



California State
University
Monterey Bay



Students, helped by friends and parents, move their belongings into Tortuga Hall on Aug. 21.

Move-in Day on Aug. 21 heralds the start of another academic year

Kvitek, Mercado and Lienk are honored

The Day of Welcome and President's Medal Awards Ceremony held Aug. 17 in the World Theater brought together hundreds of new and longtime employees for an acknowledgment of their efforts in assuring the continuing success of CSU Monterey Bay. In her remarks, **President Dianne Harrison** noted the challenges posed by the state budget crisis, and its impact on the university.



Dr. Harrison with President's Medal recipients Melissa Mercado, Laura Lee Lienk and Rikk Kvitek on Aug. 17 in the World Theater.

"I feel like I've been on a roller coaster since May — a ride with steep hills and fast slides — always wondering if the track would hold together. I am sure I am not alone," she told the gathering.

"Despite these very challenging circumstances, our decisions have always been made with the best interests of our students, our employees and the future of this university in mind."

She went on to remind the faculty and staff in attendance that students must remain at the center of their thinking, planning and efforts.

Then she asked a question: How will students succeed in this environment?

"I believe it will be due to your passion, your dedication and your rich contribution to their lives and their futures," Dr. Harrison said.

She noted that the university is welcoming 925 freshmen students. Another 538 new transfer students have enrolled for the fall. Total enrollment is approximately 4,300, with 1,866 of them living in the residence halls and another 650 residing in East Campus housing.

After introducing the members of the President's Cabinet, and inviting new employees to share in the tradition of signing the Vision Statement, Dr. Harrison announced the President's Medal recipients.

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Myrsha Mora, support coordinator in Academic Affairs, watches as John Marker, interim associate vice president for facilities management & planning, signs the Vision Statement on Aug. 17.

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President's Medal (continued from page 1)

Dr. Rikk Kvitek, (Science and Environmental Policy) **Melissa Mercado** (Academic Personnel) and **Laura Lee Lienk** (Watershed Institute) were honored for their leadership and dedication to the CSUMB vision.

The university community was invited to make nominations. Committees selected finalists for Dr. Harrison's consideration.



Also honored were four emeriti professors — faculty members who have recently retired. They contributed significantly to the university and to their disciplines in research, teaching, publishing and their work outside of the university.

This year's honorees were **Dr. Diane Cordero de Noriega**, **Dr. John Kim**, **Dr. Robert van Spyk** and **Ken Wanderman**.

In addition to Mercado, nominees for the 2009-10 President's Medal in the staff category included **Cynthia Bush**, Mathematics and Statistics Department; **Phyllis Grillo**, Strategic Communications; **Kristi McMahon**, Human Resources; **Lianne Minnemoto**, Conference and Event Services; and **Monique Rutland**, Academic Affairs.

Nominated in the administrator category with Lienk were **Deanna Aromin**, Accounting; **Rachelle Bass**, Campus Service Center; **Kathy Cruz-Uribe**, provost; and **Bill Musselman**, Accounting.

Nominated with Kvitek in the faculty category were **Dr. Armando Arias**, Social, Behavioral and Global Studies; **Dr. Josina Makau**, Humanities and Communication; **Dr. Mark O'Shea**, Teacher Education Department; **Dr. Eric Tao**, Information Technology and Communications Design; and **Dr. Swarup Wood**, Science and Environmental Policy.

The President's Medal Awards were started eight years ago to recognize the contributions of members of the campus community. Last year's recipients were **Dr. Hongde Hu** (faculty), **Venkata Parachuru** (staff) and **Petra Valenzuela** (administrator).



Melissa Mercado



Laura Lee Lienk



Rikk Kvitek

Melissa Mercado, academic personnel representative in Academic Personnel, was lauded for demonstrating a spirit of teamwork, flexibility and excellence that fosters mutual respect. She joined the university in 2001.

Laura Lee Lienk, co-director of the Watershed Institute, has brought environmental awareness to thousands of school children and spearheaded the effort to restore habitats throughout the Monterey Bay area.

Dr. Rikk Kvitek, a professor in the Division of Science and Environmental Policy, has authored or served as co-principal investigator on more than 60 funded grants and contracts. He joined the university in 1996.

Grant received to start Institute of Innovation and Economic Development on campus



Accepting the grant on June 18 from Diane Church (left) of the Economic Development Administration of the U.S. Department of Commerce, are Dr. Dianne Harrison; Alec Arago, district director for Congressman Sam Farr; and Mary Ann Leffel, president of the Monterey County Business Council.

CSU Monterey Bay and the Monterey County Business Council received an \$180,000 grant from the U.S. Department of Commerce to initiate development of an Institute for Innovation and Economic Development at the sixth annual Economic Development Forum held June 18 at the Hyatt Regency Monterey.

The institute will be located on the university campus and will bring together entrepreneurs, the business community and the university's research capabilities. It will provide resources and training programs that will help those trying to start a business to pursue innovative ideas.

Performing Arts season opens Sept. 22

The 2009-2010 Performing Arts Series at the World Theater starts Sept. 22 with the **Virsky Ukrainian National Dance Company**. Other scheduled performances are **Woods Tea Company** (Oct. 23); **Legend of the Morning Glory** performed by Brenda Wong Aoki (April 15), and **Perla Batalla** (May 6). Performances in December and March will be announced.



The Virsky Ukrainian National Dance Company will perform Sept. 22 as the 2009-10 World Theater Performing Arts season begins.

Featuring 80 dancers, the renowned Virsky Ukrainian National Dance Company folk dance ensemble has toured the world, is famous for its bright colors, the unity of content and form and dramatic stage concepts. The group communicates the beauty of its native Ukraine, the wisdom of its people and had a tradition of offering humor and optimism through its performances.

For tickets or further information, call the World Theater box office at 582-4580 or purchase

To attend

What: Virsky Ukrainian Dance Company

When: 7:30 p.m., Sept. 22

Where: World Theater

Tickets: \$20

Info: 582-4580

tickets online at the CSUMB.EDU/worldtheater website. For disability-related accommodations, please contact the World Theater box office. Event dates, programs and artists are subject to change.



Campus gets award for energy savings

The university was honored by the Monterey County Business Council for implementing a “green” project that resulted in significant energy savings through a public/private partnership. CSU Monterey Bay partnered with the state’s public universities and a group of utility companies represented locally by Pacific Gas & Electric Company.



Accepting the energy award on June 18 from Wendy Sarsfield (left), director of community affairs for PG&E, are President Harrison, Bob Brown, director, Facilities Services and Operations, and Mike Lerch, manager of energy and utilities.

The award was presented June 18 at the business council’s Economic Development Forum at the Hyatt Regency Monterey.

Led by **Mike Lerch**, the university’s manager of energy and utilities, the project involved retrofitting 275 outdoor lighting fixtures with a newly available compact fluorescent lamp. Energy consumption of the fixtures was reduced by 78 percent. The savings moved the campus closer to achieving its Presidents Climate Commitment goal of climate neutrality by eliminating 75 metric tons of carbon-dioxide emissions.

University earns Business Excellence Award

CSU Monterey Bay has earned a Business Excellence Award from the Monterey Peninsula Chamber of Commerce. The university was honored in the education category. The awards are designed to increase awareness of the vital role business plays on the Central Coast. They recognize those businesses and organizations that have achieved excellence in their fields. **President Dianne Harrison** accepted the award on behalf of the university on July 23 at a dinner attended by more than 350 Chamber members and guests.

This year’s competition drew more than 70 applicants across 16 categories. Factors that judges considered included the university’s goals, its service to students, its employee satisfaction and benefits, its commitment to sustainability and its involvement with the Chamber and surrounding communities.

New media took center stage this summer

Multimedia producers, faculty innovators, IT staffers, chief information officers and directors of academic technology gathered from across the country and around the world at the 16th annual New Media Consortium conference held in downtown Monterey in early June. CSU Monterey Bay was the event’s host campus. **Dr. Arlene Krebs**, director of technology development, was the prime organizer for CSUMB’s participation.



Arlene Krebs at the 2009 New Media Consortium.

The conference Award of Excellence was presented to **Dr. Doug Englebart**, the developer of the computer mouse.

Following an opening welcome by **Dr. Dianne Harrison**, there were 11 faculty and staff presentations, including two award-winning poster sessions by faculty members **Dr. Pat Tinsley McGill**, associate professor, School of Business, and **Kevin Cahill**, assistant professor, School of Information Technology and Communication Design.

“For over a year, a number of IT staff were involved in the conference planning,” Krebs said, also recognizing the support of University Advancement. “At the conference they worked diligently on media production, streaming, graphics, technical support and other logistic needs to welcome NMC visitors to our home.”

More details and photos from the conference are at csumb.edu/nmc.

Meet Saren Pierson

As space planner in Campus Planning & Development, **Saren Pierson** joined the university in November 2008. Assisting campus customers with space and furniture requests, she prepares floor plans, coordinates reconfigurations, specifies furniture and orchestrates moves.

“The ‘bayonets to baccalaureates’ concept really appealed to me, and I was excited about the opportunity to be part of the transformation of this campus,” Pierson said. “I also hoped that working in support of higher education would give my work fulfillment that I had yet to experience doing commercial design in the private sector.”

Last December, she passed the exam to become a LEED Accredited Professional, which recognizes her knowledge of the LEED rating system. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System provides standards for environmentally sustainable construction. More than 100,000 people have earned the credential since the professional accreditation program was launched in 2001.

“The exam tests you on your knowledge of green design principles, verbiage, standards and calculations as well as your understanding of the accredited professional’s role on a project team and in the certification process,” Pierson said. “A LEED-accredited interior designer can make a lot of choices that mitigate the environmental impacts of the built environment. Repurposing an existing structure is a giant step toward sustainability, so this campus can’t help but be greener than most.”

Some of the projects she works on are too small to reasonably pursue LEED certification, but she still applies green building principles. “The carpet we’ve selected for the new Student Center has 33 percent post-industrial and 33 percent post-consumer recycled content,” she said. “And many of the interior paints used on campus are formulated to protect indoor air quality. Whenever possible, we reuse existing furniture and cubicle components by reconfiguring spaces instead of purchasing new product.”

With her husband, Randy, she moved to the Monterey Peninsula a few years ago to escape the congestion of Silicon Valley. “Our meeting at San José State was a band-geek love story,” she recalled. “He was a classically trained trumpet player, and I was a veteran marching band and drum corps nerd.” They celebrated their sixth wedding anniversary this summer.

The hours away from work find Pierson traversing the bike trail — especially the section between Cannery Row and Lovers Point. She also loves to hike in such places as Soberanes Canyon and Garland Ranch. “I learned to knit a few years ago, and so far my greatest accomplishment is a pair of socks, but I have a number of half-finished sweaters that are just waiting for a little attention.”

Pierson’s first name, she said, is a “compromise” between Sarah and Karen. “My folks had been waffling between the two names for months and, right before I was born, they saw a street named Saren Court and decided that it was the perfect hybrid.”



Julio Arambula (2009 graduate, School of Business), a student assistant in Conference and Events Services, prepares to transport a stack of new recycling bins to a residence hall.

New recycling program in place

When students moved into the residence halls Aug. 21, they found something new in their rooms: bright blue recycling bins.

CSU Monterey Bay used money provided by a grant from the California Department of Conservation to buy 3,100 bins. The grants are intended to promote recycling and are financed with unclaimed refunds on beverage containers. None of the money comes from the state’s general fund.

Student assistants from Conference and Event Services and Campus Planning and Development sorted, labeled and delivered 900 of the bins to the residence halls. Each room got one; the six-person suites in the North Quad buildings received two. Some of the bins may find their way to apartments in East Campus, said campus planner **Anya Spear**.

“We’re hoping that by putting bins in the rooms, we’ll have a better percentage” of discarded items being recycled, Spear said. “They know recycling is the ‘right’ thing to do; we’re trying to make it the ‘easy’ thing to do.”

As part of the effort to cut down on what goes into the waste stream, the university’s custodial contract has been updated to include emptying of employees’ desk-side recycling bins.

Due to the state budget crisis, the recycling grant has been frozen. When the money is available, the university hopes to use some of it for a recycling coordinator position that would be shared with UC Santa Cruz.

New faces, new assignments on campus



Dr. Patricia Cardenas-Adame has joined CSUMB as vice president for student affairs. She was vice president of student affairs at Mesa Community College in Arizona.



Pilar Gose is the annual giving & donor relations officer in University Advancement. A 2007 alumna of CSUMB, she was previously the university's alumni relations and annual giving coordinator.



Dr. Ronnie Higgs has returned to his position as associate vice president for enrollment services, after serving as interim vice president for student affairs.



Dr. Patti Hiramoto is interim chief of staff, replacing John McCutcheon, who retired in June. Now overseeing the Office of the President, she was associate director of academic personnel at CSUMB.



Debbie Howitt has joined CSUMB as leadership gift officer in University Advancement. She was a senior fundraiser at Community Hospital of the Monterey Peninsula for more than seven years.



Grace Cardenas Leal has joined CSUMB as director of academic advising. Most recently an educational consultant, she also served as director of academic affairs at Heald College.



Dr. Chip Lenno has accepted the position of chief information officer, after serving in that position on an interim basis. He has worked at CSUMB since 2000.



John Marker is interim associate vice president for facilities management & planning. He recently completed a 27-year facilities management career at the University of Nebraska-Lincoln.



Jennifer Martinez has been appointed a major gift officer in University Advancement. A 2003 alumna of CSUMB, she was previously alumni relations and annual giving director.



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New staff employees

Carol Bailey, *Junior Accountant — University Corporation Accounting
Jonathan Baptista, * Technical Support —
Wireless Education & Technology Center
Sharyn Brown, Cashier/Accounting Technician — Accounting
Patricia Cardenas-Adame, Vice President — Student Affairs
Dr. Leslie Carson, * Director — Student Success Center
Paula Carter, Assistant Director for Admissions —
Admissions & Recruitment
Jean DeGrassi, Intake Specialist — Financial Aid Services
Elizabeth Gracie, Police Cadet — Police Dept.
Deborah Howitt, Leadership Gift Officer — University Advancement
Megan Kircher, Alumni Relations Coordinator — University Advancement
Grace Cardenas Leal, Director — Academic Advising Services
Janette Lopez, * Technology Specialist — Educational Talent Search
John Marker, Interim Associate Vice President —
Facilities Management & Planning
Carolyn McIntyre, Police Officer — Police Dept.
Omar Murillo, * Retention Advisor — TRIO Student Support Services
Michelle Sandersfeld, * Administrative Assistant —
Div. of Science and Environmental Policy
Kelly Smith, Administrative Support Assistant — Academic Affairs
Kim Tallent, Administrative Support — Extended Education
Diane Whitacre, Accounts Receivable Technician — Accounting .

New faculty employees Tenure-track

Luis Camara, Assistant Professor, Digital Cinema —
Teledramatic Arts and Technology
Mayling Chu, Associate Professor, Social Work —
Dept. of Health, Human Services, and Public Policy
Kate Lockwood, Assistant Professor, Computer Science —
School of Information Technology and Communication Design
Chris Miller, Assistant Professor, Hospitality Management —
School of Business
Aparna Sreenivasan, Assistant Professor, Biology — Div. of Science and
Environmental Policy
Andrew Waters, Assistant Professor, Music Technology & Recording —
Music and Performing Arts Dept.
Jill Yamashita, Assistant Professor, Cognitive Psychology
Div. of Social, Behavioral, and Global Studies

Coaches

Nathan Northrup, Coaching Assistant —
Athletics, Intramurals and Recreational Sports
Maureen Perez, Coaching Assistant —
Athletics, Intramurals and Recreational Sports
Brian Stream, Coaching Assistant —
Athletics, Intramurals and Recreational Sports

Lecturers

Ruth Beauchamp, Lecturer — CalState TEACH
James Rogers, Lecturer — CalState TEACH
Rushia Turner, Lecturer — Div. of Science and Environmental Policy
Alysia Walther, Lecturer — Mathematics & Statistics Dept.

Promotions

Yvonne Chambers, Lead Benefits and Workers' Compensation Analyst —
Human Resources
Pete Fernandez, Lead Analyst — Student Information Systems
Pilar Gose, Annual Giving and Donor Relations Officer —
University Advancement
Patricia Hiramoto, Interim Chief of Staff — Office of the President

DC grand opening!

Staff and faculty are invited to a grand opening celebration for the renovated Dining Commons at 2:30 p.m. on Sept. 10. Following a ribbon-cutting, light appetizers will be served.

Chip Lenno, Chief Information Officer — Information Technology
Linda Lopez, Associate Director — Financial Aid
Mike Mahan, Vice President — University Advancement
Johanna Mahoney, Counselor — Financial Aid
Ana B. Martinez, Counselor — Financial Aid
Jennifer Martinez, Major Gift Officer — University Advancement
Susan McFarlane, Director — Administrative Systems Management

Probation passed

Brett Ainsworth, Administrative Support Coordinator —
Student Disability Resources
Gladys Cabadas, Student Services Professional I — Advising
Maria Ceja, Student Services Professional I — Admissions & Records
Mary Cowan-Coleman, Administrator Support Coordinator —
Admissions & Records
Matthew DeSilva, Police Officer — Police Department
Renee Drinkard, Administrative Support Coordinator —
Design & Construction
Nicole Grundowski, Administrative Analyst/Specialist— Library
Auvia Hampton, Student Services Professional I — Admissions & Records
Susie Hernandez, Administrative Analyst/Specialist —
Facilities Services & Operations
Marisela Lara, Administrative Support Assistant —
World Languages & Cultures
Kelly Maily, Student Services Professional II — Student Activities
Emanylou Manalo, Payroll Technician I — Human Resources
Mindy Mills, Public Affairs Communications Specialist —
Athletics, Intramurals and Recreational Sports
Sandra Naffzinger, Information Technology Consultant —
Records & Registration
Brian Peralsky, Network Analyst — Network Engineering
Robert Ramirez Jr., Facilities Maintenance Mechanic —
Facilities Services & Operations
Susanne Rodriguez, Library Assistant II — Library
Kimberly Sevey, Administrative Support Coordinator — Liberal Studies
Sara Stolt, Administrative Support Coordinator — Business Support Services
Christa Tibbitts, Administrative Support Assistant —
University Advancement
Tiffany Ward, Student Services Professional II — Records & Registration

* Foundation employee

Thanks to Human Resources, Corporation Human Resources and Academic Personnel for this information.

Benefits & Wellness Fair

Human Resources invites all staff, faculty and their families to the CSUMB Benefits & Wellness Fair, Wednesday, Sept. 16, from 11 a.m. to 2 p.m. in the University Center Ballroom. The fair's objective is to empower employees and their families to actively pursue health and wellness opportunities through this year's sports theme, "The Ball is in Your Court."

More than 40 vendors will be on hand to answer health and wellness questions. Community Hospital of the Monterey Peninsula will administer health screenings by appointment, and free massages and raffle prizes will be available.

Further information about the fair can be found at the csumb.edu/benefitsfair website.

For specific questions, contact **Kristi McMahon** at 582-4426.



President's Speaker Series: Dr. Brian Greene



Brian Greene, physicist, string theorist and author of *The Elegant Universe*, will lecture at the World Theater on Sept. 30 as the President's Speaker Series resumes.

A media-savvy, charismatic personality, Dr. Greene is one of the world's leading theoretical physicists and a brilliant, entertaining communicator of scientific concepts. *The Washington Post* described him as "the single best explainer of abstruse concepts in the world today."

Greene recounts how the theories of general relativity and quantum mechanics transformed our understanding of the universe and introduces us to string theory, a concept that might be the key to a unified theory of the universe. *The Elegant Universe* has sold more than a million copies and became an Emmy and Peabody Award-winning NOVA special hosted by Greene on PBS.

At CSUMB, Greene will lecture on "The Fabric of the Cosmos: Space, Time and the Texture of Reality," based on his book of the same name. It spent six months on the *New York Times* bestseller list and is being adapted into a four-part NOVA miniseries slated for broadcast next year.

The final speaker in the 2009-2010 President's Speaker Series is Junot Diaz, an MIT professor and Pulitzer Prize winner as a novelist. He will appear at the World Theater on Feb. 10.

To attend

What: Dr. Brian Greene

When: 7 p.m., Sept. 30

Where: World Theater

Cost: Free

Info: 582-4580

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