Mission: Sustainable
John Farnsworth on the buzz about the S-word
Page 22
from the editor

Mission: Imaginable

My 5-year-old son is big on rituals. Every morning, over peanut-butter toast with honey (him) and black coffee (me), we share the morning papers. To get a jump on the day, he likes to check in on his favorite columnists—Charles Schulz, Jim Davis, J.P. Toomey, and a few more—who keep him abreast of the goings-on among the Peanuts gang, in Garfield’s house, in Sherman’s lagoon. You get the picture.

Then we scour the pages of a pair of Bay Area dailies for some science stories. More often than not, we come up empty. Of the limited scientific breakfast fare that makes it to our table, astronomy and space exploration are usually a good bet. Ask our boy the name of the largest planet ever discovered and he’s ready with the answer: HAT P–1—which, he reminds you, is light enough to float in a glass of water. More toast, please.

Back on Earth, Easter Monday served up a bonus news feature: Along with reports on a PG&E plug-in hybrid and an op-ed to match, there was a full-page, multicolored feature titled “Wacky ideas to save Earth.” Said ideas include carbon sequestration and bio-engineered photosynthesis. (Having interviewed researchers working on these, I don’t find them particularly wacky, though.)

The idea that most sparks our kindergartener’s imagination: a 16-million-strong armada of tiny flying saucers orbiting our planet to create a solar umbrella to reduce heat from the sun.

Imagination is also a quality very present in this issue of SCM—exploring what we talk about when we talk about “sustainability.” Writers have taken on the meaning of the S-word in terms of ethics and economics, and in terms of nuts-and-bolts construction—with a little help from some PV cells and bamboo I-beams. When it comes to what is imaginable, and what is sustainable, your mission, should you choose to accept it, might just be laid out between these covers.

Which, in fact, contain something different—not just in terms of words and ideas, but in terms of the paper on which they’re printed. For starters, there’s the matte finish. Along with that, we’ve managed to move to paper that contains 30 percent post-consumer recovered fiber; cover certification represents the highest social and environmental management to paper production to printing, FSC Stewardship Council (FSC). From forest management to office, Post-consumer waste. You might also have noticed the green logo in the column to the right. That would be the mark of the Forest Stewardship Council, which certifies the forest from which the paper comes and the paper manufacturer, through to the plant where this magazine is printed. Teaming with companies that commit to FSC certification is a way of supporting social and environmental standards. Something imaginable. And, as this magazine shows, quite possible.

Keep the faith,

Steven Boyd Saum
Managing Editor

www.santaclaramagazine.com
contents

8 A century of Bronco basketball
By Jed Mettee and Steven Boyd Saum.
Celebrating the first hundred seasons.

12 A family show
By Steven Boyd Saum. Meet new men’s basketball
coach Kerry Keating.

14 A space that talks to nature
By Miriam Schulman. A team of SCU students aim
to win the Department of Energy’s Solar Decathlon.
And save the planet.

19 Epitaph for the Journey
A poem by Paul Mariani.

22 The buzz about sustainability
By John Farnsworth. When we talk about
“sustainability,” what are we really talking about?

26 The green tax shift
By Fred Foldvary. Want an environmentally
sustainable economy? Start making polluters pay.

28 Delivering the goods
By Dashka Slater. A pair of SCU alumni mentor
two Kenyan entrepreneurs trying to clean up the
environment and save lives.

32 An auspicious moment
By Karyne Levy and Karen Crocker Snell.
The Campaign for Santa Clara has given a new
sense of possibility to the University’s mission.

...
More solar power to them

Congratulations to the SCU Solar Decathlon team (Mission Matters, Spring 2007 SCM) on being chosen for this elite competition. You are the stewards of a collaboration of great implication to all mankind. It is indeed an exciting opportunity for SCU and team members.

BRIAN T. DEL GIORGIO CPA ’68
Santa Maria

But what are universities doing about mental disorders?

While I appreciate “Are People Getting Crazier?” in your Spring 2007 issue, it is an academic discussion of mental illness. As the Mental Health Services Act (Prop. 63) policy coordinator for the National Alliance on Mental Illness in California (online at www.namicalifornia.org), I work with groups to, among other things, revamp mental health education and mental health workforce development. Regional collaborations between higher education and the mental health system are being developed throughout the state. SCU should become involved.

College age is often the first time that these issues present themselves—sometimes with dramatic and tragic consequences.

DEDE MOON RANAHAN ’66
Sacramento

Stigma and mental illness

The National Alliance on Mental Illness for years has been fighting the stigma that is associated with mental illness. As a father who had a son with a mental illness, I feel that using the word “crazier” in the title of [Thomas Plante’s article] and numerous times in the text was insensitive to the problem of mental illness.

However, I did find the article very interesting and informative.

RICHARD BERRYESSA M.A. ’74
San Jose

These letters were received before the tragic massacre at Virginia Tech brought renewed attention to the realities of mental illness on college campuses—and what universities can and should do to help. For more on this important topic, visit the online discussion in the Spring 2007 issue of SCM. —Ed.

Not my ideals and morals

With respect to “A hidden gem” (Mission Matters, Winter 2006 SCM): If Gavin Newsom and Jerry Brown are representative of the ideals and morals of Santa Clara University, I am going to pick up my library commemorative paver and retreat in shame.

RICHARD R. CALLAHAN ’59
Orange, Calif.

Corrections

Much to our proofreading chagrin, Page 4 of the Spring 2007 SCM contained an incorrect spelling of the first name of the chairman of Intel. He spells it Craig Barrett.
One of Santa Clara’s goals as an institution is to be a community of inclusive excellence, Locatelli said. A recent off-campus theme party held by students from which offensive images were published online, compelled the president to address reinforcing our commitment to diversity and cultural sensitivity.

Other challenges facing the University, and students in particular, are the dangers presented by alcohol abuse and ever-more anonymous and widespread Internet communication. Locatelli urged members of the community to be cautious and responsible in their use of both.

The president also briefly discussed his appointment to the position of Secretary for Higher Education for the Society of Jesus. Although he said he was initially reluctant to take a position centered in Rome, he is looking forward to contributing to the improvement of Jesuit education around the world: There will be a new Jesuit university opening in Africa later this year, as well as an online institution.

Senior Jenny Moody, president of the student body, also addressed the state of the University from the student perspective. She cited increased student safety, additional study space, and confronting the pervasive alcohol culture as the ASSCU’s top priorities this year.

For complete text of the speech, visit www.scu.edu/stateofscu.
Leadership, learning, and empathy abroad

This spring two SCU faculty traded their SCU classrooms for international learning venues—one in Africa, the other in Central Europe. The occasion: They’re recipients of prestigious Fulbright grants. So is a recent SCU grad, Catherine Kilbane ’05, who spent the past academic year on a research Fulbright in Peru.

In January, Leslie Gray, associate professor of environmental studies, trekked to Burkina Faso to study the effects that U.S. cotton subsidies have on poor farmers in West Africa. In February, Elizabeth Enayati Powers ’80, J.D. ’89, assistant dean for international and comparative law and executive director of the Center for Global Law and Policy, traveled to Poland to teach a course at the law school at the University of Warsaw.

Gray is no stranger to Africa or to Fulbright grants. She and her husband, Michael Kevane, associate professor in economics and chair of the Core Curriculum committee, run Friends of African Village Libraries, a nonprofit organization that has seven small village libraries in Burkina Faso and Ghana. Gray is also co-editor of Hanging by a Thread: Globalization, Cotton, and Poverty in Africa, recently accepted for publication by Ohio University Press. This is her third Fulbright award. Previously she explored land degradation and deforestation issues in Burkina Faso and coping strategies for drought in Sudan.

On her Fulbright teaching fellowship, Powers will offer Polish law students a glimpse of American teaching styles and present U.S. intellectual property laws against a backdrop of European legislation. Powers has been teaching the Protection of Intellectual Property class at SCU since 1996, when she co-authored IP Strategy: Complete Intellectual Property Planning, Access and Protection with Howard Anawalt.

It was at Gray’s prod- ding, and with the assistance of political science Professor Jane L. Curry, that Kilbane applied for the Fulbright grant that has taken her to Peru.

Kilbane has been monitoring debt-for-nature transactions in Peru. And she has been living out a dream she’s had for more than a decade of working in conservation in Latin America. At Santa Clara she participated in the University Honors Program and double majored in environmental studies and Spanish studies. Even so, she notes, “I never even would have considered applying for a Fulbright had Dr. Gray not first brought it up and then pushed me to go for it.”

Sustainability is her middle name

She graduated from SCU in 2004 with a degree in biology, and just over a year ago Lindsey Cromwell was back to play a new role: that of the first Sustainability Coordinator on campus. Since February 2006, the Hawaii native has put time into a campus-wide sustainability audit, both looking for where the low-hanging fruit could be found, and to get a sense of where the long-term challenges lie; and she’s focused on education and outreach to the campus community. Among her projects: launching the monthly e-newsletter “Sustainability at SCU”, coordinating the first Campus Sustainability Day, held last October; and, recently, heading up SCU participation in the national RecycleMania competition.

On the Web
Read an extended Q&A with Lindsey Cromwell online at www.santaclaramagazine.com

PHOTO: DAVID PACE
PHOTO: COURTESY OF CATHERINE KILBANE
PHOTO: CHARLES BARRY
PHOTO: COURTESY OF CATHERINE KILBANE
PHOTO: DAVID PACE
PHOTO: CHARLES BARRY

PHOTO: DAVID PACE
PHOTO: CHARLES BARRY
PHOTO: DAVID PACE
PHOTO: CHARLES BARRY
1,000 points of light

The first day of spring is always cause for celebration. Especially when we’re talking green—power that is, along with energy and money saved. Which is what brought to campus city of Santa Clara Mayor Patricia M. Mahan J.D. ’80, Silicon Valley Leadership Group Energy Programs Director Justin Bradley, and California Assemblyman Lloyd Levine (D-Van Nuys). They joined reps from Silicon Valley Power (SVP) and SCU on March 21 to celebrate how the University has become a community benchmark for sustainable energy, and to discuss Levine’s proposed legislation to ban the sale of incandescent light bulbs in California by 2012.

SCU students have received more than 1,000 compact fluorescent bulbs from SVP, leading to savings of more than 60,000 kilowatt-hours (kWh) of electricity annually. And the University’s participation in SVP’s 100 percent renewable wind and solar program—over 1,600 megawatt-hours annually—is one of the largest renewable energy purchases by a university in California.

The University has also taken advantage of lighting, heat, and air conditioning energy efficiency programs that have saved nearly 1 million kWh of electricity and kept a million pounds of carbon dioxide from being pumped into the atmosphere. And they’ve brought SCU more than $200,000 in rebates.

Assistant Vice President for University Operations Joe Sugg points to other key achievements when it comes to sustainability:

- SCU is now recycling about 50 percent of waste produced on campus.
- More than half the water consumed on campus is reclaimed water.
- The new building for the Leavey School of Business will be 10 percent better than the efficiency standards introduced in California last year.

But when it comes to making a real difference in the world, Sugg says, the most important part isn’t what happens now. “We are also attempting to give students a culture of sustainability so that they will run a sustainable life or business for the next 60 years.”

A new place for parents

More and more folks seeking information about universities are turning to the Web—and now parents of current and prospective SCU students have a site that’s been built just for them.

While Santa Clara’s primary relationship is with students, parents and family play an important role in a student’s college selection and experience. From the new parents site, parents can easily pay bills, check the campus vacation calendar, and get in touch with student life organizations.

The online campus map has also been given a makeover recently. The interactive map both makes it easier to find what you’re looking for on campus and includes photos.

The parents site and map are accessible from the University’s home page or by visiting www.scu.edu/parents and www.scu.edu/map. SS & KL
Santa Clara law student Curtis Macon has helped free an innocent man from prison. Through his work as an intern with University’s Northern California Innocence Project (NCIP), Macon assisted a public defender with assembling evidence that proved that 29-year-old Jeffrey Rodriguez could not have committed the crime of which he was convicted in 2001.

On Feb. 5, Rodriguez, whose home is in Santa Clara County, was freed after he served nearly six years in prison following a robbery conviction. The evidence against him consisted of the victim’s eyewitness testimony of the robbery and a spot on Rodriguez’s jeans that a Santa Clara criminalist testified was motor oil. The prosecution argued that the oil was transferred onto the jeans during the crime, which took place behind an auto parts store.

Rodriguez was arrested the morning after the robbery when the robbery victim, standing in line at the DMV, noticed Rodriguez standing in another line; she told the police that Rodriguez was the man who robbed her.

In Rodriguez’s first trial, his attorney called an expert witness to dispute the criminalists’ findings and called several alibi witnesses in Rodriguez’s defense. That trial ended in a hung jury, voting 11-1 for acquittal. At the second trial, the same defense attorney failed to call the expert because he said there was no money left to hire one. Nor did he call the alibi witnesses. Rodriguez was convicted and, under the “three strikes” rules in California, he was sentenced to 25 years to life.

Appellate attorney Irma Castillo successfully won a new trial for Rodriguez after convincing the 6th District Court of Appeals that his trial counsel had been ineffective. Public defender Andy Gutierrez was appointed to represent him and contacted NCIP for help.

Macon, a student intern at NCIP worked with Gutierrez on investigation and research, including diagramming discrepancies in the victim’s identification testimony and re-enacting the crime. They had the jeans retested, which showed that there was no oil on the pants, and they used video forensic experts to prove Rodriguez’s jacket was not the one in the surveillance video. Based on this new exculpatory evidence, the district attorney decided to drop charges against Rodriguez, and in February he was released from prison.
Eight Broncos earn All-WCC honors

At the conclusion of the West Coast Conference basketball season, the Santa Clara men's and women's teams found themselves well-represented on the list of All-WCC honors.

Men's Head Coach Dick Davey was named WCC Coach of the Year for the fourth time in his illustrious career on the Mission campus. Davey, in his final season at the helm of the Bronco program, became the first coach, other than Gonzaga's Mark Few, to earn this honor since 2000 after leading the Broncos to a 21-10 overall record, a 10-4 mark in WCC play, for good for second-place in the conference standings, and an appearance in the WCC title game.

Senior center and physics major Sean Denison shared WCC Co-Player of the Year with Gonzaga's Derek Raivio, as well as being named to the All-WCC First Team for the first time in his career.

The Broncos captured a third conference award as senior guard Danny Pariseau, a transfer from Eastern Washington, took home the WCC Newcomer of the Year award after scoring 9.7 points a game and leading the squad with 4.74 assists a game. The Spokane, Wash., native was also named to the All-WCC First Team.

Joining Denison and Pariseau on the first team were senior guard Scott Dougherty, averaging 9.9 points a game and shooting 42 percent from behind the arc. He shot a career-high of 23 on Feb. 12 as the Broncos defeated Gonzaga, 84-71, snapping the Bulldogs' 50-game home winning streak.

Junior point guard Brody Angley was named All-WCC honorable mention for the first time in his career, scoring 8.3 points and passing out 3.8 assists per game. Angley fueled SCU's stretch run by scoring in double figures in eight of the last nine conference games.

On the women's side, Chandice Cronk earned her second-career All-WCC nod, being named to the first team for the first time in her career. Cronk was named to the All-Freshman team in 2005. The Wasilla, Alaska, native was among the top five 3-point shooters in the nation by season's end, and led the nation most of the way, ending up with 94 3-pointers made while leading the WCC with 16.0 points a game.

After two seasons away from women's basketball, junior forward Jen Gottschalk returned in 2006-07 and immediately made an impact with the Broncos. Gottschalk averaged 10.5 points and a team-leading 6.0 rebounds a game this season on the way to being named All-WCC honorable mention.

Topping the list

Santa Clara basketball student-athletes were also prevalent on the West Coast Conference's Winter All-Academic teams this year, earning five slots. For the men, senior guards Scott Dougherty (3.57 cumulative GPA, chemistry), Joey Kaempf (3.60, political science), Danny Pariseau (3.12, combined sciences), and junior forward Mitch Henke (3.74, finance) all earned spots on the All-Academic team. The Broncos topped the list with four selections.

From the women's team, senior point guard Ashley Graham (3.64, psychology) earned a spot on the WCC's All-Academic team for the third consecutive year.

Cronk, Graham reach new milestones

Women's basketball's Chandice Cronk and Ashley Graham punctuated the 2006-07 season with a pair of milestone performances. Cronk, one of the nation's most dangerous long-range shooters, sank 94 3-pointers this past season, establishing not only the new Santa Clara single-season mark, but also breaking the previous West Coast Conference single-season mark.

Graham entered the season 299 points shy of becoming the 16th member of Santa Clara's prestigious "1,000-Point Club." The Redmond, Wash., native responded with a career year, averaging 10.5 points and 5.0 assists a game, and scored her 1,000th career point on Feb. 22 against Loyola Marymount. Graham, who also became only the second SCU player to reach 200 career 3-pointers as well, fittingly hit 1,000 with a 3-pointer.

On the Web

Check out Bronco schedules and the latest scores online. Visit santaclarabroncos.com
At Madison Square Garden, the Broncos defeat City College of New York and LaSalle by more than 20 points. Giannini becomes the first Santa Clara player to be named an All-American. And the NCAA issues an invite to the Final Four. Alas, the powers that be at Santa Clara put the kibosh on the Broncos playing in the tourney. Why? The players would miss too many days of classes.

A CENTURY OF BRONCOS

The first basketball player ever to make the cover of Sports Illustrated, 11 NCAA tourney invites, a dozen All-Americans, a No. 2 national ranking, and an alumnus who’s changing the way the game is played in the NBA. Not a bad first hundred seasons.

By Jed Mettee and Steven Boyd Saum

The smoke from the cigars and cigarettes is so thick you can hardly see across the court. Twenty thousand rabid fans pack the stands. Welcome to the Garden—Madison Square Garden, that is, the Holy Shrine of College Basketball. It is December 1939, and the Magicians of the Maplewood are about to show folks the future of basketball, Santa Clara style.

Among the Magicians: Jim Rickert, Bruce Hale, Marty Pasaglia, Bob Feerick, Stan Anderson, and Ralph “Toody” Giannini. The Magicians shoot one-handed, they rebound quickly, get the ball to teammates, and run the fast break. Basketball didn’t use to be this way.

In the mid-1930s, college basketball made a major rule change and stopped having teams jump center after every basket. Shortly before, Santa Clara grad George Barsi ’30 assumed basketball coaching duties for the Broncos, and he was one of the first coaches to teach his players to play a fast break style.

At Madison Square Garden, the Broncos defeat City College of New York and LaSalle by more than 20 points. Giannini becomes the first Santa Clara player to be named an All-American. And the NCAA issues an invite to the Final Four. Alas, the powers that be at Santa Clara put the kibosh on the Broncos playing in the tourney. Why? The players would miss too many days of classes.

Humble beginnings

From the Garden, turn back the clock three decades to the birth of Santa Clara hoops. The 1904-05 season wasn’t terrible as far as percentages go. It was the first year that Santa Clara students fielded a team to play intercollegiate basketball, and they finished at .500, with a 9-7 win over Alameda High School and a loss to the University of Pacific, for a 1-1 record.

The next season included three games, but then the sport took a two-year hiatus before returning in 1908-09 with a seven-game season that included high school teams and games at the San Jose YMCA. Because no team was fielded in a few early years and one season was canceled during World War II, 2006-07 marks the 100th season of Bronco men’s basketball. It’s been a varsity sport since 1917-18, though at the time the student yearbook, the Redwood, opined that the sport was “dead or dying.”

By the late 1920s and early 1930s, the sport was drawing more fans. Under Coach Harlan Dykes, Santa Clara’s team racked up an impressive record of its own, 101-48, while the Broncos played a number of games at Kezar Pavilion and the Civic Auditorium in San Francisco.

The late ’30s found the team on the national stage, following up the 1939 visit to Madison Square Garden with an appearance the following year as well. Again Santa Clara defeated CCNY, and they averaged losses from the previous
year against Depaul, California, and the University of San Francisco. Passaglia, Feerick, and Hale went on to careers in pro basketball, and after retiring, the latter two turned to coaching.—Feerick returned to his alma mater in 1950 and Hale headed to the University of Miami.

Cinderella Broncos

Feerick had only coached the Broncos for two years when, in 1952, Santa Clara received an invite to the first-ever West Regional tournament, held in Corvallis, Ore. It was a young team, with the starting lineup including captain Bob Peters and junior Dick Soares, sophomores Herb Schoenstein and Jim Young, and a 6-foot, 7-inch freshman from Watsonville, Ken Sears.

The crowd was stunned when the Broncos beat the UCLA Bruins, who were ranked at the top of the Pacific Coast Conference and 19th in the nation. The next day, with a driving layup by key reserve player Dick Garibaldi to clinch the game in the final seconds, the Broncos upset Wyoming to advance to the Final Four.

The team traveled to Seattle for the tourney, packing “a bunch of uniforms and a prayer,” observed one sports writer. To avoid falling behind in their studies, the players also had to spend “a few days in classes at Seattle University,” says Garibaldi—though he confesses it was awfully hard to concentrate on anything but the coming game.

The Broncos were matched up with the Kansas Jayhawks and three-time All-American center Clyde Lovellette. Underdog Santa Clara gave a gallant effort, but Lovellette proved unstoppable, finishing with 44 points. The Broncos’ Sears did him one better, though. A few days before Christmas 1954, Sears became the first basketball player—college or pro—to grace the cover of a young magazine by the name of *Sports Illustrated*. Sears also won a pair of Player of the Year awards and was named an All-American. He went on to play seven years in the NBA with the New York Knicks and San Francisco Warriors and made the All-Star team twice.

Lightning in a bottle

Coming into the 1966-69 season, the Broncos had higher expectations than ever. The previous season, the team wrapped up the regular season with 14 straight wins for a 22-4 record. In the NCAA tournament, they lost to eventual national champion UCLA.

Almost the entire team was returning for Head Coach Dick Garibaldi and Assistant Coach Carroll Williams, including the best frontcourt in school history in Dennis Awtrey, Bud Ogden, and Ralph Ogden. But what happened blew away all expectations: Santa Clara won its first game of the year 101-64 against Nevada and followed that with two road victories over UC Davis and Fresno State by wide margins. And the Broncos kept rolling, winning 21 straight games—all but one by double-digit margins.

In 1952, the Broncos traveled to the Final Four in Seattle packing “a bunch of uniforms and a prayer.”

In conference play, SCU swept to eight straight wins, including a 15-point blowout of San Jose State on Jan. 18. A month later, though, in a rematch the Spartans pushed the Broncos to double overtime before prevailing 73-69. So ended the streak—but not inspired Bronco ball.

Winning five games straight, the Broncos secured a berth in the NCAA Tournament, where they defeated Weber State in the West Regional in Los Angeles. But for the second time in as many seasons, UCLA ended the Broncos’ championship dreams with a win on their home court. The Broncos finished the year with a school-record 27 wins and just two losses, as well as a No. 3 national ranking.
“We kind of caught lightning in a bottle that year,” says Bud Ogden.

Awtrey was named the WCC Player of the Year. Four Broncos—Bud and Ralph Ogden, Awtrey, and Kevin Eagleson—earned all-conference honors. Bud Ogden would go on to play in the NBA. Along the way: All-American honors and a spot on the cover of *Sports Illustrated* as a Bronco.

Awtrey earned All-American honors the 1969-70 season and went on to play in the NBA, bringing home an NBA championship ring in 1979.

Back at the Mission campus, center Mike Stewart stepped to the forefront—averaging more than 18 points a game in his career. He went on to win All-American honors in 1971-72, along with WCC Player of the Year.

**The Dynamic Duo**

In the mid-1970s, a star forward at Cupertino High School was being recruited throughout the country by a number of college programs. He attended a few games at the newly-constructed Toso Pavilion to see what it would be like to play for Santa Clara.

While he was impressed with the coaching staff and the hard-working reputation of the program, another draw was the play of sophomore point guard, Eddie Jo Chavez, who seemed to have a knack for finding his teammates and creating the offense. When Kurt Rambis graduated four years later, he would be the Broncos’ all-time leading scorer—with Chavez running the offense and Rambis posting big numbers in scoring and rebounding.

The pair formed a unique bond on the court and an even stronger one off the court. And each credits his father with inspiring his success.

Chavez grew up in Vallejo, playing ball at the local Filipino community center. His father, Ed Chavez, played basketball, football, and baseball for the Broncos in the 1940s. Upon graduating from SCU, Eddie Jo Chavez played professional basketball around the world. Rambis made a name for himself as a key player in four championship seasons for the Los Angeles Lakers. He retired after 14 NBA seasons, and in 1999 he served as head coach of the Lakers and guided the team to a 24-13 record. He currently serves as assistant coach for the team.

**Guarding the legacy and killing giants**

Harold Keeling earned a reputation as a ball hawk in 1981-82, his first season as a guard for the Broncos. In a game against No. 7 San Francisco, he set a school record with seven steals as SCU upset the Dons 77-75 at Toso Pavilion. A few years later, along with earning a degree in business, Keeling had racked up 263 steals on the court. He went on to play one season for the Dallas Mavericks before embarking on a 17-year professional basketball career internationally.

A string of great guards has led the program in recent years—from Mitch Burley in the late ’80s to Steve Nash and John Woolery in the early ’90s, and continuing today with current starting point guard Brody Angley. Woolery twice earned All-WCC honors in his career and is fourth on the Broncos’ all-time steals list with 192.

After playing alongside Woolery for two seasons, Nash took over the point guard spot and led SCU to the WCC Championship in 1994-95. For his career, he earned All-WCC honors three times and back-to-back WCC Player of the Year Awards, as the Broncos advanced to the NCAA Big Dance in 1995 and 1996. Now playing with the Phoenix Suns, he’s credited with changing the way the game is played. Part of that is a renewed emphasis on teamwork. In 2005-06, Nash became just the ninth player in league history to win back-to-back MVP awards. (For a longer profile of Nash, see the Winter 2006 SCM.)
The big picture
How do you sum up a century of Santa Clara basketball? “It’s a proud heritage marked with great players over the years,” says Dick Davey, who served as head coach for 15 seasons. “And it’s always been a toughminded team that plays hard.”

When he retired this year, Davey was the longest tenured coach in the WCC. He led the Broncos to three NCAA Tournament appearances and four WCC regular season championships, and he earned four WCC Coach of the Year Awards and a reputation as a giant killer—with five wins over Top-25 competition.

Davey’s 1992-93 squad lays claim to one of the biggest upsets in NCAA Tournament history: when the 15th-seeded Broncos took down the second seeded Arizona Wildcats. Pete Eisenrich led the team with 19 points, and he brought down eight defensive rebounds. When Arizona spread its offense, point guard Woolery beat their defenders to the basket again and again. And 19-year-old Nash hit six straight pressure free throws in the final minute to put the Broncos on top. The moral of the story, according to one sports writer: “Sometimes, good guys do win.”

While longevity in coaches’ tenure is unusual in many college programs, since 1950 only five men have coached the Broncos: Bob Feerick, Dick Garibaldi, Carroll Williams, Davey, and now Kerry Keating (see Page 12). Perhaps only the Bronco trainers can claim greater staying power; for the past 80 years, only two men have served as head trainer for the team: Henry Schmidt, 1927-77, and Mike Cembellin, 1977-present.

Feerick gets credit for turning the Broncos into a dominating force on the hardwood and taking the team to the Final Four. And in 1959 he signed a player from Hayward High School named LeRoy Jackson—the first African-American basketball player to wear a Bronco jersey. Feerick left Santa Clara in 1962 to become the head coach of the San Francisco Warriors.

His successor, Garibaldi, earned a reputation as “the fiery leader”—demanding, yes, but inspiring tremendous loyalty in his players. Under his leadership the 1969 team went 27-2 and was ranked third in the nation in the AP poll and fourth by the UPI.

Carroll Williams served as assistant coach to Garibaldi for seven years and took over as the head coach in 1970. On the court, Williams is credited with inventing the flex offense in the late-1970s, an innovation still being emulated today. “We always treated ourselves as part of the total education process,” Williams says.

As Davey notes, that means players succeeding with whatever path they take after they graduate—whether or not it’s on the basketball court. “I like to think there is a special pride that a Santa Clara athlete has that extends beyond athletics into their life,” he says.

Jed Mettee is director of media relations for Santa Clara Athletics, and Steven Boyd Saum is managing editor for Santa Clara Magazine. This article is adapted from stories written for a commemorative program celebrating 100 years of Santa Clara Broncos basketball. Copies of the program may be purchased by sending a check or money order to Bronco Sports Publications, 5000 El Camino Real, Santa Clara, CA 95053. Reporting and additional writing by Dave Lewis, Erin Hussey, and Aaron Glatzer. Photography by Charles Barry, David Gonzales, Don Jedlovec, with archival images provided by Santa Clara University Archives.
For his debut on the floor of the Leavey Center, Kerry Keating ran into overtime. After all, Keating said at the April 9 press conference, you only get to be named head coach for the first time in your life. He’d just traded a spot as assistant coach at UCLA to follow in the footsteps of Dick Davey and Carroll Williams as head men’s basketball coach at SCU. There was tradition to honor, families and staff to introduce, stories to tell of the men who have mentored him, a music riddle to pose for the reporters assembled, and questions to ask. Such as, “Where do the Ruff Riders sit?” Or another: “Why SCU?” Which would help answer the question on the minds of Bronco b-ball fans near and far: Why Kerry Keating? And why now?

Right man at the right time
Dick Davey headed the SCU team for 15 seasons, with three decades altogether at Santa Clara as coach, mentor, and educator. When Davey announced on Feb. 1 that he would be stepping down, the conventional wisdom was that Santa Clara had its sights set on a new coach. The sports columnosphere and blogosphere were aflutter, and more than one opinionator fingered former Stanford Coach Mike Montgomery as the likely suspect. Meantime, the Broncos wrapped up the season with a run for the conference title, only going down before Gonzaga in the West Coast Conference tourney. Keating and the Bruins made it to the Final Four for the second year in a row but lost to Florida. Less than a week later Keating was on campus at SCU. Not just for a flurry of meetings, but to walk the paths and feel the presence of the place: who the people are, the sense of community—and, yes, family.

For weeks already SCU Director of Athletics and Recreation Dan Coonan had been doing his homework and had come to the conclusion that Keating was the right man at the right time. He has energy and integrity in spades, Coonan surmised, and he’s shown himself to be a lights-out recruiter with a spotless compliance record. He’s been apprenticed to Buzz Peterson at Tennessee, Tulsa, and Appalachian State, and he’s assisted at Wake Forest and his alma mater, Seton Hall. Along the way, he’s been pegged as one of the nation’s top 25 collegiate recruiters, top 10 assistant coaches, and has been lauded as the “most high tech” assistant coach in the nation. And don’t forget twice being named best dressed assistant coach in the country. (See photo.)

Take good shots
“This is one of the greatest foundations in college basketball,” Keating enthused about Santa Clara. “There’s an illustrious history here that I’m proud to be a part of.” Davey, who’s an integral part of that history, has stepped into a new role to raise funds for SCU athletics.

At age 35, Keating becomes the youngest head coach in the WCC. He’s assembled a cast of assistants who are all younger still—but who, collectively, have nearly a quarter century of experience in the conference. Sam Scuilli returns for his 12th season on the SCU coaching staff, joined by Lamont Smith from St. Mary’s and Sam Scholl from the University of San Diego.

Keating cited the lessons he’s learned from his mentors: keeping a sense of family and civility; attention to detail that’s second to none; a physical style of play; and unequivocal commitment to defense. “I’m not going to tell our guys not to shoot,” he said, “but I’m going to tell them to take good shots.” He also promised some things that have never been tried before at Santa Clara.

At the same time, he said, “This isn’t about me. This is about Santa Clara.” He said it was about players, present and past. “And it’s about our family.”

By Steven Boyd Saum

PHOTO: CHARLES BARRY

A FAMILY SHOW

On the Web Exclusives
Read more about Kerry Keating and the new coaching staff online. Visit this article at www.santaclaramagazine.com and follow the links.
New books by SCU alumni and faculty

Legends of the wharf

In a recent interview with the San Francisco Chronicle, Alessandro Baccari ’49 shared this story from his childhood: “I once went out on a boat ride with one of the fishermen and told him my mother wanted me to wear a life jacket. He looked at me, grabbed his crucifix and said (in Italian), ‘Jesus takes us out and Jesus takes us in.’”

There are endearing stories and photographs by the score in San Francisco’s Fisherman’s Wharf (Arcadia, 2006, $24.95), an oversized love letter from a North Beach native to the larger-than-life fishermen and other folks as well.

And the book tells a history of the wharf that few tourists know, reaching back to its early days, when it was known as Meigg’s Wharf, and its role as the main port of entry into San Francisco.

Baccari is president of the Fisherman’s Wharf Historical Society. As a photographer, he has had his work appear in books and museums throughout the world. He also served a stint as associate dean of the College of Business and associate director of the Center for the Study of Enterprise at San Francisco State University.

Leadership and legacy

“Leadership books are a dime a dozen,” wrote management guru Tom Peters. But two decades ago, Jim Kouzes, executive fellow at the Center for Innovation and Entrepreneurship at the Leavey School of Business, and Barry Posner, dean of the Leavey School of Business, teamed up to write one with staying power: The Leadership Challenge, one of the best-selling leadership books of all time. With that idea of staying power in mind, in A Leader’s Legacy (Jossey-Bass, 2006, $22.95), Kouzes and Posner pose some hard questions that leaders need to ask themselves if they’re to have a lasting impact. Essays are grouped into four categories: Significance, Relationships, Aspirations, and Courage. In each essay, the authors consider a thorny and often ambiguous issue with which today’s leaders must grapple—such as how leaders serve and sacrifice; why leaders need loving critics; why leaders should want to be liked; why leaders can’t take trust for granted; why it’s not just the leader’s vision; why failure is always an option; why it takes courage to “make a life;” how to liberate the leader in everyone; and, ultimately, how the legacy you leave is the life you lead.

Summoning the wolves

It begins with a stray gust of wind blowing down the chimney—and it leads to a coming-of-age tale where Timothy James, Sarah, and Jessica battle an ancient one-eyed Evil with the help of a mysterious old woman and a magical wolf. Welcome to the world of Wolfproof (Idylls Press, 2006, $24.95), a novel for young adult readers by Maureen Doyle McQuerry ’78.

It’s her first work of fiction, though not her first book. In addition to working with gifted teens in eastern Washington state, she’s the author of the classroom guide Student Inquiry and co-editor of Nuclear Legacy, which was jointly written by students in Ukraine and the United States.

From Trent to Vatican II

Vatican II marked a fundamental shift toward the modern Church, and many of the rules and practices established 400 years earlier at the Council of Trent were replaced. Tracing the arc across the centuries between the councils is Trent to Vatican II: Historical and Theological Investigations (Oxford University Press, 2006, $74 hardback, $29.95 paperback).

The volume is co-edited by Frederick J. Parrella, associate professor in religious studies at SCU, and Raymond F. Bulman, a scholar at St. John’s University. The first comprehensive overview of the relationship between the two great councils, the collection should prove an invaluable resource for students and scholars of theology and ecclesiastical history, as well as for bishops, priests, and ministers.
A Space That Talks to Nature

By Miriam Schulman
When you hear the term “solar house,” do you imagine a family of tree-huggers in an A-frame, bundled against the ambient cold and drying their laundry in the breeze? The Santa Clara University Solar Decathlon team is aiming to change your mental picture.

The whole idea behind the Department of Energy-sponsored decathlon is for university teams to vie in designing and building the most energy-efficient and attractive solar-powered home. The project, says Agustin Fonts, a junior and team leader for electrical engineering, shows that “having a solar home does not mean compromising.”

Teams from all over the world submitted proposals to enter the decathlon, and SCU was one of only 20 selected to participate. They’re competing alongside teams from Cornell, MIT, and Georgia Tech—as well as universities in Germany, Spain, and Canada. Of the U.S. universities, Santa Clara is the only one west of the Rockies.

In September, all the teams will truck their houses to the National Mall in Washington, D.C., where they will show their innovations to a projected 20,000 people touring the “solar village.” The team hopes to convince more folks that “green” has become a pain-free way to live. The goal is to create from commercially available materials and technologies a house that is cost-effective, is comfortable, and, in the words of the architecture scoring criteria, creates a sense of “delight.”

As the students admit, the delight part was not easy to achieve. One of the few engineering-driven teams in the contest (many come out of architecture programs), Santa Clara leapt to the challenge of finding and creating environmentally friendly materials and converting the sun’s energy into everything from air conditioning to auto power. But the team’s early designs were, well, a little more concerned with function than with form.

The need to cart the house all the way to D.C. was also on the students’ minds when they created the early plans. “The house is really big, and we have to transport it the farthest distance on land” of all the teams in the 2007 contest, explained junior Raymond Lam, one of the lead civil engineers on the project.

Fair enough. But, as sophomore Meghan Mooney, one of the team’s communications coordinators, insists, “If we’re making technological innovations, that may be fantastic, but if the general public doesn’t like the house, then the innovations don’t get beyond the Solar Decathlon.” Or, as co-coordinator Katherine Powell, a sophomore communication and studio art major, puts it, “Nobody wants to live in a $600,000 trailer home.”
Back to the drawing board, this time with the assistance of Gerardo Salvador Buendía Bonilla, an architecture student from SCU’s sister school in El Salvador, Central American University. Buendía, who spent a month at Santa Clara helping with the plans, explains that his goal was to create “more movement” in the design, which the team accomplished by separating the house into two modules. Buendía also found that he could play with the façade of the house by using a new kind of solar panel. Traditional panels (which SCU’s design also employs) have to be set up at an angle to take advantage of the sun’s rays. But the new product combines the solar panels with a kind of prism, which means they can be integrated into the exterior walls, creating a more “daring” look.

The design’s innovations are balanced by elements that draw on classic California architecture. “NanaWalls,” folding glass doors in the living room, create easy access to a Western-style deck. A trellis in the garden echoes a typical design element at the Santa Clara campus, where the house will eventually return as a research laboratory and public information resource.

But architecture is only one of the 10 individual contests in the decathlon. Others include lighting, hot water, and appliances. In the latter category (in case you’re still envisioning a bucket and a washtub), the team must power appliances to wash and dry 12 towels; cook and serve meals; clean dishes with a dishwasher; and operate a TV/video player and a computer.

Another contest focuses on marketability. For the SCU team, that’s the province of Nora Hendrickson, junior mechanical engineering major. She keeps an eye on the bottom line as part of an effort to prove that sustainability can be economically viable.

Hendrickson likens building a solar house to buying a hybrid car. The initial cost may be higher, but the consumer makes back the investment through long-term savings. “It is projected that a consumer will see a 30 percent return on the initial investment in less than seven years,” Hendrickson says. “Plus, with solar power, if consumers are constantly collecting and creating power but not using it to power components of their home, they can sell the power back to their electrical company and make a small profit that way.”

The Ethics of Architecture

The Santa Clara students on the Solar Decathlon team not only believe that alternative energy will prove to be a good investment (“If I had capital right now, I would start a company with solar technology,” Fonts says) but also that sustainability is an inherently good thing. “Sustainability is an ethical imperative,” says James Bickford, project manager, and a junior mechanical engineering major. “The rights of future generations have to be considered. The way we’re living now, we’re on track to do something devastating to the environment.”

Bickford has been studying the ethics of sustainability as the 2006-07 Environmental Ethics Fellow at the Markkula Center for Applied Ethics. His project is to document the ethical choices people confront when they build a house. How, for example, should they balance the short-term cost of “green” materials against the damage that more resource-intensive materials may do to the environment? How should they value the strictly monetary costs of traditional energy in a world with a finite supply of fossil fuels?

One thing Bickford has learned: “Ethics are really, in a sense, an early warning system of what we need to pay attention to.” If the decision-making process includes ethical considerations, such as the common good, builders will pay attention to the long-term impact of their choices on the environment instead...
of just short-term considerations like the front-end cost of sustainable products. “If we wait for the market to push us into alternative energy, we’ll wait too long,” Bickford says.

Jorge González, professor of mechanical engineering and one of the faculty architects of the project, thinks that the urgency of the environmental situation may finally be apparent to the general public. He is encouraged by the growing awareness of global warming. “Nature,” he says, “is talking to us. Climate change is the most clear evidence of our extensive intrusion into the ecosystem.”

The Solar Decathlon, in his view, provides students with the opportunity to join in that conversation, to create “a space that actually talks to nature.” There is, no doubt, a spiritual aspect to González’s comment, but he also means it in a very concrete way. He means light that comes from opening the blinds; he means cool air from the breeze; he means understanding the local climate and using native materials.

“In the ideal scenario, you can actually feel the impact” of the house on its setting, González says. “You can understand how sensitive the surrounding ecosystem is. You can see the ways in which the house modifies the landscape, how the balance of energy flows has been modified” as we cut down trees to make room for dwellings or dump the “thermal pollution” created by our air conditioning systems into the atmosphere.

The more the house speaks in harmony with nature, González says, the better its inhabitants feel. He worked on the University of Puerto Rico’s 2005 entry into the Solar Decathlon and reports, “We designed a space where we felt good inside—good because we were comfortable and good because we were making the best effort to connect the space with nature.”

RAISED ON THE THREE R’S

The need to respect nature is a faith on which most of the SCU team members were raised. Ask why they became interested in the Solar Decathlon, and you’re likely to get a story that goes back a ways. “My childhood chore was to take out the recycling and sort it,” Powell says. Hendrickson helped to conceive of a hydrogen-powered car, whose only output product was water, with the help of her middle school science teacher. “My goal is to someday build the design that I thought of in the eighth grade,” she says. Lam says the students themselves have noted their common sustainability background. “We all agree; since we were kids we were taught the three R’s: reduce, reuse, and recycle.”

Professor Tim Healy, one of the faculty advisors and a member of SCU’s electrical engineering department for 40 years, has never seen a group like it. “I’m amazed at the awareness and enthusiasm for making a better world that these kids bring to the project.”

It’s an awareness the decathlon team hopes to pass down to the next generation. One of their projects is a Sustainability Decathlon for local high schools, an idea developed by Powell and Mooney. The two women have signed up four public and private institutions in a competition to “green” their own campuses. In May, the high schools were judged by SCU faculty on categories including conservation, energy understanding, and, of course, outreach. After all, there are middle and elementary school students to start preparing for the 2020 team.
What’s in an I-beam? Architects all over the world design houses that rest on them. Engineers test and refine them; builders use them in everything from simple bungalows to soaring cathedral ceilings.

But making I-beams out of the usual materials—wood, steel, aluminum—uses a significant amount of natural resources. Trees are cut down; metals are smelted at high temperatures.

When students and faculty at Santa Clara University began planning a house for the U.S. Department of Energy’s Solar Decathlon, they were looking for a material to make I-beams that would be more sustainable. That’s when Mark Aschheim, associate professor of civil engineering, had an idea. He was involved in another University project in El Salvador, helping to rebuild housing after earthquakes ravaged that country in 2001. One of the problems he had confronted was the necessity of importing steel building products from Mexico, an expensive and not very energy-efficient proposition.

Because El Salvador has largely been deforested, wood was not an alternative. But the Salvadorans do grow bamboo. Aschheim knew that bamboo has been used for centuries as a building material in Asia. Growing up in Singapore, he had seen unprocessed bamboo used as a weight-bearing member. Working with engineering students, Aschheim determined that it was possible to laminate sheets of manufactured bamboo flooring and then to form a cross-section out of this material, which could be used as a beam.

Bamboo has many advantages for those who care about the environment. “You can harvest the shoots every three to five years. That’s so much better than a tree, which takes 30 to 50 years to reach maturity,” Aschheim says.

Last September, visitors to the WIRED magazine NextFest got a sneak peek at the bamboo I-beams. Held in New York City, the four-day exposition of innovation featured technologies and products that have the ability to change our world.

According to junior civil engineering major Raymond Lam, who has worked closely with Aschheim in testing and perfecting the beams, “Santa Clara is the first in the country to have bamboo qualified for structural support” in a house. The University has applied for a patent on the process.

Building a sustainable house, the decathlon team understands, is more than throwing a few solar panels up on the roof. Every material must be considered in terms of its energy efficiency—and that means more than just whether it conserves energy once it becomes part of the construction.

For example, the team was originally interested in using a particular external paneling that was environmentally friendly. One hitch: The paneling was produced in Europe. “When the team did further investigation into the matter,” says project manager James Bickford, “we realized that the carbon cost to ship this material across the ocean and then to truck it to the University was much greater than the good made up by the clean material.”

Bickford goes on to explain, “Every part of the house has a life cycle from the time it was a raw material, through processing, distribution, and then shipping and assembly. This life cycle produces waste all along the way; and while this may not be apparent at the end result, it is still a very important consideration in sustainable design.”

—Miriam Schulman
of Delphi, an ancient music off the Dead Sea cells of Qumran monks, or later in Monte Cassino’s choir stalls, before it disappeared into the vast indifferent Void. Others too, they say, have heard it in the timeless vortices of time. And now, if they have anything at all to tell me, it is this: my time, like yours, friend, is drawing to a close, my one ear dead since birth, the other closing down that much more each month. Most go about their business day by day. They keep their heads down or simply learn to wait. Here and there someone points or gestures there or here. Unheard melodies, Keats called them, eyes ablaze, then dimming as his body fell apart. Once my own eyes blazed, but that was then. Too late, someone else is singing. It’s far too late. But the high flung bells—if anyone can or cares to hear them—keep choiring in the haunted rising wind.

—Paul Mariani

Paul Mariani’s most recent poetry collection is Deaths & Transfigurations. He is University Professor of English at Boston College.

PITAPH FOR THE JOURNEY

Miles Davis cradling his gleaming trumpet, three black jazzmen slouched like hipster guardian angels there behind him. Searing coals those eyes, staring out from the photo at you. The jagged blue-black tesserae of Justinian’s brow under the golden dome of San Appollinare, unblinking there these fifteen hundred years. Listen long enough, and you can hear the arpeggios their eyes attend to. Hart Crane, doomed pilgrim that he was, surely must have heard them. At least his poems report back that he did, descending from the giant harp he called the Bridge. And Lorca heard it too, his dear dark lady, moonbright eyes facing that blind unblinking firing squad. Father Hopkins refused our four-bar player piano measures, listening hard instead for the strain of plainchant groaning off the stones of Delphi, an ancient music off the Dead Sea cells of Qumran monks, or later in Monte Cassino’s choir stalls, before it disappeared into the vast indifferent Void. Others too, they say, have heard it in the timeless vortices of time. And now, if they have anything at all to tell me, it is this: my time, like yours, friend, is drawing to a close, my one ear dead since birth, the other closing down that much more each month. Most go about their business day by day. They keep their heads down or simply learn to wait. Here and there someone points or gestures there or here. Unheard melodies, Keats called them, eyes ablaze, then dimming as his body fell apart.

Once my own eyes blazed, but that was then. Too late, someone else is singing. It’s far too late. But the high flung bells—if anyone can or cares to hear them—keep choiring in the haunted rising wind.

—Paul Mariani

Paul Mariani’s most recent poetry collection is Deaths & Transfigurations. He is University Professor of English at Boston College.
The Buzz about

By John S. Farnsworth

From energy suppliers to university campuses, from agriculture to the packing industry, folks are talking about “sustainability.” So what are they really talking about? And are they just talking the talk?
So what am I doing as the faculty director of a Residential Learning Community (RLC) organized around the theme of “sustainability”? In the past 18 months, the university that employs me hired its first sustainability coordinator, held its first Campus Sustainability Day, inaugurated a sustainability-across-the-curriculum program, has looked at ways in which sustainability might serve as a key theme for upper-division courses in the new Core Curriculum, and approved a Sustainable Living Research Project at the undergraduate level. Even this fine magazine has decided to dedicate this issue to the theme of sustainability.

My students would tell you that sustainability has buzz. And that’s a good thing, as I understand it. When my RLC—they call themselves “Cypress”—began planning for our participation in Campus Sustainability Day, the first question, naturally, was what we should do. I interrupted this proceeding with the insightful observation that, prior to asking what we should do, it might be appropriate to ask what we hope to accomplish.

There was a respectful, uncomfortable silence until a junior named Lacey Schauwecker cleared her throat and said, “I don’t think everybody knows what sustainability means.” I asked whether she could propose a definition of sustainability, and without a blink she recited, “To care for the needs of the present without compromising the ability of future generations to care for their own needs.”

By general acclamation it was decided that Lacey should become our Sustainability Day liaison, and the leadership team further decided that our goal for the day would be to acquaint the student body with Lacey’s definition. The entire student body. And so it came to pass that we purchased organic, earth-tone, fair-trade T-shirts for the entire RLC upon the chests of which Lacey’s definition was printed in non-toxic ink.

The more cynical among my readers might observe that our quest to educate the University community was typically American: We’d decided to accomplish an objective via the purchase of a commodity. In other words, we’d decided to consume. But despite such cynical observations I must assert that the T-shirts were cool. So cool that when the dean of the College of Arts and Sciences saw me wearing mine on Sustainability Day, he inquired whether he might purchase one.

How cool is that?

When I was in college, it was generally believed that those of us who weren’t destined to be killed in Vietnam would die horrible, protracted deaths at the hands of radiation poisoning. Present-day collegians agonize about decreasing biodiversity, deforestation, habitat loss, desertification, topsoil degradation, greenhouse gases, the ozone hole, and, of course, global warming.

Whereas the Woodstock-era fears generated by the Cold War were never to come to fruition, the iPod-era fears generated by the looming ecocrisis might not be avoidable.
My own worry is that people out there in the “real” world feel that sooner or later we here in academia will come up with a solution to the ecocrisis. But here’s the problem: For the greater part of the past decade, the academic community has been trying to convince the real world that what we’re seeing in our crystal balls is frightening. Now, finally, you believe, and at last you’re asking what can be done. Oops.

The problem here is that we don’t really know which activities are truly sustainable because questions of sustainability are always a matter of scale. It’s probably a large enough planet to indefinitely sustain a few dozen families who only want to drive sport utility vehicles to church on Sundays. If, however, 6 billion people decide to drive SUVs to work five days per week beginning next September, our atmosphere won’t be able to sustain air-breathing life forms for more than another decade. If, alternately, everyone in the United States began to drive a vehicle that got 40 mpg, 34 million tons of carbon dioxide would be removed from the atmosphere every year compared to current rates of pollution. The planet’s carrying capacity, in terms of human population, is always a function of the activities in which the population engages.

Using Lacey’s definition of sustainability, we can conclude that our planet might well be able to sustain a population of 6 billion humans living an agrarian lifestyle in a pre-industrial mode where petroleum products are not consumed. Add in the sort of technology that produces greenhouse gases, and the planet might only be able to sustain a population of 3 billion people for more than a century or two. Three billion is pretty much where we stood the day my father was born.

Here’s why I’m wringing my chalk-covered hands. My grandfather was part of the first generation in all of human history to live during a time when the world population doubled during its lifespan. Thanks to the post-war baby boom—which I would be hard-pressed to complain about since I was born at the boom’s loudest moment—the global population doubled during my father’s lifetime as well. Although the rate of population growth has slowed considerably during my own years on this planet, if I live as long as I’d prefer to live, the tally could easily reach 9 billion people before I’ve breathed my final breath. (This is based on the medium-level predictions by the United Nations Department of Economic and Social Affairs, Population Division.) While there’s near-consensus that this sort of growth is not sustainable, we’re beginning to realize that this level of population will not be sustainable either, not in the ecological long run.

Even if population levels were to stabilize tomorrow, which won’t happen with anything even near the current birth rates simply because humanity has developed a knack for living longer, we’d still face a planetary sustainability problem because of the growing level of affluence throughout the world community. China and India, two enormous population centers, are growing in affluence at a tremendous rate. What happens when the Chinese populace decides to trade in their bicycles for SUVs? Ecocrisis.

Lest you consider me an alarmist, consider the fact that in India, China, and the United States, there are currently plans to build another 850 coal-fired power plants, which by 2012 will pump another 2.7 billion tons of carbon dioxide into the atmosphere each year. (Not to mention significant amounts of sulfur dioxide and nitrogen oxide as well.)

The American dream was a marvelous preoccupation as long as it only infected Americans. For better or worse, the dream was exported beyond the shores of our continent, and the moment globalization set in, the dream transmogrified into a nightmare. Once the desire for increased affluence became the driving force in the world economy, the environment stood to pay the price. When everybody wants a yacht, and every yacht has to have teak or mahogany paneling, the rainforests are in danger because the technology is readily available to harvest the timber. A hundred years ago, when there were only a couple billion people on this planet, when teak had to be felled with hand tools and when only the wealthy few could afford yachts, yachting might have been a sustainable practice. Today, with more than 6 billion people wanting the good life,
PHOTO: CHARLES BARRY

fired power plants currently dump 55 million tons of 11 planned coal-fired plants. The company’s coal-

seems to have recognized that global warming might

the papers each day. For example, Wall Street finally

in the classroom, but Al Gore’s Oscar-winning

concerns as climate change. I wish I could attribute

introduced into our national ecosphere next year, and

on public awareness of such concerns as climate change. I wish I could attribute

to local environmental service destinations like landfills, sewage

And this is small potatoes compared to the billions of metric tons of carbon being dumped into the atmosphere by automobiles or coal-fired power plants.

And this is small potatoes compared to the billions of metric tons of carbon being dumped into the atmosphere by automobiles or coal-fired power plants. Yet there is reason for hope; in many ways we’ve finally turned the corner on public awareness of such concerns as climate change. I wish I could attribute this emergent grasp of the issues to my colleagues in the classroom, but Al Gore’s Oscar-winning film seems to have done most of the heavy lifting. Regardless, I’m reading more encouraging news in the papers each day. For example, Wall Street finally seems to have recognized that global warming might be bad for business. The pending TXU Corp. buyout, which at $44 billion will be the biggest corporate buyout in history, would scrap construction of eight of 11 planned coal-fired plants. The company’s coal-

And it’s not only

The Yuck Factor

by instructor Virginia Matzek that covers the science and consequences of what humans consume and discard. Students focus on two types of waste: items that rot, decompose, and break down; and items that do not.

Matzek is director of campus and community programs for the Environmental Studies Institute, which integrates natural and social sciences with the University’s core values to promote sustainability. For the Joy of Garbage, Matzek takes advantage of what she calls the “high ‘yuck’ factor.” Students get up close and personal with the conceptual side of the course through field trips to local environmental service destinations like landfills, sewage treatment plants, and electronic waste recycling facilities.

“It’s a very mundane act, to throw something away,” Matzek says. “Hardly anybody knows where it goes. Many of the students have never given it the slightest thought.” Others might be poorly informed or confused about environmental issues, lacking a scientific background and comprehensive sources of information.

In addition to the technical aspects of decomposition and waste processes, the class explores social justice issues that come out of environmental matters: that landfills and recycling centers are frequently located in poorer neighborhoods; or that American Indian tribes, as sovereign nations, can store nuclear waste for the U.S. government. In one early class project, students must locate Indian tribes, as sovereign nations, can store nuclear waste for the U.S. government. In one early class project, students must locate the landfills or recycling centers in their own hometowns, then compare the results with neighborhood census data.

Then there are the larger issues tied to recycling—financial and environmental costs of collection, sorting, processing, and production—that make even the feel-good act of recycling a more complicated issue.

—Sarah Stanek

Going far beyond “why recycling is good,” the Joy of Garbage is a course taught

Then there are the larger issues tied to recycling—financial and environmental costs of collection, sorting, processing, and production—that make even the feel-good act of recycling a more complicated issue.
The Buzz about Sustainability

Wall Street getting into the act, while the feds might not be leading the way, sustainability has increasingly become a regional concern, with a consortium of five western states, including California, agreeing to develop a target for reducing greenhouse gas emissions. Nine eastern states have already joined forces to try to limit greenhouse gas emissions by power plants.

**My students, I’m happy to report,** are even beginning to get the message about recycling. A few of them engaged in a dumpster-diving project—they called it a “trash audit”—in order to monitor the number of recyclable beverage containers being thrown into the trash from the residence halls. The project took longer than they’d anticipated, and in order to continue with their research they were forced to show up in my class without having changed clothing. It was all in good fun, but the pervasive stench of the researchers was not nearly as offensive as their discovery that our resident student body was throwing away more than 2,000 recyclable bottles per day. This becomes a matter of scale. If we extrapolate from our own semi-enlightened student body to the total resident population of American colleges and universities, we can estimate that more than 4 million bottles are being dumped into the dormitory dumpsters of American colleges every day. That’s just the dormitory residents; for this statistic doesn’t include the students living off-campus, their siblings, the faculty, those serving in the armed services, undocumented workers, people living on pensions, or the alumni for whom this article was composed.

The budding environmentalists who put up with my lectures are fabulous, a strange mix of poets, environmental studies majors, unaffiliated tree-huggers, and the occasional confused individual who signed up for my course because she didn’t know it was going to deal with sustainability. These scholars, by the end of any given quarter, begin to grasp the scope of the problem facing humanity, the problem of scale. If we’re only talking about 2,000 trashed bottles per day, the ecosystem can certainly handle it. Even 4 million bottles per day is probably not going to make a difference in the long run. But here in America we’re almost at the point where we’re disposing of one ton of “waste” products per person per year, and that only counts the products making it into landfills. Even that could be sustainable, on a continent this large, were it not for the fact that more than 300 million of us, currently, call ourselves Americans. It’s not about trash, ultimately, or about recycling. It’s about consumption. It’s about how much “stuff” it takes to make us happy, and about the energy consumed in bringing that stuff to us.

**Take a tomato, for instance.** In my great-grandfather’s day, a tomato was something delightful you consumed between mid-summer and the first frost, but only if you’d been diligent enough to plant this commodity in your garden the previous spring. In my grandfather’s day, mason jars were available at the local hardware store in which to preserve surplus tomatoes, which meant you could enjoy a mushy version of a tomato during the winter months. If Grandpop ever worried about the amount of energy required by the canning process, it was only because he had to chop the wood to produce that energy in the long run. But here in America we’re almost at the point where we’re disposing of one ton of “waste” products per person per year, and that only counts the products making it into landfills. Even that could be sustainable, on a continent this large, were it not for the fact that more than 300 million of us, currently, call ourselves Americans. It’s not about trash, ultimately, or about recycling. It’s about consumption. It’s about how much “stuff” it takes to make us happy, and about the energy consumed in bringing that stuff to us.

Today we can purchase fresh tomatoes year round because they’re grown in hoop-houses in Mexico prior to being transported by jet and/or refrigerated track to your local supermarket. The energy-per-tomato debt is enormous, but we’ve become so affluent that we don’t notice the pinch, even in the face of escalating energy prices.

**The Penstemon Project**

**The mission:** promote sustainability across the curriculum. The method: bringing on board faculty from disciplines as diverse as business and mathematics, civil engineering and religious studies—not to mention biology. Meet the Penstemon Project.

The project kicks off this June, with five Santa Clara faculty members from the Environmental Studies Institute (ESI) and other departments helping to conduct two days of workshops for 20 SCU faculty interested in developing new courses, revising current courses, or incorporating issues related to sustainability. The trainers leading the way at SCU are Sherry Booth, senior lecturer in English and ESI and co-director of Cypress; Dennis Gordon, professor of political science and executive director of international programs at SCU; Leslie Gray, associate professor of political science and ESI—and fresh off a Fulbright in Burkina Faso; and Virginia Matzek, director of campus and community programs for ESI.

The Penstemon Project—which takes its name from a wildflower—is an outgrowth of similar projects around the nation under Matzek, director of campus and community programs for ESI, and ESI—and fresh off a Fulbright in Burkina Faso; and Virginia Matzek, director of campus and community programs for ESI. The Penstemon Project—which takes its name from a wildflower—is an outgrowth of similar projects around the nation under the aegis of the Association for the Advancement of Sustainability in Higher Education.
In this modern age we don’t tend to think it’s all that spectacular to eat a fresh tomato in February. Indeed, we might consider the salad we construct with fresh February produce to be a healthy, natural treat. I suspect, however, that within the lifetime of my current students they’re going to have to start making tough decisions about such things as February tomatoes, desert golf courses, internal combustion engines, coal-fired power plants, and maybe even magazines such as the one you currently hold in your hands.

In October 2005, researchers at Vanderbilt University announced a discovery that just might lead to a light bulb that could reduce worldwide electrical consumption by 50 percent. Right now, students at Santa Clara are competing with 19 other universities in a Solar Decathlon to pioneer new ways of exploiting renewable energy resources. This past quarter, my own students wrote articles for publication on a range of topics from how to make the Olympics more sustainable to why rifle ranges should switch to “green bullets.”

But there’s a dark side as well. As I write this, up here in my penthouse office on the 11th floor of Swig Hall, someone a few floors down just threw away a plastic bottle in which he’d purchased, of all things, water. What we’re trying to do at Santa Clara is develop a culture of sustainability. We’re becoming convinced that the educated person of the past, who would never split an infinitive, must evolve into the educated person of the future, who will never toss a “used” water bottle into the trash. At the risk of sounding harsh, that fellow on the seventh floor that it’s better to utilize a reusable water bottle than to trash a recyclable one. The hard part will be teaching him that the key to our collective planetary happiness will necessarily be a culture in which spirituality is integral. America has evolved into a society where overconsumption is the norm. During my lifetime, the average size of stand-alone homes being built in this country has more than doubled while homelessness has increased dramatically. The gap between overconsumers and underconsumers is now greater than it has been at any time in the history of our nation. The ecocrisis is not just a matter of greenhouse gases, toxic waste, and endangered species; it’s a crisis of spiritual-whereness that entire populations measure their self-worth in terms of their own consumption patterns.

If my students are encouraged to consider themselves to be better than their global peers because they grew up in larger homes, or because they drive cars with more powerful engines, or because they wear a certain kind of blue jean that’s far more expensive than some other form of native garb, then we’ve lost any hope of achieving environmental sustainability. Ultimately, the easy part will be teaching that fellow on the seventh floor that it’s better to utilize a reusable water bottle than to trash a recyclable one. The hard part will be teaching him that the key to our collective planetary happiness will be to reduce his levels of consumption.

— John S. Farnsworth is a specialist in environmental writing and serves as a lecturer in both the Department of English and the Environmental Studies Institute.
Milton Friedman famously said that there is no such thing as a free lunch. But when it comes to pollution, we’re still not asking those responsible to pick up their own tab. Instead, we could promote sustainable economies by reducing climate-changing pollution with minimal economic cost—and, indeed, even with an economic gain. How? A “green tax shift.”

Simply put, a green tax is a levy on pollution. It goes further than a carbon tax to levy a charge on all harmful emissions in proportion to the damage they cause, ideally making polluters pay for the full social cost of their emissions.

The green tax shift replaces taxes on income and goods with taxes on pollution. Such environmental taxes are already levied in Germany, the Netherlands, and France for discharges into rivers and lakes, and they have greatly reduced water pollution even amidst the large chemical industry of western Germany. In the United States, a few states have very limited emissions levies.

Some economists and policy makers have claimed that the cost of investing in emission-reducing technology and production methods needs to discount the effect on future generations, since wealth today is worth more to us than wealth in the future. Others dispute such discounting as not valid, saying we have no moral right to declare future lives as less valuable than present-day lives. The green tax shift would make the question of social discounting moot, as pollution charges would reduce present-day emissions and benefit those living today as well as those living in the future.

Unfortunately, recent reports and legislation addressing global warming have not focused on pollution charges. Instead, they promote methods that would impose large costs on society and therefore prevent a swift shift to policies that would create environmentally sustainable economies.

Regulation is not the answer

The Stern Review of the Economics of Climate Change predicts economic damage of up to 20 percent of global income and proposes emissions trading as a key remedy, as well as reducing the destruction of...
forests. The Intergovernmental Panel on Climate Change, established by the World Meteorological Organization and the United Nations Environment Program, proposes regulations, emissions trading, and environmental taxes. And in September 2006, California Governor Schwarzenegger signed legislation (AB 32) to reduce the state’s greenhouse gas emissions, implementing a combination of increasing regulations (mandatory emissions caps) and emissions trading.

Both restrictive regulations and emission permits impose costs on enterprise. Regulations impose a uniform cost on production that disregards individual costs and benefits. For example, regulations requiring gasoline additives make gasoline more expensive and can have bad unintended consequences, such as the contamination of groundwater by the MTBE added to gasoline in California. Caps on emissions can create large costs on some producers, which becomes multiplied into a larger social cost of unemployment as industries shut down or move away.

 Tradable permits, implemented by several states, are more efficient than regulations. The European Union Emission Trading Scheme, initiated in 2005, operates in 25 EU member countries. With a fixed number of permits, any increase in pollution requires a firm to buy permits from firms holding them, but that creates higher costs for the buyers and windfall profits for the firms holding permits, with no gain to society from those profits. Moreover, the government would have to buy back permits if the market price of permits is not high enough to reduce pollution to the desired level.

 In contrast, a revenue-neutral green tax shift would create net benefits to industry. Current taxes on wages, profits, and the sale of goods have a “deadweight loss,” a waste of resources caused by the added costs, which reduces sales, output, and investment. The reduction in output from the emissions taxes is offset by the increase in output from eliminating taxes on income and sales. A complete green tax shift goes even further to shift taxation also to land values, which enables an even greater or complete elimination of taxes with excess burdens, since a land tax has no deadweight loss, land being a natural resource that does not shrink, hide, or flee when taxed.

Time to pay the piper

Environmentalists are promoting benevolent efforts such as a sustainability pledge to reduce the use of electricity, gasoline, and meat. The intention is praiseworthy, and these endeavors help educate people. Voluntary efforts to save energy, eat organic food, and waste less paper are nice, too. But the total effects of such programs are likely to be small compared to the global problem, and there seems to be very little attention to the policy changes needed to confront the issue on a global scale.

Some groups, such as the Sierra Club, focus on excessive consumption as the problem. But if resources were properly priced to include the pollution costs, as producers passed on the pollution charge to their customers, consumption as such would not be a social problem. The problem today is that producers and consumers like car drivers do not pay for the environmental social costs of their activity.

In a truly free market, government neither penalizes nor subsidizes production and consumption. If polluters do not compensate society for the damage they cause, they are in effect subsidized. A pollution charge prevents this subsidy. The green tax shift is therefore ethically right and good for the economy as well as the environment.

—Fred E. Foldvary is associate director of the Civil Society Institute and a lecturer in economics at SCU.
Delivering the Goods
On a sunny afternoon in Silicon Valley, Jeff Miller ‘73, MBA ‘76 and Tim Haley ‘81, venture capitalists from the influential firm Redpoint Ventures, sit listening to two Kenyan entrepreneurs present business plans for enterprises that are guaranteed to make nobody rich. One of the entrepreneurs, Collins Apuoyo of Enterprise Professional Services (EPS), talks about a business that pays slum-dwellers to collect used motor oil that would otherwise be dumped into the Mukuru-Ngong River. The other entrepreneur, Liza Kimbo of the Sustainable Healthcare Foundation (SHF), talks about how she uses a franchise model to distribute quality generic drugs that can cure or prevent illnesses like malaria, diarrhea, worms, and respiratory infections. Malaria alone kills 34,000 Kenyan children each year, shocking but not surprising in a country where 35 percent of the population has limited access to health care. “Today, in Kenya, 500 children have died because of the lack of access to simple medicine that costs less than a cup of coffee,” Kimbo tells the venture capitalists. “Today we have 476,000 clients served at a cost of $1.27 per client. In five years, we will serve 2 million clients at a cost of just 22 cents.”

It is not the kind of pitch Miller and Haley hear on an average work day. “Here in the Valley, our business is making money—investing in businesses that return money to our investors,” explains Haley, a one-time philosophy major at Santa Clara University whose company has backed businesses like TiVo, Netflix, and MySpace. “We don’t do anything from a professional point of view that’s based on social benefit.”

And yet, as they listen to Kimbo and Apuoyo make their presentations, the VCs are riveted. They have spent the past two weeks working intensively with Kimbo and Apuoyo as they refined their business plans and honed their pitches, subjecting them to the same rigorous scrutiny they would give an Internet start-up with a billion-dollar idea. “They are running real businesses, but their context is doing stuff that’s good for the environment and good for people,” Haley observes. “It’s pretty interesting, to work with people who are making the same personal sacrifices as the people here in the Valley who are doing it for profit. Both of those people,” he says, “could go into the private sector and do quite well financially. But both of them are interested in making the world a better place.”

**BATTING FILTH AND THE BLACK MARKET**
Apuoyo works with urban slum-dwellers. There are 1.8 million of them in Nairobi, and they live without any kind of basic services or sanitation. The BBC describes a typical Nairobi slum as “600 acres of mud and filth, with a brown stream dribbling through the middle.”

Kimbo works with the rural poor, in places that are so remote that it is a challenge just to reach them. “If you’re driving into the rural community, first of all you’re driving on a bad road. And I warn you, if it’s raining, you are going to get stuck,” Kimbo says. “These are subsistence farmers. Every shilling they have is very precious. Because it’s so precious, they will wait to fall sick and then come in to be cured. And if a child is sick, a mother has to spend all day getting help.”

Even after walking all day to reach a government clinic, patients often find it is out of medicine. Most private pharmacies sell expensive, branded medicines, while the black market is saturated with counterfeits. Under normal circumstances, high-stakes players like Haley and Miller would never cross paths with entrepreneurs like Apuoyo and Kimbo, who tally their successes in terms of numbers of lives improved rather than quarterly earnings. The four mentors at Santa Clara’s Global Social Benefit Incubator, they’re delivering the goods—and the good.

**By Dashka Slater**

One Kenyan entrepreneur wants to recycle oil instead of seeing it poured into rivers. Another wants to save lives by providing to the rural poor generic drugs that cost just pennies. With help from a pair of mentors at Santa Clara’s Global Social Benefit Incubator, they’re delivering the goods—and the good.
came together through the Global Social Benefit Incubator (GSBI), a two-week entrepreneurial boot camp sponsored by SCU’s Center for Science, Technology, and Society and the Leavey School of Business. The GSBI was founded in 2003, and last year the program paired 20 innovators whose products serve the common good with mentors from some of the Valley’s most influential companies, including Intel, Adobe, and Sun Microsystems. The entrepreneurs, winnowed from roughly 100 applicants, spend 13 grueling days in lectures, workshops, and one-on-one sessions, during which time they learn how to scale their businesses while being interrogated, instructed, and encouraged by their mentors.

“We dissect their business plans,” explains Miller. An SCU engineering graduate and the former CEO of Documentum software, Miller now spends much of his time at Redpoint mentoring young CEOs. And he brings the same scrutiny to bear on plans by Apuoyo and Kimbo, his GSBI mentees, as he does on execs managing for-profit companies.

“At first I thought they were too brutal,” admits Apuoyo, as he describes the experience of being mentored by Miller and Haley. “They didn’t seem to be keen on the social aspect of my work. But the more I talked to them, the more I realized: Maybe if I want my project to help the poor, I have to make it sustainable. They challenged me to imagine myself in the private sector. And that might have been the side of me that was the weakest link.”

Roadside epiphany
Like his mentors, Apuoyo has a quality of barely-contained energy, like a parked race car revving in neutral, ready to leap into gear. He grew up in a village in western Kenya and has spent most of his adult life working in the development field. Five years ago, while having the oil in his car changed by one of Nairobi’s many roadside garages, he began wondering if there was something to be done with the used oil, which is typically thrown on the ground or directly into the Mukuru-Ngong River that flows through Nairobi and is a primary water source for slum-dwellers. Of the 11 million liters of used oil generated in Kenya each year, only 2 million liters are accounted for. “Which means that 11 million liters of oil disappears into the environment,” Apuoyo explains. The result is obvious to anyone who works—as Apuoyo does—alongside the Mukuru-Ngong River. “The river is completely polluted,” he says. “It is smelly, unsightly—nobody sane would touch it.” In its first 11 months, EPS collected 81,000 liters of used oil that would otherwise have disappeared into the environment. The oil is then treated and sold as fuel to power companies, sugar millers, and steel manufacturers. The trick now is to make the venture self-sustaining.

“Collins is a wonderful concept guy,” Miller observes. “He had relatively little experience on the financial side. One of the key lessons for Collins was having him go in with us and build a financial model and use it as a learning tool to see exactly when or by what time he had to make certain choices.” Through the modeling process, Apuoyo was able to project when he would have enough volume to move from selling the recycled oil as fuel for scrap metal smelters and zinc oxide manufacturers to re-refining it so that it can be used as feedstock for manufacturers of lubricant oils. The first process is inexpensive to set up but has a low gross margin; the second requires a higher initial investment but could provide enough income to make his business profitable. “We see ourselves breaking even somewhere in 2012,” Apuoyo says, “and from there on we’ll be moving toward sustainability.”

“If he can do that,” Miller says excitedly, “then he can sell it, give it, or transfer it to small business people in Kenya, and promote their livelihood, while cleaning up the rivers in Kenya. It’s win-win-win—a triple bottom-line profit.”
A Black Belt in Excel

The Sustainable Healthcare Foundation ensures that quality generic drugs for treating common diseases like malaria, tuberculosis, and dysentery reach the rural poor by using the model of a McDonald’s. Start-up costs for the pharmacy franchises are low, and quality is scrupulously controlled. Health-care workers can assure themselves a modest living by opening a franchise and using it to dispense both medicines and medical advice. Kimbo is very comfortable working with numbers; before becoming the CEO of SHF, she worked in banking and the pharmaceutical industry. Miller describes her as “an eighth degree black belt in Excel.”

“She had this incredibly sophisticated financial model,” Miller recalls. “What she needed help with was thinking outside the box on her franchise model.” Out of their discussions came the idea of having the central organization own some of its clinics and use them as a place to develop best practices that could be spread to the franchisees. “There’s a good idea—there’s a real leverageable idea,” Miller says. “When you help somebody like that come up with an idea that fundamentally could change the success quotient of their business, and their business is so fundamentally altruistic, it makes you feel good when you go home at night.”

Kimbo felt good about the collaboration as well. “I’ve had to justify and rework my plan,” she says, “and then these absolutely brilliant guys looked at my business plan and they said, ‘If you can deliver drugs to 2 million people and it only costs 22 cents a person, I’m sold.’ For me, that was the a-ha moment.”

Since Kimbo returned to Kenya from the GSBI, the SHF model has been featured in Fast Company magazine, Harvard Business Review, and in an article titled “What Works in Africa” in the American Enterprise Institute’s online journal American.com.

Kenya’s Lessons for the Valley

Both Haley and Miller say that they learned as much from the experience as Aupooyo and Kimbo did. “They learned from us about the rigors and executing detail we go through in analyzing new business ventures, and we learned from them the unique factors they confront in running a social-benefit venture,” Haley says. “Silicon Valley is a relatively homogenous, insular environment. It’s the rarefied air of the technology industry, and rarely do you have the opportunity to look outside. This was an opportunity to look at a social-benefit entrepreneur in Kenya. When I compare them to the entrepreneurs in Silicon Valley, I come away very impressed with their fortitude—they have to be extraordinarily dedicated to pull together these enterprises with the limited resources they have.”

The collaboration isn’t over. It has continued by e-mail and phone as the entrepreneurs face the everyday tribulations of growing their businesses. In the months since summer 2006, Kimbo has been grappling with governance issues and working to build the right management structure for SHF. And Aupooyo’s business has grown from collecting 17,000 liters of used oil each month to collecting 26,400 liters. But he also lost a major buyer of his recycled oil, which forced him to think about transitioning into the business of refining it into lube oil feedstock faster than he’d planned.

“They play a challenge role—challenging me to think more creatively,” Aupooyo says of his mentors. “Also they are like buddies I can talk to and bounce my ideas about the project.”

That, says Haley, is the key: “The CEO position is very lonely,” he explains. “You don’t have anyone to talk to as freely as you might want. And so a little bit of discussion or reflection or grappling with tough issues with independent parties can be very helpful.”

While the mentors have encouraged Kimbo and Aupooyo to find people to talk to close to home, as well, they say that they hope to continue to be a resource long into the future. “They are trying to do something that makes wonderful sense for their communities,” Miller says. “To the extent that Tim and I can help them, we will have done our small bit to make the world a better place.”

Dashka Slater writes about the environment, business, education, and law for publications ranging from More to Mother Jones. She is the author of four books of fiction and nonfiction.
The largest fundraising campaign in Santa Clara University’s history came to a spectacular finish March 16 when alumni and donors gathered on the Mission campus to celebrate the raising of more than $400 million. The Campaign included funds for scholarships, professorships, University centers, and capital projects, including a new library and a new building for the Leavey School of Business.

The total number of donors, 41,493, also set a University record. “Alumni, parents and friends made gifts, large and small, that will transform the University and impact how students and faculty interact and learn,” says SCU President Paul J. Locatelli, S.J. “By investing in the campus learning environment, our alumni and donors have helped move Santa Clara to a higher level of quality as a Jesuit, Catholic university.”

Bricks and mortar
The Campaign kicked off in 2002 with a $25 million gift from Lorry I. Lokey, founder and president of San Francisco-based Business Wire, for scholarships and to rebuild and replace SCU’s library. Bookending the Campaign, and also slated for the University’s new Learning Commons and Library, was a $20 million gift from the Sobrato family, alumni and Silicon Valley real estate developers. The Sobrato family had made earlier gifts to the Campaign totaling more than $10 million.

The Learning Commons and Library will be roughly twice the size of the previous library. It will have the capacity to store 1.1 million volumes, approximately 20 years’ growth, with an automated retrieval system that will expand the library’s capacity to store and access well over a million volumes. Construction of the building, which will also be a showcase for green building technologies, began summer 2006 and will be completed by the start of the academic year in fall 2008.

“I figure if one can afford to make an investment in the future of education, one pitches in right now to help matters along,” Lokey says. The money he’s given to Santa Clara is not, he says, “a gift or a donation—it’s one tremendous investment.” And it’s an investment that pays dividends in terms of educating global citizens with the abilities and commitment to fashion a more humane, just society.

“SCU graduates have shaped generations of leaders in companies in Silicon Valley,” says John A. Sobrato ‘60, left; on right, son John M. Sobrato ‘83. “The University has changed a lot since I graduated in 1960,” the elder Sobrato says, “but what has stayed the same is the soul of the Jesuit mission: educating students with an emphasis on ethics and a commitment to giving back to the community.”
The other major capital project in the Campaign is a new 84,000-square-foot building for the business school. The new business school building will be more than twice as large as the current building and will unite the business school classrooms, faculty offices, research centers, and executive education programs that are currently spread across campus. And the new business school building will also walk the walk when it comes to green innovations in construction. Both the undergraduate business program and part-time MBA program were recently recognized by BusinessWeek and U.S. News & World Report as among the best in the nation.

Top students and scholars
The money raised through the Campaign will have a direct effect on students through increased financial aid as the University exceeded its $101 million goal for student scholarships. This keeps front and center the mission of transforming students into leaders of competence, conscience, and compassion—so they, in turn, can go out and transform the world.

"Approximately 70 percent of the University’s undergraduate students receive some form of financial aid," notes Jim Purell, SCU’s vice president for University Relations. “Funds for scholarships were the largest single goal in the Campaign. We will continue to raise funds for scholarships because Santa Clara is committed to helping families and students access a Jesuit education. The gifts will allow students to come to SCU who could not have attended without financial support.”

The Campaign has made possible 12 new endowed professorships and six new fellowships as well, which complement the many existing chairs and professorships that help attract and keep top teaching talents. Which, in turn, enables the University to respond to the educational needs of the 21st century.
During the past year, I have been honored to serve as the National President of the Alumni Association. One of our primary initiatives this year has been the creation of a strategic plan. The objective of this plan is to develop a concrete vision for the Alumni Association that elevates our organization in the eyes of both our alumni and the University, with an action plan to match.

But how do we do this? We have chosen a process that employs a variety of tools to gather data, feedback, and ideas. First, we have gathered our own empirical data about our alumni. (Who knew, for example, that 45 percent of our alumni have graduated within the last 15 years?) We have also interviewed alumni organizations at other schools, including Notre Dame, USC, Stanford, Gonzaga, and Georgetown. Although the institutions we chose each have different budgets and alumni populations, the benchmarking exercise was useful in helping us think about how we might take our own association to the next level.

As we sift through all of the data we have collected, some common themes are beginning to emerge:

• The importance of the Alumni Association as the continuity and the “glue” for the Santa Clara family among each other and to the University. The glue is physical, emotional, intellectual, and spiritual; ongoing engagement, lifelong learning, and service to others remain key themes.

• The importance of maintaining and communicating the traditions and legacies that make Santa Clara special to its alumni.

• The challenge associated with staying connected—which comes from changing alumni demographics, competing alumni affiliations, information overload, and personal life pressures.

• The importance of reaching out to current students.

• The rapid evolution of technology and electronic communication and how they are changing the way we connect with each other and the University. How should we respond?

• The cost of a Santa Clara education is rising, which poses challenges to the existing scholarship map. Is there an opportunity for our alumni organization to make an impact?

In the months ahead, you will be hearing more from the Donohoe Alumni House about our progress as we define our priorities and shape the programs required to meet those priorities. Stay tuned!

Finally, I am pleased to report that Santa Clara alumni made gifts of $119.8 million (30 percent) of the total $404 million raised in the Campaign for Santa Clara that just ended. Approximately 36 percent of our alumni made a gift of some amount, as did 30 percent of our parents. This just goes to prove that no gift is too large or too small, and that they indeed all add up.

Thank you for allowing me to serve as your National Alumni Association President over the past year. I look forward to seeing you at an alumni event soon.

Go Broncos!

Laurie Hernandez ’85
President, National Alumni Association


Norman A. Slaught and his wife, Claire, celebrated their 50th wedding anniversary in Colorado Springs, Colo., in July 2005. They were joined by their eight children and 23 grandchildren.

Leslie R. Webber M.D. has published his autobiography, An American Doctor’s Life Divinely Orchestrated (Authorhouse, $36.99). The book covers life from the Great Depression to the 1990s and includes Webber’s time at SCU.

Thomas T. Farley is chair of the advisory board for Colorado State University, Pueblo.

James O’Brien writes that he can’t believe it has been 50 years since he graduated. His son, Michael MBA ’83, is an SCU alumnus.

Vincent Burns and his wife, Debbie, celebrated their 40th wedding anniversary in January at their home in Carpinteria, Calif.

Robert Pedroncelli continues his civil engineering practice part-time by designing private sewage disposal systems. He lives in Healdsburg.

C. William Knopf and his wife announce the birth of their sixth grandchild on April 12, 2006.

Daniel E. Hanley has been in private law practice in San Jose since 1974. He has been married to his wife, Kudi, since 1972.

Shelly Barsanti was appointed as chair of the Hope Lodge Team by the California Division of the American Cancer Society. Shelly was a founding member of the Healthy Young Attitude program, a support network for young adult cancer patients and survivors in their 20s and 30s.

Tom Kelly co-authored Cashing In on a Second Home in Mexico: How to Buy, Rent and Profit from Property South of the Border (Krabman Publishing, $19.95). Kelly was class president at SCU and has gone on to become a newspaper columnist, author, and host of the radio talk show “Real Estate Today.”

David Samuelson J.D. ’75 is “living the slower, healthier life” in the San Juan Mountains in Telluride, Colo. He and his wife have two children, Maryfaye, 20, and Peter, 17.

Bob Burson recently published a novel, A Romanov Returns (Outskirts Press, $19.95), which deals with the current energy needs of America. Bob is a partner in the CPA firm of Grice, Lund, and Tarkington. He and his wife, Rosemary (Williams) ’74, have three sons. Rosemary is an academic technology specialist at Cathedral Catholic High School in San Diego.

J. Stephen Czuleger was named Alfred J. McCourtney Trial Judge of the Year by the Consumer Attorneys of Los Angeles.

Kathie Gerrity VMD lives and works in Boulder Creek, Calif., where she owns a small animal veterinary clinic. Her twin sons, Joey and Marco, whom she adopted as infants from Paraguay, will graduate from high school in June.

Clint Hill earned a Ph.D. in 2004 from Northern California Graduate University. He is a therapist with Fremont Hospital outpatient services.

Give to Santa Clara Magazine

Thanks to support from our readers, we’re able to send this award-winning magazine to more than 73,000 alumni, parents, and friends of the University. But we can’t do it without you! Help us share what’s best about Santa Clara by making a gift online at www.scu.edu/scm/giving. Or send a check to:
Santa Clara Magazine
500 El Camino Real
Santa Clara, CA 95053-1500

Telluride, Colo. He and his wife have two children, Maryfaye, 20, and Peter, 17.

Bob Burson recently published a novel, A Romanov Returns (Outskirts Press, $19.95), which deals with the current energy needs of America. Bob is a partner in the CPA firm of Grice, Lund, and Tarkington. He and his wife, Rosemary (Williams) ’74, have three sons. Rosemary is an academic technology specialist at Cathedral Catholic High School in San Diego.

J. Stephen Czuleger was named Alfred J. McCourtney Trial Judge of the Year by the Consumer Attorneys of Los Angeles.

Kathie Gerrity VMD lives and works in Boulder Creek, Calif., where she owns a small animal veterinary clinic. Her twin sons, Joey and Marco, whom she adopted as infants from Paraguay, will graduate from high school in June.

Clint Hill earned a Ph.D. in 2004 from Northern California Graduate University. He is a therapist with Fremont Hospital outpatient services.

Give to Santa Clara Magazine

Thanks to support from our readers, we’re able to send this award-winning magazine to more than 73,000 alumni, parents, and friends of the University. But we can’t do it without you! Help us share what’s best about Santa Clara by making a gift online at www.scu.edu/scm/giving. Or send a check to:
Santa Clara Magazine
500 El Camino Real
Santa Clara, CA 95053-1500
The amazing ride of Mary McConneloug

A degree in vocal performance isn’t often a stepping stone to a career in professional cycling. But it has certainly worked for Mary McConneloug ’93. In the amazing ride that is her life, McConneloug has shifted gears smoothly from singing for her supper to biking for it. Since she graduated from SCU with a bachelor of music degree in vocal performance, the 2004 Olympian in cross-country mountain biking has racked up numerous cycling honors, including two U.S. National XC Championships (2003, 2005) and six World Cup podium finishes. Currently she’s pedaling toward Beijing, vying for a spot on the 2008 U.S. Olympic team by competing in top races all over the world.

McConneloug says she had no inkling of her future career while at Santa Clara. In fact, she says with a laugh, “I didn’t have my own bike.” Instead, she borrowed other people’s bikes for occasional treks in the Santa Cruz Mountains. She didn’t develop her competitive passion for the sport until she was 27.

Yet she sees many connections between her undergrad experiences and her current vocation. While at Santa Clara, she developed skills and techniques that still have relevance for her today. Proper breathing. Keeping a steady tempo. Balancing your life.

“Being a professional athlete, you need to be disciplined to practice so that you can perform when you’re supposed to perform,” she says, her speaking voice still musical. “At Santa Clara, I really learned about practicing any discipline, going to the music room to do my work so that I could be ready for my performances.”

She also credits her facility with language to her SCU Italian classes and her voice teacher, Nancy Wait-Kromm. “I had to sing in Italian and French and German. She really made me get the pronunciation right. She made me translate all the songs before singing them, so I knew what I was singing. Believe it or not, I can speak Italian now when I go to Italy,” McConneloug says. Thanks to her training, she makes herself understood in France and Germany as well.

But McConneloug came to the University with little training in theory. “It was really difficult for me to learn the ‘theory in the ear’ training. One professor—Prof. Shurtless, the director of the music department—was so wonderful. He just kept saying, ‘Mary, you can do it. You can do it.’ He really worked with me and pushed me through this so that I could learn,” she reminisces. “It really taught me that I could, if I pushed through things, make things happen.

“I’ve definitely dedicated my life to reaching my potential on the bike. It was a hobby that was my passion and became a profession.”

—Anne Federwisch

On the Web

The amazing ride of Mary McConneloug, and follow links to find out more about her racing at www.santaclaramagazine.com.

PHOTO: COURTESY MARY MCCONNELOUG

class notes UNDERGRADUATE
Carol Lamadrid relocated to Monaco to care for her husband’s job and started working at Edelman & Company in yacht charters and sales. A double major in communication and dance, Carol continues to teach dance as a second career.

Michelle J. (Woomert) Latray ’84, and her husband, Steve, announces the recent birth of a daughter, Brianna Christine. The baby joins siblings Bryce, 11, Brody, 7, and Brant, 4, in the family’s central Texas home.

Patrick and Devon Allen ’92 welcomed daughter Fia and Quinn to their family on March 12, 2006. Fia joins siblings Owen, Zachary, and Lucy in the family’s Hinsdale, Ill., home.

Jean (Horton) Walker and her husband, Todd, announce the birth of their son, Andrew Harvey, on April 18, 2005. The family lives in Pleasanton, Calif.

Kim (Sheldahl) Leane and her husband, Brigham, announce the birth of their second daughter, Chloe Anne, on June 23, 2006. She joins big sis-...
Obituaries

40 Joseph P. Lacy, Dec. 10, 2006: The World War II and Korean War Navy vet eran was a longtime teacher in Newark, Calif., Watsonville, and San Francisco. He was also a community activist. He is survived by five children and numerous relatives.

41 Russell Lebeck, Jan. 16: The California native retired in 1967 after 27 years of Naval Aviation Service and later worked in logistics management at Lockheed Missiles & Space Company. During World War II, he flew fighter missions in the Pacific. During Korea, he completed 82 combat missions, and during the Vietnam War, he flew combat support and evacuation missions. His decorations included the Distinguished Flying Cross, four Air Medals, and many commendations. In 1983, he was elected to the Santa Clara University Hall of Fame for outstanding achievement in athletics. He is survived by a son and a daughter.

42 William B. Beggs, June 28, 2006: A native of Los Angeles, he was a star player on the Bronco football teams of 1939, 1940, and 1941. He is survived by two children.

43 John J. “Jack” Ahern, Jan. 22: A native of San Francisco, he was a partner in the accounting firm of Rooney, Ida, Nolt and Ahern. He was active in the East Bay chapter of the CPA Society as well as numerous religious and charitable organizations. He is survived by his wife, Norma, and two daughters.

Survey says...

That’s what we want to know! Tell us what you think of Santa Clara Magazine. Visit www.scu.edu/scm/survey by June 20th and register to win a $100 gift certificate to the SCU bookstore.

www.scu.edu/speakerseries

Leon Panetta
Is There Light at the End of the Tunnel?
A conversation with Leon Panetta ’60, J.D. ’63, former chief of staff in the Clinton White House. Panetta discusses his participation in the Iraq Study Group and events that have transpired since the group made its recommendations. Recorded May 31, 2007.

Khaled Hosseini

Reza Aslan
The Clash of Monotheisms, or, How to Win a Cosmic War
5 Bruno Biasiatti, July 25, 2006. Born in Stockton, he served for two years in the U.S. Army and later was employed by State Farm Insurance as a claims adjuster for 45 years. He is survived by his wife of 50 years, Diane; two daughters; two sons; and three grandchildren.

6 Dolores Ann Doan, Jan. 3, 2006. A native of Santa Maria, she earned a master of arts degree in Spanish from UCLA and a master’s in music from Vermont College of Union Institutes and University. She was a 26-year employee of Allan Hancock College, where she worked as a counselor/coordinator. She sang with numerous professional choirs in the community and was the founder and artistic director of the local choir, Coastal Voices. She is survived by her husband, Bob.

7 Logan Moore J.D., Dec. 18, 2006. A native of San Bernardino, he was a counselor and administrator in the Mountain View-Los Altos High School District and a business manager with the El Cajon Project. He is survived by his wife, Regina.

8 Lowell Tom, Jan. 3, 2006. A native of Hawaii, he retired from Valmont Industries as controller and previously worked at South Bend Lathe. After earning a degree in mechanical engineering from SCU, he earned degrees from the University of Maryland and Notre Dame. He was a captain in the U.S. Army in Vietnam and other duty stations. He was active in many volunteer activities such as coaching and working with Busy Hands as a retired senior volunteer. He is survived by three brothers and a sister.

9 James J. Lindquist, Nov. 5, 2006. A mechanical engineer, he retired from Rocketdyne in 1986, but continued working until 2001. He is survived by his wife, the love of his life; four daughters; and 10 grandchildren.

10 James Spencer Crawford J.D., Jan. 26. After a college baseball career, he began his career as a trial lawyer for personal injury and product liability cases. He was a founding partner of several law firms that became Crawford & Block in 1981. He also was a leader in the legal community. He switched in 1996 from litigating to mediating for JAMS, and resolved more than 2,000 cases as a mediator. He is survived by his wife, Pamela, and a son.

85 Joyce P. Palmer M.A., Dec. 28, 2006. After earning a degree in counseling psychology from SCU, she earned a marriage family therapist license and opened a private counseling practice, where she continued to see clients until her death. As a counseling supervisor at Almaden Valley and Teen & Family Counseling Centers and counseling psychology practicum at SCU, she shared her passion and knowledge of counseling with her interns and students. She is survived by her husband, Jeff, and three children.

11 Louis Miles Tolbert Jr., Sept. 29, 2006. A native of Alabama, he was a counselor and administrator in the University of California, Los Angeles, he worked as a research scientist at Megatek Corporation in San Diego. He is survived by three sisters, Laura, the love of his life; four daughters; and 10 grandchildren.

12 Paul G. Jeffries, Jan. 21. The Alabama native served in the U.S. Air Force during the Korean War. After his discharge, he graduated from the University of Texas, Austin. He and his wife moved to California, where he attended SCU on a company-sponsored honors program and earned a master’s degree in electrical engineering. Most of his working career was with GTE Government Systems; after taking an early retirement, he joined a consulting firm (ESBA) in Los Altos.

13 Pat Brown. After retiring, he and wife, Loraine, spent nine months in China, where he taught American law to Chinese law students. He is survived by his wife, the love of his life; four daughters; and three granddaughters.

14 Louis Miles Tolbert Jr. was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

15 Logan Moore was born in Tucson, Ariz., in 1951. Lucky moved to San Jose as a teenager. He wed his high school sweetheart, Lucy Featch, and they raised two children together: a son, Frank, who now works for SCU Campus Safety; and a daughter, Sandy, who lives in San José. Lucky enjoyed camping with his family, especially at Mt. Madonna Park for its peacefulness. He and Lucy also enjoyed attending the local Renaissance Faire in costume.

16 Lucky Hinkle, Feb. 7, after a battle with cancer. Lucky began working at SCU in 1981 and served the University for over a quarter century. He was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

17 Lucky was born in Tucson, Ariz., in 1951. Lucky moved to San Jose as a teenager. He wed his high school sweetheart, Lucy Featch, and they raised two children together: a son, Frank, who now works for SCU Campus Safety; and a daughter, Sandy, who lives in San José. Lucky enjoyed camping with his family, especially at Mt. Madonna Park for its peacefulness. He and Lucy also enjoyed attending the local Renaissance Faire in costume.

18 Lucky enjoyed camping with his family, especially at Mt. Madonna Park for its peacefulness. He and Lucy also enjoyed attending the local Renaissance Faire in costume.

19 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

20 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

21 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

22 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

23 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

24 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

25 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

26 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

27 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

28 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

29 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

30 Lucky was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn’t simply something he was engaged with in work; it was an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.
after words

After Regensburg...
Important ideas emerged from the pope’s lecture—and important lessons about communicating the truth.
By James Alison

In September of last year, Pope Benedict XVI caused a worldwide sensation when at a conference in Regensburg, Germany he quoted a disparaging 14th-century comment on Islam. But it is worth recalling some of the more important things to emerge from the Regensburg lecture.

The first point is the pope’s quite specific rejection of there being any violence at all in God, therefore no divine word can be violent. He is suggesting that apart from any particular sacred text in which words of violence can be read, there must be an interpretative key which disallows humans from involving God in violence; that such an interpretation is essential for Christian understanding; and in its verbal development it has in fact depended from its earliest days on Hellenistic thought.

Second, Pope Benedict goes on to show that a relationship exists between faith and reason which has been developed, and maintained alive, quite specifically in the Catholic faith, with its insistence both on God’s utter transcendency and yet on there being a proper analogy between created matter and the Creator that communicates the regularity, goodness, and non-capricious nature of reality.

The pope’s third point is that of what I call the fragility of Enlightenment thought. He says “The West has long been endangered by this aversion to the questions which underlie its rationality, and can only suffer great harm thereby.” In other words, by ignoring, and indeed sometimes despising, the very specific doctrinal and social conditions of possibility which enabled it to flourish, the scientific rationality which we take for granted may endanger its own survival.

A fourth point which the pope made in an interview given to representatives of German television before his trip to Regensburg was that it is the proper role of the Church to mediate between modern Enlightenment secularity of the sort represented in the European Union and cultures which live a much more strongly “religious” understanding of life. This tends to position the Church as being exactly what it has been historically: a mediator between a collapsing “sacred” world and an emerging, benign, but also potentially dangerous “secularity.”

What I find particularly encouraging is that Pope Benedict does not identify the Catholic faith with absolutist and fundamentalistic forms of religion, but rather as something closer to a place of creative tension between “Enlightenment” and “Fundamentalist” thought patterns. This is, of course, not where “Enlightened” thought has typically wished to place the Church in its own scheme of “reason battling against obscurantism.”

Two final points emerged as a result of reactions to an unfortunate quotation which skewed response to the Papal address. The first is something we are going to have to learn as we come to preach and teach our faith in a world where we are rarely talking to ourselves, and where “others” are very susceptible to seeing themselves misinterpreted in almost any remark we make. And this is that discourse is mimetic, not absolute. In other words, we cannot imagine that statements are “clear, reasonable, and simply and straightforwardly true.” Rather, truth must be spoken non-provocatively if it is to be as truthful in what it effects as in what it purports to communicate.

The second is linked to this: Owing to the huge information overload in which we are going to continue to live, the role of the papacy is going to shift enormously in our lifetime. We are going to have to learn to detect Petrine stability and truthtelling in a way that is quite different from yesteryear’s rather distant, slow utterances of canonical authority. Curiously, the dream of 19th-century ultramontanists has come true: They can have a papal message for breakfast every day. But the result of this immediacy is to make papal authority a much subtler affair, and one much more dependent on the interpretations and feedback of an informed and educated Church than those ultramontanists can possibly have imagined.

This is the Church which we are being challenged to build.

By James Alison

James Alison is a British priest and theologian. These “After Words” are a follow-up to a talk he gave at Santa Clara in October 2006.

PHOTO: COURTESY OF “IT’S IN THE AIR,” MINNEAPOLIS

Santa Clara Magazine Summer 2007
### June

<table>
<thead>
<tr>
<th>Date</th>
<th>Sponsor</th>
<th>Event</th>
<th>Contact</th>
<th>Contact Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alumni Association</td>
<td>First Friday Mass and Lunch</td>
<td>Alumni Office</td>
<td>408-554-6800</td>
</tr>
<tr>
<td>15</td>
<td>Boston</td>
<td>SCU Alumni Night at the Red Sox</td>
<td>Mark Samraon '93</td>
<td><a href="mailto:mark.samraon@usu.edu">mark.samraon@usu.edu</a></td>
</tr>
<tr>
<td>18</td>
<td>San Francisco</td>
<td>16th Annual Santa Clara Dinner</td>
<td>Alumni Office</td>
<td>408-554-6800</td>
</tr>
<tr>
<td>29</td>
<td>New York</td>
<td>SCU Alumni Night at the Yankees</td>
<td>Jennifer Royse '00</td>
<td><a href="mailto:jennifer.royse@gmail.com">jennifer.royse@gmail.com</a></td>
</tr>
</tbody>
</table>

### August

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
<th>Sponsor</th>
<th>Contact</th>
<th>Contact Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Los Angeles</td>
<td>SCU Alumni Night at the Dodgers</td>
<td>Brent Gonzalez '99</td>
<td><a href="mailto:bgonzo32@yahoo.com">bgonzo32@yahoo.com</a></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>San Diego</td>
<td>SCU Alumni Night at the Padres</td>
<td>Eric Poon '02</td>
<td><a href="mailto:ericpoon@scualum.com">ericpoon@scualum.com</a></td>
<td></td>
</tr>
<tr>
<td>6-10</td>
<td>Alumni Association</td>
<td>Alumni Trip to Ashland</td>
<td>Jack Bycraft '97</td>
<td><a href="mailto:jbycraft@scualum.com">jbycraft@scualum.com</a></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Chicago</td>
<td>Alumni Night at Ravinia</td>
<td>Jack Bycraft '97</td>
<td><a href="mailto:jbycraft@scualum.com">jbycraft@scualum.com</a></td>
<td></td>
</tr>
</tbody>
</table>

### September

<table>
<thead>
<tr>
<th>Date</th>
<th>Sponsor</th>
<th>Event</th>
<th>Contact</th>
<th>Contact Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Alumni Association</td>
<td>Golden Reunion for the Class of 1952</td>
<td>Alumni Office</td>
<td>408-554-6800</td>
</tr>
<tr>
<td>7</td>
<td>Alumni Association</td>
<td>55 Year Reunion for Class of 1952</td>
<td>Alumni Office</td>
<td>408-554-6800</td>
</tr>
<tr>
<td>8</td>
<td>Alumni Association</td>
<td>Gianera Society Luncheon</td>
<td>Alumni Office</td>
<td>408-554-6800</td>
</tr>
<tr>
<td>8</td>
<td>Alumni Association</td>
<td>Saturday Dinner for Class of 1952</td>
<td>Alumni Office</td>
<td>408-554-6800</td>
</tr>
<tr>
<td>9</td>
<td>Alumni Association</td>
<td>Vintage Santa Clara XXIV</td>
<td>Alumni Office</td>
<td>408-554-6800</td>
</tr>
<tr>
<td>15</td>
<td>Denver</td>
<td>Service Project</td>
<td>Steve Starliper '83</td>
<td><a href="mailto:sstarliper@comcast.net">sstarliper@comcast.net</a></td>
</tr>
</tbody>
</table>

### The Art of Kim Jung Hwa

Korean artist Kim Jung Hwa creates astonishing textile works in luminous colors that reflect the landscapes of her native country. She strives to depict images “with the colors of the mind.” In order to master the art of natural dye processes, she traveled all over Korea to learn the art of traditional dye processes from community elders. This exhibition will include numerous wall works and installations by the artists. The exhibition has been organized in conjunction with Site Creations and the participation of Youngcheon City in South Korea.

Kim Jung Hwa was educated at the Korean National Open University and the Graduate School of the Catholic University of Daegu. Her work has been included in solo exhibitions in Daegu, Seoul, and the Museum of Modern Art in Osaka, Japan.

### Fall Homecoming & Reunion Weekend

Oct. 19-21, 2007
- Golf Tournament
- Oktoberfest
- Academic Programs
- Campus Tours
- Mass in the Mission

Join your reunion committee and help rally your classmates for the reunion!

Contact the Alumni Office toll free at 1-866-554-6800 or e-mail alumupdate@scu.edu.

Connect with your classmates by joining your reunion class group on inCircle, SCU's ever-expanding online alumni network at www.scu.edu/incircle.

Invitations will be mailed in early September.

For more information, visit www.scu.edu/homecoming.
Face time
SCU GREEN Club President Tim Sennott gets a Sustainability Day makeover.

Parents of SCU grads: Has your son or daughter moved? E-mail us at scmagazine@scu.edu with their updated addresses so they’ll be sure to continue receiving this magazine.