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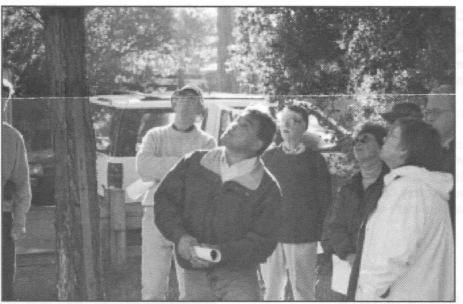
California State University, Monterey Bay University Advancement, Building 86A 100 Campus Center Seaside, California 93955-8001

SIVA Maps Pitch Canker Outbreak at Asilomar

Last week Dr. U Win and students from CSUMB's Spatial Information Visualization & Analysis Resources Center (SIVA) began the task of mapping trees infected with the pitch canker fungus at Asilomar State Park in Pacific Grove. Using state-of-the-art Geospacial Information System (GIS) mapping technology, Win hopes to document the notice the first natural infection of Monterey pines until 1986.

According to Win, who is a Research Associate at SIVA, Asilomar, Point Lobos State Park, and Ano Nuevo State Park have the largest number of infected trees on the Central Coast.

Scientists believe that pitch canker is transferred from tree to tree by beetles



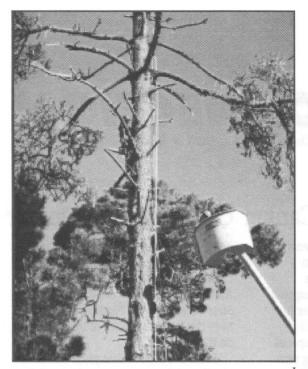
Pacific Grove City Forester Frank Ono shows volunteers a tree infected with pitch canker.

movement of the fungus in order to help understand how the disease spreads to other trees.

Pitch canker is a disease that infects conifers (mostly Monterey and Bishop pines) around the Central Coast and as far away as Chile, South Africa, New Zealand, and Australia. The fungus, which scientists believe is not native to California, initially infects branch tips and can eventually kill the tree. Though pitch canker was first reported in North Carolina in 1946, researchers didn't or other insects, which suck on the fungus-infected, open wound of a tree and carry the fungus to other trees.

"Once a tree is infected," explains Win, "you can't do anything about it. So we're looking at ways of trying to prevent the spread of the fungus."

Currently Pacific Grove city forester, Frank Ono, is training groups of volunteers to identify pitch canker infected trees. Once the training is completed the volunteers will be assigned to four *(Continued on next page)*



PG&E workers cut down a dead tree at Asilomar, which Los Angeles, five of which were was infected with pitch canker. spent working as the Membershi

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teen different sections of Asilomar to map the locations of the trees that carry the disease. The coordinates, in conjunction with aerial maps, will be used by Win to create GIS maps that follow the spread of the disease.

The mapping is being conducted as part of a four-year, \$150,000 grant from the California Department of Forestry, which is administered by CSUMB and the Monterey County Agricultural Commissioner's office.



Staff/Faculty Profile: Meet Francine Flores

Francine Flores is a busy woman these days. On top of her full-time job as CSUMB's Development Systems Analyst, and after long hours and many months of preparation, she and her husband Richard recently opened the Monterey Bay Pie Company located on Alvarado Street in Monterey. "Only when I look back do I realize how much work went into opening the store," she says, "but it was all worth it."

Flores, who grew up in Sunnyvale where she met her husband while they were in the 6th grade together, says that this is their first foray into the bakery business, but everywhere she and her husband have traveled, they've searched out pie shops.

"My husband is an entrepreneur and has always wanted to own his own business and we knew a couple that had a successful pie shop in Michigan," explains Flores, "so we thought it would be a good idea."

Flores came to CSUMB and the Monterey Bay area after spending the last eight years in Angeles, five of which were

spent working as the Membership Director at the American Film Institute (AFI). AFI, she says, had many similar features to CSUMB in the fact job is that she gets to see the interconnectedness of the surrounding community.

(Editor's note: According to Flores CSUMB staff, faculty, and students get \$1 off any whole pie purchased at the Monterey Bay Pie Company. They are located at 481 Alvarado Street in downtown Monterey.)



Alumni Association Increases Visibility on Campus

As Lin Blaskovich, CSUMB's new Director of Alumni Relations and Special Projects, moves into her new role working closely with the highly active Alumni Association Board, the university's alumni continue to play a more visible role on and off campus. This fall the



Francine Flores sits at her desk in the University Advancement office in Building 86A.

that it was a small school and she used the same database that she uses in her current position. "[AFI] was my first job working in development and it really prepared me for CSUMB," she explains.

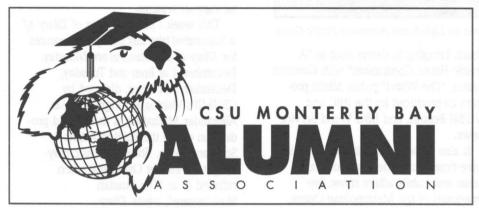
At CSUMB Flores, who is a UCLA graduate, manages the database of donors and friends of the university. She says one of her favorite parts of the Alumni Association has volunteered at CSUMB's Graduate Fair, Kelp Kraze, and the Monterey/Salinas Chamber Showcase. "We play an active role in as many events as we can in order to help answer people's questions about the university," explains Blaskovich. "I consider us spokespeople to the community." (Continued on next page)

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Along with being more visible to the surrounding community the Alumni Association is also trying to be accessible to CSUMB students. Recently the association started a student ambassador program, which trains a current CSUMB student in public relations to help with Alumni Association events and to be a liaison between the association and the student body.

recipient of a grant provided by the AT&T Pebble Beach Charities. The grant will provide for both operational and scholarship needs for the Otter Athletic Program and serve to support the educational efforts of nearly 125 student athletes.

In addition, CSUMB Athletics is featuring a new, dynamic program of community outreach, "CSUMB ATHLETICS: GETTING IN GEAR TO HELP COM-



CSUMB Alumni Association's new logo.

Also, the Alumni Association has created a scholarship fund, which will award a yearly scholarship to a CSUMB student beginning in the fall of 2001. "A percentage of the dues and proceeds from the merchandise we sell goes into our scholarship fund," says Blaskovich, "so joining the Alumni Association or buying our merchandise is a good way for faculty and staff to support our students."

Blaskovich points out that all faculty and staff are eligible to become honorary Alumni Association members by just paying the \$20 annual dues. In exchange, all members are qualified for discounts at local stores, invitations to special Alumni Association events, and a subscription to the Association's newsletter, among many other benefits. So far, the Alumni Association has over 200 paid members.



CSUMB Athletics **Receive** Grant

By Bill Trumbo, CSUMB Director of Athletics

The CSUMB Athletic Program is a

MUNITY YOUTH". The "GETTING IN GEAR," program supported by funds provided by the AT&T Pebble Beach Charities provides free sports clinics to area youth. The GETTING IN GEAR CLINICS, feature CSUMB coaches and athletes providing clinics, on fundamentals, techniques and strategy for boys and girls ages 8-14. Soccer, basketball, volleyball, golf and running will be the featured sports. Each participant will receive tickets to Otter games and matches and participation certificates and prizes.

"I am very appreciative of the support of AT&T Pebble Beach Charities, and the grant funding provided our program that allows us to advance athletics here on our campus" comments Bill Trumbo, CSUMB Director of Athletics. "Our coaches and student athletes are very excited about the opportunity of extending the support we have received from the AT&T Pebble Beach Charities to community youth and provide clinics. Our outreach clinics will emphasize fundamentals but will also feature educational and self development themes as well." continues Trumbo.

"As we GEAR UP TO HELP THE COMMUNITY, we are also providing important leadership opportunities for our student athletes, it is a definite win-win situation," adds Trumbo.

For more information in regard to the GETTING IN GEAR PROGRAM, or to find out how your youth organization or league can schedule a clinic contact the CSUMB Athletic Department 582-3015 or Bill Trumbo, 582-4270.



FCC Transfers KAZU License to **CSUMB** Foundation

CSUMB's President, Dr. Peter Smith announced at a news conference December 4th that the Federal Communications Commission (FCC) approved the license transfer from Monterey Bay Public Broadcasting Foundation to the Foundation of CSU Monterey Bay, making CSU Monterey Bay the owner of KAZU radio station.

"This is a great day for both California State University, Monterey Bay and KAZU. Together we will continue to provide high quality community-based programming to the central coast region. I expect a stronger and more stable outreach program that will provide enhanced opportunities for students, staff, and faculty at the University as well as the members of the extended Monterey/Salinas community," said Dr. Smith.

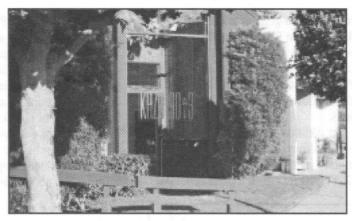
Discussions between KAZU and the CSUMB Foundation began in January 2000 when the KAZU board determined that it was in the long-term best interest of the station to seek a permanently reorganized structure. The CSUMB Foundation agreed to invest up to \$150,000 to acquire the station, and stated its intention to provide future operational support, terms that the KAZU board accepted.

KAZU entertained proposals from other public broadcasting interests, but decided to accept the proposal from CSUMB (Continued on next page)

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Foundation because it focused on maintaining the station's unique qualities in programming, community involvement and participation.

Says J.T. Mason, the vice-president of KAZU's board, the Monterey Bay Public Broadcasting Foundation and



The KAZU studios are located on Lighthouse Avenue in Pacific Grove

morning program host, "We're looking forward to working with CSUMB. We'll be blending KAZU's longstanding commitment to the community with the University's exciting and innovating programs. I think we'll both be stronger for it."

University president and Foundation board President Peter Smith has emphasized at several public forums that KAZU will remain a community broadcasting



voice, in keeping with the University's mission to be the community-based campus for the region. He also stated that while there are no immediate plans for significant programming changes, the Foundation will undertake a study of communi-

ty's broadcasting needs to help continue the philosophy of community-based radio for Monterey County and surrounding communities.

KAZU, which broadcasts at 90.3 FM, serves communities in Monterey and Santa Cruz counties, and portions of San Benito and Santa Clara counties with a blend of music and public affairs programming. It is the Public Radio

International affiliate for the Central

Coast, bringing in shows such as "A Prairie Home Companion" with Garrison Keillor, "The World" public affairs program co-produced by the BBC and WGBH-Boston, and BBC World Service News.

It also presents morning and evening drive-time jazz, "The Roadside Cafe" music and public affairs show, live broadcasts of the Metropolitan Opera, Sunday-morning gospel music, "Marketplace" business news reports, and community-based programs including "Family Animal" and "Dreams: Another Way of Knowing."

More than 60 volunteers contribute to the station in on-air programmers and behind-the-scenes capacities.

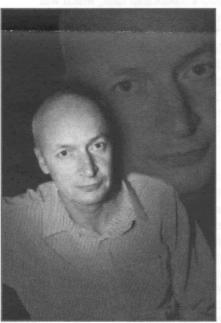
CSUMB Continues with First Year of Visiting Artists & Scholar Series

With this week's production of the Russian play *Diary of a Scoundrel*, CSUMB moves into its second of the four-part Visiting Artists & Scholars Series performances. The series, which is in its inaugural year, also presented last month's lecture by WorldWatch Institute President Christopher Flavin.

Flavin, who spoke at the World Theatre on November 21st, is responsible for overall management and fundraising of the WorldWatch Institute and has been at the Institute for 22 years, serving most recently as Senior Vice President and directing the Institute's research programs. He coauthors the Institute's annual State of the World books. Outside of the Institute, Flavin has published articles in over 50 popular and scholarly periodicals, including Challenge, Environment, The Harvard International Review, The New York Times, Technology Review, and Time. His presentation at CSUMB focused on the complex links between the world economy and its environmental support systems.

This week's performances of *Diary of a Scoundrel* (the last two performances for *Diary of a Scoundrel* are Monday, December 4 at 8pm and Tuesday, December 5 at 8pm), directed by CSUMB's Visiting Fulbright Scholar Alexander Mikhailov, is the second production of the the Visiting Artists & Scholars Series. Russian classic playwright Alexander Ostrovsky, often referred to as "The Russian Shakespeare", wrote *Diary of a Scoundrel*, which is the story of the

clever and resourceful Glumov, a young



Alexander Mikhailov is directing CSUMB's production of Diary of a Scoundrel

man of meager means but with a driving ambition that would be a credit to any contemporary yuppie. Playing on the snobbery, and hypocrisy of upper class, he capitalizes on their vanity and pampers their egos as he worms his way into *(Continued on page 7)*

NEWSBRIEFS

DLEE on the Web

The Distributed Learning & Extended Education department has a new email address and web site. The new adresses are:

ExtendedEd@monterey.edu http://ExtendedEd.monterey.edu

Got Some? Give Some

By Holly White, Public Information Officer

It's the time of year to eat lots of good food and enjoy family and friends. It's also the time of year to give some of that good food to those who don't have enough. It's the season that reminds us to give to others - if not all year long, at least during what is a difficult period for those struggling to make ends meet.

You can help provide food to those in need in the County by contributing to CSUMB's Annual Food Drive. All of the food gathered will go to the Monterey County Food Bank. This year, just to add some spice to the giving, we will compete against Hartnell College and Monterey Peninsula College to see which school can give the most. We only have until December 15 to collect the food, so act now! Last year they raised about 1000lbs of food. No question - CSUMB can out do that.

We encourage you to ask people to bring a non-perishable food item to all of the meetings you attend over the next month. Or, volunteer to pick up cans of food from your neighbors and deliver them to one of the bins, located in buildings 1, 2, 3, 12, 17, 18, 46, 80, 82, 99 and the University Center. Or pick up extra food next time you are at the grocery store, keeping in mind that even one can of food can make a difference in someone's life.

In addition, if you need some extra

food, contact the Monterey County Food Bank to find out how easy it is to receive assistance during difficult times.

Any questions about the food drive should be directed to Amy Driscoll, the motivation behind this effort.

Open Studios

Two CSUMB staff members will show their art in December at open studios around the local area.

Steven Levinson, Institute for Teledramatic Arts & Technology faculty member, will be presenting some of his ceramic bowls and sculptural pieces at a gallery in Pacific Grove.

The show, called "Small Packages" will be at the Lisa Coscino Gallery at 171 Central Ave, phone 646-1939. The show will be up from Dec. 1st to Jan 5th.

Also, Sally Smith and Ellen van Spyk (Bob van Spyk's wife) have a holiday open studio event on December 9th from 2-6pm at Heather Glen Court, 3 doors Northwest of 8th on Mission Street in Carmel. For more information call Design Studios at 626-0396 or 622-7795.

AV Equipment

By Yvonne Wilson, Audiovisual/Event Services

The requests for semester long audiovisual equipment that we have received for this semester will end Monday December 18th. If anyone has placed a request for equipment for the semester and needs it to be delivered longer, please email "Audiovisual" and let us know.

In regard to the "resident equipment" that we place for the semester. These items are placed by us, for the semester, based on the number and type of requests that we receive. These items will be picked up and returned to our inventory Monday, December 18th and Tuesday, December 19th.

For the intersession and next semester we will need to receive new Service Requests for any needed equipment. Please just email "Audiovisual" with your equipment needs. Be sure to include the dates, times and locations and the course number.

TSS Announces Obsolescence Plans

By Chip Lenno, Manager, Technology Support Services

Technology Support Services will begin replacing obsolete computers in December as part of our efforts to keep the campus community up-to-date at the desktop level.

Members of the IT@CSUMB.EDU staff will be conducting inventory verification over the next 2 to 3 weeks to insure that those computers in the greatest need of replacement are the first scheduled for upgrade. IT staff members will be canvassing the campus verifying asset numbers, make, and model of computers in preparation for department notification of assets scheduled for replacement.

In coordination with department heads, IT@CSUMB.EDU will notify desktop users of their upgrade and assist in the proper storage and transfer of their data.

Training Opportunity

For those users who are migrating from the Macintosh Operating System to Windows 2000, IT@CSUMB.EDU will be offering a 3-hour Mac to PC training session in building 43. Sign ups will be available in December by calling 582-HELP.

DECEMBER 4-5

WHAT: Diary of a Scoundrel
WHEN: Monday, December 4, 8:00pm and
Tuesday, December 5, 8:00pm
WHERE: World Theatre
COST: Tickets: General Admission: \$10
CSUMB Faculty, Staff and Alumni/ Senior/Military:
\$8 CSUMB students with a valid student ID: \$6
FOR MORE INFORMATION: 582-4580

THROUGH DECEMBER 9

WHAT: Visual Images of Latin America: A Study at Sea Experience
WHEN: Available for viewing any time during library hours
WHERE: Library
FOR MORE INFORMATION: Please contact Bill Robnett at 582-4448

DECEMBER 7 - DECEMBER 8

WHAT: ASL Holiday Festival WHEN: 10:30am - 6:00pm WHERE: University Center Ballroom FOR MORE INFORMATION: Please contact Michelle Simon at 384-1757

DECEMBER 7

WHAT: Friends of the CSUMB Library Fall Event WHEN: 7:00pm WHERE: CSUMB Library, Building 12 FOR MORE INFORMATION: Please contact Loretta Wyer at 582-3881

DECEMBER 7

WHAT: CST Lecture Series WHEN: 7:30 - 9:00pm WHERE: Music Hall Auditorium FOR MORE INFORMATION: Pat Watson at 582-4567

DECEMBER 8

WHAT: Men's Basketball v. California Baptist
WHEN: 7:30pm
WHERE: WAC
FOR MORE INFORMATION: Please call 582-3015

DECEMBER 9

WHAT: "Anime" Film Festival WHEN: 8:00am - 5:00pm WHERE: University Center FOR MORE INFORMATION: Contact Tom Abbott at 582-3891

DECEMBER 9

WHAT: Men's Basketball v. Race Express WHEN: 5:00pm WHERE: WAC FOR MORE INFORMATION: Please call 582-3015

DECEMBER 9

WHAT: Women's Basketball v. Fresno Pacific WHEN: 7:00pm WHERE: WAC FOR MORE INFORMATION: Please call 582-3015

DECEMBER 10

WHAT: Winter Concert WHEN: 3:00pm WHERE: World Theater FOR MORE INFORMATION: Please contact the World Theater at 582-4580

DECEMBER 13

WHAT: Teacher Preparation Informational Meeting WHEN: 5:00pm - 6:30pm WHERE: Building 3 Conference Room FOR MORE INFORMATION: Please contact Lydia S. Martinez at 582-3638

DECEMBER 14

WHAT: Blood Drive
WHEN: 10:30am-3:00pm
WHERE: CHOMP/Red Cross mobil donor unit will be parked between the Dining
Commons (building 16) and the Media Learning
Center (building 18). No
appointment necessary.
FOR MORE INFORMATION: Contact Flo Miller at 582-3623

DECEMBER 15

WHAT: Men's Basketball v. Holy Names College WHEN: 7:30pm WHERE: WAC FOR MORE INFORMATION: Please call 582-3015

DECEMBER 16

WHAT: Men's Basketball v. Oregon Institute of Technology
WHEN: 7:30pm
WHERE: WAC
FOR MORE INFORMATION: Please call 582-3015

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(Continued from page 4)

the inner circle of Moscow society. Once Glumov gets next to his distant relative Mamaev, a rich, elderly gentleman and his wife Kleopatra, a passionate schemer with plans of her own, the sparks start to fly. Written in 1869, the comic charm of this tale of ambition, passion and greed is as relevant today as it was in



Former NASA Astronaut Sally Ride was this first woman to go into space.

the days of the Czars.

"When [CSUMB] first opened we promised to be community focused," says Earth Systems Science and Policy Director Chris Hasegawa, who is the coordinator for the series. "These events begin to fulfill one of our commitments to the surrounding community by bringing quality arts and lectures to the CSUMB campus."

On January 18, 2000 the Visiting Artists & Scholars Series will bring Dance Theatre Harlem's production of *Dancing Through Barriers* to CSUMB's World Theatre. Through on-site performances, open rehearsals and lecture demonstrations Dance Theatre Harlem uses the art of dance to ignite a sense of wonder and teaches confidence, discipline, focus and commitment to those who participate.

To cap off the first season of the series CSUMB presents a lecture with former NASA Astronaut Dr. Sally Ride entitled *Our Future in Space*. Ride, who was the first woman in space, was selected for astronaut training in 1978 and was a member of the support crew for the second and third space shuttle flights, where she worked in mission control as a capsule communicator. In 1983 and 1984 she flew two separate missions to space aboard the space shuttle Challenger where she was in orbit for a total of 14 days.

Hasegawa says that the series is already getting positive feedback from the community. "A few people came up to me after the Flavin event and told me it was their first time on campus," he said. The campus support for the Series is based on increasing community access and participation with CSUMB according to Hasegawa. "This is going to be an ongoing and increasingly diverse presentation series" he said, "and the university is truly interested in providing the region with cultural, artistic and thought provoking presenters of interest to our students, faculty, and the community." Hasegawa also noted that the developing campus is aware of the difficult traffic patterns and dark landscape encountered by the public as more community people take advantage of this and other outreach opportunities on campus. "This too will improve", Hasegawa promised, "and we hope our friends will be patient with us while we increase parking, traffic and lighting systems."



Student Assessment Office Looks at University Admission Trends

As CSUMB moves through its sixth year of recruiting and educating students, yearly statistics on student body composition are being analyzed and, though the university is still young, some trends can be seen. According to Juan Avalos, Director of CSUMB's Institutional Assessment and Research (IAR) department, yearly student body enrollment statistics, accompanied by some additional facts, are one way to assess what type of students the university is attracting and retaining. "The reports that my office produces are meant to look at where we've been so as a university we can develop targets and goals to direct us where we want to go," explains Avalos.

Despite the fact that each year CSUMB is growing at a significant rate and almost half of the student body taking classes at the university are new to campus, racial demographics and enrollment based on geographical region have stayed relatively uniform over the past six years.

According to a recent demographic study put out by IAR, which refers to the fall '95 through fall '99 school years, "Despite experiencing a 246% increase in student body enrollment since the first year of operations (fall '95=654 students; fall '99=2265 students), amazing consistency has been seen in our overall student demographic figures over our five-year history. Percentage breakouts for White and Latino students continue to be the highest of any student group on campus, representing 43% and 25% of the student population respectively. The percentage of Asian and African-American students has also remained constant at 7% and 4%, respectively. The number of Native-American students has varied a little, but has continued to hover around 2% of the total student population. We've maintained a relatively consistent percentage of women (62%), tri-county (48%), and EOP (26%) students throughout the same period of time."

Data that illustrates where CSUMB students come from shows the majority of incoming freshman arrive from outside the tri-county area according to statistics provided by Avalos. This semester 23% of CSUMB's freshman students came from the tri-county area, while 13% came from Los Angeles County, 6% from Santa Clara County, and 4% from both San Diego County and Alameda County.

CSUMB's transfer students, however, come predominantly from the tri-county area. Last spring semester (the majority of transfer students arrive during the spring) 56% of transfer students came from the tri-county area, with 10% coming from Santa Clara County and 4% coming from San Diego County.

Recruitment Information

New Hires for November, 2000: NATALIE STAUFFER, Security Systems Coordinator, Administration & Finance Support & Assessment

JACKIE MILLS, Office Manager/Accommodations Assistant, Student Disability Resources

RICH GULLICK, Payroll Technician II, Human Resources

PATRICK SIERRA, Facilities Maintenance Mechanic, Facilities Services & Operations

VIRGINIA PETERSON, Administrative Support Coordinator I, Institute for Human Communication

STACEY HENDRIX, Administrative Support Coordinator I, Office of the Provost

Employees on the Move for November, 2000:

STEWART JENKINS, is now PAD Coordinator, Student Outreach & Recruitment

GRACE MENDEZ, is now Financial Aid Counselor, Financial Aid

JUDY URIBE, is now Administrative Support Coordinator I, Financial Aid

Professional Development Information

By Human Resources EXCEPTIONAL MANAGER CERTIFICATE PROGRAM: CONDUCTING EFFECTIVE PERFORMANCE EVALUATION Thursday 1/11/2001, 8:30 am-4:30 PM, Bldg. 29. Please contact Human Resources to register.

Description: Evaluating and judging people is human nature and an important part of relationship management. These day-to-day, moment-to-moment evaluations are informal and often unconscious. They are often emotional reactions to what is going on at the moment and do not involve a conscious weighing of evidence. This is a natural process, but one that gets many managers in trouble when it comes time for more formal evaluations. Formal evaluations become part of the written record and must be developed and shared in a different manner than our day-to-day evaluations. They must follow a consistently logical, systematic, and fair process. It's easier to take the oneshot/once-a-year approach but effective performance evaluations call for providing feedback continuously throughout the year. Frequent, informal, performance feedback provides the context for the probationary or annual performance appraisal.

Master Plan Wins Award

Campus Planning and Development was recently awarded the American Society of Landscape Architects Merit Award 2000 for the CSUMB Master Plan. The American Society of Landscape Architects (ASLA) is a national professional society that represents the landscape architecture profession in the United States.

Founded in 1899, the American Society of Landscape Architects (ASLA) currently represents more than 12,000 members and has 47 chapters across the country with headquarters in Washington, DC. Private, public, and academic practitioners have a professional home at ASLA as do international practitioners and members of related professions.



To Submit Material

CampUs Connection is published biweekly every other Thursday of the academic year. Campus news may be submitted by e-mail to robert_mazurek@monterey.edu, may be faxed to 582-4117, or may be delivered on hard disk or paper to University Advancement, Building 86A. Items will be published on a space available basis and are subject to editing. Writing should be in news style, short and direct. For inquiries call 582-3302.

Delivery Preference

If you would prefer to access this newsletter electronically and not to receive it as hard copy, please send email expressing that preference or check here then cutout and return this box to: Robert Mazurek, Building 86A.

I do not wish to receive hard copy of future issues of CampUs Connection.

Silveria, Janie Library Learning Complex BIdg 12 Publisher
University Advancement

Writer = Robert Mazurek

Editors = Robert Mazurek Holly White

Please direct comments about this newsletter to Robert Mazurek:

- Phone: 582-3302
- robert_mazurek@monterey.edu