1.8 million CSU alums employed within California

Carrie Musto (HCOM, '01) has worked to achieve a good life balance. She has been employed by the Monterey County Weekly for several years as an account executive. Carrie recently became a homeowner, and she is planning to get married in July. She personifies what the CSU mission is all about.

A sweeping study of the impact of the 23-campus California State University shows how the system improves the economic, social, intellectual and cultural life of California.

The study, titled "Working for California: The Impact of the California State University," was conducted by ICF Consulting. It concluded that, when a multiplier effect is considered, for every $1 the state invests in the system ($3.09 billion in 2002-03), CSU-related expenditures generated $4.41 in spending. The immediate impact of CSU-related spending creates $13.6 billion annually in economic activity and supports 207,000 jobs. In addition, it leads to some $760 million in state taxes.

The report also estimates that the 1.8 million CSU alumni living and working in California earn $89 billion in income, $25 billion of which is directly attributable to their degrees. When that additional income is included with CSU spending, the ripple effect of both has a $53 billion impact on the state and creates $3.11 billion in tax revenue for state and local governments — more than is provided to the CSU in direct annual state support. The CSU, in effect, pays for itself.

"Californians undervalue the vital importance of the CSU system and its campuses, so this report is a key way to identify the critical role of the California State University. The CSU directly or indirectly impacts everyone in the state, and we add value to everyone's lives," said CSU Chancellor Charles B. Reed.

"CSU's well-educated graduates help to attract, retain and develop the companies that are leading California's economy into the future. An investment in the CSU is an investment in California," continued Reed.

For more information on the economic impact report, visit www.calstate.edu and click on "CSU Impact Report." 

Anthony Puente's film wins award

Anthony Puente (TAT, '00) is now a fourth-year graduate student in the Directors Program at UCLA's School of Film & Television. He recently won the 2004 Directors Guild of America (DGA) Student Film Award in the Latino category for his short film, titled Diego. The purpose of the DGA awards is to honor and bring attention to the work of outstanding minority and women film students. In May, Anthony will screen Diego in France at the Cannes Film Festival, along with other top student films.

Recognizing the value of the award, Anthony says, "it was great to have my family see that their investment is actually paying off. It has also had a huge impact on the film being screened around the world."

(continued on page 2)
Alumni enjoy AVC reception

During the early evening hours of March 11, a grand opening reception was held for CSUMB alums at the new Alumni & Visitor Center, located at the corner of General Jim Moore Blvd. and Third Street. All CSUMB alums were invited. The alums and their guests were among the first to tour the AVC and enjoy an evening of camaraderie, wine, hors d'oeuvres and live entertainment. This unique structure, with its soaring entry, combines a spacious indoor meeting area with a large patio that faces toward the coast. The 12,500 square-foot building, designed to serve as a greeting center for the campus, also houses administrative offices for Alumni Relations, University Advancement and Grants & Contracts. The comfortable meeting areas are available for alums to enjoy casual get-togethers and to conduct alumni board and committee meetings.

From Bricks to Books Campaign

This year, CSUMB will break ground for its new library, which will be able to house approximately 440,000 volumes. The current library holds 70,000 volumes.

The Alumni Association is pleased to help in book fundraising efforts by creating an Alumni Book Drive. The goal is to have 1,000 books donated to the new Tanumura & Antle Family Memorial Library by the time it opens in 2007. The library staff has created a CSUMB Library Wish List through amazon.com. There are currently 300 titles listed with some books priced as low as $9.60.

You can help by visiting www.amazon.com and viewing the CSUMB Library Wish List. Browse through the selection of books available and make your purchase. Books will be shipped directly to the library.

You can also take part by making a monetary donation to the CSUMB Library Book Drive Fund by donating online at www.csumbalumni.org or sending a check, made payable to the Foundation of CSUMB, to: CSUMB Alumni Association, Book Drive, 100 Campus Center, Bldg. 97, Seaside, CA 93955.

For more information about the Alumni Book Drive, go to www.csumbalumni.org or call 831-582-GRAD.

Anthony Puente (continued from page 1)

Stressing the seriousness of the film's theme, Anthony notes that "Diego is the story of a street-level drug dealer who finds himself at a crossroads where he has to decide between his young son and selling drugs. In this film, I tried to portray the realities of life on the street and the complexities in the decisions we make to survive."

Puente is now in the preproduction stage for his thesis film, How Deep is the Ocean, a dramatic comedy "about a slacker in the midst of a quarter-life crisis."

His first film, Fallen Between the Cracks, debuted at the Mill Valley Film Festival and the United Nations Film Fest.

"I hope to be happy and working on projects that I believe in and that fulfill me creatively — and a huge deal at a studio wouldn't be bad either."

Anthony Puente discusses camera angles with his crew.

Anthony enjoyed his years at CSUMB, because "there weren't many restrictions and limitations when I was a student. During those days there were no rules and, if there were, we helped develop them by pushing the envelope. The sense of 'anything's possible' has helped me tremendously as an independently minded filmmaker."
Dear alumni . . .

This year we celebrate what we call "10 years of community and learning" at CSUMB. In these 10 short years, we have achieved something golden. It's far beyond what we had hoped to achieve. Upon becoming accredited in 2003, we were delighted to receive a standing ovation from the Western Association of Schools and Colleges evaluation team, acknowledging our unique work. There are 2,800 CSUMB graduates who contribute to California's cultural and economic growth. We have developed new majors, a variety of on-campus activities for students, a first-rate presenting program at the World Theater and the NCAA Division II athletic program. We have renovated 56 buildings, built the Chapman Science Academic Center, North Quad housing complex, Aquatics Center and the Alumni & Visitor Center. We're about to break ground for the Tanimura & Antle Family Memorial Library.

CSUMB's 10-year anniversary is also my 10-year anniversary as president. As the university transitions into its second decade, I will also transition to a new challenge in Paris, as assistant director-general for education at UNESCO, the United Nations Educational, Scientific and Cultural Organization. I plan to return to the university in five years to teach at the Panetta Institute but, for now, Sally and I will say goodbye in mid-June.

Before we leave, we would like to thank each of you for welcoming us to this community in 1995. This job has been a joy, and I leave with a feeling of confidence in the university's future.

We have come far, and I know that CSUMB will prosper in its second decade and beyond.

Peter Smith

Eve Elkins' project nurtures salmon spawning along river

Eve Elkins (ESSP, '02) is involved in a graduate program at UC Davis to continue her research in watershed processes and restoration. As a research associate there, her graduate work included designing a project to place over 6,000 tons of gravel in the Mokelumne River in San Joaquin County.

The river used to be a good salmon habitat before extensive gravel mining took place and Camanche Dam was built upstream in 1963. The dam keeps gravel from passing to a lower watershed where salmon spawn. Without gravel, salmon egg-laying cannot occur.

Eve developed a computer-aided design and constructed two gravel augmentation projects to restore salmon spawning on the river. This has resulted in a large increase in the number of fish spawning.

"CSUMB provided me with the inspiration to explore and learn more about those things that sparked my interest," says Eve. "My Capstone project provided invaluable experience in working independently and helped to prepare me for a master's thesis."

When she graduates from UC Davis, Eve plans on moving back to the Monterey Bay area. She would like to get a job with an environmental consulting firm or a water management agency, working as a restoration ecologist/geomorphologist/project manager. Her fiance, Lonny Lundsten (ESSP, '02), lives in the area and works at the Monterey Bay Aquarium Research Institute (MBARI).
Otter Fodder

2004

Deloss Pickett (TAT) produced a documentary film, 25 to Life, which focuses on the "three strikes you're out" law for offenders in California. He won a short film award at the Mill Valley Film Festival for his directing work.

Analisia Moore (TAT) is a drama teacher at the International School of Monterey, an elementary charter school offering a multicultural curriculum. She points out that "CSUMB and TAT prepared me with a solid foundation in performance and theater studies, as well as the ability to communicate with people from all over the world." Analisia lives in Monterey.

Audren Morris (HCOM) is the new director of financial aid at CSUMB. She has worked in financial aid for 10 years; her last position being with Gavilan College. Audren is currently enrolled in the Master's in Public Policy program. She lives in Salinas.

Tony Perry (ESSP) is an oceanographic researcher with the National Oceanic and Atmospheric Administration (NOAA), investigating how marine animals live in Puerto Rico. He feels his greatest contribution has been "surveying the oceans for future generations." Tony lives in Pascagoula, Mississippi.

Sarah Glassett (TMAC) is a webmaster in the Distributed Learning Resource Center at the Naval Postgraduate School (NPS). She notes that CSUMB prepared her for a career by "applying my real life experience with a client through my Capstone project that prepared me for the challenge of working with others in the working world." Sarah lives in Pacific Grove.

Stacie Schaub (LS) is a police officer with the University Police Department at CSUMB. While still a student, she began working for the department in 1997. She notes that her experience as both a student and staff member "helps me to understand the positions each person holds on this campus . . . I would recommend a career on campus to others."

2003

Soua Her (TAT) is involved in freelance film work. She has been shooting a documentary with Zeitouna, a Michigan women's group comprised of Arab and Jewish women. The group promotes peace in the community. She says that her service learning experience at CSUMB "gave me different views . . . learning different 'isms." Soua lives in the Los Angeles area.

Denise Stewart (LS) works at the Old Monterey Inn Bed & Breakfast in Monterey. She lives in Marina.

Kelly Hieger (CHHS) is a Monterey County probation officer, stationed in Salinas at Juvenile Hall. She notes that her teachers at CSUMB inspired her. "They made you want to go out and get a job and do good things." Kelly lives in Soledad.

Iris Peppard (IS) is the co-founder of Everyone's Harvest — Marina's Certified Farmers' Market/Serendipity Farms. She says "the Integrated Studies major at CSUMB put me in the driver's seat with my passion for social justice and my career in the local community." Iris lives in Salinas.

Farah Hussain (GS) is a marketing analyst for the GM credit card portfolio at HSBC in Salinas. She says that CSUMB helped her be "more aware of different cultures." Farah lives in Monterey.

Julio Cardona (HCOM) is the associate director for school programs at Stanford University's Education Program for Gifted Youth. In 2004, he earned an M.A. in education from Stanford. Julio lives in San Jose.

2002

Viana Torres Rodriguez (HCOM) is employed at Southwest High School in South San Diego. She has earned an M.A. in education from Claremont Graduate University. Viana notes that "my greatest professional accomplishment has been the first in my family to not only receive an undergraduate degree, but a graduate degree as well." Viana lives in Chula Vista.

Christina Witkowski (CHHS) is a medical social worker with Adventist Redbud Hospital in Clearlake, California. She has just completed her master's in social work at CSU Stanislaus. "Professionally, my greatest accomplishment has been that I have been able to take all the theory I've learned in seven years of schooling and apply it to real life situations, when it really matters." Christina owns a home in Kelseyville.

Laurel Hunter (HCOM) is the teen programming, character & leadership coordinator at the Boys & Girls Clubs of Monterey County. She says her greatest accomplishment is "obtaining a position I adore and am deeply committed to . . . It combines all aspects of my experience at the university." Laurel lives in Salinas.

Ian Titus (CHHS) is a police officer with the Salinas Police Department. Concerning his university experience, he says "CHHS helped me understand how child protective services, social programs and victims services operate, and how to find their services."

Amy Lauder (LS) is a teacher for Campfire USA and works with the foster care system, facilitating activities for reuniting families. She also works for the Oceanview School District as a teacher in the after-school academic intervention program. Amy will enter a multi-subject teacher credential program in the fall. "I've discovered that I'm a natural teacher, and I belong in the classroom," she says. Amy lives in Yorba Linda.
**More Otter Fodder**

### 2001

**Bill Ritz** (GS) is the Salinas district representative for State Senator Jeff Denham. "As a re-entry student, CSUMB prepared me to compete in the fast-paced and ever-changing world of the 21st century," he says. Bill and his wife of 31 years live in Salinas.

**Jeff Oglesby** (IMIE) is attending graduate school full-time in New Zealand. He notes that "although I majored in management, the focus on computer technology in my courses has been a major asset in my work to date." Jeff lives in Auckland, NZ.

**Carrie Musto** (HCOM) is an account executive with the Monterey County Weekly. She says "nothing but CSUMB's commitment to diversity and hands-on learning could have prepared me for dealing with the real world, especially the world of sales." Carrie owns a home in Marina. In July, she is marrying **Patrick Kuhl** (HCOM, '03).

**Michael Bogan** (ESSP) is a graduate researcher and lab instructor at Oregon State University. He is investigating aquatic insect biodiversity in isolated streams of the southwest U.S. and northwest Mexico. Michael notes that CSUMB encourages students to think "not only about the ecological issue you're working on, but also about the social and cultural issues that are interwoven with ecological systems." Michael lives in Corvallis, Oregon.

### 2000

**Erin Busch** (TAT) is director of creative services and promotions at Tower Communications and Broadcasting. "My greatest career accomplishment, thus far, has been being a part of a small collaboration of five individuals that successfully created an NBC affiliate from scratch." Erin lives in Hollywood.

**Michael Greenhalgh** (IMIE) is a change management supervisor at Sacramento Municipal Utility District. He says that "CSUMB prepared me for success by teaching me the value of education and helped to drive me toward my ultimate goal." Michael lives with his wife Lori in Pilot Hill.

**Angela Louie** (LS) works for San Francisco District Attorney Kamala Harris as the director of neighborhood programs. "CSUMB taught me how to relate and understand my role in society," she says. "I had a lot of good teachers who showed me that personal development and professional development go hand-in-hand." Angela lives in Oakland.

**Saundra Butcher** (ESSP) has successfully completed the six month academy to become a California State Park Ranger. Saundra is now in training at Mount Diablo State Park. She will use her science education as an interpretive guide in the state park system.

**Julie Uretsky** (CHHS) is a housing planner in the Community Development Department in Pacific Grove. She served as a board member of the CSUMB Alumni Association from 2002-2004. Julie notes that "CSUMB is absolutely one of the main contributing factors to my career success."

**Luke Archer** (IMIE) is CEO and president of JustEnough Learning Company, Inc., in Carmel. He feels his greatest service to society has been "empowering people to discover their passions in life... enabling them to pursue them." Luke lives in Monterey.

**Raye Ann Houx** (CHHS) is director of patient services, an R.N. and medical social worker for the Central Coast Visiting Nurse Association in King City. In 2001 she earned an M.A. in social work from BYU. Raye is also a board member of the Somoco Center of the Performing Arts and an active volunteer at the Monterey County Rural Life Museum. "I'm proud of being a part of bringing hospice to South County," she says, "but my greatest service will be working with the less fortunate and helping them to actualize." Raye lives in King City.

**Kristian Crump** (HCOM) is an apprentice with Fasulo Electric in Marina. He also does volunteer work for AIDS and homeless organizations in the county. Kristian finds it meaningful to be "working in the streets of Salinas and Monterey with homeless and injection drug users, creating relationships and building risk reduction strategies." He lives in Marina.

**Adrian Andrade** (HCOM, MAE, '02) is a CSUMB faculty member in ITCD. Adrian says his greatest accomplishment is "to be on the front lines of education in the classroom today." Adrian owns a home in Hollister.

**Julie Wang** (HCOM) is director of community programs at Coro Northern California. She is completing an M.A. in education at San Francisco State. "As one of the original pioneers who started in 1995, the lack of structure at CSUMB empowered me to actively participate in designing my education," she says. Julie lives in Oakland.

**Margo Quattrocchi** (WLC) is living in Rome, where she plans on entering a master's program this fall. At her last job in Providence, Rhode Island, she was a case worker for adults with chronic mental illnesses. Margo is a world traveler and says "my greatest accomplishment has been all of the places I have traveled in the world and all of the wonderful friends I made in those places."
More Otter Fodder

Roxanne Bixby (IMIE) is a project manager with Cisco Systems, Inc. She is also a notary public and licensed real estate agent. Roxanne says CSUMB prepared her for success because "my professors, in particular, allowed me to be my own person." Roxanne and her husband live in Novato.

Tera Marshall (GS) is a freelance writer and a representative for a Brazilian artist. She has authored a children's book and a cookbook. She notes that "CSUMB and its many facets have rounded out my previous experiences as a child of a military professional, world-traveler and transfer student." Tera divides her time between Los Angeles and Sao Paulo, Brazil.

Steven Russell (VPA) is an art teacher at Seaside High School. He is involved with the Boys & Girls Clubs of Monterey County, YMCA of Monterey County, Reciprocal University for the Arts Program, Second Chance Youth Program and other organizations.

Gonzalo Coronado (CHHS) is director of the Diabetes Health Center, a program of the Pajaro Valley Community Health Trust in Watsonville. He has earned a M.B.A. from San José State University. He says that "CSUMB internships with the National Alliance for the Mentally Ill, the Alisal Healthy Start Program, and Congressman Sam Farr's office offered me valuable insight into human service agencies and the public service sector." Gonzalo lives in Salinas.

Michael Hall (ESSP) is a commercial insurance producer for Northwest Insurance Agency. "At CSUMB, I learned how to learn," he says. "I would not change my college experience for anything." Michael lives with his wife, Xaviera Cooper (HCOM, '99) and two children in Fort Bragg.

Justin Tarrants (GS) is a trade commissioner for the Canadian Ministry of Foreign Affairs, providing consulting services to senior officials in the U.S., Mexican and Canadian governments. He has an M.A. in international policy studies from MIIS. Justin lives in Miami Beach.

1998

Nicole Woodling (ESSP) is a contractor for the National Marine Protected Area Center Science Institute, a federal program. She earned a master's from UC Berkeley and is currently a Ph.D. student in the Department of Environmental Studies at UC Santa Cruz. Summing up her experience at CSUMB, she says it was "challenging, fun, rewarding and a big time of growth for me."

Lisa Bellavia-Filice (TAT) works for Sonoma County Regional Parks. Lisa lives in Santa Rosa.

Amy Marbach (LS) is an IT consultant with the help desk at CSUMB. "Flexibility was an extremely important part of success as a student here," she says, "Success in the real world depends on your ability to not just cope with changes, but to incorporate change as part of your personal vision." Amy lives in Salinas.

Lauren Cohen (LS) is executive director of the Monterey County Youth Museum on Cannery Row. She says that CSUMB "allowed me to work with a diverse group of people. Through service learning, I was able to meet some prominent community members." Lauren is married to another CSUMB alum, Craig Vershaw (TMAC, 99) and owns a house in Seaside.

Cate Matokhina (Miller) (IMIE) has an M.B.A. from Santa Clara University and works as assistant to the managing partner of Froshman Financial & Insurance Services. Married since 1998, Cate and her husband live in Aptos.

Lisa Piotrowski (LS) is a managing director at Armanasco Public Relations, Inc. in Monterey. Previously, she was a physical education teacher at Pacific Grove Middle School. "Having such a liberal education, focused on diversity and teamwork, has aided my professional success greatly," she says. Lisa lives in Pacific Grove.

Michi Petric (Venner) (IMIE) works for the state of California as an associate governmental program analyst for the Department of Managed Health Care, Policies and Procedures Management. "The real-life experiences that were part of our coursework gave me a peek into how things really ran in the business world," she says. Michi lives with her husband and two children in Elk Grove.

1996

Claudia Summers (LS) is a fourth-grade teacher at Del Rey Woods School in Seaside. She earned an M.A. from Grand Canyon University. She notes that "when CSUMB opened in 1995, I was very happy because it gave me the affordable opportunity to study to become a teacher." Claudia lives in Monterey.

Let's hear from you!

Share news about your career, accomplishments and changes in your life with fellow alums through Alma Otter. Send information along with your address, phone, 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, CSUMB Alumni Association, 100 Campus Center, Bldg. 97, Seaside, CA 93955, or send an e-mail to alumni@csumb.edu. All submissions are provided by the individuals profiled, and printed as submitted.

Calling all volunteers!

Get involved with the association and raise funds for the Alumni Scholarship Fund. Last year, the association sold 119 memberships and raised almost $3,000 from sales at commencement. Volunteer responsibilities include selling alumni memberships and merchandise, snack items and refreshments. Volunteers are needed, particularly for two upcoming events: Grad Fest on April 6 and Commencement on May 21.

For more information, call 831-582-GRAD (4723) or send an e-mail to alumni@csumb.edu.
**Alumni Association**

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**Become an advocate for CSUMB students and alumni**

Would you like to have a say about what events the Alumni Association offers? Develop scholarship opportunities? Explore ways to give back to CSUMB? Reconnect with other alums? Serve on an event, finance, membership or scholarship committee?

If so, the Alumni Association Board of Directors is seeking new board and committee members. As a board or committee member, you’ll have the opportunity to influence all these decisions.

A board member term is a two-year commitment. If you’re not currently able to commit to that time frame, please consider joining one of the association’s committees. If interested in either of these opportunities to get involved, send an e-mail to alumni@csumb.edu or call 831-582-GRAD (4723).

Here’s your chance to take part in our growing Alumni Association! 

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**New board member**

Danny Belitski (IMIE, ’99) has been elected to the board of directors of the Alumni Association. Danny is sales & marketing manager at CyberData Corporation, a manufacturer of computer accessories based in Monterey. He recently moved back to the area with future plans to start a real estate management company. His vision for the association is “to engage the local community and encourage active participation in the university’s development, as well as build long-term relationships that support alumni career opportunities.”

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**Become an Otter Ambassador**

As an alum of CSUMB, you have the opportunity to help your alma mater in student recruitment activities, including college fairs, receptions and On-Campus Admissions Day. Here’s how to get involved:

- Meet prospective students and their parents at spring 2005 receptions in your local area during the month of April. Locations include CSUMB, San José, Sacramento, San Diego and Orange/Anaheim. Sign up as soon as possible!
- Represent CSUMB at fall 2005 college fairs in your geographic area.
- You will receive a brief training session about CSUMB admissions policies and a free Alumni Association membership. If you’re already a member, you’ll receive a $35.00 gift voucher for alumni merchandise. For more information, contact Mari Garcia at 831-582-3528 or mari_garcia@csumb.edu. You may also download a signup form at [www.csumbalumni.org](http://www.csumbalumni.org) by clicking Otter Ambassadors under Giving Back.

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**CSUMB Alumni Association Financial Report**

This is a summary of the Alumni Association’s account balances through March 8, 2005.

- Foundation Account: $77,742.92
- Endowment Scholarship Fund: $21,081.00
- Scholarship Fund: $4,080.00

For more detailed information, please go to [www.csumbalumni.org](http://www.csumbalumni.org) and click on ‘Association Meetings’ under Membership.

— James Frazier, CFO
Alumni & Visitor Center alumni reception scrapbook

Greg Riley (TMAC, '02), president of the Alumni Association, welcomes alums to the Alumni & Visitor Center reception.

Lucas Salazar (SBS, '04) and his guitar provided entertainment for the evening.

Save the date: upcoming events

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From left, James Weinstein, (BUS, '04) with his father, Edward Weinstein.

From left, Bobby Richards HCOM '03, Cath Marr, visiting from Australia and a prospective CSUMB student, and Melissa Reyes (HCOM, '03).

From left, Cynthia Trujillo (graduating May, '05), Anne Padilla (HCOM, '04) and Silka Saavedra (HCOM, '99).

At left, Carrie Drouin (HCOM '03) with Courtney Kuhn (HCOM, '04)