FORGING A PATH THROUGH NUMEROUS CHALLENGES IS THE TASK FACING CARLOS BUSTAMANTE.
I appreciate the work that goes into producing such a quality piece. The page layouts are always well done and the photography, illustrations and font selections are always perfect!

— Dayna Schwartz / Vinja V.

Erratum
It is with regret that I write to inform you of two errors within the Fall 2010 USD Magazine. The article “Less is More” stated that the Student Life Pavilion is the first building on campus to earn LEED gold certification. In actually, the certification has not yet been bestowed upon the SLP. The LEED certification is currently in process. Additionally, the article states that LEED gold is the highest rating that can be given to a commercial building. In fact, the highest rating in the LEED system is platinum. The gold rating is below platinum.

— Kelly J. Michajlenko, CPSM

Where There’s a Will There’s a WAY

There’s a WAY…
• There’s an estate plan
• There’s assurance that your heirs will inherit what you choose
• There’s a way to leave a legacy
Consider making a provision in your will or living trust to create your own family scholarship endowment that will live on forever.

For more information, call the USD Office of Planned Giving at (619) 260-4523 or e-mail jphillips@sandiego.edu.

LETTERS TO THE EDITOR

Great Minds
I am writing to tell you that I truly like and enjoy receiving USD Magazine, the stories about our alumni and professors are well done. One possible story for the future might be about Carlos Bustamante who graduated from USD in the ’60s and is currently the mayor of Tijuana, which is no small feat. His son also attended USD and his daughter is currently a student.

As I read, I thought that I would also like to give USD a taste of USD intellectual output in terms of books. That is, showcasing a couple of books written by professors along with a small picture. Maybe there could be books written by our alumni.

— Patricia Marquez

Associate Professor, School of Business

As it happens, we had already been planning a profile of Carlos Bustamante ’60 in this issue (page 18), as well as the debut of our new “USD Publications” section (page 7).

— Editor

Alluring Art
I am a program officer at the Hearst Foundations in San Francisco. We see dozens of college magazines in this office and I have to say, I am really intrigued by the cover that you produced for the most recent USD Magazine as well as several of the inside images. Are you using collage techniques and/or photography and black print? I obviously know very little about art production but I know what I like and what you have produced is enticing!

Thank you so much for providing work that is out of the ordinary.

— Catherine Pyke

The art is a combination of hand-made elements, painting, photography and cut paper collaged electronically. My colleague, Senior Creative Director Barbara Ferguson, generously provided the painted backgrounds and I created the other elements and collaged them together. The narrative inspired the artwork. USD sustainability efforts are concerned with social, environmental and economic issues that make the world a better place.

— Courtney Mayer, Illustrator

Erratum
It is with regret that I write to inform you of two errors within the Fall 2010 USD Magazine. The article “Less is More” stated that the Student Life Pavilion is the first building on campus to earn LEED gold certification. In actually, the certification has not yet been bestowed upon the SLP. The LEED certification is currently in process. Additionally, the article states that LEED gold is the highest rating that can be given to a commercial building. In fact, the highest rating in the LEED system is platinum. The gold rating is below platinum.

— Kelly J. Michajlenko, CPSM

Architects Mosher Drew Watson

More Reader Love
I have worked in project management/production/design direction for many years. No, I am not looking for a job… I just wanted to tell you what a GREAT job you do with USD Magazine!

I appreciate the work that goes into producing such a quality piece. The page layouts are always well done and the photography, illustrations and font selections are always perfect!

— Dayna Schwartz / Vinja V.

Erratum
It is with regret that I write to inform you of two errors within the Fall 2010 USD Magazine. The article “Less is More” stated that the Student Life Pavilion is the first building on campus to earn LEED gold certification. In actually, the certification has not yet been bestowed upon the SLP. The LEED certification is currently in process. Additionally, the article states that LEED gold is the highest rating that can be given to a commercial building. In fact, the highest rating in the LEED system is platinum. The gold rating is below platinum.

— Kelly J. Michajlenko, CPSM

Architects Mosher Drew Watson

More Reader Love
I have worked in project management/production/design direction for many years. No, I am not looking for a job… I just wanted to tell you what a GREAT job you do with USD Magazine!

I appreciate the work that goes into producing such a quality piece. The page layouts are always well done and the photography, illustrations and font selections are always perfect!

— Dayna Schwartz / Vinja V.
AROUND THE PARK

4 / Factory Man
School of Business Administration Dean David Pyke’s intrepid spirit is a boon during these uncertain economic times.

6 / Of Mass and Masculinity
Director of University Ministry Michael Lovette-Colyer wants to help men connect with one another on a spiritual level.

8 / Making the Grade
USD’s commitment to providing a well-rounded college experience allows the school to remain at the vanguard of Catholic higher education.

10 / A Living Laboratory
The Robert and Karen Hoehn Family Galleries and the Hoehn Print Study Room help to distinguish the university.

12 / Mission in Action
The Center for Community Service-Learning celebrates its 25th anniversary this year; its staff remains dedicated to inspire by doing.

14 / Peace, Brother
In lacrosse and in life, Dave Wodynski ’92 left a lasting legacy. In October 2010, members of the USD Men’s Lacrosse alumni squad paid him tribute and said goodbye.

20 / That Pioneering Spirit
Exceptional statesman Dave Cox ’61 was a tenacious legislator, a convivial fixture in the Senate lounge and a devoted family man.

ALUMNI UPDATE
34 / Find a Need and Fill It
USD’s new Young Alumni Council was the brainchild of two former Associated Students Presidents: Rhett Buttle ’07 and Sydney McRae ’09.

CLASS NOTES
36 / Do the Right Thing
Going above and beyond is just the way Sam Attisha ’89 rolls. The Cox Communications exec and his staff won an Emmy for Best Magazine Television Program for a TV Show, which highlighted locals’ work to better their community.

2011 Alumni Honorees
Inspiring stories, exceptional achievements, one alma mater. Meet this year’s award recipients, and save the date: Saturday, June 4, 2011.

THE WORLD IS OUR BUSINESS
USD’s brand of entrepreneurs aim for the triple bottom line: People, Planet, Profit. For several years, Professor Helder Sebastiao has been the driving force behind elevating entrepreneurship across campus; he says the thing that separates winners from losers is drive. Examples of the many ways that success can be defined include Michelle Martin ’07 (MA), who is finding fulfillment with Karuna International, a nonprofit that sends disadvantaged kids on volunteering trips abroad; the unprecedented partnership that led to USD’s new Center for Peace and Commerce; environmental advocate and aspiring online entrepreneur Wyatt Taubman ’10 and his sustainable living website; and Travis Bays ’03, who is building a career out of what he loves best.

STRIKING A CHORD THAT VIBRATES.

18 / POLITICAL CAPITAL
Recently elected to be the 20th mayor of Tijuana, Carlos Bustamante ’69 is well aware that the task ahead of him won’t be an easy one, especially given the region’s turbulence over the past several years. Nevertheless, he sees the challenges facing both himself and his city as imminently surmountable and views San Diego and Tijuana as “one region with a reviving economy.”

16 / That Pioneering Spirit
Exceptional statesman Dave Cox ’61 was a tenacious legislator, a convivial fixture in the Senate lounge and a devoted family man.

14 / Peace, Brother
In lacrosse and in life, Dave Wodynski ’92 left a lasting legacy. In October 2010, members of the USD Men’s Lacrosse alumni squad paid him tribute and said goodbye.

18 / POLITICAL CAPITAL
Recently elected to be the 20th mayor of Tijuana, Carlos Bustamante ’69 is well aware that the task ahead of him won’t be an easy one, especially given the region’s turbulence over the past several years. Nevertheless, he sees the challenges facing both himself and his city as imminently surmountable and views San Diego and Tijuana as “one region with a reviving economy.”

16 / That Pioneering Spirit
Exceptional statesman Dave Cox ’61 was a tenacious legislator, a convivial fixture in the Senate lounge and a devoted family man.
FACTORY MAN

SBA Dean Pyke is all business

by Nathan Dinsdale

S
ome people enjoy visiting
museums or monuments
while on vacation. Others
retire amusement parks or quirky
roadside attractions. David Pyke
is partial to factories.

My family jokes that we just
go from factory to factory when
we travel,” the School of Business
Administration dean says with
playful indignation. “That’s not
exactly true.”

It’s not entirely false either.
Pyke’s interest was first piqued
on his own childhood vacations
when his family would occasional-
ly tour a paper-making factory or a
Spalding plant churning out base-
balls by the thousands.

“It’s something that was kindled
early on,” he says. “I just loved
watching the process and seeing
how things were being made.”

Pyke’s office is a full-scale di-
orama of elegant academia —
immaculate desk, large orderly
bookcase, shiny plaques, awards
and diplomas placed with tasteful
restraint — all lofty hallmarks of
a life of the mind.

There are two mementos, how-
ever, that hint at his appreciation
for the tangible machinations of
the business world.

One is a miniature replica tractor
given by a colleague who’d visited
a John Deere production facility.
The other is a still photograph
taken from an “I Love Lucy” epi-
sode — involving Lucy’s ill-fated
tenure at a candy factory — that
Pyke routinely uses in his signature
factory physics lecture.

Convincing people that there’s
“something kind of fun” about
assembly lines would seemingly be
a hard sell, but Pyke’s appreciation
for the immediacy — and intricac-
ties — of a bustling factory is illus-
trative of the intrepid spirit that led
him to USD in the first place.

“I love being in an environment
where people are constantly ask-
ing hard questions and trying to
solve hard problems,” he says.

“There should be a culture in an
academic environment that wel-
comes challenging problems,
exploring new ideas and learning
new things. We have that here.”

If it’s a challenge that Pyke was
after, he had impeccable timing
when he took over the dean’s office
in the summer of 2008, just as the
country was sifting through the
debris of economic collapse. Rather
than wring their hands, Pyke and
the SBA faculty sprang into action
by hosting a panel discussion and
integrating analysis of the financial
meltdown into their classrooms.

“Turbulent economic times are
something kind of fun” about
the opportunity to help the SBA
continue its development of the
MBA program while also teaching at
universities in major companies like the Rand Corpora-
tion, DHL and Home Depot.

After being offered the dean
position at USD, Pyke was faced
with the difficult prospect of leav-
ing his position at USD, Pyke was faced
with the difficult prospect of leav-
ing the security of his East Coast
roots: “It was a tough decision in
many ways,” he acknowledges,
“but in the end, coming to USD
just felt like the perfect fit.”

Drawn to USD by its academic
reputation and dedication to social
responsibility, Pyke was also lured by
the chance to help the SBA continue
to emerge as one of the nation’s
elite business schools. Among other
things, he is focused on further
developing the MBA program while
also establishing an increased
emphasis on “dual excellence” in
both teaching and research.

“Turbulent economic times are
actually exciting times to be in a
university environment,” he says.

“It’s intellectually challenging,
you’re constantly thinking, looking
for solutions and then communi-
cating what you’re learning.”

Pyke credits his parents for help-
ing spark his own inquisitive nature.
His father was raised in China as the
son of American missionaries and
went on to become a theology
professor in Washington, D.C.

Pyke himself grew up in a verita-
ble Norman Rockwell painting —
complete with sandlot baseball
and a paper route — in suburban
Maryland. He played basketball,
majored in sociology at Harvard
College and taught middle school
math (while netting an MBA from
Drexel University) before earning
his PhD in operations manage-
ment from the University of
Pennsylvania’s prestigious
Wharton School.

In 1987, Pyke joined the faculty
at Dartmouth College’s Tuck School
of Business Administration
and became an established profes-
sor, researcher and associate dean
while also teaching at universities in
Japan, Finland and Germany and
working as a consultant for major
companies like the Rand Corpora-
tion, DHL and Home Depot.

The lively discussion examined issues such as
the Arizona immigration law, the divisive nature
of the current U.S. political system and the thorny
question of how best to deal with children of ille-
gal immigrants living and thriving in this coun-
try. O’Donnell said he was pleased with the live
audience in the theatre, which was largely made
up of USD students, faculty and staff. “I loved
that the audience was alert to so many things,” he
said. “There were moments when they’d applaud,
laugh and even in the quieter moments they were
right there with us the whole way.” The show
reached 1.4 million viewers during its first airing
on Nov. 16, and was rebroadcast twice.
OF MASS AND MASCULINITY
For male prayer groups, there’s strength in numbers

For male prayer groups, there’s strength in numbers...
MAKING THE GRADE

Student satisfaction is the key to retention at USD

by Mike Sauer

With our nation’s economy continuing its pendulum swing between recession and recovery, it’s no wonder that today’s college students are concerned about how much weight their degree will carry in tomorrow’s job market. As a result, obtaining a top-quality education isn’t the only priority on Generation Y’s academic agenda; they’re also actively seeking out institutions that, through a combination of state-of-the-art facilities, services and on-campus amenities, can provide the most bang for their buck.

High profile publications such as U.S. News & World Report and the Princeton Review have given USD favorable reviews for academic programs and overall appeal, but the best metric of the university’s success has been, and always will be, student satisfaction.

And so comes the big question: Is USD making the grade? According to collegeprepgraded.com — a popular online college guide and review site written by students for students — the University of San Diego rates at or near the top of the list of local universities in terms of campus housing (Grade: A), and more than holds its own in other pertinent categories such as facilities (B+) and campus dining (B+). In addition, studentreview.com reports USD to have earned an overall grade of B+ along with a nearly 80 percent approval rating among students polled.

That kind of positive feedback comes as no surprise to Vice President of University Relations Timothy O’Malley, who cites USD’s commitment to providing a well-rounded college experience as a primary reason why the university remains at the vanguard of Catholic higher education.

“First and foremost, we’re in the business of educating, but we’re also looking to provide students 21st century education,” he explains. “In our mission continuing its pendulum swing around the globe, we’re working to provide students 21st century amenities that heighten their overall college experience.”

The allure of learning from world-renowned faculty in top-tier academic facilities has kept USD admissions counselors on their toes. (well over 12,000 freshman applied for about 1,150 undergraduate openings in the Fall 2010 semester,) but retaining students is the name of the game. The answer, O’Malley knows, is to provide students with what they need, when they need it.

“Well, we’re looking at developing a distinguished student experience,” he says. “To provide that means developing more than having qualified and competent teaching. It means developing facilities — residential and recreational along with academic — that support our students’ development in these formative years.”

The construction of amenity-laden campus housing complexes such as Manchester Village has been essential to serving the needs of a growing student population, while the opening of the Jenny Craig Pavilion has ushered in a new and exciting era for Torero athletics.

And then, of course, there’s the Student Life Pavilion.

Replete with just about every modern convenience one could ask for, the four-story, 50,000 square-foot award-winning facility is modern innovation at its finest, and the main reason O’Malley feels students are developing an even stronger connection with USD.

“The Student Life Pavilion is essentially the social and activity hub for the entire campus,” he offers. “It’s also helping develop a campus identity that will resonate with our students now and in the future.”

While approval ratings may be soaring, USD administration continues to raise the bar. For O’Malley, the key to the university’s continued success is simple: “We need to keep asking ourselves one simple question: what more can we do to enhance the student experience?”

AROUND THE PARK

LIFE WELL LIVED

Beloved educator Sister Helen Lorch

by Blanca Gonzalez

Sister Helen Lorch accomplished much in her 100 years of being a woman, wife, mother and community volunteer, but she is best remembered by University of San Diego alumna and beloved nun who taught history and served as a counselor and “house marm” in the women’s residence halls.

She greeted students by name from her customary seat at Founders Chapel when they arrived for Sunday night services and was a fixture at all Toreros home basketball games for many years.

Before her life as a nun, Lorch was the wife of a prominent San Diego physician and helped start the Mercy Hospital Auxiliary in the 1930s. She was also involved in establishing the Legion of Mary volunteer group at St. Agnes Parish.

After the death of her husband, Alvis, in 1962, she joined the Religious of the Sacred Heart order of nuns. She had become familiar with the nun’s when she started attending what was then the San Diego College for Women, which the Sacred Heart nuns, most notably college co-founder Mother Rosalie Clifton Hill, had started with Bishop Charles Francis Buddy.

She would later spend more than 30 years at the campus as an academic director of women’s residence halls.

After retiring, she moved to Oakwood, California, a senior living retirement center in Atherton, Calif. in 2002.

Sister Lorch died of natural causes Nov. 28 in Atherton at the age of 100.

A version of this article originally appeared in the San Diego Union-Tribune.


by Trisha J. Rattledge

J ust inside the front entrance of Founders Hall is an innovative laboratory, one equipped with Rembrandts and Goyas rather than Bunsen burners and beakers. Here, in the Robert and Karen Hoehn Print Study Room, art students have invaluable access to original print works as they develop the skills that define the role of curators, artists and art critics.

“The idea is to create opportunities for students to gain experience and also to gain focus in terms of their professional aspirations,” says Victoria Sancho Lobis, the inaugural curator of USD’s print collection and fine arts galleries.

...and Diversions: 250 Years of Japanese Woodblock Prints, is a concurrent exhibition organized by the San Diego Museum of Art. This four-part presentation, running through June 5, 2011, offers two rotations of masterworks at each institution, featuring pieces by some of the most important artists in the Japanese woodblock print tradition. The exhibit is being incorporated into classes on printmaking, art history and Asian studies.

“If we have these exhibitions on campus, we can take the entire class into the gallery and teach it on the spot,” says Jessica Patterson, assistant professor of art history. “We try to convey to the students that they need to spend a sustained amount of time looking at the art to process what they see. Having it in the campus gallery allows them to spend that time.”

Facility also encourages students to use exhibitions as a source of inspiration and invites them to create art in response to the works on display. Nathan Vaughan, a senior visual arts major, developed a photography project in response to a Georges Rouault exhibit, “Misères,” at USD. His own work was then exhibited with Rouault’s.

“It was quite spectacular,” Vaughan says of the experience. “It allows the work to be active, not static.”

On another level, students take leadership roles in gallery and collections management through a print room internship program. Curatorial intern Rachel Boesenberg is researching the objects in the print collection and is helping organize the print study room as well as a future exhibition.

“This internship is an opportunity to begin seriously considering what I want to do with my career,” says Boesenberg, a senior majoring in art history. “It also means having a leg up on the competition in my application for graduate school.”

Programming intern Wilko Kroll is increasing the profile and the accessibility of the print collection and galleries. She is launching a student organization that will generate docent tours and educational events, such as “Prints and Pinot,” a monthly series under consideration that invites faculty and students to the print room to explore a particular theme.

“One of the things I’m deciding is if I’m on the left path toward art or the right path toward marketing, and this is the perfect conjunction of those two opportunities,” says Kroll, a senior art history major.

Inspiring that sort of epiphany is precisely the point of having such a unique resource on USD’s campus.

“We offer a lot of our material for public viewing.”

“We offer this here with our print collection, the print study room and the galleries are very special,” Sancho Lobis says. “We are providing exposure and opportunities that are normally limited to Ivy League campuses. It’s pretty remarkable.”

The logistics involved with orchestrating medical aid trips to Panama and Ghana. There’s even talk of setting up a clinic in Tijuana, though as of now, these sojourns are more wish-list than reality. While the funding may not be there yet, the enthusiasm certainly is.

“We’ve had a lot of support from students, and it’s a great opportunity for community service,” Walton says. “I’m really excited and hopeful about where this group can go, and we can accomplish.

by Mike Sauer

A lthough all employees are proud of the work they do, Wallston remembers their faces: smiling, innocent and inquisitive, in spite of the harsh realities of life in a third-world orphanage.

There, amid the throngs of disadvantaged Honduran children, Wallston came to the jarring realization that he wasn’t just interacting with a group of youngsters who needed help; he was witnessing firsthand what his own childhood might have been like, if fortune and fate hadn’t intervened.

“I was adopted from South Korea when I was six months old,” the junior biology major explains. “The kids in that orphanage in Honduras were their own family, the older kids taking care of the younger kids. It really got me thinking about my own experience, and how truly lucky I am to have the life and the experiences I have now.”

It was the spring of 2009, and Wallston had journeyed to the Central American nation as a student assistant for a group of orthopedic surgeons from his home state of Minnesota. Inspired by the medical team’s mission to provide much-needed care for the country’s ailing and impoverished citizenry, he returned to Alcalá Park with a renewed sense of purpose — and a plan.

There really wasn’t a student group at USD that was committed to global health and providing healthcare to underserved populations, Wallston says. “That experience I had in Honduras really made a big impact on me, and I know there are lots of other students here that want to make a difference.”

With the help of friend and fellow Torres Shane Smith, Walton...

[Image 335x335 to 613x592]
By Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

T

[common good] by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

T

[common good] by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

T

[common good] by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

The queue isn’t Logan spot for authentic Nayve, an experienced foodie or the line’s really long,” says what with all the mouth-water-
campus to Las Cuatro Milpas 10-minute drive from the USD

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

T

[common good] by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

The queue isn’t Logan spot for authentic Nayve, an experienced foodie or the line’s really long,” says what with all the mouth-water-
campus to Las Cuatro Milpas 10-minute drive from the USD

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

T

[common good] by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

The queue isn’t Logan spot for authentic Nayve, an experienced foodie or the line’s really long,” says what with all the mouth-water-
campus to Las Cuatro Milpas 10-minute drive from the USD

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

T

[common good] by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

The queue isn’t Logan spot for authentic Nayve, an experienced foodie or the line’s really long,” says what with all the mouth-water-
campus to Las Cuatro Milpas 10-minute drive from the USD

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

T

[common good] by Ryan T. Blystone

A most, it would just be a quick freeway getaway to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas is full, I love coming here and get-a...

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.

The queue isn’t Logan spot for authentic Nayve, an experienced foodie or the line’s really long,” says what with all the mouth-water-
campus to Las Cuatro Milpas 10-minute drive from the USD

MISSION IN ACTION
Community Service-Learning staff inspire by doing

CSL Associate Director John Loggins (right) returns to Jamaica twice a year to bring supplies, love and support to the town’s youth and community.
I handshakes, and ribbing one another, exchanging hearty hugs and a steady stream, shouting greet-sings, I can’t help but notice how genuine call signs — Troll, Shark, Sugar and have names so much as they have spectatorial choices. They don’t mercilessly on topics ranging in the annual USD lacrosse alumni mate, the assembled participants enlarged heart. ‘92, tragically passed away last one of their own, Dave Wodynski also a shared burden of loss, as to this reunited band of brothers. The sense of affection is between the assembled lacrosse alumni squad paid tribute to their former USD lacrosse teammate Erik Swain ’92. “He definitely had a much more global perspective, and in the process, helped him map his own life course. “He walked away from those Peace Corps years with a whole new sense of purpose and drive toward public service,” recounts Torero lacrosse teammate Dave Wodynski was a study in contrasts; an intense and imposing on-field presence, yet a serene and com- fortable, a shell of a man who made him want to be better, a leader, a teammate, a friend. A quiet prayer is offered to the cerulean sky above, and while their words are not easily executed policy designed for the indigent nations such as Tunisia face on the daunting obstacles developing countries must overcome. “I’m fired up as much now as I was when I took my first college coaching job 24 years ago,” he says from his spot in the stands of Cunninghams. “It’s a chance to bring the mis- tery of little moments over life. Comprised of a collec- tion of adversity, resilience, and a bevy of new recruits and correspondences that way,” says wife Michelle Vizurraga. “He considered the guys on the team his brothers, and would always sign off his conversations and correspondences that way.” Peace, brother. “I recognize him as a leader, a teammate, and a friend. A quiet prayer is offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Mike Sauer
In lacrosse and in life, Dave Wodynski’s indelible legacy

In celebration of the life and mourn his loss. They gathered to both celebrate his life and in the annual USD lacrosse alumni Homecoming. The late friend Dave Wodynski ‘92 offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Ryan T. Blystone
Baseball, in many ways, is like life. Comprised of a collec- tion of little moments over the course of a nine-inning game, each pitch has the potential to be the defining moment. Even when everything seems to be going exactly as it should, victory isn’t guaranteed. That’s why Rich Hill, entering his 13th season in charge of USD’s baseball program and 24th overall as a college head coach, doesn’t let up. He doesn’t want his players to either. “Be the difference,” Hill says. It’s a motto that’s delivered West Coast Conference titles in three of the last four years and four NCAA post- season appearances in the last five. “I’m fired up as much now as I was when I took my first college coaching job 24 years ago,” he says from his spot in the stands of Cunningham’s. “It’s a chance to bring the mystery of little moments over life. Comprised of a collection of adversity, resilience, and a bevy of new recruits and correspondences that way,” says wife Michelle Vizurraga. “He considered the guys on the team his brothers, and would always sign off his conversations and correspondences that way.” Peace, brother. “I recognize him as a leader, a teammate, and a friend. A quiet prayer is offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Mike Sauer
In lacrosse and in life, Dave Wodynski’s indelible legacy

In celebration of the life and mourn his loss. They gathered to both celebrate his life and in the annual USD lacrosse alumni Homecoming. The late friend Dave Wodynski ‘92 offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Ryan T. Blystone
Baseball, in many ways, is like life. Comprised of a collection of little moments over the course of a nine-inning game, each pitch has the potential to be the defining moment. Even when everything seems to be going exactly as it should, victory isn’t guaranteed. That’s why Rich Hill, entering his 13th season in charge of USD’s baseball program and 24th overall as a college head coach, doesn’t let up. He doesn’t want his players to either. “Be the difference,” Hill says. It’s a motto that’s delivered West Coast Conference titles in three of the last four years and four NCAA post-season appearances in the last five. “I’m fired up as much now as I was when I took my first college coaching job 24 years ago,” he says from his spot in the stands of Cunningham’s. “It’s a chance to bring the mystery of little moments over life. Comprised of a collection of adversity, resilience, and a bevy of new recruits and correspondences that way,” says wife Michelle Vizurraga. “He considered the guys on the team his brothers, and would always sign off his conversations and correspondences that way.” Peace, brother. “I recognize him as a leader, a teammate, and a friend. A quiet prayer is offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Mike Sauer
In lacrosse and in life, Dave Wodynski’s indelible legacy

In celebration of the life and mourn his loss. They gathered to both celebrate his life and in the annual USD lacrosse alumni Homecoming. The late friend Dave Wodynski ‘92 offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Ryan T. Blystone
Baseball, in many ways, is like life. Comprised of a collection of little moments over the course of a nine-inning game, each pitch has the potential to be the defining moment. Even when everything seems to be going exactly as it should, victory isn’t guaranteed. That’s why Rich Hill, entering his 13th season in charge of USD’s baseball program and 24th overall as a college head coach, doesn’t let up. He doesn’t want his players to either. “Be the difference,” Hill says. It’s a motto that’s delivered West Coast Conference titles in three of the last four years and four NCAA post-season appearances in the last five. “I’m fired up as much now as I was when I took my first college coaching job 24 years ago,” he says from his spot in the stands of Cunningham’s. “It’s a chance to bring the mystery of little moments over life. Comprised of a collection of adversity, resilience, and a bevy of new recruits and correspondences that way,” says wife Michelle Vizurraga. “He considered the guys on the team his brothers, and would always sign off his conversations and correspondences that way.” Peace, brother. “I recognize him as a leader, a teammate, and a friend. A quiet prayer is offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Mike Sauer
In lacrosse and in life, Dave Wodynski’s indelible legacy

In celebration of the life and mourn his loss. They gathered to both celebrate his life and in the annual USD lacrosse alumni Homecoming. The late friend Dave Wodynski ‘92 offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Ryan T. Blystone
Baseball, in many ways, is like life. Comprised of a collection of little moments over the course of a nine-inning game, each pitch has the potential to be the defining moment. Even when everything seems to be going exactly as it should, victory isn’t guaranteed. That’s why Rich Hill, entering his 13th season in charge of USD’s baseball program and 24th overall as a college head coach, doesn’t let up. He doesn’t want his players to either. “Be the difference,” Hill says. It’s a motto that’s delivered West Coast Conference titles in three of the last four years and four NCAA post-season appearances in the last five. “I’m fired up as much now as I was when I took my first college coaching job 24 years ago,” he says from his spot in the stands of Cunningham’s. “It’s a chance to bring the mystery of little moments over life. Comprised of a collection of adversity, resilience, and a bevy of new recruits and correspondences that way,” says wife Michelle Vizurraga. “He considered the guys on the team his brothers, and would always sign off his conversations and correspondences that way.” Peace, brother. “I recognize him as a leader, a teammate, and a friend. A quiet prayer is offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Mike Sauer
In lacrosse and in life, Dave Wodynski’s indelible legacy

In celebration of the life and mourn his loss. They gathered to both celebrate his life and in the annual USD lacrosse alumni Homecoming. The late friend Dave Wodynski ‘92 offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.

By Ryan T. Blystone
Baseball, in many ways, is like life. Comprised of a collection of little moments over the course of a nine-inning game, each pitch has the potential to be the defining moment. Even when everything seems to be going exactly as it should, victory isn’t guaranteed. That’s why Rich Hill, entering his 13th season in charge of USD’s baseball program and 24th overall as a college head coach, doesn’t let up. He doesn’t want his players to either. “Be the difference,” Hill says. It’s a motto that’s delivered West Coast Conference titles in three of the last four years and four NCAA post-season appearances in the last five. “I’m fired up as much now as I was when I took my first college coaching job 24 years ago,” he says from his spot in the stands of Cunningham’s. “It’s a chance to bring the mystery of little moments over life. Comprised of a collection of adversity, resilience, and a bevy of new recruits and correspondences that way,” says wife Michelle Vizurraga. “He considered the guys on the team his brothers, and would always sign off his conversations and correspondences that way.” Peace, brother. “I recognize him as a leader, a teammate, and a friend. A quiet prayer is offered to the cerulean sky above, and while their words are not easily understandable from afar, their message is clear. Peace, brother.
by Nathan Dinsdale

Daylight is fading on a brisk November day as McKenzie “Ken” Cook 100 drives down a country road near the small mountain town of Welches, Ore. McKenzie Farms — Cook’s massive Christmas tree operation — is in the frenzied grip of the holiday harvest, but work can wait.

“I always have time to talk about Dave Cox,” Cook says, pulling to the side of the road. “Having the opportunity to know him was a blessing.”

Many would echo that sentiment. David Cox ’61 was surrounded by loved ones at his home in Fair Oaks, Calif., when he succumbed to prostate cancer on July 13. On Aug. 5, hundreds of mourners packed into the Cathedral of the Blessed Sacrament in downtown Sacramento to remember a dotting family man, exceptional statesman and dear friend.

“If politics is the art of compromise, he was the Picasso in the capital,” Gov. Arnold Schwarzenegger said.

Cox, who worked in the insurance business, opened his own agency in 1981 after moving to suburban Sacramento. In 1988, his life took a public turn when he was elected to the Sacramento Municipal Utility District board. His political career quickly snowballed. He joined the Sacramento County Board of Supervisors in 1992, the California State Assembly in 1998 and the State Senate in 2004. He rose to statewide prominence in 2000 as the Assembly Republican Leader and cemented his reputation as a tenacious legislator.

“Dave could disagree with people without being disagreeable,” says Jonathan Brown, a family friend and president of the Association of Independent California Colleges and Universities. “He had a set of core principles that he believed in deeply.”

Cox hosted bipartisan gatherings, was a convivial fixture in the Senate lounge (officially decreed “Cox’s Clubhouse” after his passing) and was known for his punctuality, fashion sense and dry wit as much as for his no-nonsense style.

“Yes, Dave Cox was gruff, cantankerous, curmudgeonly and he had high expectations,” Kevin Bassett, Cox’s longtime chief of staff, said at his memorial service. “The same Dave Cox could also be one of the most caring and thoughtful individuals that you have ever met.”

Along with his devotion to family, Cox had a deep affection for his constituents. He was respected as a fierce advocate for those he represented and was hyperattentive to their thoughts and concerns, hosting more than 700 “community cabinet” meetings throughout the region.

“Humble probably isn’t the right word,” Maggie Cox says, “but his Oklahoma roots served him well in understanding different personalities and perspectives.”

Born on Feb. 20, 1938, in Holdenville, Okla., Cox spent his formative years in Tonkawa, a tiny wheat-farming town near the Kansas border. He enrolled at Antelope Valley College and found a mentor in his football coach, Bob McCutcheon. When McCutcheon was hired at USD — offering his protégé a scholarship to join him — Cox didn’t hesitate.

In August 1957, the USD football team gathered for the start of two-a-day practices at the Marine Corps Recruit Depot. Players were told to find a roommate for the week and Cox introduced himself to Ken Cook with a firm handshake.

The pair quickly struck up a friendship. Cox found work — and living quarters — as an apprentice embalmer at the Ryan, Sullivan, Bradley and Woolman Mortuary in San Diego, and coaxed Cook into joining him. The friends roomed together at the mortuary for the next two years, swapping a lifetime of tales in the process.

“You can imagine us taking girls out for a date in the hearse,” Cook says.

On Sept. 4, those remaining friends and teammates gathered with the Cox family in the Wamen Room at Jenny Craig Pavilion for a remembrance of their own. They laughed, cried, told stories and reminisced about the “Big Blue Leader.”

They attended that day’s USD football game against Azusa Pacific where Dave Cox was honored in a halftime ceremony. “It was wonderful,” Maggie Cox recalls.

On a gusty November evening, Ken Cook has just finished describing how he and Cox golfed together every chance they got, even though Dave was a terrible golfer. Just then, there’s a loud crack, and a tree crashes down across the road.

“I guess that was Dave getting back at me,” Cook says with a laugh, surveying the splintered remnants.

“Whatever you asked of Dave, he would always give more than he took,” Cook says.

Cox wavers over the last few words. He pauses to take in a long, deep breath.

“I tell you, it brings tears to my eyes thinking about the love I had for that man,” Cook says, voice quavering. “He was one of a kind.”

[legendary]

THAT PIONEERING SPIRIT

Celebrating the life of exceptional statesman Dave Cox ’61

LOOKING BACK
A dark underground parking lot is lined with row after endless row of cars. Men and women flow in and out of the elevator, followed by their ear-bud sporting, vest-clad bodyguards.

A couple of delivery boys carrying lattes and Chinese food catch a ride just as the doors are closing.

Incoming Mayor Carlos Bustamante takes the reins in Tijuana

On the 18th floor of Tijuana’s iconic Grand Hotel — nicknamed “The Towers” by locals — the doors open. To the north, windows reveal a panoramic view of the border city. To the south, unusual October rains have yielded an emerald carpet of green grass at the Tijuana Country Club. At the end of a long gray corridor lies a solid wooden door with an intercom on the wall. Waiting to be buzzed in, it feels a bit like trying to gain an audience with an inaccessible Wizard of Oz.
Inside is a bustling office. High-heeled women maneuver adeptly around men carrying papers. The receptionist is nearly lost behind a vast desk that’s several sizes too large for her small stature. Everything is burgundy, gold and dark wood.

Welcome to the office of Carlos Bustamante: Businessman, Institutional Revolutionary Party (PRI) member, conservative and mayor-elect. With a population of nearly one and a half million people and its critical geographical location, Tijuana is not an easy city to govern. A Latin American leader in electronics and medical equipment manufacturing, the city is also a strategic crossing point for illegal drugs destined for the market to the north. Bustamante’s personal history is interwoven with that of Tijuana, one of the youngest and most important major cities in Mexico. It is a troubled city still, even as violence is on the downsloping following a period of unprecedented terror that resulted in more than 3,000 deaths and major disruption to the lives of its citizens.

But at this moment, in Bustamante’s office, these challenges feel surroundable. Cherry wood paneling runs floor-to-ceiling, adding a sense of gravitas to the room. Behind his huge desk, an impressive bookcase by a full five percentage points over his young opponent. His body language makes the absence imperceptible. He lost his hand after an accident that prevents him from moving that arm — in fact, it lies almost always at his side — the rest of his technological challenges, averse to gay marriage and a supporter of military rigor. His strategy when it comes to keeping current is to surround himself with powerful guilds such as the National Action Party (PAN). Bustamante launched a multimillion-dollar advertising campaign through electronic media and social networks in which he cast himself as the clear favorite.

"I'll be the only old one in my administration," he says, completely serious. "I said to him, ‘Just wait and see who people are imposed upon us. And my opponent ran a bold campaign, even stating, ‘I’m the new mayor.’" He leans forward. "I said to him, ‘Just wait to see who people want, and then we’ll talk.’ But it was me they wanted."

In place of his left hand, Bustamante has a prosthesis. Although he hard- ly moves that arm — in fact, it is almost always at his side — the rest of his body language makes the absence imperceptible. He lost his hand after an accident in his youth; he prefers not to discuss details publicly. The 66-year-old Bustamante — owner of hotels, shopping malls and the delivery gas business, the source of the Bustamante family fortune. But at this moment, in Bustamante’s office, these challenges feel surmountable. Cherry wood paneling runs floor-to-ceiling, adding a sense of gravitas to the room. Behind his huge desk, an impressive bookcase is laden with framed photographs of smiling children beneath a stuffed eagle with open wings that seems to scan the room from above.

When he leans back to ponder before answering a question, he is perfectly framed. Clearly, this is a man accustomed to being perceived as larger than life. He shove a sense of responsibility towards this city, he says, emphatic. “Every penny I’ve made has been invested in Tijuana, and it has paid back. “For a long time I wondered, ‘Why are we in such bad shape? How come things don’t happen?’ Finally, I moved from complaining to doing something, becoming a candidate.”

Last July, Bustamante was elected to be the 20th mayor of Tijuana, winning out over his opponent, Carlos Torres, a young politician anointed by Mexican President Felipe Calderón, leader of the National Revolutionary Party (PRI) member, conservative and mayor-elect. Torres launched a multimillion-dollar advertising campaign through electronic media and social networks in which he cast himself as the clear favorite. Bustamante went into the race trailing his opponent by 20 percentage points. He opted for old-school politics, a conservative campaign and the slogan, “Tijuana needs it.” He launched an aggressive lobbying campaign through electronic media and social networks in which he cast himself as the clear favorite.

Bustamante reminisces about being a cross-border commuter during his college years. Going through the port of entry was an experience far different from the current stress-inducing 24-lane-northbound monster that is today. He would show up at the little white shack that was the San Ysidro port of entry every morning with other students from prominent Tijuana families and wait for a sleepy guard with one eye open to let them through. “There were about 10 of us classmates from Tijuana who were in this same boat. I would take turns driving with my friend Raimundo Arnaiz, son of the general of the same name.” He thinks for a moment, then elaborates. “The general is credited with saving the not-yet-President General Lázaro Cárdenas. He had orders to execute him by firing squad, and he did not carry them through. Bustamante continued to commute through the border crossing during his college years. Going through the port of entry was an experience far different from the current stress-inducing 24-lane-northbound monster that is today. He would show up at the little white shack that was the San Ysidro port of entry every morning with other students from prominent Tijuana families and wait for a sleepy guard with one eye open to let them through. "There were about 10 of us classmates from Tijuana who were in this same boat. I would take turns driving with my friend Raimundo Arnaiz, son of the general of the same name." He thinks for a moment, then elaborates. "The general is credited with saving the not-yet-President General Lázaro Cárdenas. He had orders to execute him by firing squad, and he did not carry them through. But there are already hurdles in his path. Bustamante opposes the federal regulation that restricts U.S. dollar transactions and increased customs inspections upon entry into Mexico, which has prolonged waiting times for the southbound border crossing. He is an outspoken critic of the federal government and accused President Felipe Calderón of making an instruction. He doesn’t need to. All it takes is a flicker of an eye or a hand gesture, and the people around him do what needs to be done. Finally, it’s all about the attitude. He never repeats an instruction. He doesn’t need to. All it takes is a flicker of an eye or a hand gesture, and the people around him do what needs to be done.
There’s nothing like an old horse for the hard road.”

T he recent nationwide elections — which Bustamante’s ticket won — also saw victories by at least another dozen PRI candidates at all levels, including six governorships. It reflected a trend similar to the GOP’s recent victories in the U.S. As a member of the PRI Party since 70 years of continuity, Bustamante responds that the past 10 years of PAN administrations have been much worse for the country. He claims that it was during those years ago. Two of his children also call USD their alma mater. His daughter Carolina studied international business with an emphasis on her way to a breakfast meeting with the Political Association of Baja California, one of the many groups who helped him during his campaign. The gathering has almost taken over the Mariachi Restaurant in Zona Rio, the vast majority of the nearly 200 attendees are men, wearing dark suits and red shirts, the official color of the PRI. The few women in attendance wear dark business suits, light makeup and discreet up-dos. Bustamante is invited to address the expectant group, flanked by frantic waiters serving coffee. Then, the moderator invites the audience to ask questions. “And keep it brief” as plates of chilaquiles and machaca and eggs are distributed throughout the room. Those who speak seem to stand at attention before a superior military officer; they call him a “prestigious industrialist” and see him as an entrepreneur like themselves who has also experienced in the flesh what it is like to be a victim of threats to his family and have his life squandered oil revenues, and have moved away from the electoral office, although he had run for mayor once before. His second concern is the city’s economy, specifically public debt, taxes, what can we offer the airport people?”

Bustamante listens carefully to each speaker, concentrates on each suggestion. Sometimes it comes from one table and sometimes from another, evidence of the complex divisions that exist even in small groups when it comes to talking about how to manage this city.

Regarding the bi-national airport: “As long as they refuse to pay local taxes during his term.”

Presented with the idea of weekly town hall meetings, he makes a face: “There are people with good ideas, but there are also professional critics.” When reminded about a recent scandal surrounding the previous mayor in which he was seen holding hands with a famous actress, Bustamante makes himself the brunt of the joke, gesturing with his prosthesis. “I promise that I will not be grabbing anyone’s hand, not a single one.”

The room erupts in laughter. Even Bustamante permits himself a tiny smile.

He says this about his victory:

“Don’t just tell me. Do things yourselves.”

He says this about keeping quiet because I’m a public servant, but if it don’t say it, no one else will.

Bustamante’s voice trails off as he takes giant strides at marathon speed followed by a retinue of bodyguards, businessmen and staff. He’s on His way to a breakfast meeting with the Political Association of Baja California, one of the many groups who helped him during his campaign. The gathering has almost taken over the Mariachi Restaurant in Zona Rio, the vast majority of the nearly 200 attendees are men, wearing dark suits and red shirts, the official color of the PRI. The few women in attendance wear dark business suits, light makeup and discreet up-dos. Bustamante is invited to address the expectant group, flanked by frantic waiters serving coffee. Then, the moderator invites the audience to ask questions. “And keep it brief” as plates of chilaquiles and machaca and eggs are distributed throughout the room. Those who speak seem to stand at attention before a superior military officer; they call him a “prestigious industrialist” and see him as an entrepreneur like themselves who has also experienced in the flesh what it is like to be a victim of threats to his family and have his life squandered oil revenues, and have moved away from the electoral office, although he had run for mayor once before. His second concern is the city’s economy, specifically public debt, taxes, what can we offer the airport people?”

Bustamante listens carefully to each speaker, concentrates on each suggestion. Sometimes it comes from one table and sometimes from another, evidence of the complex divisions that exist even in small groups when it comes to talking about how to manage this city.

Regarding the bi-national airport: “As long as they refuse to pay local taxes during his term.”

Presented with the idea of weekly town hall meetings, he makes a face: “There are people with good ideas, but there are also professional critics.” When reminded about a recent scandal surrounding the previous mayor in which he was seen holding hands with a famous actress, Bustamante makes himself the brunt of the joke, gesturing with his prosthesis. “I promise that I will not be grabbing anyone’s hand, not a single one.”

The room erupts in laughter. Even Bustamante permits himself a tiny smile.

He says this about keeping quiet because I’m a public servant, but if it don’t say it, no one else will.

The recent nationwide elections — which Bustamante’s ticket won — also saw victories by at least another dozen PRI candidates at all levels, including six governorships. It reflected a trend similar to the GDP’s recent victories in the U.S. As a member of the PRI Party since 70 years of continuity, Bustamante responds that the past 10 years of PAN administrations have been much worse for the country. He claims that it was during those 70 years of continuity when large infrastructure projects and massive social services were created, efforts still enjoyed by Mexicans. “The PAN has been in power during times of abundance, in which they have squandered of revenues, and have moved away from the electorate. This was reflected in the polls. Now, we are given a new opportunity and we must not miss it.”

In his new position, Bustamante is primarily concerned about public safety, he sees a big challenge just to maintain the downward trend in violence that Tijuana has seen in the past year. That welcomed change has been attributed to close coordination between active and retired military who have been appointed to key positions in law enforcement, implementing military discipline in their agencies. But the last 12 months have been plagued by claims of torture by human rights organizations — including the U.N. and the European Union — pointing to the former Public Safety Secretary, Commander Julian Leyenda Perez, as the responsible official. Like many Tijuana natives, Bustamante prefers to see the bright side of Leyzaola and his accomplishments, and points out that it was under his watch that violence decreased.

“I am very drawn to military tradition and respect. Here in Tijuana, General Durate [who heads the troops in Tijuana] is hailed [by the people] as never before in public events, just like Secretary Leyzaola. Therefore, the challenge will be to continue this synergy in my administration.”

His second concern is the city’s economy, specifically public debt, accounts payable, reducing spending and keeping his promise not to raise taxes during his term.

“When I’m in office, the first thing I want to know is why there are 3,000 municipal-government appointees. What are so many people doing there? God only knows…”

Bustamante’s voice trails off as he takes giant strides at marathon speed followed by a retinue of bodyguards, businessmen and staff. He’s on His way to a breakfast meeting with the Political Association of Baja California, one of the many groups who helped him during his campaign. The gathering has almost taken over the Mariachi Restaurant in Zona Rio, the vast majority of the nearly 200 attendees are men, wearing dark suits and red shirts, the official color of the PRI. The few women in attendance wear dark business suits, light makeup and discreet up-dos. Bustamante is invited to address the expectant group, flanked by frantic waiters serving coffee. Then, the moderator invites the audience to ask questions. “And keep it brief” as plates of chilaquiles and machaca and eggs are distributed throughout the room. Those who speak seem to stand at attention before a superior military officer; they call him a “prestigious industrialist” and see him as an entrepreneur like themselves who has also experienced in the flesh what it is like to be a victim of threats to his family and have his life squandered oil revenues, and have moved away from the electoral office, although he had run for mayor once before. His second concern is the city’s economy, specifically public debt, taxes, what can we offer the airport people?”

Bustamante listens carefully to each speaker, concentrates on each request. As he listens, he is transformed into a master politician. He sits up straight in his chair and starts volleying information, a verbal tennis request. As he listens, he is transformed into a master politician. He sits up straight in his chair and starts volleying information, a verbal tennis
Sometimes great ideas change the world. Sometimes great people make a reverberating impact through sheer talent and determination. And sometimes all it takes is the ability to see — and seize — an opportunity when it slaps you in the face. But the ultimate difference between a successful entrepreneur and a failure is simple.

“The thing that separates winners from losers is drive,” says USD Professor Helder Sebastiao. “That’s the secret sauce, the missing ingredient, the one thing that can’t be taught. You have to have the drive and the passion to work without a paycheck because you believe that you’re building something greater.”

That greatness can come in many forms, whether it’s building a hotel conglomerate in tropical locales or health clinics in poverty-stricken regions. It’s the characteristics those intrepid souls share — whatever their business — that Sebastiao and his School of Business Administration colleagues are intent on molding.

USD’s entrepreneurs aim for the triple bottom line: People, Planet, Profit
Idea Drivers

To truly succeed, you have to have passion. You can’t be afraid of risk.

Since arriving at the University of San Diego in 2007, Sebastiao has been one of the driving forces behind elevating entrepreneurship within the business school and across campus as faculty advisor to the university-wide Entrepreneurship Club (or “E-Club”) and coordinator of the SBA’s Business Plan Competition.

The new bimonthly content (graduate students in the fall, undergraduates in the spring) has become an increasingly popular baptism by fire for those wanting to test their ideas — and their mettle.

"Putting yourself out there is the first risk you take," Swati Singh ’11 (MBA), the E-Club’s graduate president, says. "When you’re starting out, you know you’re going to get burned at some point. That’s why so many students want to be in the competition. They want to share their ideas and get feedback from people who’ve been there."

It doesn’t hurt that very tangible rewards await those who excel at the theoretical exercise. For example, Daniel Peña ’10 earned the $2,250 top prize last year (and is in the running for the $10,000 "O’Brien" competition run by Qualcomm Ventures) for Perfectfix PX, his concept for a foreign exchange trading company.

More importantly, he caught the attention of Brandon Fishman ’05 (MBA), now senior on the board of Peña’s fledgling enterprise while helping him secure venture capital.

Fishman’s own first business, NewCondosOnline.com, originated as a USD-class project with classmate (now business partner) Brent Gleeson ’05, and led to the co-founding of several other Internet companies.

Fishman is currently president of Internet Marketing Inc., an online marketing and advertising firm that regularly uses USD students as interns.

Fishman and Gleeson have also served as Business Plan Competition judges and as guest speakers imparting their entrepreneurial knowledge to students.

"You cannot afford to be afraid of risk," Fishman says. "If you’re looking for a stable job and stable income and normal hours, it’s definitely not for you.

But it takes more than determination and a Starbucks intravenous drip to be successful. You have to find at least some pleasure in the pain, a point that was driven home for E-Club undergraduate president Meredith Korja ’11 after listening to Kyle Mihloch ’00 (CEO and founder of Fj Yogurt) speak at a campus “Knowledge Transfer” event.

After graduation, Korja figured she would return to her native Santa Barbara and help run Caring Hearts of the Central Coast, the in-home elderly care business she co-founded with her father. But after contemplating Mihloch’s message about the need to truly love what you do, she decided to follow her passion: Cookies.

Ever since childhood, Korja has loved making and baking tasty sweets (earning herself the nickname of “Cookies” in high school). Now she’s in the process of establishing Campus Cookies, a company delivering homemade-to-order baked goods to voracious college students.

"I think you have to have passion," Korja says. "There are so many pitfalls and struggles you’re going to go through, if you’re not 100 percent passionate about what you’re doing, then there’s no way you’re going to be able to follow through.

Even then, the only absolute guarantee for an entrepreneur is that there are no guarantees. The ability to understand — and embrace — the fact that you will fail (repetitiously) is yet another charm to navigate for the reward of being your own boss.

"The entrepreneur model is that you fall, you get up, you fall and you get up," says Scott Kunkel, a USD business professor for 18 years before retiring in August 2010.

"Each time you fall, you get up stronger and more determined than ever to be successful. That’s the mark of an entrepreneur.

Sebastiao has been instrumental in fostering that entrepreneurial spirit, in part by helping current USD students connect with alumni like Fishman through the Business Plan Competition, the E-Club and traditional networking. Sometimes it really is about who you know. But there’s also no substitute for good old-fashioned elbow grease.

"Honestly, I think people tend to overstate ideas," he says. "I have students who walk in and tell me I’m going to steal that idea. What they don’t realize is that there probably 100,000 people around that world who have the same idea. The difference is having the ability to implement it into a viable enterprise.

Along the way, Breitling starred in a reality show (“The Casino”), wrote a book (Double or Nothing) and is now an executive at Wynn Resorts and owner of the Breitling Ventures investment firm.

Not too shabby, considering Breitling earned his communications degree with the intention of being a sportscaster. But his USD experience, particularly the friendship he forged with classmate Lorenzo Fertitta ’91 (who recently made Forbes list of America’s wealthiest billionaires), who introduced Breitling and Fosse, altered that career path ever so slightly.

"Everybody has that moment or that person that helps define their lives," Breitling says. "USD was a big part of that for me.

In turn, Breitling has become a prominent supporter of USD’s entrepreneurial endeavors by endowing a scholarship, giving guest lectures and serving as a judge in the Business Plan Competition.

"The one thing that stands out every time I go back to USD is the desire of the students to change the world around them," Breitling says. "And you can change the world in many different ways. A great idea doesn’t have to be the next Google. A great idea could be helping people in remote parts of the world have access to food or technology. I think USD represents that mindset extremely well.

"The University of San Diego has indeed established itself at the educational forefront of the Triple Bottom Line (People, Planet, Profit) concept of fusing a for profit mentality with nonprofit sensibilities."

"I don’t think they need to be mutually exclusive," Sebastiao says. "Think it’s actually an injustice to separate the two, and USD is an ideal place for this kind of entrepreneur activity because of the mission of the university and the type of students we attract."

In fact, that’s precisely what drew Swati Singh to Alcalá Park.

"I felt like USD could help me mould those two worlds together," Singh says. "They surround their whole curriculum around the ideas of social responsibility and sustainable enterprise. Those concepts are important to me, and they’re reinforced by every element of my education at USD!

Entrepreneurs share some universal traits — drive, determination, courage — but what sets USD apart, in the estimation of School of Business Dean David Pyke, is the university’s emphasis on infusing conscience into the entrepreneurial spirit. Whether a person finds their passion in cookies or building schools in Nigeria is really beside the point.

"We all want to make the world a better place, whether that’s by being an investment banker or starting a non-profit enterprise," Pyke says. "What matters is that whatever our students choose to do, they do it with excellence, compassion and integrity." — Nate Dinsdale
Karuna — which is a Sanskrit word that means “compassion” — has been an evolution. It started from the wide-eyed idealism of a college student who wanted to change the world and give others the kind of volunteering experience she’d had with kids with cancer in Poland. It’s evolved into an educational program that can instill that worldview, that drive to help others, into more kids, while enabling some to actually receive scholarships to volunteer abroad.

USD’s program helped her realize that what Karuna needed was a restructuring. It’s still the only nonprofit to offer scholarships for volunteering abroad, but she’s remade the venture into an organization that has a greater reach.

“I would like us to be a go-to for any kind of global volunteering,” she says. The nonprofit’s website, karunaintl.org, is aimed at helping would-be volunteers get up to speed on what they need to know and where they might find opportunities.

But it’s the flagship “My First Passport” program that promotes Martin’s original goal: giving those who can’t afford to pay thousands of dollars in program fees the chance to still take that volunteer trip. The eight-week program introduces the students to the rest of the world in a way their schoolwork doesn’t. At first, Martin says, “They can’t even list the seven continents. We teach things I wouldn’t expect people my age to know, but to not know the seven continents, to me is unacceptable.” She blames “global apathy” among teens. “It’s all about them. They’re so engrossed in their own lives. Why would they even think about what’s going on with teenagers in Brazil?”

Karuna gives these students global awareness while also helping them realize that while they’ve grown up hearing they’re underprivileged, they’ve actually got it good. From each class, a few receive a scholarship for a two-week service-learning trip. Karuna pays all their expenses, right down to passport fees, a suitcase, a camera and a journal in which to record all their experiences. For those that actually earn the scholarships — so far a handful of kids from San Diego have

The kids get excited about helping others. That’s the light bulb that goes on.
Our students really want to tackle things head-on. They don’t want to wait.

Front Liners

A t about the same time that grad student Kathryn Whitlow was brainstorming with cohorts about making a difference through USD's new Center for Peace and Commerce, local social entrepreneur Steven Wright was digging discarded tires out of the mud of the Tijuana River Estuary. Those tires would be converted into steel-belted bricks for an innovative housing solution in the impoverished settlements of Tijuana. Along the way, Wright and a collection of USD students — Whitlow included — would become vanguards in the environmental and humanitarian crisis just south of USD’s campus.

This collaboration between USD and Wright’s 4Walls International is just one of the initiatives in the works at the burgeoning Center for Peace and Commerce (CPC).

The year-old center is a unique partnership between the School of Business Administration and the Joan B. Kroc School of Peace Studies, bringing students, faculty and entrepreneurs from both disciplines together to inspire business innovation that supports people, planet, profit and peace.

“T he whole idea is: How can we become a hub for new ideas in terms of enterprise that brings social and environmental awareness along with peace and profit?” asks Patricia Marquez, associate professor in the School of Business and faculty director of the Center for Peace and Commerce.

The center mines the strengths of the two schools to pioneer solutions for age-old troubles around the world.

“In situations of protracted conflict, when they are fortunate enough to bring it to a stage of accord, if nothing else is done, within five to 10 years, about 50 percent of those situations fall back into conflict,” says William Headley, dean of the Joan B. Kroc School of Peace Studies.

“What makes the difference is if economic well-being steps into the place of the conflict.”

To help forge that economic well-being and peaceful stability, the Center for Peace and Commerce takes on a three-pronged mission of teaching, research and enterprise development. Classes such as Peace through Commerce raise the issues. Flagship programs such as the annual Summit on Peace and Prosperity through Trade and Commerce offer solutions. And student community outreach, such as the developing partnership with 4Walls International, tests both in the field.

4Walls, just over a year old itself, repurposes tires, bottles and aluminum cans to help build shelters that can harvest water and energy, produce food, treat waste, and heat and cool naturally,without the need of a water table or central utilities. Ultimately, the organization is teaching those living in poverty empowering solutions for food, water and shelter.

USD students learned about 4Walls at the 2010 summit and quickly mobilized to join the effort. With a range of talents from both schools, students are working on a business plan, fundraising, community surveys — faculty for teaching and research, student leaders for engagement, and outreach, and business and nonprofit professionals for programming and partnerships — it’s hard to beat the boundaries-ensuing immersion of budding student social entrepreneurs.

“Whatever I do in business, I will always keep social responsibility in mind,” she says. “After all, if your brand is not good to the environment, who will want it?”

This partnership of good business and social conscience is at the heart of the Center for Peace and Commerce. No longer do students have to decide between making a living and making the world a better place.

“Social movements now are viewed less as a sort of strange fringe and more as an integral part of society that is actively shaping the demand for sustainable goods, the demand for goods that are produced without sweatshop labor, or are produced in environmentally sensitive ways,” says Topher McDougal, faculty member at the School of Peace Studies and liaison to the CPC. “People are keeping that in mind when they go shopping for their daily needs.”

A key component for the social movements and initiatives to come from the Center for Peace and Commerce is that they will be conceived and launched by students. “We want students to be the owners of these efforts, as opposed to professors and others,” says Marquez. “We are creating the possibility for those individuals who are young leaders and have a lot of creativity to harness all of that potential and transform it into something real. Part of the learning process is developing their capabilities as future leaders or entrepreneurs.”

The CPC recently received $45,000 to fund the new Students for Social Innovation initiative, which provides a venue for undergraduate and graduate students to generate their own sustainable social venture or to contribute to an existing organization — all supported by faculty mentors. Under the initiative, students will prepare proposals and business plans with feedback from professors, a select number of projects each year will be awarded funding and launched. Students will then reflect on their projects in CPC blogs and discussion seminars so that others can learn from their experiences.

While the CPC is guided by a wealth of ambitious, expert committees — faculty for teaching and research, student leaders for engagement and outreach, and business and nonprofit professionals for programming and partnerships — it’s hard to beat the boundaries-ensuing enthusiasm of budding student social entrepreneurs.

“These students really want to tackle things head-on and they don’t want to wait,” says Nadia Auch, assistant director of the Center for Peace and Commerce. “They are creative, inspired, smart and courageous, and they are ready to jump in today, tomorrow, and create solutions. Our challenge is to keep up with their desire to do something new.”

Steven Wright agrees. “The warmth and the reception at USD have been awesome,” he says. “The students are very excited about becoming involved. It can be so easy to make a difference, whether you give a canvasser five or 10 bucks, or you sweat and you carry buckets of dirt and you pound tires with sledgehammers. It feels good to do something positive in the world.” — Trista J. Ratcliffe
In this budding green revolution, we need to cultivate a connection with nature.
“I loved it,” McRae says. “When I graduated and moved out to D.C., I had a hard time. I was trying to stay as connected as I could, and he understood my frustrations.” She told Buttle she wanted to help and their discussion about the council soon turned into weekly planning meetings. They talked about creating webinars and hosting social events and set up a Facebook group to start reaching out to other alumni for help and ideas.

“We've really tried to stress how can we involve other alumni,” McRae says. “We don't want this to be just a Sydney and Rhett project.”

Last August, they held focus groups in San Diego with students and other alumni to get feedback and they recruited about 30 other people to form a working group. They also held their first event — a cheese and wine happy hour at another young alum's city home.

They both feel they've received a lot of support from the university during the planning stages — a factor they believe will be key to the council's success. The plan for this spring is to present their efforts to the alumni board for approval.

“One of the things we really wanted to do is to make sure we are hearing from a diverse group of young alumni so that the end result serves its intended purpose — making sure young alumni know that they are and will continue to be an integral part of the Torero family,” Buttle says.

For more, search for “USD Young Alumni Council” on Facebook.

At the UNIVERSITY OF SAN DIEGO, we want to give students a WAY.

Kim Norcia is spending her junior year studying abroad. Her USD experience is possible because of her Presidential Scholarship. “I hoped for scholarships and was even prepared to take on loans, but when I got the acceptance letter from admissions and saw the financial aid package, I started to cry,” says Norcia. “I realized that not only do I get to go to my dream school, but I can enjoy it and experience everything. I can’t wait to graduate, get a job and start giving back so someone else can have the same opportunity.”

Give hope. Give an opportunity. Give a WAY.
\textbf{DO THE RIGHT THING}

Going above and beyond is just the way Sam Attisha rolls

by Ryan T. Blystone

W\textit{orking for the common good is a familiar enough concept. But Sam Attisha wants to figure out how we can do better when it comes to doing good. When the vice president for business development and external affairs at San Diego’s Cox Communications was told to put together a TV show highlighting local work to better the community, he jumped at the chance. “Working for a company that’s focused on giving back is wonderful,” says Attisha ’89 (BBA). “I’ve always had that focus in my life. It’s something I learned early on from my parents.”

The show, “Cox Conserves Environmental Heroes,” debuted in Seattle, but when the parent company wanted to expand its reach in 2009, Attisha took it a step further: “We wanted to take it to another level, San Diego style,” he recalls. “It was a team effort,” Attisha says of the win, with characteristics modesty. “There’s a host of people who contributed to it. It was a great feeling to be honored for a program that recognizes people who do amazing things in our community but don’t really get a whole lot of recognition.”

But getting attention for doing the right thing isn’t what Attisha is after. It’s simply the way he was raised. His parents, who emigrated from the Middle East to El Cajon, in 1970, made it their mission to be invested in their community. “My parents were always focused on helping others. They were good stewards when we were growing up, fostering a positive environment for our family. Church was a central focus. Going to USD was important because of its emphasis on community service, thus giving a student more than just an academic education.”

Attisha, who was Associated Students President his senior year at USD, credits the late Judy Rauner, who founded and directed USD’s Center for Community Service-Learning, for furthering his interest in community service. “I was fortunate to know her. She was a wonderful person who was very much committed — at USD and in San Diego, but also on a global basis — to how individuals and companies can make a difference.”

He certainly practices what he preaches. Attisha serves on the board of several area organizations and points with pride to the efforts of more than 1,000 Cox employees, who donate a portion of their paychecks to the Cox Kids Foundation — money that’s matched 100 percent by the company. Proceeds from the foundation benefit local education and technology needs for San Diego children through grants and scholarships.

“I think companies that do well are those who bring employees into the discussion, get ideas and can engage their employees, because the environment today is all about change,” he said. “It’s all about being able to move quickly and being able to execute. The more you’re able to communicate and provide employees a sense of direction, the quicker they’ll buy in and get you where you need to go.”
1960s

1964

ANN GANTZ KELLER (JD) was appointed to a three-year term as chairwoman of the former Agents of the FBI Foundation, which provides financial grants, scholarships and awards in support of the extended FBI family and the law enforcement community.

1965

ALICE MILLER (BA) moved from her daughter in Spring, Texas. Alcy works 33 hours a week as a home health aide. She enjoys being a grandmother of the being sold at a store in Old Town San Diego, Texas.

1960

1970

1980

ROBERT BROWER (BA, MEA '74) retired after 37 years in California higher education, mostly in community colleges. He now resides in the beach, he says, “Life is good.”

1985

1990

ROBERT GALLARDO (M) retired after 34 years as a social worker and principal, vice principal and currently, Robert. He is a part-time instructor of English at the San Diego Community College, a full-time language at San Diego University where he is working on a book. He says, “The family is nearby and I am now at home with three children and am proud to announce the arrival of their fourth son, Kristofer D. Brower,” she says.

1995

1990

SCOTT STANFORD (BA) received his PhD in English from Claremont Graduate University in May 2015. Scott and his wife, Wrenna, were married Nov. 6, 2009 in Fort Collins, Colo. they say.

1997

ELIZABETH (COKINIS, PhD '97) teaches nursing at the University of Hawaii School of Nursing in Kapiolani. She volunteered in Haiti sever- al times in 2010.

2000

2001

Raymond J. Cobain (BA) was stationed in Washington D.C. and is starting a one-year fellowship at Rand Corp.

2005

KRISTIN (QUARTUCCIO) MCCLINTON (BA) was married on June 26, 2010. They met at the College of San Mateo. On Aug. 2, 2010, they welcomed their first child, Aubrey Ann.

2007

JESSICA CHAVEZ (BA) was married in New Mexico on May 23, 2010, in Burbank, and her husband, Brian, was a commercial 7 pounds, 3 ounces, at birth. Tricia welcomed their first daughter, Kaylee, on March 9, 2010, in San Diego.

2008

2008

MICHELLE (CARR, BA '04) was married on June 29, 2010, in New York City. She and her husband, Jonathan, were granted to announce the birth of their son, Jonathan, on July 5, 2010, in Providence, R.I. Jonathan weighed 7 pounds, 5 ounces, at birth.

2011

2011

KIMBERLY (HITCHINGS) WONG (BA) was married in March 2010, in San Diego. Ten, were married in 2002 and they welcomed a daughter, Sophia, in 2005. “I commented that I attended a Teach for America in San Jose after college and she said ‘That’s exactly the special education in the same dis- tinctly,” Eby says. “Eric just completed his special education.

1990

1990

1880

1880

ROBERT GALLARDO (M) retired after 34 years as a social worker and principal, vice principal and currently, Robert. He is a part-time instructor of English at the San Diego Community College, a full-time language at San Diego University where he is working on a book. He says, “The family is nearby and I am now at home with three children and am proud to announce the arrival of their fourth son, Kristofer D. Brower,” she says.

1995

ELIZABETH (COKINIS, PhD '97) teaches nursing at the University of Hawaii School of Nursing in Kapiolani. She volunteered in Haiti sever- al times in 2010.

2000

JOEY (EASTMAN) KLOCKARE (BA '00) was married to his wife, Sarah (Wolf) '99 and '05, were married in Arcadia, Calif. They have two children, a daughter, and a son, who is 2 years old.

2005

STEVEN (BRYCE) KNOX (BA) was married to his wife, Sarah, on May 19, 2010. “All are healthy and happy in Point Loma,” Gerry reports.

2007

UNITED STATES MAGAZINE Spring 2011
Andrew Botros (JD) is an associate attorney practicing family law with the Law Office of James Scott in San Diego.

Nicole Mazza (BA) reports, “I’ve always had a true passion to touch, so after graduating from USD, I went back to school, Cal State Fullerton, to get my master’s degree in reading education.” She graduated from Fullerton in 2009 and became an instructional assistant at community college in Orange County and San Diego. Recently, she got a job as an instructional assistant at community college in Orange County and San Diego.

Charles Billinger (JD) is general counsel with American Ground Transportation, where he is helping manage and to develop the largest transportation company in Southern California. “By expanding our taxi fleet (24/7 Taxi Service) and our shuttle services, I believe we are at the cusp of achieving the goal,” he says. “Given the difficult times that currently engulf the legal market, I feel truly blessed to work in such a fantastic and exciting setting.”