga, was appointed to the Santa Clara County Superior Court by Gov. Arnold Schwarzenegger. Stoelker has been a principal at Mount and Stoelker since 1988. Previously, he was a partner for Mount, Kraw and Stoelker.

1972 Shelly (Bruneau) Barsanti was awarded the St. George National Award at the American Cancer Society California Division Annual Board of Directors meeting in recognition of distinguished

SCU

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1956

1961

1966

1971

1976

1981

1986

1991

1996

2001

2006

2011

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SANTA CLARA UNIVERSITY

ALUMNI ASSOCIATION

BRONCO NEWS

FROM THE SCU ALUMNI ASSOCIATION

History and traditions

Share your memories. And come visit your new Donohoe Alumni House.

Did you know SCU freshmen used to wear red-and-white beanies so they would stand out on campus? Or that the San Francisco '49ers have the same colors as your alma mater because the original owners were Santa Clara alums? How about the fact that Benny the Bronco, Santa Clara's original mascot, came from a cartoon in the local newspaper? Or that one of the biggest events on campus these days is the Mr. RLC competition?

One of the great responsibilities of the Alumni Association is to preserve the rich history and traditions of our school and pass them on to new generations of Broncos. To this end, one of our more ambitious projects for 2011 is to create a tangible way to share our University's icons, rituals, and lore with current and future students.

We've started documenting the more commonly known facts, but we need your help! In an attempt to represent all decades and experiences, we've created a webpage where you can share favorite memories from your time at SCU. Visit www.scu.edu/alumnihistory to tell your stories and, while you're at it, dispense your best advice to incoming freshmen. We look forward to sharing the outcome of this project later this year.

A moment in time

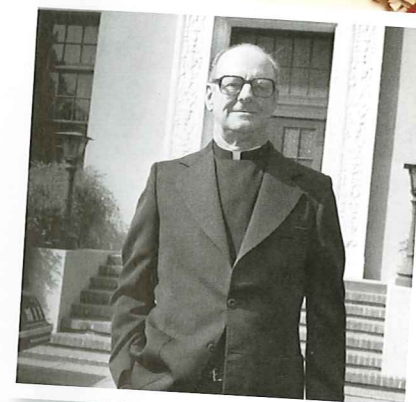
This past year your Donohoe Alumni House underwent extensive renovations. Amid the construction, we took the opportunity to preserve a bit of alumni history in the structure. On Oct. 15, we buried a time capsule deep in the concrete ramp

at the back of the building. In the capsule are items of historical and sentimental significance—original keys for the Donohoe front door, a wine glass from Vintage Santa Clara, a Bronco pom-pom, copies of *Santa Clara Magazine* and *The Santa Clara* student newspaper, Fr. Locatelli's Funeral Mass program, and a wine bottle commemorating **Pat Malley's** 25th year as head football coach—to name a few.

My favorite item is a letter dated Dec. 2, 1974, written by **Lou Bannan, S.J.**, professor of philosophy and assistant to the president for alumni affairs. In the letter, Fr. Lou makes a passionate plea to **Rev. Don Flickinger**, executive assistant to University President **Thomas Terry, S.J.** Specifically, he asks for the Donohoe Infirmary (which was moving to the newly constructed Cowell Health Center) to become the new home of the Santa Clara Alumni Association:

The alumni, students, and all our public should know that we are not a second rate agency. Obviously, this is a great factor to enhance loyalty and communications, as well as income. This is clearly a great investment in the future.

Although competition for the building was fierce, Fr. Lou prevailed and, in 1975, the Alumni Association moved into the first floor of the newly remodeled



Your place: Fr. Lou in front of the Donohoe Alumni House

Donohoe. Now, more than 36 years later, the Donohoe Alumni House

is truly a facility dedicated solely to serving alumni, students, and all members of the Santa Clara family.

In appreciation of Fr. Lou's persuasive efforts, the location of the time capsule is marked with a plaque bearing this inscription:

Whatever we truly love—our friends, our family, beauty, and goodness—it is all a gift of love from God. Cherish these gifts. Enjoy them. Return trust with trust. Return love with love... and stay loose. He loves you the way He made you.

*Louis I. Bannan, S.J.
(1914-1998)
Teacher, Mentor, Friend*

Stay loose!

Kathy

Kathryn Kale '86
Executive Director
Alumni Association



2010/11

PRESIDENT'S SPEAKER SERIES

SERIES FIVE:
THE LAW AND OUR
CHANGING SOCIETY

David Drummond '85
Chief Legal Officer at Google
April 13, 2011
Mayer Theatre, 7:30 PM

Tickets are required*. For more information or to order tickets, visit www.scu.edu/speakerseries or call 408-554-4400. This series is co-sponsored by SCU's Center of Performing Arts and SCU School of Law.

*Processing fee may apply.

www.scu.edu/speakerseries

ANNUAL ALUMNI ANNIVERSARY AWARDS DINNER CELEBRATION

JOIN US IN HONORING
THE EXTRAORDINARY
WORK OF EXCEPTIONAL
BRONCOS AND THE
130TH ANNIVERSARY
OF THE ASSOCIATION.

IGNATIAN AWARD
Brian P. Hennessy '00, J.D. '03
James P. Conn '59

LOUIS I. BANNAN, S.J. AWARD
Rebecca Villarreal H '56

PAUL L. LOCATELLI, S.J. AWARD
Edward A. Panelli '53, J.D. '55 and
Lorna Panelli

APRIL 30 • BENSON MEMORIAL CENTER
DETAILS AT WWW.SCU.EDU/ALUMNI/EVENTS



volunteer service. A breast cancer survivor, Barsanti has been a tireless leader and advocate for the American Cancer Society for 16 years.

Martina Nicholson writes, "I am still a practicing ob-gyn in Santa Cruz. I recently got to sing at Blues Alley in Georgetown with Second Wind Bandits—a song I co-wrote with Bill Mulrone called 'Velveteen Rabbit.'" You can check it out on the band's site at myspace.com.

1973 Richard Lim has been appointed by Hawaiian Governor-Elect Neil Abercrombie to serve in the cabinet as the director of the Department of Business, Economic Development, and Tourism. Lim has more than 25 years of banking and investment experience that he gained as a co-founder of the merchant banking firm Sennet Capital and as former president of City Bank.

1975 Ronald Campbell is a reporter for *The Orange County Register*. He got his start in journalism at SCU, where he edited the student newspaper. Since then, he's won the Gerald Loeb Award for Distinguished Business and Financial Journalism, as well as awards from the National Education Writers and Investigative Reporters and Editors.

1976 REUNION OCTOBER 6-9, 2011

1977 Javier Alcala J.D. '82 was appointed to judgeship in the Santa Clara County Superior Court. Alcala, 57, of Mountain View, has been a deputy district attorney for the Santa Clara County District Attorney's Office since 1983.

Arnie Maurins is the director of the Washoe County Library System based in Reno, Nev. He and his wife, Cathy, live in Sparks, Nev.

Greg McNulty is executive vice president of Mocana, a San Francisco-based software company focused on cyber security. He lives in San Francisco with wife Linda and son Connor, who attends Sacred Heart Cathedral Prep. Daughter

Lena McNulty '08 is a venture capitalist with Industry Venture Partners; son Ryan is a student at Sacramento State.

David Perez M.A. '83 was named parks commissioner of Watsonville, Calif. Perez, who has lived in Watsonville for 23 years, has worked as a juvenile probation counselor, social worker in an adolescent residential treatment center, foster parent, and juvenile traffic hearing officer.

1978 Sam Morishima runs a personal-training business, SnoZone, which trains skiers and snowboarders on his one-of-a-kind invention, the Endless Slope, which is a sort of treadmill for skiers used to simulate the experience on the slopes.

Debra (Schram) Ronsvalle is a senior vice president in enterprise architecture at Bank of America in New York City.

1979 Dave Fiore was appointed by Gov. Ted Kulongoski to the Oregon Educators Benefit Board, which is charged with providing health benefits to the state's education employees. Dave and wife **Tracey Fiore '82** live in Pendleton. They recently celebrated the 80th birthday of **Marcel Fiore '52, M.A. '66** at a party that was attended by many SCU alumni.

1980 Bruce Dollin is the rabbi at the Hebrew Educational Alliance of Denver, a position held since 1994. He serves on the boards of the Central Agency for Jewish Education and the Jewish Community Center. He is also an active member of the Rocky Mountain Rabbinical Council. He and his wife, Tammy Dollin, have four children: Yonaton, Yeschai, Akiva, and Aviva.

1981 REUNION OCTOBER 6-9, 2011

1983 Greg Galati received the 2010 City of Hayward Mayor's Award. Galati's community organizing efforts draw more than 100 volunteers each month to neighborhood community cleanups. He and his

wife, Colleen, are both marriage and family therapists. They have two boys: Aidan, 8, and Benjamin, 5.

1985 Mike Blach reports that his company, Blach Construction, was ranked No. 1 in the "Best Places to Work" in the Greater Bay Area in the Large Company category (100-499 employees) by the *San Jose/Silicon Valley Business Journal* and the *San Francisco Business Times*.

David Bowlby is chairman of the Alamo Municipal Advisory Council, which gives recommendations to the county on issues that affect Alamo. He's also a member and chair-elect of the Contra Costa Council Board of Directors. He founded and directs the Bowlby Group, an advocacy firm that provides consulting for communications and messaging, crisis management, and community outreach issues.

Todd Goolkasian, president of Cornerstone Structural Engineering Group, received an award for outstanding civil engineer in community service from the American Society of Civil Engineers. Goolkasian has been serving the Fresno community professionally and personally for 25 years.

1986 REUNION OCTOBER 6-9, 2011

Bryan Barker is the coordinator of the Jacksonville Jaguars Alumni Group Ambassadors. He is also the managing partner of Argus Benefits, a benefits brokerage and human resources strategy firm. Barker's NFL career spanned 16 years and 236 games with six teams, starting with the Kansas City Chiefs and ending with the St. Louis Rams. He retired in 2006.

1987 Robert Greeley J.D. '97 received Santa Clara County Bar Association's Diversity Award in recognition of his commitment and leadership in promoting diversity in the legal profession. Greeley's law firm in San Jose focuses exclusively on the rights of employees.

Claire Stoermer, longtime house manager for the California Shakespeare Theatre in Orinda and current teacher at Fruitvale Elementary School, is supporting her 14-year-old daughter, Zendaya Coleman, as she begins her acting career on the Disney Channel's new comedy *Shake it Up*.

Col. Garrett S. Yee completed the Army War College, earning a master's degree in strategic studies, and was re-elected to his position on the board of trustees of Ohlone College in Fremont, Calif.

1990 Christopher R. Bowen was appointed by Gov. Arnold Schwarzenegger to the Contra Costa County Superior Court. Bowen, an attorney with the Contra Costa County Public Defender's Office, where he's worked for 16 years, lives in Richmond.

Renee (Machi) Lawson has joined Zynga, the maker of popular social games such as Farmville and Mafia Wars, as associate general counsel. She and her husband, Kent, are among the founding parents of Alta Vista School, a new elementary school in San Francisco focused on math, science, and technology.

Michele Nagamine '90 was named head women's soccer coach at the University of Hawaii at Manoa. She is just the second coach in the 17-year history of the soccer program. She is also the director of sports marketing and sales for Outrigger Hotels and Resorts.

1991 REUNION OCTOBER 6-9, 2011

1992 Bob Lewis is senior director of business development at Concur Technologies Inc. He and his wife, Krista, live in Redmond, Wash., with their daughter, Addison, age 6½, and son, Spencer, age 5.

1994 Mary Ann Grubb joined the Moraga Police Department as an officer.

1996 REUNION OCTOBER 6-9, 2011

Kate Peters was named president of The Grossman Group, an employee communications agency in Chicago. She also serves on the faculty for the marketing communication department at Columbia College Chicago.

1998 Gates Matthew Stoner is now senior instructional technologist and Web platform manager at the University of Arizona in the Arizona Center for Integrative Medicine. He continues to adjunct in the communication department.

2001 REUNION OCTOBER 6-9, 2011

2002 Elia DeLuca J.D. '06 has been appointed to Sheppard, Mullin, Richter & Hampton's LLP Labor and Employment practice group. The practice focuses on traditional labor and employment issues in a variety of industries, including trucking, airlines transportation, technology, entertainment, environmental, recycling, and solid-waste services.

Amanda Judge is the founder and president of the Andean Collection, a line of jewelry that combines her own musings on design with insights on poverty in South America. She loves making a statement with both her jewelry and her ideas, which she displays in her fashion blog, theandeancollectionblog.com.

2003 Jennifer Holly has been appointed to Sheppard, Mullin, Richter & Hampton's LLP

Labor and Employment practice group.

2005 Annie Selak M.Div. '09 is serving as a rector at the University of Notre Dame in South Bend, Ind. Selak graduated with her master of divinity degree in 2009 from the Jesuit School of Theology and worked for a year in Los Angeles as director of campus ministry at Flintridge Sacred Heart Academy.

2006 REUNION OCTOBER 6-9, 2011

Michelle Dezember is the director of education for the Museum of Modern Art, Mathaf, Qatar. After graduating from SCU, she received a Fulbright scholarship to study at the University of Barcelona.

Maria Patricia Miranda graduated from Dartmouth Medical School in 2010 and is in her first year of residency in the internal medicine program at the University of Massachusetts. She currently resides outside of Boston.

2007 Melissa Brown has joined School Legal Services in Bakersfield, Calif., as a member of the service's Labor and Employment Practices Group.

2008 Sam Baker and Brian Belcher '09 are making their

Alumni Month of Service

April is the National Month of Service. Show the importance of service for others by joining fellow Broncos in a project near you. See the Calendar on page 47 for events in your area.





LIVES JOINED

Tacia C. Miller '92 and Adrian W. Hawkins on Sept. 4, 2010, at their vineyard in Hood River, Ore. The couple resides in Hood River.

Chris Turner '93 and Elizabeth Horner on Oct. 16, 2010, in Soquel, Calif. The bridal party included **Kevin Lum Lung '93**, **Alexei Peters '93**, and **Darren Filpi '94**. Alumni in attendance included **R. Michael Johns '93**, **Michael Larriva '93**, **John MacGregor '94**, **Alex Hauser '92**, and **Michelle (Belforte) Hauser '92**. Chris currently produces the PBS television series *Independent Lens* at ITVS in San Francisco. The couple lives in Oakland.

Tina Morais '95 and Jason Souza on March 21, 2009, at Mission Santa Clara. The bridal party included **Jen (Hendrickson) Mills '95** as matron of honor. The couple lives in Sunnyvale.

Andrea Kalabokes '97 and **Marlon J. Morales '02** on Sept. 5, 2010, in Puerto Vallarta, Mexico.

Ami Desai '99 and **Todd Wuschig '99** on Oct. 16 in Dana Point, Calif. They live in Manhattan Beach, Calif.

Irene Ho '99 and **Derek Baltazar '99** on Aug. 21, 2010, in Seattle, Wash. The bridal party included **Melanie (Vila) McCaffrey '99**, **Renegell Delos Santos '99**, and **Phan Chao '99**. Other Broncos in attendance were **Patrick Wong '99**, **Susan (Lin) Eng**

'99, Yvette Yambao-Wacher '99, **Camille (Cuento) Flemate '99**, **Aaron Flemate J.D. '11**, **John Mendoza '99**, **Linh Nguyen '99**, **Tony Lin '00**, **Stephen Gee '00**, **David Salim '98**, **Mary Miller '99**, **Shirley Manan '99**, **Loan Dinh '00**, **Lindsay (Lee) Mune '99**, and **Olivia Leung MBA '10**. Derek is a systems engineer and also a current MBA student at SCU. Irene is a PA working in the East Bay. The couple resides in the Bay Area.

James (Jamie) Holmes '99 and Laura Severson on Aug. 28 in Orland Park, Ill. Jamie is employed at Aliph in San Francisco.

Alyssa Mack '01 and Chris Stone on Oct. 23, 2010, in Boston, Mass. The bridal party included **Megan (Berry) Goren '01**, **Hadley VanVactor '01**, **Viviana Padilla Faga '01**, **Reed Dudley '01**, and **Sarah (Barr) Stone '01**. The couple resides in Boston.

Meagan McNally '01 and Keith Ramsey, cousin of **Paul Soukup, S.J.**, (who presided over the ceremony) on Aug. 28, 2010. The bridal party included **Nicole Messian-Sparr '01**, and in attendance were **Brian Sweeney '01**, **Neil Vachani '98**, **Brian Sparr '01**, **Molly Healy J.D. '09**, **Robert Healy '08**, **Joe Mauch '99**, and **Matt Heinzler '11**. Meagan is pursuing a master's in social work at UCLA.

Kevin Ireland '02 and Laura Roberts on July 17, 2010, in Sonoma,

Calif. A 100-person guest list included best man **Brad Moodie '02**, groomsman **Jonathan Hoffer '03**, and **Rachel (Boll) Moodie '03**, **Matt Murphy '02** and **Kelly (Hunsinger) Murphy '02**, **MBA '05**, **Ted Anderson '03** and **Ann (Sheehan) Anderson '03**, **Chuck Schwalbach '03** and **Diane (Varni) Schwalbach '03**, **Sean Santa Cruz '03**, **Joseph Florez '03**, and **William Kardas '04**.

Leila Khalil '02 and Tony Lewis on May 8, 2010, in Santa Ynez, Calif. The bridal party included **Jenny Devoto '03** as a bridesmaid. Other alumni in attendance were **Fawn Morningstar Giordano '02**, **Jennifer Kanne Seaton '01**, and **Michelle Curtis '04**, **J.D. '08**. Tony is an aerospace engineer for Northrop Grumman, and Leila is a wedding publicist at her own firm, Be Inspired PR, located in Manhattan Beach, Calif.

Colin Brush '03 and Elizabeth Beteem on July 31, 2010. Colin's mother, **Marijean Welage Brush '69**, and many of her dear classmates, as well as Colin's Santa Clara friends, witnessed their marriage at the Carmel Mission. Alumni in attendance included **Erin Sasan J.D. '10**, **Luke Steidlmayer J.D. '10**, **Mary Steidlmayer Kessi '99**, **Leo Steidlmayer '67**, **Nickie Rolle '02**, **Mike Richmond '03**, **Carrie Shia Pynch '03**, **Jill Meyer Richmond '03**, **Dave Carlin**

'03, **M.S. '08**, **Collin Thornber '03**, **Jayme George Carlin '03**, **Matt Pynch '03**, **Chris Pfrommer '03**, **MBA '12**, **Dan Weeks '03**, **Kevin Drake '03**, **Erika Larson '03**, **Tyler Pepple '03**, **Marijean Brush '69**, **Susana Lawler Marquess '69**, **M.A. '94**, **Ann Weisenberg Grover '69**, **Dave '69** and **Holly Zacharias '69**, and **Cindy Steidlmayer '69**.

Patrick McBride '04 and Monique Bueltel on Oct. 29, 2010, in San Diego. Groomsmen included **Panch Romero '04**, **Dan Vincenzi '04**, and **Anthony Rea '04**. The couple resides in the San Francisco Bay Area.

Benton Gray '05 and **Carly Syke '07** on Sept. 18, 2010, in Seattle, Wash. Alumni in the bridal party included: **Megan Brown '07**, **Jenny Adams '07**, **Betsy Dalby '07**, **Kaitlin Kelly '07**, **Tony Soldato '05**, **Charlie Nichols '05**, **Evan McLean '05**, **Nick Velis '05**, **John Robertson '05**, and **Nick Pizzariello '05**. Other SCU alumni in attendance were: **Brooke Hennon '07**, **Jenny Keaton '07**, **Courtney Titus '07**, **Stephanie Metzger '08**, **Michelle Beaulier '08**, **Kit (DiJulio) Soldato '05**, **Jen Oddo '05**, **Tony Viecilli '05**, **Pat McCarthy '05**, **Andrew Whiteman '05**, **Dave Praklet '05**, **Libby Stearns '06**, **Kristen (Harrada) McLean '04**, **Jessica**

Dow '05, **Brian Betz '05**, and **Blake Twisselman '05**. The couple reside in Seattle, where Benton is finishing his MBA at the University of Washington and Carly works at a digital advertising agency.

Matthew Klenz '05 and Caitlin Klenz (Stephens) on July 5, 2010, in Portland, Ore. The groomsmen included **Chris DeMartini '05**, **Jonathan Edwards '06**, and **Blake Lugar '07**. In attendance were **Michael Nicoletti '06**, **Eric Lillibridge '07**, **Megan DeMartini (Koppes) '05**, **Jennifer Heim (Magnusson) '05**, and **Beth Simas '05**.

Michelle Luis '05 and Ryan Wilson on Aug. 14, 2010, at Mission Santa Clara. The bridal party included **Yolanda Puga '05**. Bronco **Victoria Gregory '05** was also in attendance. The couple resides in Atlanta, Ga.

Leslie Maglione '06 and James Jensen on Oct. 9, 2010, in San Francisco. In attendance were **Joseph Maglione '77**, **Celia Raffetto Maglione '77**, **Jay Maglione '13**, **Claudia Panontin Jones '77**, **Mary Conlon Almasy '77**, **Steve Almasy '77**, **Alicia Del Prado '00**, **Katie Kiely '07**, and **Stephanie Rocha '00**, **J.D. '09**.

Katie (Roberts) Payer '06 and Brian Payer on Sept. 18, 2010, in Palo Alto. The wedding party included **Krista**

McNamara '06, **Camille Keonjian '05**, and **Natalie Genco '06**. Other Broncos in attendance included **Tony Johnson '05**, **Erin Worth '05**, **Kristina McMinn '05**, **Scott McMinn '05**, **Ryan McKernan '06**, **Niamh Conlon '06**, **John Spieth '06**, **Kirsten Germeraad '06**, **Paul Jokisch '06**, **Amy Chan '06**, **Rebecca Juell '06**, **Kevin Koch '06**, **Stephanie Currier '06**, **Kari Kallo '06**, **Jeanne Marie Hood '06**, **Alex Diaconou '06**, **Natalie Evans '06**, **Ashley Cobb '06**, **Drew Zilli '06**, **Trevor Hansen '07**, and **James Bickford '07**.

Julie Gabelein '07 and **John Bianchi J.D. '07** on July 24, 2010, on Whidbey Island, Wash. The ceremony was presided by **Chris Boscia J.D. '08**. The bridal party included **Jesse Baldwin-Philippi '07**, **Shannon Bell '07**, **Kellie Dunn '07**, and **Sarah Scott '07**. Other Broncos in attendance: **Robin Bedillion '05**, **Taylor Bedillion '05**, **Carrie Clark '07**, **Sara Forrester '07**, **Danielle Granieri '07**, **Seena Kallingal '07**, **Kristin Love Boscia '03**, **J.D. '08**, **Blossom Marimpetri '08**, **Kevin Metti J.D. '07**, **Asheesh Mohindru J.D. '07**, **Kristen Morse '07**, **Sara Overmier '07**, **Tara Rooney '05**, **Kiley Strong '05**, and **Diannah Vaughn '07**. The couple resides in Seattle, Wash.

1981 Melanie Chladek MBA was promoted to administrative partner and CFO of Institutional Venture Partners.

1985 Evelyn Tolbert J.D. has ended 12 years of service as a Tracy city council member. She previously served the city as a planning commissioner and on the board of directors for the chamber of commerce. A playwright, Tolbert founded the Tracy Performing Arts Foundation and the Tracy Women's Forum Association.

1988 Jan Howell Marx J.D. was elected mayor of San Luis Obispo, Calif. Prior to her service

GRADUATE

1977 Brian J. Back J.D. was elected by Ventura Superior Court judges as assistant presiding judge for 2011 and 2012. Back was appointed to the Ventura Municipal Court by Gov. Pete Wilson and elevated to the Superior Court in 1998. He is assigned to the criminal division. Previous assignments have included juvenile delinquency, family law, guardianship, domestic violence, and adult mental health courts.

Dan Moser M.A. is superintendent of the East Side Union High School District. Moser joined the district in 1974, teaching business and then special education.

Deborah A. Ryan J.D. was appointed by Gov. Schwarzenegger to a judgeship in the Santa Clara County Superior Court. Ryan has been a court commissioner for the county's Superior Court since 1999. Previously, she served as senior assistant counsel for the Santa Clara Valley Transportation Authority and as deputy county counsel for Santa Clara County Counsel's Office.

1980 Joe Weiss MBA recently published a book on cyber security of critical infrastructure. *Protecting Industrial Control Systems from Electronic Threats* includes 20 control system cyber incident case histories.

Drew C. Takaichi J.D., of San Jose, was appointed to the Santa Clara County Superior Court by Gov. Arnold Schwarzenegger. Takaichi has been a sole practitioner since 1994. He previously was a partner for Brockman and Takaichi.

1981 Melanie Chladek MBA was promoted to administrative partner and CFO of Institutional Venture Partners.

1985 Evelyn Tolbert J.D. has ended 12 years of service as a Tracy city council member. She previously served the city as a planning commissioner and on the board of directors for the chamber of commerce. A playwright, Tolbert founded the Tracy Performing Arts Foundation and the Tracy Women's Forum Association.

1988 Jan Howell Marx J.D. was elected mayor of San Luis Obispo, Calif. Prior to her service

on city council, she owned and operated the Law Offices of Jan Howell Marx for more than 20 years.

Elisabeth Mineta J.D. was named by Gov. Schwarzenegger to the Monterey County Superior Court. Mineta served the bench as a legal research attorney for the past five years.

1989 Wayne Montgomery J.D. was appointed vice president of legal affairs and intellectual property of iPierian, a biopharmaceutical company focused on the industrialization of induced pluripotent stem cells. Montgomery comes prepared with more than 20 years of experience as an intellectual property law attorney in the biopharmaceutical industry.

1992 Charlene Bellinger J.D. has been appointed an administrative appeals judge for the Social Security Administration.

Michel Courtoy MBA, an experienced EDA executive and angel investor, has joined the board of directors for Zocalo Tech Inc., an Austin, Texas, electronic design automation company.

1993 Thomas P. McCracken J.D. was appointed vice president of intellectual property at MAP Pharmaceuticals. McCracken has extensive legal experience within the healthcare industry, having held executive positions at Durect Corp. and PowderJect Pharmaceuticals, supplemented by years of research activities.

1994 Susan Coleman J.D. is an attorney with Manning & Marder, Kass, Ellrod, Ramirez LLP, where she manages the firm's Correctional Litigation Practice Group. A marathon runner, Coleman resides in Hermosa Beach and was recently admitted to the American Board of Trial Advocates, Los Angeles Chapter.

1995 Jonathan M. Skiles J.D. has been appointed to a Superior Court judgeship in Fresno County by Gov. Schwarzenegger. Skiles, 48, has been a commissioner for the Fresno County Superior Court since 2009 after working for the county's district attorney's office, the city of Fresno, and private firms.

2003 Cyril Videgar J.D. has begun writing a column for the *Longmont Times-Call*



BIRTHS AND ADOPTIONS

Eileen (King) Gillis '91 and husband Mark—their fourth child, Natalie, on July 12, 2010. She joins sisters Madeline and Samantha, both 9, and brother Joshua, 7. Eileen resides in Greensboro, N.C., and is counsel at Kilpatrick Stockton LLP. She practices part time and specializes in intellectual property.

Carey (Allen) Greiner '97 and husband Jason—a baby girl, Kaila, on June 5, 2010. The family lives in Cincinnati, Ohio, and Carey would love to connect with any other Broncos in the area.

Kara (Grover) Herrick '97 and husband Jason—a son, Jaxon Lee, on Oct. 13, 2010. He joins sister Julia, 2, in Modesto, Calif.

Cate (Bloem) O'Reilly '97 and husband—daughter Sophie Catherine on March 4, 2010. Sophie joins 2-year-old brother Shay Loudon.

Brian Paulson '97, marketing manager at Juniper Networks, and wife **Michelle MBA '05**—twin boys Colby and Zachary, on July 15, 2010. They join sister Dana, 4, and brother Ethan, 6.

Brandon "Bubba" Randazzo '98 and **Amy Puccetti Randazzo '98**—a baby girl, Addison Marie, on

July 20, 2010. Addie joins brother Jake, 6, and sis Sofia, 1½. Six days later on July 26, Bubba's younger sister, **Marisa Randazzo Fillmon '06**, and husband Quinn gave birth to their first baby girl, Gianna Margaret Grace. Both cousins are doing great and are sure to be future Broncos!

Anthony Bucad '03 and wife Jennifer—a baby girl, Alexis Rae, on Aug. 6, 2010. The family lives in Milpitas.

Zach Koontz '00 and **Shannon Koontz (Siegel) '00**—their first child, daughter Khloe Nichole, on July 27, 2010.

Claudia Ruiz (Zepeda) '01 and husband Darlo—a boy, Lorenzo Martin Ruiz on July 7, 2010. He joins big brother Marcos.

Samuel J. Dalesandro Jr. J.D. '01 and **Heather Mardel Jones J.D. '02**—their first child, Lila Mardel Dalesandro, on Aug. 11, 2010. Sam is a deputy district attorney at the Fresno County District Attorney's Office, assigned to the Career Criminal Unit. Heather is an associate at Dowling, Aaron and Keeler, in Fresno, focusing her practice on civil, probate, and trust litigation.

Jennifer (Magpayo) Alderete '02 and husband Chris—a baby boy,

Colin Joel ("C.J."), on Jan. 16, 2010. Jennifer works as a software engineer for the print-on-demand publishing service Blurb.com.

Ian '02 and **Bethany (Stevenson) Kelly '02**—their first daughter, Erinne Margaret, on Jan. 5, 2010. The family lives in Portland, Ore.

Brian Ellis '03 and **Kirsten (Wilson) Ellis '03**—a son, Carter Grant Ellis, on Oct. 5, 2010. The family lives in San Carlos, Calif.

Nicole (Varela) Rodriguez '03 and husband Cesar—their first child, Coldri David Rodriguez, on Sept. 11, 2010. He was 7 pounds, 3 ounces, and 19 inches long. The family resides in Palo Alto.

Mirela and Nicholas Radov MBA '05—their second child, Una Loren Radov, on Oct. 5, 2010. He weighed 8 pounds, 5 ounces. The family recently moved to Los Gatos.

Cristina (Guzman) Fierro '05 and **Mark Fierro '05**—their first child, Emma Rosalinda Fierro, on Aug. 15, 2010. She weighed 5 pounds, 14 ounces, and was 21 inches long. The family resides in St. Louis, Mo., where Mark is a second-year resident physician in ob-gyn and Cristina is a registered nurse.

newspaper in Colorado. The column, "Pondering the Pint," addresses beer/brewing culture and tradition, and alcohol law.

2005 Christine Wheeler M.A. joined Coldwell Banker Residential Brokerage as a sales associate in its Morgan Hill office. Prior, Wheeler had been an educator for more than 20 years.

2007 Mark Weinswig MBA was appointed CFO at EMCORE Corp., a leading provider of compound semiconductor-based

components and subsystems for the fiber-optic and solar-power markets. Prior to joining EMCORE, Weinswig held various leadership positions with technology companies including Coherent Inc. and Avanex Corp. (now Oclaro Inc.).

2010 Derek Chien J.D./MBA has joined Hoge Fenton Jones & Appel, assigned to the firm's intellectual property and corporate practice teams. His focus includes trademark and copyright prosecution.

mark as environmentalists and businessmen in El Salvador. Baker is founder and director of Computodos, a San Salvador-based company that sells high-quality computers at low cost to low-income sectors,

primarily students, schools, nongovernmental organizations, and the poor.

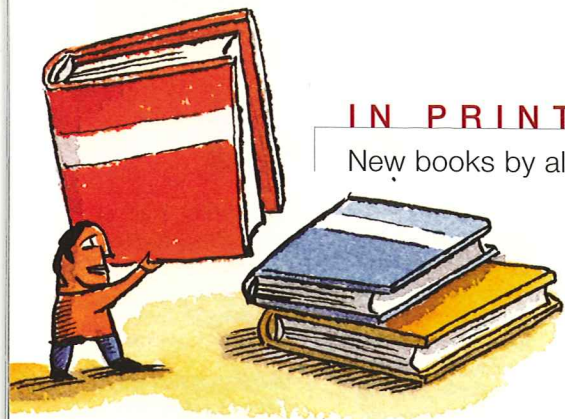
2009 Babajide Ogunbiyi joined the soccer club Viborg FF of Denmark last spring. He

passed on an invitation to play in the MLS for the New York Red Bulls to play in Europe. Since joining Viborg in March 2010, his performance has been the talk of the division, with a commanding presence in the back and his

attacking foray resulting in two goals in nine appearances.

2010 Ryan Taylor is doing business development for TaskRabbit.com.

Read more (and see photos) at santaclaramagazine.com.



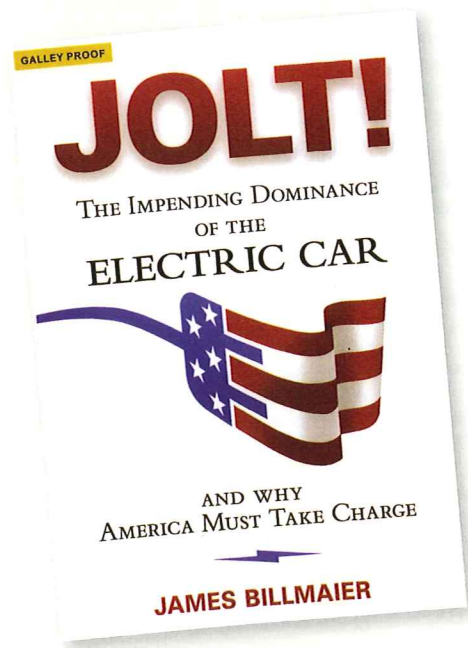
IN PRINT

New books by alumni

NOT YOUR GREAT GRANDDADDY'S ELECTRIC CAR

It's taken more than a century, but the auto industry is about to come full circle. Introduced in the 1890s, electric vehicles (EVs) soon eclipsed gasoline cars in popularity. By the end of the decade, EVs outsold gasoline cars 10 to 1. The trend did not hold. Henry Ford's gas-powered Model T appeared in 1908, igniting the century-long reign of the internal combustion engine. But, according to **James Billmaier '77**, EVs are poised to dominate once more—this time for the long haul.

Billmaier, a Silicon Valley veteran with three decades of experience in the computer systems and software industries, is the author of **JOLT!** (Advantage, 2010), a primer on the coming dominance of the electric car. An unabashed EVs enthusiast, Billmaier does have a stake in the outcome he prophesizes; he's a founding partner of Charge Northwest, a company focused on hardware, software, and consulting solutions for charging EVs. But he is also a reliable guide for consumers

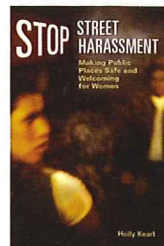


seeking answers before deciding to invest in the first wave of the new generation of EVs—the plug-in hybrid Chevy Volt or all-electric Nissan LEAF—or those to follow.

One of the strengths of **JOLT!** is in dispelling myths that threaten to slow the adoption of EVs. Billmaier raises, and deftly dispatches, nagging questions: *Won't EVs merely swap emissions at the tailpipe for emissions from a (likely coal-fired) smokestack? Aren't EVs much more expensive than gas-powered cars? Will an EV leave me stranded roadside? Won't EVs overload the electricity grid?* The answer in each case, writes Billmaier, is a resounding "No." Take just one: cost. After the (for now) higher upfront cost, which is offset by government tax incentives, EVs are cheaper to maintain—with 70 percent fewer parts than gas-powered cars, and no smog checks or oil changes either—and cheaper to drive each mile. At \$3 a gallon for gas and 10.2 cents per kilowatt-hour for electricity (the average U.S. price), "a highly efficient gas-powered car getting 30 miles to the gallon costs around 10 cents per mile; an EV running on electricity costs just 2.5 cents per mile," writes Billmaier. And it's a cost differential that will only grow as oil becomes scarcer and batteries cheaper over the next couple of decades.

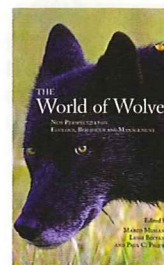
Billmaier is confident that within the next 20 years all of us will be driving electric cars. "Electric vehicles are our future no matter who builds them," he says—but he also believes smart incentives can speed their adoption in the United States and ensure we don't cede market advantage to competitors such as China. In the last chapter, Billmaier outlines the "JOLT Program for America," a policy framework for government, business, and consumers that aims to have 100 million electric cars on the road by 2020. Get the incentives right, Billmaier believes, and the market will flip. He predicts electric cars will make up 60 percent of all new car sales by 2030.

"By 2021," he writes, "there will be no reason not to buy an EV." **Justin Gerdes**



There's a story that **Holly Kears '05** shares about the time she spent volunteering at a domestic violence shelter in Santa Clara. Walking from campus to the shelter, she writes, "Men routinely honked and hollered at

me ... As I was walking, I was talking to my father on the phone, and he heard one of the men and asked in surprise if he was targeting me. I said yes, almost dismissively, and said it always happened. My father sounded shocked." Readers of **Stop Street Harassment: Making Public Places Safe and Welcoming for Women** (Praeger, 2010) are likewise in for some disturbing stories—ranging from leers and "hey baby" comments to stalking and rape. Sobering statistics are here to bolster the reports, including the fact that up to "80 percent of women around the world face at least occasional unwanted, harassing attention in public places from men they do not know; some women face it daily." Kears, who earned degrees in history and women's and gender studies at SCU before completing a master's at George Washington University, thanks Associate Professor of History **Nancy Unger** in the acknowledgments for her counsel. Kears is a program manager at the American Association of University Women, and she was back on campus this fall to discuss her book as part of the 30th anniversary of the Department of Women's and Gender Studies. **SBS**



The World of Wolves (University of Calgary Press, 2010), co-edited by **Paul C. Paquet '70**, brings together new scholarship on the ecology, behavior, and management of wolves in seminatural environments, with particular

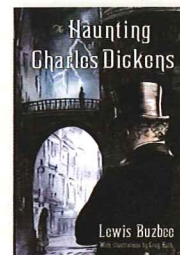
interest in contributing "to the examination of the human/wolf interface ... to ease conflict and promote the coexistence of wolves and humans." An essay by Paquet describes the integral role wolves play in sustaining ecological systems; he also uses the species to flush out larger ecological issues related to human impact on nature. **Jon Teel '12**

God, Science, Sex, Gender: An Interdisciplinary Approach to Christian Ethics (University of Illinois Press, 2010), co-edited by **Patricia Beattie Jung**



'71, assembles scholarly essays from disciplines including anthropology, sociology, psychology, theology, and ethics. Two of Jung's essays reflect on issues of patriarchy, purity, and procreancy throughout the ages to develop an understanding of how the Church formed its teachings. Highlighted are the ways in which social issues, technology, and the Church mutually influence one another to create the traditional Church teaching of gender and sexuality. **Liz Carney '11**

Censored 2010: The Top 25 Censored Stories of 2008-09 (Seven Stories Press, 2009), edited by **Peter Phillips '70** and Mickey Huff, is the latest installment from Project Censored. This year's entries include "Secret Control of Presidential Debates" and "U.S. Congress Sells out to Wall Street." One message that comes through: Well-written journalism starts from the bottom up, with those willing to seek out the truth, forgetting party lines or ideological conflicts, and caring deeply about freedom of information. **Justine Macauley '10**

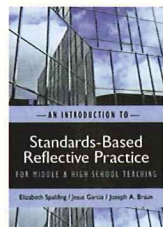


When Meg Pickel's older brother, Orion, disappears on a snowy London night, Meg sets out to roam the city's streets in search of him. Thus begins **The Haunting of Charles Dickens** (Feiweil and Friends, 2010), the latest young-adult novel from **Lewis Buzbee '79**. Young Meg happens upon a séance—which she believes may be related to her brother's disappearance—and crosses paths with Charles Dickens, a family friend who is also troubled by the disappearances of many of the city's children. The two join forces in hopes of solving the mystery. Buzbee's previous books have garnered honors including a Smithsonian Notable Book award. He teaches writing at the University of San Francisco. **LC**



90 Days to Success in Consulting (Course Technology, 2010) by **William McKnight MBA '94** provides a step-by-step action plan to grow a consulting practice in a competitive industry. Advice includes: Treat clients with the utmost respect, take care of employees, and give back to those around you when you are successful. McKnight is president of McKnight Consulting Group and has worked with more than 100 corporate clients worldwide. **Kellie Quist '10**

Joseph A. Braun '69 co-authored **An Introduction to Standards-Based Reflective Practice for Middle and High School Teaching** (Teachers College Press, 2010), which uses life

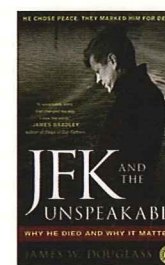


experiences to illustrate ideas on how to be more reflective during the teaching process. The book outlines a set of principles to consider as a teacher constructs his or her identity in the classroom, strives to understand students, develops a learning curriculum, evaluates student learning, and ultimately creates conditions in which students can learn most effectively. **JT**

Twenty years ago, psychotherapist **Alexandra Kennedy '75** used her expertise in grief counseling to craft **Losing a Parent: Passage to a New Way of Living** (HarperCollins, 1991). That book went on to become a best seller; meanwhile Kennedy's own explorations took her through grief and loss while seeking what she describes as the Divine Feminine. Now comes her third book, **How Did I Miss All This Before? Waking Up to the Magic of Our Ordinary Lives** (Universe, 2010). Instead of hearing claps of thunder, Kennedy says, the process of awakening involves being fully present to life as it is right now. Kennedy has served on the faculty of John F. Kennedy University and U.C. Santa Cruz Extension, and her writing has been featured in *USA Today*, *Mothering Magazine*, and elsewhere. **SBS**



Gina M. Biegel M.A. '05 wrote **The Stress Reduction Workbook for Teens: Mindfulness Skills to Help You Deal with Stress** (Instant Help Books, 2009) and released the audio CD **Mindfulness for Teens: Meditation Practices to Reduce Stress and Promote Well-Being**. Both provide exercises that challenge teenagers to conceptualize and apply mindfulness to combat anxiety and stress. Biegel works as a psychotherapist for adolescents, children, and families. **LC**



Now out in paperback: **JFK and the Unspeakable: Why He Died and Why It Matters** (Touchstone, 2010) by **James W. Douglass '60**. As this magazine noted when the hardback edition was published in 2008, Douglass has written a tour de force about Kennedy's transformation from cold warrior to striver for peace. Weighing in with their own praise for Douglass' book are James Bradley (author of *Flags of Our Fathers*), director Oliver Stone, and actor Martin Sheen, who urges: "This disturbing, enlightening, and ultimately inspiring book should be read by all Americans. It has the power to change our lives and to set us free." **SBS**



WEB EXCLUSIVES
Read a Q&A with **JOLT!** author James Billmaier and an excerpt from Holly Kears' *Stop Street Harassment* at santaclaramagazine.com.

Below are obituaries of Santa Clara alumni. At santaclaramagazine.com/obituaries you'll find obituaries published in their entirety. There, family members may also submit obituaries for publication online and in print.

OBITUARIES

1941 Harry G. "Paw-Paw" Sanders, June 3, 2010. He served in the Air Force for 30 years and retired a colonel. He died after a brief battle with cancer.

1944 Hon. Michael L. McInnis, Sept. 21, 2010. The retired Solano County Superior Court judge was 87 years old. Born in Fairfield, he served in the Army as a first lieutenant. McInnis was a sole practitioner for 25 years in Fairfield. He is survived by many, including daughter **Elizabeth Ann Lewczyk '86**.

1949 Harry S. Curry, Aug. 28, 2010. Curry was born in 1923. After serving in the Marine Corps during WWII, he graduated with a degree in business law. He enjoyed running his business, Martyr and Curry, from 1960 until 1985. Survivors include son **David Curry '83**.

Paul M. McCormick, Oct. 9, 2010.

1950 Frank R. Britton Jr., Sept. 18, 2010. Born in 1929 in Point Loma, Calif., Britton Jr. was a longtime resident of Imperial Valley. He served in the Korean War as a lieutenant in the artillery. He owned Britton & Co.

and served the importing and exporting community for more than 30 years. He later became a private investigator.

Raymond J. Dempsey, Nov. 1, 2010. A California native, he served in the Army as a first lieutenant. He enjoyed history, reading, football, and fishing.

1953 William "Bill" Kelly, Oct. 14, 2010. Survivors include daughter **Cortney Rushforth '94**.

Samuel W. Kyburz, Oct. 14, 2009. He was an eighth-generation native of Placerville, Calif., and Korean War veteran. Kyburz worked for Aero Jet General Corp. for more than 18 years before forming, owning, and operating a sporting goods store in Placerville.

1954 Charles F. Leonhardt Jr., July 27, 2010. Born in 1930, he graduated with a degree in civil engineering. He served in the Army and spent his life traveling the world as an engineer on various water projects.

1956 Roy George Palmer, Sept. 17, 2010. He was 77. Born in Fairfax, Minn., and raised in Mount Angel, Ore., Palmer served in the Army Reserves Corps of Engineers, earning the rank of captain. He operated his private engineering practice, Palmer Engineering Inc., in Riverside, Calif., for nearly 40 years.

1958 Terrence Trainor Shields, June 27, 2009. Born in 1935 in Sacramento, he served in the Naval Air Reserves, worked for the Tehama County Road Department, and ranched—a

lifelong passion. He began his career with the U.S. Forest Service in Susanville, then in Santa Barbara and Redding. Preceded in death by father **Robert Shields '24, J.D. '25** and survived by his wife, Jessie, daughter **Claire Shields '87**, and brother **Robert Shields '57**, among others.

1960 William George Schroder, Aug. 11, 2010. He passed away at the age of 71, in Anchorage, Alaska.

1961 Robert B. VanderNoor, J.D. '64, Oct. 13, 2010.

1965 Vincenzo James Sisto, MBA '68, March 19, 2010.

1966 James F. Burke, March 19, 2010.

Terry Greeley, March 4, 2009.

Benjamin B. Wood, Feb. 9, 2010. He was from Muskegon, Mich.

1967 Harold (Hal) W. Mack, Oct. 25, 2010. Mack was born in 1945 and grew up in Anaheim, Calif. He moved to Arizona in 1980 and was a well-respected attorney. Mack loved sports and valued his Catholic faith and a life of service. Survived by son **Brian Mack '92**, among others.

Gloria Scheid McLean, Sept. 14, 2010. Born in 1945 in San Francisco, McLean was among the first class of women admitted to SCU. In her first years of practice, she prevailed on appeal in a case holding that auto mechanics must provide written estimates to customers; that rule stands today. Later she started her own law firm in San Diego.

1968 Michael Rewak, July 23, 2010. He passed away at 63 at home in Mukilteo, Wash. Rewak was born in 1946 and grew up in San Jose. He moved to the Northwest and raised his family in Edmonds, Wash. He is survived by his wife of 38 years, **Sue Rewak '69**; daughter **Karie Dostert '99**; siblings **Fr. William Rewak** (who served as SCU president 1976–88) and **Dana Cole '73**; and niece **Jeanine L. Conner '81**, among numerous others.

1973 Gerald Grant Johnson MBA, Sept. 16, 2010. Born in Idaho Falls, Idaho, in 1932 and reared in Oakland, Johnson served in the Army during the Korean War. He worked in aerospace for Boeing and Lockheed, then shifted to power plants, working for Bechtel, Gibbs & Hill, Dravo, and Calpine.

1974 James Fauria, Aug. 31, 2010. He was born and raised in San Leandro. A mechanical engineer, he worked in nuclear power for 35 years, 23 of them at Diablo Canyon Nuclear Power Plant.

Joel A. Hirschman M.S., Sept. 17, 2010. Born in 1948 in Portland, Ore., he completed a master's in electrical engineering at SCU. He retired from IBM in 1993 after 25 years, then became president of JHirschman Technologies from 1994 until his death.

1975 Salvatore "Sal" J. Sunseri J.D. '78, Oct. 2, 2010. A San Jose native, Sunseri was an outstanding trial attorney and passionate baseball and soccer coach. He loved his family more than anything. He also loved life, loved to laugh, and loved the Giants. Survived by his brother **Jim '71, J.D. '74**, sister-in-law **Anita Anne M.A. '81, M.A. '84**, and niece **Mary '05**, and others.

1977 Timothy William Reed, Aug. 23, 2010. A fourth-generation Californian, Reed was born in San Jose and raised on the family ranch in Sunnyvale, where he grew up picking and drying fruit. Over the years he worked in the electronics industry, then as an independent contractor, property manager, and accountant.

1978 Mary Davey MBA, Oct. 2, 2010. Born in Chicago and raised in Columbus, Ohio. Though known widely as a co-founder of the Midpeninsula Regional Open Space District and a former Los Altos Hills mayor, she is best remembered as an enthusiastic advocate for environmental and social causes, winning numerous awards and recognitions for her work.

IN MEMORIAM



Rudy Flores was a much-loved campus safety officer for 36 years who enjoyed welcoming faculty, staff, students, and university guests from his post at the main entrance kiosk. He retired in 2000 and passed away on Oct. 24, 2010.

Jo Ann Costella died on Aug. 21, 2010. Costella was born in 1928 in Lodi, Calif. She was raised in Chowchilla, Calif., until moving to Santa Cruz, where, in 1946, she met Richard Costella; they were married in 1951 and raised three sons. In 1968, she commenced a rewarding 25 years of employment at SCU before retiring in 1993 with a commendation of gratitude from then-President **Paul Locatelli, S.J. '60**.

Kevin Walsh, Dean's executive professor in management at the Leavey School of Business since 2002, passed away on Oct. 23, 2010. He was a general partner at Ridge Partners LLC, an investment and buy-out company focused in the high-technology sector. He was previously vice president of corporate planning and worldwide financial operations at Sun Microsystems. Prior to joining Sun, Kevin was COO at Spatial Technology and held vice president positions at Schlumberger and Fairchild Semiconductor in both Europe and the United States.

Ann Margaret Jonsen died on Oct. 29, 2010, in Denver. She was married for 55 years to **Richard "Dick" Jonsen '55**, who has served on the SCU Board of Regents and as an ambassador. They met while Dick was a student at Santa Clara and she at Stanford. She worked in the field of aging for 25 years, first as a social worker, then as a nursing home administrator. She and Dick raised five children and had 12 grandchildren.

Joseph Grassi, professor emeritus of religious studies, died on Dec. 9, 2010. Author of more than 20 books and founder of Skip-A-Meal program for the hungry, he served the poor in Guatemala for three years and, together with his wife, Carolyn, also taught in the Osher Lifelong Learning Institute at SCU. In his honor, since 2003 the Joseph A. Grassi Social Justice Award has been presented annually to a graduating student in SCU's Department of Religious Studies who exhibits an outstanding commitment to social justice. A funeral Mass was held at the Mission Church. He is deeply mourned by his family, including sons **Peter Grassi '93** and **Eddie Grassi '92**. **Marisa Solis & SBS**

Jennie Rykoff, Aug. 23, 2010. Born Jennie Karabedian in 1922, Rykoff was a resident of Santa Clara. After raising a family, she obtained a B.A. at SCU, where her second husband, **Richard Rykoff**, was a professor of law. Her love of art led her to become a docent at the Asian Art Museum in San Francisco.

1979 Norman D. Vesely MBA, Jan. 17, 2010.

Stanley John Skidmore M.S., Oct. 9, 2010. Born in Salt Lake City, Utah, in 1947. He loved all sports and the outdoors. An electrical engineer by profession, he worked at Iomega Corp. for 20 years. He served in the Vietnam conflict as a naval officer.

1980 Patricia Marie Boyd, March 18, 2010. Born Nov. 28, 1933, she was a resident of Berkeley, Calif.

1989 John Chuong Van Pham '89, MSE '95, Oct. 16, 2010. He worked for Cisco for 18 years. He loved nature and enjoyed hiking, biking, skiing, and snowboarding. He especially loved playing with his kids. He was 42.

1991 Christine I. Perkins, March 4, 2010.

WEB EXCLUSIVES
Read full obituaries at santaclaramagazine.com/obituaries.

PLANNED GIVING

A tip of the hat to the past,
a helping hand for the future

Dr. Robert Cody '53 had to drop out of Santa Clara after his first year because he just "didn't have enough money" to pay for his education. For a year he worked at American Can Company in San Jose—first stacking cans and then working 12-hour shifts as a shipping clerk. "I thought I was rich when I returned to college, but that didn't last long," says the spry 80-year-old cardiologist.

Dr. Cody continued his studies at the University while working nights at the post office in downtown San Jose. Despite a hectic schedule, he went on to win the Orella Prize—awarded to the student with the highest grade-point average in science. "It was a big prize at the time—all of \$50!" he exclaims.

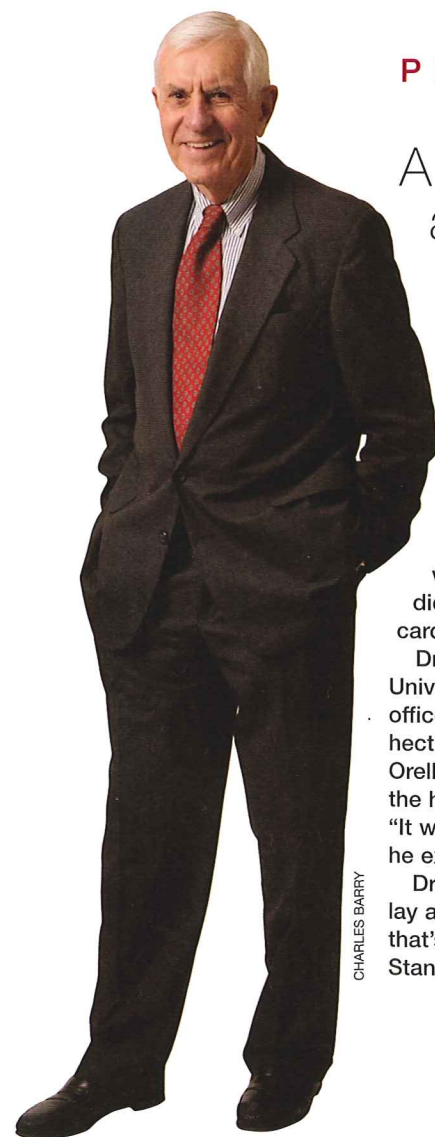
Dr. Cody credits Santa Clara for helping lay a strong academic foundation—after all, that's what led to his admission at Stanford's medical school.

Years ago, Dr. Cody began helping students at Santa Clara. Recently, through SCU's planned giving program, he established an IRA that benefits students at the University.

His years at SCU were profoundly formative ones, he says. "This is my way of saying thank you."

Plan a gift as part of your overall estate and financial plans—and help yourself while providing support to Santa Clara students. As a member of The Thomas I. Bergin Legacy Society, you could also receive substantial tax and financial benefits.

For more information:
Liz Gallegos Glynn
Associate Director of Planned Giving
408-554-5595 • egallegosglynn@scu.edu
www.scu.edu/plannedgiving



CHARLES BARRY

Richard Tillman Coz, S.J., touched the lives of thousands

When **Fr. Richard T. Coz**, 86, died of cancer on New Year's Eve at the Sacred Heart Jesuit Center in Los Gatos, he left behind numerous nieces and nephews—and generations of Broncos who mourn his loss. A funeral Mass was held on Jan. 6 in the Mission Church, with **John Privett, S.J.**, presiding and 1,000 friends, family, and former students in attendance.

Born in Fresno on Aug. 24, 1924, Coz was raised in Alameda. He worked in defense plants in Oakland and Los Angeles, served in the Navy, and entered the Jesuit Novitiate at Los Gatos in 1947. He studied theology at Alma College in Los Gatos (now the Jesuit School of Theology of Santa Clara University) and was ordained to the priesthood in 1958.

Following doctoral studies in economics at the University of North Carolina, in 1963 Coz began a 32-year association with Santa Clara: as professor of economics and, later, director of the Studies Abroad program (1970–92) based in Durham, England. Students fondly remember his lessons in “Cozonomics” and the “law of supply and demand with pizza and beer.”

In addition to being a popular teacher—he was named Business School Teacher of the Year in 1990—he was a counselor, a rugby and soccer enthusiast, a photographer, a friend and mentor, and the priest who officiated at hundreds of marriages and baptisms.

His former students were inspired to start the Pause for Coz scholarship program in 2007 (see following story). For last year's celebration, President **Michael Engh, S.J.**, wrote to

thank Fr. Coz: “You built long-lasting bonds with students and alumni that few can match. You inspired them in their studies and in their sports. And you have motivated them to do what we ask of all our graduates—to give back to the community in ways that serve others in need.”

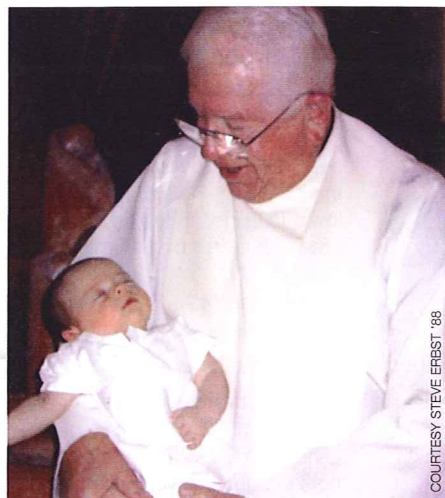
A true shepherd

With mourners gathered in the Mission Church, Fr. Coz's friend and colleague, Professor Emeritus of History **Tim O'Keefe**, noted that Coz “married my wife Julia and me, he blessed our first home, and he baptized our children here in the Mission Church.” And, O'Keefe said, “Early in my career at Santa Clara, Fr. Coz gave me the best advice I ever received about teaching ... ‘When a student comes to see you,’ he said, ‘he comes to see *you*.’”

In words read at the Mass, **Bucky Canales '80** described Fr. Coz as “loyal, caring, challenging, open to listening, forgiving, supportive, and a shepherd in the truest sense of the word. He kept an eye on his flock long after it had moved on to new pastures and was always there when we came home to seek comfort.”

After retiring from university work in 1995, Fr. Coz returned to the high school classroom. He taught religion

and business ethics at Brophy College Prep, Phoenix, followed by a nine-year association with De La Salle High School in Concord. **SCU SBS**



Baptism: Richard Coz, S.J.

April 16 at Campo di Bocce in Los Gatos. A silent auction, raffle, food, and games are in store;

and the new scholarship recipients will be introduced.

Fr. Coz had a powerful, transformative effect on so many lives, Erbst underscores—and that has inspired alumni to support the University as a way of paying tribute to his legacy. More than that, Erbst hopes that the Pause for Coz effort can serve as a kind of model: that it might inspire other alumni to honor the mentors at Santa Clara who have made such a difference in their lives. **SCU Adam Breen**

For more information on the Pause for Coz Endowed Scholarship or the annual celebration, visit www.pauseforcoz.com or call 408-554-4981.

The Pause for Coz— a way to honor a mentor and friend

During his three decades at SCU, Fr. Richard Coz served as mentor and friend to thousands of students. One of them was **Steve Erbst '88**. “You could go to him for help or advice,” says Erbst, who regularly visited Coz at the Jesuit residence in Los Gatos, where the retired priest lived until he passed away in December. “He was that calming voice who was there when you needed him.”

Some years out of school, Erbst found himself thinking about how he could give back to Santa Clara. “There hadn't been a scholarship in Fr. Coz's name, and he had recently retired,” Erbst says, “so I thought it was a good time to do something.”

The Pause for Coz campaign was born. With a list of 60 e-mail contacts, Erbst sent out word—and that word has

spread: Over five years, the grass-roots alumni giving endeavor has raised more than \$570,000 and has offset the cost of tuition for half a dozen students. Erbst underscores that while he might have spearheaded the effort, it's been a tremendous collective endeavor involving hundreds of alumni.

Erbst says, “I want people to get involved because they have a connection with Coz. It's about the celebration of the man and the things he supported—club sports, student government, studies abroad.” And, Erbst notes, the scholarship fund is still working toward its goal of \$1 million.

This year, for the annual Pause for Coz Celebration, supporters will gather

ALUMNI EVENTS CALENDAR See updates at santaclaramagazine.com

Date	Sponsor	Event	Contact	Contact Info
APRIL — Alumni Association Month of Service				
1	Alumni Association	First Friday Mass & Lunch	Priscilla Corona	pcorona@scu.edu
2	San Francisco AFO	Painting Project at ICA School	Mary Modeste Smoker '81	msmoker@scu.edu
7	Los Angeles	LA Santa Clara of the Year Award Dinner	Michela Montalto '94	michela@72@gmail.com
8	de Saisset Museum	Opening: <i>Life Cycle</i> by Susan Middleton '70	de Saisset Museum	www.scu.edu/desaisset
9	Seattle	Presidential Reception	Maria von Massenhausen '87	mvonmassenhausen@scu.edu
9	San Diego AFO	Service Project at Our Lady's School	Mary Modeste Smoker '81	msmoker@scu.edu
10	Alumni Association	Easter Bunny Brunch	Maureen Muscat '91, MBA '99	mmuscat@scu.edu
12	Santa Rosa	Annual Alumni Luncheon	Jenny Moody Sullivan '07	jmoody@scu.edu
13	President's Office	President's Speaker Series: David Drummond '85	Office of Marketing & Communications	408-554-4400 www.scu.edu/speakerseries
14	East Bay AFO	Pack Easter Baskets for St. Vincent de Paul	Mary Modeste Smoker '81	msmoker@scu.edu
16	Denver AFO	9Health Fair	Nancy Farro H '80	Hfarro5@mac.com
16	Phoenix AFO	Serving Food at St. Vincent de Paul	Lynn Brysacz '83	mizbry@gmail.com
16	Alumni Association	Fifth Annual Pause for Coz Celebration	Maureen Muscat '91, MBA '99	mmuscat@scu.edu
16	Peninsula AFO	Rebuild the Community Garden at St. Francis Center	Mary Modeste Smoker '81	msmoker@scu.edu
16	Fresno AFO	Packing Food Boxes and Chapter Picnic	Heather Jones J.D. '02	heathermardel@jones@yahoo.com
26	Alumni Association	4th Annual Career Connect	Kristina Alvarez '09	kmalvarez@scu.edu
27	Monterey/Salinas AFO	Volunteer to Serve Dinner at Dorothy's Place	Nick Fantl '01	nfantl@johnsonfantl.com
28	Bronco Bench Foundation	LA Golf Tournament	Peter Moore '77	pmoore@unisorb.com
30	Santa Clara Valley AFO	Beautification Project at Youth Center	Mary Modeste Smoker '81	msmoker@scu.edu
30	Alumni Association	Alumni Anniversary Awards Celebration	Maureen Muscat '91, MBA '99	mmuscat@scu.edu
MAY				
5	Boston	Annual Cinco de Mayo Post-Work Reception	Mark Samuelson '86	marksamuelson@scualum.com
6	Alumni Association	First Friday Mass & Lunch	Priscilla Corona	pcorona@scu.edu
7	Asian Pacific Islander (API)	API Celebration	Mayka Mei '06	mayka.mei@gmail.com
7	Portland AFO	Food Sort at Birch Community Services	Mary Modeste Smoker '81	msmoker@scu.edu
7	Los Angeles AFO	Service Project at Verbum Dei School	Martin Sanchez '02	mpsanchez@scu.edu
11	Santa Clara Valley AFO	Mother's Day Party for Home Safe Shelter	Mary Modeste Smoker '81	msmoker@scu.edu
14	Phoenix	Family Day	Mike Amico '06	michael.amico@gmail.com
18	San Francisco	20th Annual Dinner	Meg '08 and Drew '07 Bolger	apbolger@gmail.com or meg.m.bolger@gmail.com
19	Sacramento	Sacramento Santa Clara of the Year	Melanie Borchardt '05	mjborchardt@gmail.com
JUNE				
1	Santa Clara Valley	Post-Work Reception (Sunnyvale/Mt. View)	Nick Travis '04	nicktrvs@gmail.com
3	Alumni Association	First Friday Mass & Lunch	Priscilla Corona	pcorona@scu.edu
4	Sacramento AFO	Annual Day of Service	Greg '79, MBA '88 & Karen '80 Finn	gregfinn@scualum.com
9	Chicano Latino	Senior Ceremony	José Cabrales '00	jose.cabrales@gmail.com
11	Alumni Association	Graduation Picnic	Alumni Office	408-554-6800
17	Seattle	Alumni Night at the Mariners	Brian Betz '05	brianbetz@gmail.com

Santa Clara University is a comprehensive Jesuit, Catholic university located 40 miles south of San Francisco in California's Silicon Valley. Santa Clara offers its more than 8,800 students rigorous undergraduate programs in arts and sciences, business, and engineering, plus master's degrees in a number of professional fields, law degrees, and engineering and theology doctorates. Distinguished by one of the highest graduation rates among all U.S. master's universities, Santa Clara educates leaders of competence, conscience, and compassion grounded in faith-inspired values. Founded in 1851, Santa Clara is California's oldest operating institution of higher education. For more information, [see www.santaclara.edu](http://www.santaclara.edu).



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The ties that bind

A Q&A with the Chairman of the Board on what Santa Clara does well—and what it could do better.

BY STEVEN BOYD SAUM

Last spring Santa Clara University invited alumni to participate in a brief survey, asking how they wanted to be engaged in the life of the University. Nearly 4,800 responded, and the results have already had an impact on how the University works to nurture relationships with alumni—especially in terms of communication, hands-on involvement, and giving.

Survey numbers tell one story—and some of those results are in the chart to the right. You'll find more on the survey, as well as a look at open-ended responses, at santaclaramagazine.com.

To discuss the survey results, we sat down with **Robert J. Finocchio Jr. '73**, chairman of the Board of Trustees. We're interested in the range of perspectives he brings—as business leader, alumnus, and Dean's Professor of Management in the Leavey School of Business, where he has taught for a decade.

SCM: From the numbers and the open-ended questions, what are the big lessons learned?

FINOCCHIO: The key message is that we need to do a more effective job of communicating and connecting, and building and maintaining relationships. We need to talk more about the real challenges—especially what it takes to run a large, undergraduate-oriented master's-level university with the teaching-scholar model, and what it takes to meet our aspirations. We need to show how the wonderful things that we're doing relate to our mission as an institution. We have to explain better how we spend the money and why tuition is so expensive. And we need to connect small donations—any donation—to a specific result that's tangible.

We need to put some meat on the bones of mission and identity—to show how broad it is, how it's connected to what people really do and how they live their lives. The emphasis on educating the whole person, on leadership and service for others, sets us apart. We serve the world in so many ways. When I talk to employers about Santa Clara graduates, I hear over and over again that we land on the ground ready to go to work, to take action, to have an impact. Our grads roll up their sleeves. We don't think anybody owes us anything.

SCM: What about how the University communicates with alumni?

FINOCCHIO: Part of communicating is listening. Clearly, we have to communicate across many different media going forward—e-mail, Facebook, LinkedIn, various social media. We have to use new media not just to push information out, but also to listen. The magazine is not the only vehicle, and it can't do everything for everybody—but it's an important part of our mix.

Most Santa Clara alumni I meet also speak very fondly about the place and the role it played in the development of individual lives. As students, they build relationships with professors and the place. We want to keep that alive after they leave the campus. But it was clear from the survey that a lot of people think the only time they hear from Santa Clara with a letter or a phone call is when we're asking for money. Instead, we need to communicate more consistently—not just informing, but listening about what we're doing well and what we're not.

In the general area of connection, some alumni feel very detached. In some cases, it's geographic. While one of our aspirations is to be more national, most of our Alumni Association activity centers on things very close by. We don't have the active regional pockets that other schools have.

Relationships and connections need to be broad-based. I want us all working together, to revitalize the relationships we have with our alumni and really start that level of engagement the minute a student gets accepted to Santa Clara.

SCM: What about Santa Clara drew you to be so involved with the University?

FINOCCHIO: First, I felt that I got an incredibly good education at Santa Clara. When I went on to graduate school at Harvard, I realized how damned good it was. I knew how to write, how to think, how to do math. In my field, I was as qualified as anybody I met who went to undergraduate schools that might have been seen as more prestigious.

Second, I maintained a relationship with a couple professors over the years who I got very close to when I was a student. Several years later, when **Paul Locatelli** became president, I got to know him and really liked him and the way he ran the school—and I enjoyed working with him and some of the other people involved.

It's just an excellent group of people who are involved with this institution, and who really care about it. Because I've been teaching undergraduates in the business school for the last 10 years, I see the University on the ground, too, and I see it changes over time. It's very energizing and invigorating—and sort of the fundamental mission: helping people get ready for life.

I want to make this place more valuable for current and future generations. Santa Clara is a different kind

Survey snapshots

71 percent of alumni stated that the University's **goals and priorities** are communicated to them regularly. (That compares to **67 percent** of alumni from private universities nationally.)

62 percent of Santa Clara grads feel the University makes them feel that they are still an **important part of the school**. (That compares to **55 percent** of alumni from private universities nationally.)

When it comes to **alumni attitude toward SCU**, **64 percent** describe it as **very positive**, 25 percent positive, with 4 percent somewhat negative, and less than 1 percent very negative.

Why give? Alumni gave as their top reason that it's to **support SCU's overall mission** and priorities (**28 percent**), to show **gratitude for their experiences** as students (**20 percent**), to support scholarships for future students (15 percent), and to enhance SCU's reputation (7 percent).

What might keep alumni from making a gift? Reasons noted were: they **weren't currently financially able** to make a gift (**58 percent**), they preferred to make donations to other organizations with missions important to them (44 percent), or the only time they hear from Santa Clara is when they're being asked for money (31 percent).

How would alumni like to be contacted about supporting the University? Most prefer **e-mail** (**62 percent**), followed by personal letter (16 percent), direct mail (6 percent), home phone (3 percent), and social media (2 percent).

of a place. There's the quality of the academics, but also I've got to believe that, on the margin, someone with a Santa Clara degree faced with a tough decision in the real world might make a slightly different decision than someone from a different kind of a school. It's those key moments in life when you need the judgment and the fundamental values. You find out who you are at Santa Clara. That helped me several times in my life.

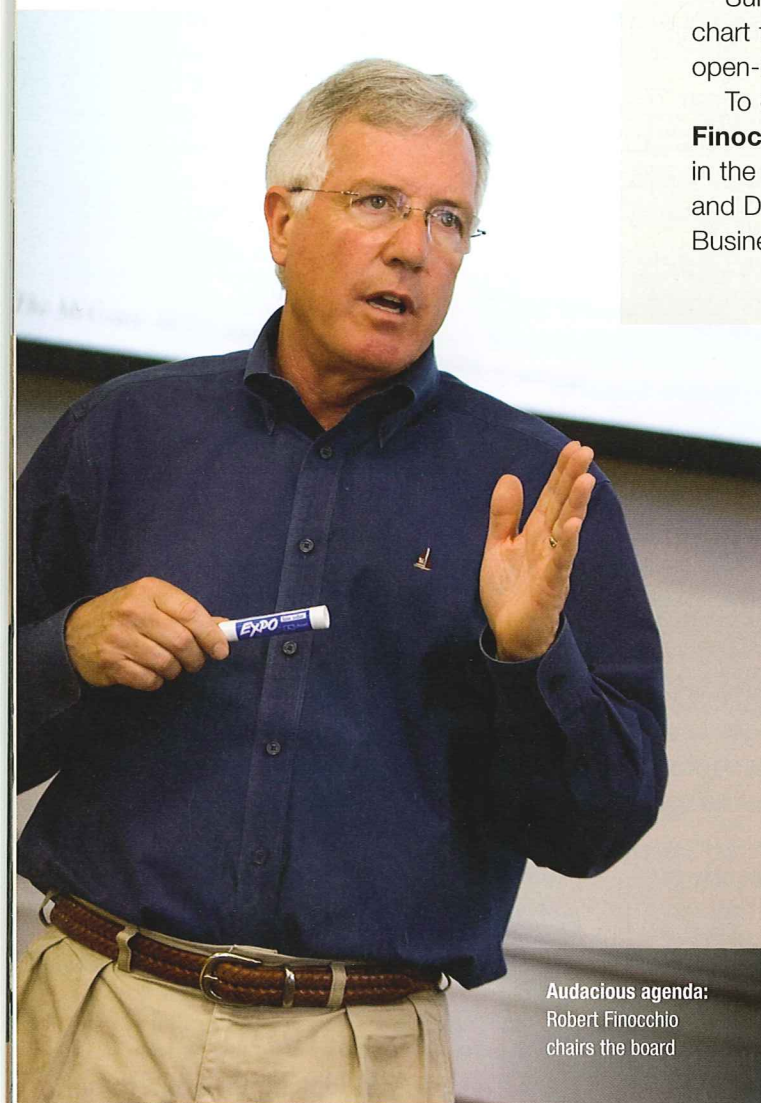
SCM: So what's next?

FINOCCHIO: We are awake, we got it, we're going to do better, and this is the beginning of a process that a lot of people are going to own. We are going to communicate and listen better. I can't emphasize enough how important that is to meeting the audacious aspirations we have for Santa Clara—whether we're talking about faculty, research, teaching, or the service we provide in the world. **SCU**



WEB EXCLUSIVES

See more in-depth results from the survey at santaclaramagazine.com.



Audacious agenda:
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chairs the board

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The Jesuit University in Silicon Valley

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PARTING SHOT

Broncos beat Zags!

On Jan. 20 it happened—the first at-home win for men's basketball against Gonzaga in a decade. Score: 85–71. And it felt good. Just ask the hundreds of Santa Clara students who stormed the court after the buzzer sounded. Read more at santaclaramagazine.com.