

Fall 2004

Alma Otter

A newsletter for alumni and friends of California State University, Monterey Bay

From inaugural speaker to a well-earned law career

For Bea Gonzales-Ramirez, Labor Day weekend of 1995 was a turning point in her life. As student speaker during inauguration ceremonies for the newly opened CSUMB, she shared the stage with President Bill Clinton, White House Chief of Staff Leon Panetta, Congressman Sam Farr and other dignitaries. The opportunity to participate in the festivities started with a phone call from the provost asking if she would give a speech at the opening. "Of course!" she replied, without hesitating. "That experience changed my life," Bea recalled. "After all the publicity because of it, I felt like a poster child for the university."



Bea Gonzales-Ramirez

At CSUMB's Founders Day last month, Bea was once again selected as a featured speaker, nine years after the memorable inauguration day.

Before enrolling at CSUMB in 1995, Bea had attended Gavilan College, where she earned an associate degree. Early on, she took an interest in studying law and set passing the bar exam as her ultimate goal. She graduated from CSUMB as an HCOM major in 1997.

(Continued on page 3)

CSUMB starts its second decade!

For over 75 years, Fort Ord served as one of the U.S. Army's principal training centers. On September 14, 1994, 1,365 acres of the sprawling 23,000-acre base were transferred to the state of California. A handful of employees then began organizing a campus on that land. The new campus, initially referred to as the University of Fort Ord, was forced onto a fast track. Most universities spend at least five years in their planning and hiring phases; UFO, later officially named CSUMB, was given nine



Among the alums enjoying the alumni hospitality tent at Founders Day were, at left, Kathbey Burcar, SBS, '98, and Cathleen Freeman, also SBS, '98.

months. Former Army buildings were converted into campus offices. In August 1995, the campus opened with 653 students.

On September 18, 2004 the campus and the community enjoyed a 10-

year celebration at the first-ever Founders Day, held on the Main Quad. The day started with the "Hidden Secrets of Fort Ord" tour, sponsored by the Fort Ord Alumni Association. At noon, the fun

continued with flag football and a carnival hosted by CSUMB Student Activities. During the evening, a BBQ dinner was served while the Chicano All Stars band entertained. The premiere of *Bayonets to Baccalaureates*, a 10th anniversary documentary about

CSUMB, was premiered. The day's festivities concluded with fireworks. Alumni, students, employees and community members enjoyed the fun-filled day of events. ♦



Fireworks over the Student Center

Linda Lopez receives Alumni Vision Award

Linda Lopez, '04, has been presented the Alumni Vision Award in recognition of her achievements while a student at CSUMB and the leadership she has provided to extend the CSUMB Vision into the lives of others.

"Experiencing the tenets of the Vision statement throughout my education at CSUMB has prepared me to move forward with my personal goals . . ."

— Linda Lopez

Described by one of her professors as an "inspiration; an amazingly intelligent, analytical, and focused student whose career embodies our campus Vision," Linda

worked tirelessly for the Summer Bridge and Upward Bound programs. She served as a role model for the underrepresented students who participated in these programs.

"Experiencing the tenets of the Vision statement throughout my education at CSUMB has prepared me to move forward with my personal goals, so that I can educate others about how one's ability to grasp knowledge is determined by one's proximity to the knowledge valued by dominant society."

In both her own history and in the efforts to which she dedicates herself, Linda exemplifies the boldness of the Vision articulated in CSUMB's founding documents. ❖

Alumni Association begins first-ever Capstone grant program

The Alumni Capstone Grant program helps offset the costs of those Capstone projects which reflect the CSUMB Vision and have an impact on the community. This year, out of 16 applications received during the spring semester, six students were selected. Each semester, the Alumni Association allocates \$1,500 for the awards. The spring recipients included:

Jessica Nixon (SBS) — for traveling to Vietnam and undertaking a study of juvenile delinquents in that country.

Audren Morris (HCOM) — for a project investigating the issues of program funding for at-risk youth and helping the Salinas Boxing Club develop a grant proposal to raise program funds.

Camille Walker (TAT) — for producing *The Good Doctor*, a play presented at the World Theater.

Joseph Holguin and Kevin Tevis (TMAC) — for designing and implementing a secure wireless and wired network for Genesis House. It enables the staff to privately share files between buildings, helping them to effectively work with patients and families.

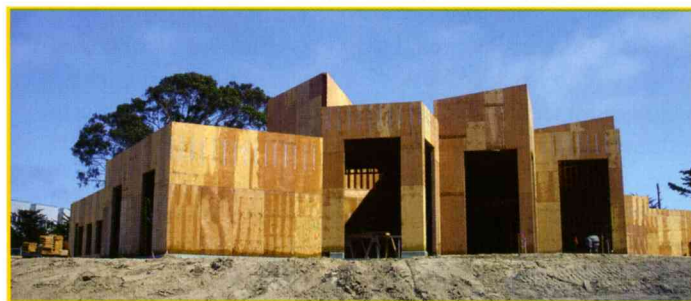
Stephanie Watson (SBS) — for conducting an ethnographic case study at an orphanage in Colima, Mexico. ❖

Alumni & Visitors Center update

Situated on a promontory above the intersection of General Jim Moore Blvd. and Third Street, CSUMB's Alumni & Visitors Center (AVC) is fast nearing completion. It's adjacent to the main quad and across the street from the newly opened North Quad student housing complex.

A unique structure with its soaring entry, it will combine a spacious indoor meeting area with a large patio which faces westward.

The 15,000 square foot building, designed to serve as a greeting center for the campus, will house administrative offices for University Advancement, Alumni Relations and Grants & Contracts. The comfortable meeting areas will be available for alums to enjoy casual get-togethers and to conduct alumni board meetings.



It's anticipated that the AVC will be the locale for numerous receptions, exhibits and events throughout the year. Designed to accommodate changing uses, the building will serve as a gathering place that fosters campus and community interaction.

The bright, airy building incorporates sustainable design concepts for long-term energy conservation.

The AVC is scheduled for occupancy in early January. A grand opening ceremony will be held early in the year, with all alumni invited to attend. Visit the CSUMBalumni.org website for periodic updates. ❖

New student housing opens

A groundbreaking ceremony for the North Quad student housing project took place April 21, 2003. This fall, students moved into the complex —

only 16 months after the project was begun.

Within three buildings (totaling 188,000 square feet) 650 to 675 students are housed, primarily sophomores, juniors and seniors. ❖



The first phase of the North Quad housing complex includes three buildings, one of them featuring apartments.

Rudy Puente's passion helps students succeed

Many college students can't wait to graduate, move away from campus and start careers. Rudy Puente is a notable exception. He's a pioneer student who enrolled at CSUMB in 1995 and continued with the university as a full-time outreach counselor after graduation.



Rudy Puente

Rudy became acquainted with CSUMB after Alethea De Soto, former director of SOAR, visited Aptos High School where he was a student. She sold him and a number of other students on educational opportunities CSUMB had to offer. Rudy enrolled, thinking he would pursue a teaching career. He went into Liberal Studies. Later, he took an interest in counseling and gravitated toward high school career counseling.

"I've gone through the whole process here and seen this place grow. I'm happy about where it is today — getting better and better all the time."

— Rudy Puente

they needed, and there weren't always enough seats. But we all learned together as we moved forward."

Rudy started working as a student outreach advisor in Student Affairs, a job that would eventually span three years. In this role, he visited local high schools to recruit students for CSUMB.

"I got the knowledge I needed to communicate effectively from Liberal Studies," he continued, "but I picked up even more expertise from working in the field with students." While a student himself, he also worked as a financial aid peer advisor for a year to learn the details of how financial aid works.

CSUMB's staff and faculty were on campus only a few months before students arrived. It was a new experience for everyone. "Things around here were challenging during those early years," Rudy said. "Some classes were cancelled, some classrooms had no lights, professors didn't have everything

After graduation, Rudy came back to CSUMB when a job opportunity presented itself to be an outreach counselor. In this role, he recruited students from Southern California. However, he soon found himself working with local colleges and high schools, in addition to out-of-the-area recruitment.

"I like knowing that I've made a difference in someone's life. Whether it's assisting them to fill out an application, helping them find financial aid, assisting them with campus tours or connecting them with key people on campus," Rudy said.

After nine years as a student and an employee at CSUMB, Rudy has accepted a guidance counselor position at Gilroy High School. "I look forward to my new position, but I'll really miss this place."

Rudy pointed out that CSUMB is a work in progress, as it adds new buildings and programs. The many new people who join the university bring new ideas to the table.

"I've gone through the whole process here and seen this place grow. I'm happy about where it is today — getting better and better all the time. Personally and professionally, I think that the knowledge I've gained, both as a CSUMB student and as a professional working here, will benefit me for many years to come." ♦

Bea Gonzales-Ramirez (continued from page 1)

Balancing her education with married life and raising two children was a challenge while attending college full-time. "Education was a fast-track for me. With three years at Gavilan, two years at CSUMB and four more years at the Monterey College of Law, it was a whirlwind of education.

"After graduating from law school, I jumped right into teaching at Heald College, where I stayed four years. As a teacher, I strove to give back the energy that was given to me by my own faculty at CSUMB when I was a student there. When I saw the spark in the eyes of my students that other instructors had seen in me, I nurtured it."

Reminiscing about the university's early days, Bea observed, "Where you see grass now there was nothing but gravel. Driving around the campus today, I'm in awe of the changes I see.

"The professors here were very nurturing; the university felt like a family unit. It was easy to be a part of it and volunteer endlessly. We were small, and everybody knew everybody."

Bea works as a substitute teacher at an alternative high school in San Benito County, where she helps at-risk students. She is preparing to take the bar exam in February 2005. Her future career plans are focused on becoming a criminal prosecutor in the district attorney's office.

"Take it all in — the educational experience, the friendship experience, the social experience," Bea advises current students. "Then pick and choose what you want to make you whole once you earn a degree. Enjoy getting an education, but don't forget to enjoy the journey along the way." ♦

"The professors here were very nurturing; the university felt like a family unit. It was easy to be a part of it and volunteer endlessly."

— Bea Gonzales-Ramirez

Great turnout for A's game

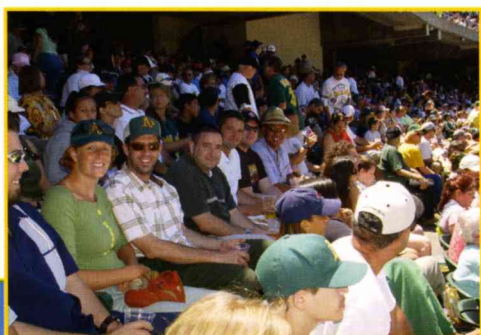
In July, 56 CSUMB alums and their friends packed into Oakland's Network Associates Coliseum to watch the Oakland A's take on the Chicago White Sox. This event was the first of its kind for the association. A tailgate party, co-sponsored by the Cal State Hayward Alumni Association, was attended by over

100 alumni and friends. The day couldn't have been better, with the A's beating the Chicago White Sox 5-3.

"I Just want to say how great it

was to attend CSUMB's tailgate party and the A's game on Sunday," Stephanie Buzza (MIE, '01) said. ❖

Wonderful weather, the chance to make new acquaintances, and the excitement of an A's win made the tailgate party a bit for everyone.



Part of the CSUMB contingent at the A's game.

Agribusiness management program being developed

Monterey County has long been known as America's salad bowl, growing and distributing much of the nation's produce. It takes thousands of employees to satisfy the needs of this marketplace. Capable managers with a university-level degree in agribusiness management are in high demand.

To prepare employees for management positions in the area's larger agricultural companies, CSUMB is developing a B.S. in business administration with a concentration in agribusiness management. Growers, along with related industries such as packaging firms and distribution companies, will benefit from graduates having this specialized knowledge.

CSUMB's School of Business has received a grant from the U.S. Department of Agriculture to launch the agribusiness management concentration, in collaboration with Hartnell College. Hartnell currently offers an A.S. degree in agriculture, which can prepare students for a seamless transfer to CSUMB's agribusiness program.

With a focus on marketing and finance, the CSUMB program will differ from agricultural programs offered by UC Davis. It's emphasis will be on field-based learning through service learning and internships. ❖



Hospitality program approved

CSUMB's School of Business now offers concentrations in Hotel/Resort Management and Hospitality Management.

The concentrations combine classroom learning with practical hands-on experience gained while working for resorts in the Monterey Bay area. An industry Hospitality Task Force, working with the Pebble Beach Company and Rancho Cañada Golf Club, collaborated with the university in designing both concentrations.

The hotel/resort management program is being delivered in conjunction with the Collins School of Hospitality Management at Cal Poly Pomona. The concentration has seven courses, four of which will be held at CSUMB and the others through Cal Poly Pomona. ❖

Newsletter naming contest results

Alma Otter is the new name for CSUMB's alumni newsletter. During the contest, 39 names were submitted by 14 people. From this list, the Alumni Association board and University Advancement staff voted to narrow the list to five. Those names were posted on the association website where visitors could select their favorite name. A total of 98 people voted, with 43 percent of the votes selecting *Alma Otter*. The other choices were *Otter Blotter*, *Otter Legacy*, *Otter Pursuits* and *Alumni Otter Press*. Nile Duppsadt ('01) submitted the winning entry and received a \$50 gift certificate toward the purchase of Alumni Association merchandise. ❖

Otter Fodder

2004



Kimberly Chemers

Kimberly Chemers (International Studies) is a human resources representative at The Great Indoors, a Sears-owned home decorating store. She lives in San Clemente. Her future plans include attending grad school to study human resources management.



Jacob Cooney

Jacob Cooney (TAT) is a production assistant and feature film director at Nickelodeon and Independent Film Company. Jacob is also doing pre-production and script development on his new feature film, *Fierce Friend*, which goes into production this January.

Charea Batiste (HCOM) is a receptionist at Monte Vista Christian School in Watsonville. She is working on her teacher credential and ultimately plans on getting a masters or Ph.D. in psychology.

2003



Laura Ferris

Laura Ferris (ESSP) is starting at Oregon State University School of Veterinary Medicine this fall. She lives in Corvallis, Oregon. Laura has accepted a job offer at Parkview Veterinary Hospital in Monterey to work as a veterinarian upon graduation from Oregon State.

Emily McDaniel (LS) is currently in the masters-credential program at UCSC and plans to earn a master's degree in elementary education by July 2005. She would like to teach fourth or fifth grade. Future plans include authoring children's books and writing curriculum for arts-based education. Emily works part-time in customer service at Clementine's Kitchen in Del Rey Oaks. Together with her husband, she is buying a house in Salinas and hopes to start a family in a year or two.



Emily McDaniel

Eduardo Munoz (TMAC) is chief technology officer at GeoRaster.com, an Internet mapping service firm he founded. Using his civil engineering background, Eduardo was previously a consultant at RBF Engineering for sea water desalination plant projects in Monterey Bay and San Diego. His future plans involve expanding his business and generating jobs for people interested in development of new technologies. Eduardo lives in the Monterey Bay area.

2002

Maria I. Cano-Carriedo (LS) has earned mild-moderate and moderate-severe special education credentials from Chapman University. She works at Mount Toro High School in the Salinas Union High School District. A resident of Salinas, Maria is married and gave birth to a son, Robert Xavier, during 2004.

Greg Hamer (TMAC) has returned from Iraq after a tour of duty as a U.S. Army reservist. He works at Monterey Stereo, building home entertainment systems. Greg is engaged to Justine McMahon, a CSUMB student, and is buying a house in Salinas.

Jade Minkin (HCOM) earned an M.F.A. in Creative Writing from Antioch University, Los Angeles. She works as program director at Santa Cruz Hillel Foundation. Jade lives in Santa Cruz with her life partner, David. Her short story, "Returning Home," was recently published in *The Crimson Crane*.



Jade Minkin



Rebecca Rosenthal

Rebecca Rosenthal (TAT) has started a performing arts career in New York City with her own burlesque performance group called Darlinda's Polyester Players. Rebecca reports that she is doing exactly what she came to New York to do — write, produce and perform her own work.

2001

Michael Bogan (ESSP) is enrolled in the Environmental Sciences graduate program at Oregon State University.

Stephanie Huber (LS) is a middle school P.E. instructor at Vista Del Mar School. She has a clear multiple subject teaching credential with CLAD emphasis and a supplemental credential in P.E. Stephanie lives in Carlsbad with her boyfriend, Patrick Kelly (IMIE, '02).



Stephanie Huber and Patrick Kelly

Kristi West (ESSP) has a paralegal certificate and passed the CBEST test for teaching. She is the office manager and executive assistant at Wealth Management in Century City. She also tutors high school students in chemistry and calculus. Kristi lives in Sherman Oaks.

2000

Kelli Clifton (Conner) (LS) has earned a teaching credential. She is a fourth grade teacher in the Ceres Unified School District. Kelli was married in 2002 and is expecting a baby in January 2005. She lives in Modesto.

(continued on page 6)

1998

Tiffany Jones (Matto) (ESSP) has a CLAD teaching credential in biology and geosciences. She works as a middle school math/science teacher in the Linden Unified School District. Tiffany married Greg Jones (IMIE 1998) in March 2004. They live in Valley Springs, California.



Tiffany and Greg Jones

Lisa Pettit (Thompson) (LS) is a fourth grade teacher in the Alisal School District. In 2001, she married R. C. Pettit, LS, '98. They have a baby boy named Logan.

1997

Cate Matokhina (Miller) (IMIE) has earned an MBA from Santa Clara University. She works for Froshman and Billings CPAs. Cate lives in Aptos.

1996

Jennifer Andrade (Hurtado) taught kindergarten and first grade at Calaveras School in Hollister for two years. Married to Allen Andrade, they have two children. She has now returned to teaching as a substitute teacher in the Hollister School District.

Let's hear from you!

Share news about your career, accomplishments and changes in your life with fellow alums through *Alma Otter*. Together with your news item, send your address, phone number, degree earned, major, graduation year and a current color photo. To submit information online, go to the *Otter Fodder Submission Form* under *Otter Fodder* on the CSUMBalumni.org website. By mail, send to *Alma Otter* newsletter, CSUMB, 100 Campus Center, Bldg. 86A, Seaside, CA 93955, or send an e-mail to alumni@csumb.edu

Be sure to VOTE!

The general election is only weeks away on November 2nd. Unfortunately, voter participation under the age of 25 has declined since 1972, when 18-21 year-olds were first permitted to vote. This drop is significant and greater than the decline among older Americans.

Don't forget to exercise one of your constitutional rights on November 2nd — VOTE!

Meet your new board members

Gina Hamilton, ESSP '99, is a project manager and environmental planner for Jones & Stokes. The company provides envi-



Gina Hamilton

ronmental, transportation, community planning and natural resources management consulting services.

"I would like to see future CSUMB graduates succeed in the same way that I feel I have, through hard work and the support of my friends and professors," Gina said.

Carrie Drouin,

HCOM '03, is an executive assistant for Mainstream Consulting. She is also a campaign fundraising coordinator for Assemblyman Abel Maldonado's bid for the California Senate.

"I want to join the CSUMB Alumni Association's Board of Directors because my experience and skills can help the board communicate their message and events more effectively," Carrie said. ❖



Carrie Drouin

Get involved!

The Alumni Association is looking for individuals who can bring new and fresh ideas to our committee and board meetings. If you are interested in contributing your talents and shaping the future of the organization, please contact us! Committees include: Membership, Finance, Event, Mentoring, Newsletter/Web and Scholarship. Most committees meet on a bi-monthly basis. To discuss these possibilities, contact Stephanie Regevig at 831-582-4723 or send an e-mail to alumni@csumb.edu. ❖

Grad and professional school day coming

Graduate schools and programs from around the country are set to present information about their schools. Last year, over 55 schools and organizations were represented. Open to all CSUMB alums, come explore and educate yourself about graduate school. Mark the date for October 26, from 9:00 A.M. to 1:00 P.M. in the University Center ballroom.

Unique items at the E-com store

Joining the Alumni Association and ordering distinctive merchandise is handled easily over the association's secure e-commerce website. Check out the following items at the CSUMBalumni.org website. ♦



Alumni Association Board of Directors

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CSUMB Alumni Association Financial Report

This is a summary of the Alumni Association's account balances through September, 13, 2004.

Foundation Account	\$66,299.92
Endowment Scholarship Fund	\$20,973.00
Scholarship Fund	\$6,780.00

For more detailed information, please go to CSUMBalumni.org and click on Association Meetings under Membership.

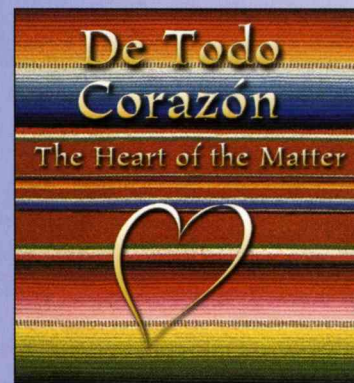
— James Frazier, CFO

Have a Heart for Students Dinner and Auction

This year's *Have a Heart for Students Dinner and Auction* is scheduled for Thursday, February 17, 2005, beginning at 6:00 P.M. at the University Center.

This is the Alumni Association's largest source of fundraising for student scholarships. Last spring, a total of \$55,230 was raised, with the Alumni Association Scholarship Fund receiving \$5,665 from items that were either donated or solicited by alumni members. If you would like to get involved, or have an item that you or your place of business would like to donate, please call 831-582-4723 or e-mail alumni@csumb.edu

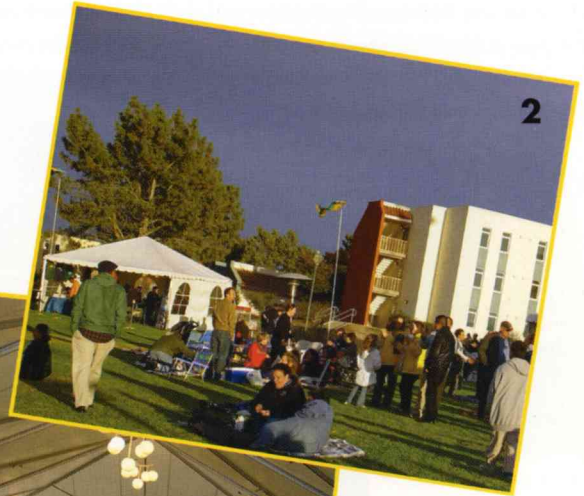
Hope to see you there!



Founders Day highlights



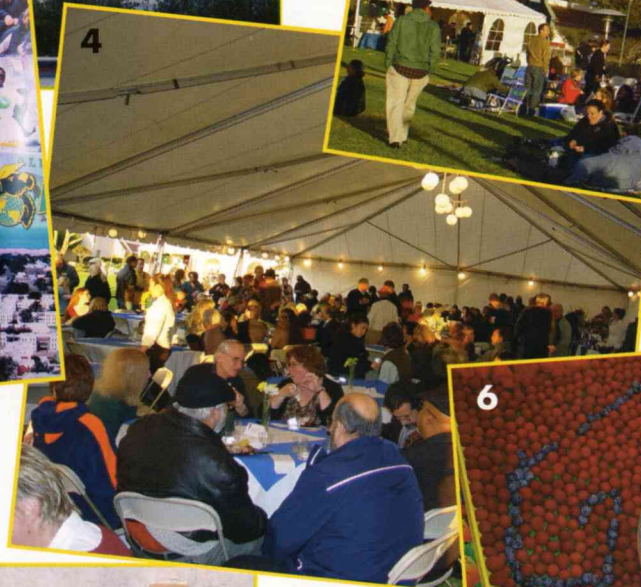
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2



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6



7

1. New sign at CSUMB's western entrance
2. Guests relaxing in front of alumni tent
3. Alums enjoying association hospitality
4. BBQ dinners were served to hundreds
5. Bea Gonzales-Ramirez as pioneer student speaker
6. Guests enjoyed the Otter fruit platter
7. The Chicano All Stars entertained



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