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USD MAGAZINE

UNIVERSITY OF SAN DIEGO / SPRING 2011

IS THE TASK FACING CARLOS BUSTAMANTE.

C H A L L E N G E S

F O R G I N G A P A T H T H R O U G H N U M E R O U S



LETTERS TO THE EDITOR

[give and take]



Great Minds

I am writing to tell you that I truly like and enjoy receiving *USD Magazine*; the stories about our alums 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 get 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 alums.

— Patricia Marquez
Associate Professor, School of Business

As it happens, we had already been planning a profile of Carlos Bustamante '69 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 block prints? 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



More Reader Love

I have worked in project management/print 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) Vinje '81



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 actuality, 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
Ferguson

Write us ...

Letters may be edited for length and clarity and must include a daytime phone number. Write: Editor, USD Magazine, 5998 Alcalá Park, San Diego, CA 92110. E-mail: letters@sandiego.edu.

USD MAGAZINE

UNIVERSITY OF SAN DIEGO

[president]
Mary E. Lyons, PhD

[vice president of university relations]
Timothy L. O'Malley, PhD

[assistant vice president of public affairs]
Pamela Gray Payton
pgray@sandiego.edu

[editor/senior director]
Julene Snyder
julene@sandiego.edu

[senior art director]
Barbara Ferguson
barbaraf@sandiego.edu

[writers]
Ryan T. Blystone
Nathan Dinsdale
Mariana Martínez Esténs
Blanca Gonzalez
Liz Harman
Kelly Knufken
Justin McLachlan
Trisha J. Ratledge
Mike Sauer

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University of San Diego
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San Diego, CA 92110

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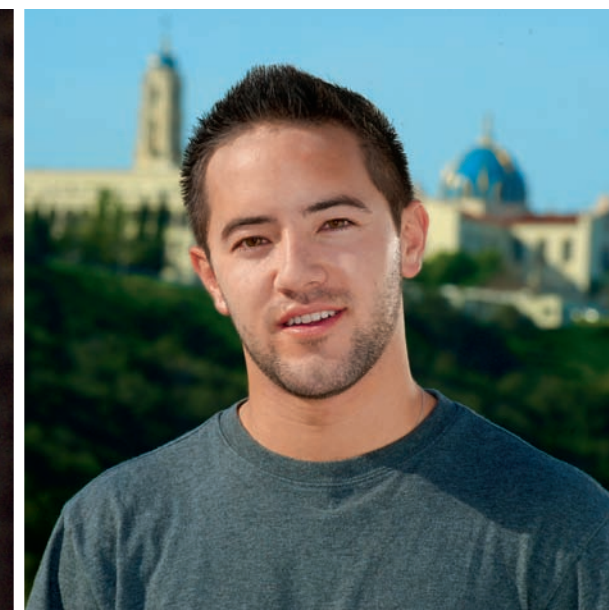
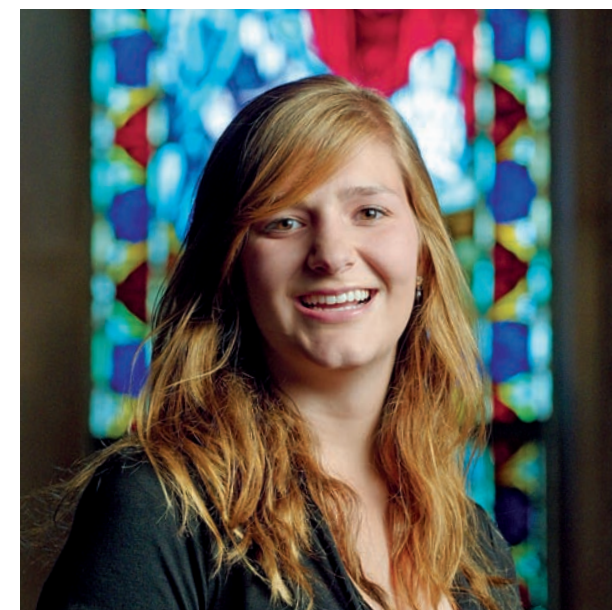
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GIVE a WAY

USD MAGAZINE

UNIVERSITY OF SAN DIEGO / SPRING 2011

ON THE COVER

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 revolving economy."

DEPARTMENTS

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.

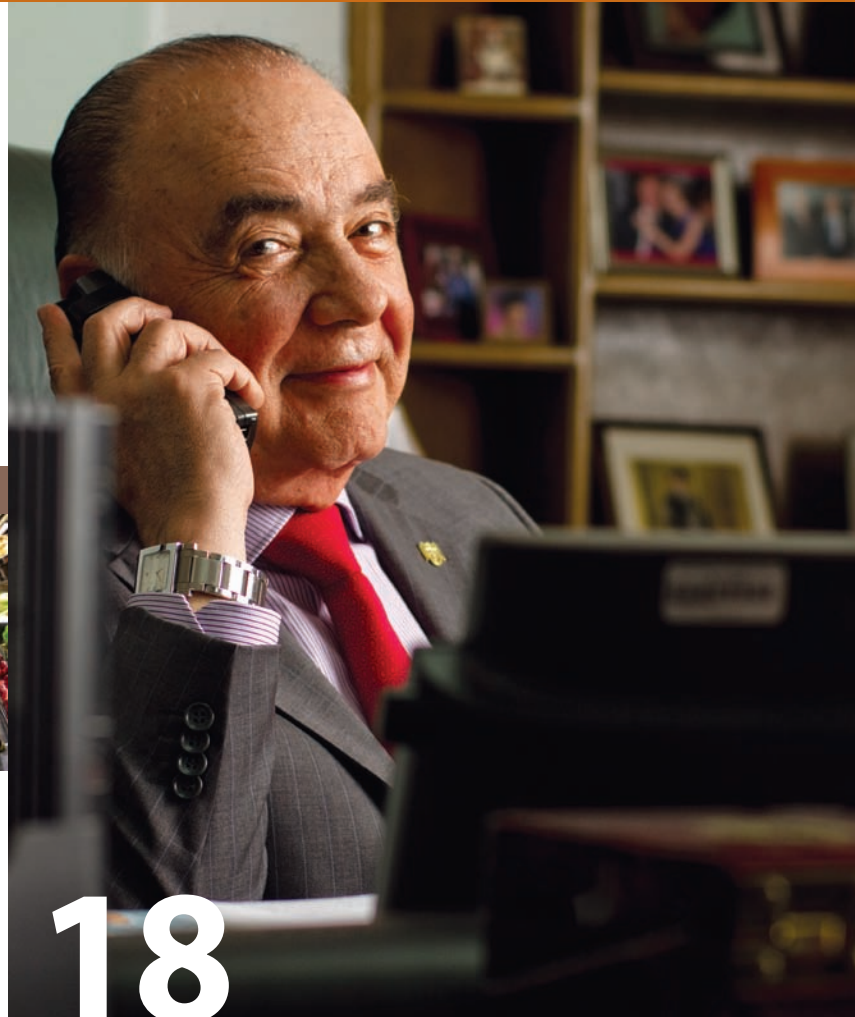
12 / *Mission in Action*

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

ON THE COVER:

Photo by Luis Garcia

UNDERTAKING THE BUSINESS OF POLITICS.



CHANGE IS INEVITABLE.

TORERO ATHLETICS

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.



FEATURES

24 / 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.



LOOKING BACK

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.

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.

40 / *2011 Alumni Honorees*

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





TIM MANTOANI

[intrepid]

FACTORY MAN

SBA Dean Pyke is all business

by Nathan Dinsdale

Some people enjoy visiting museums or monuments while on vacation. Others relish 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 occasionally tour a paper-making factory or a Spalding plant churning out baseballs 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 diorama 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, however, 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" episode — 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 intricacies — of a bustling factory is illustrative of the intrepid spirit that led him to USD in the first place.

"I love being in an environment where people are constantly asking hard questions and trying to

solve hard problems," he says.

"There should be a culture in an academic environment that welcomes 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 actually exciting times to be in a university environment," he says. "It's intellectually challenging, you're constantly thinking, looking for solutions and then communicating what you're learning."

Pyke credits his parents for helping 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 veritable Norman Rockwell painting — complete with sandlot baseball and a paper route — in suburban Maryland. He played basketball, majored in sociology at Haverford College and taught middle school math (while netting an MBA from Drexel University) before earning his PhD in operations management from the University of Pennsylvania's prestigious Wharton School.

In 1987, Pyke joined the faculty at Dartmouth College's Amos Tuck School of Business Administration and became an established professor, 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 Corporation, DHL and Home Depot.

After being offered the dean position at USD, Pyke was faced with the difficult prospect of leaving 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.

In other words, the man who's spent a lifetime watching things be built now has the opportunity to help build something himself.

"It's definitely invigorating," Pyke says. "When you have a high level of energy to go along with great minds and fascinating ideas, it's exciting to be able to help nurture that." 

[prime time]

IMMIGRATION CONVERSATION The University of San Diego's Shiley Theatre was the setting for a live, two-hour television special last fall about immigration and immigration reform. MSNBC's "The Last Word" — hosted by Lawrence O'Donnell and Voto Latino Executive Director Maria Teresa Kumar — featured guest panelists such as actress Rosario Dawson, United Farm Workers co-founder Dolores Huerta, retired Immigration and Naturalization Service agent Mike Cutler and David Shirk, USD associate professor of political science and director of the university's Trans-Border Institute (pictured, second from right).

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 illegal immigrants living and thriving in this country. 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.



FRED GREAVES

[lift up]

OF MASS AND MASCULINITY

For male prayer groups, there's strength in numbers



by Mike Sauer

It starts like most guy gatherings do. There are head bobs and high-fives followed by a heaping helping of familiar salutations like “What’s up man?” or “Hey dude, how’s it goin’?”

If you didn’t know any better, you’d think you were in any men’s locker room or sports bar in Everytown, USA ... and that’s exactly the way USD’s Director of University Ministry Michael Lovette-Colyer wants it.

At least, at first.

“It can be really difficult for men to engage each other in

venues outside of athletics and ask questions that are really going to connect them with their authentic selves,” he explains. “It’s what we’re taught from an early age in American culture; young men are connected by sports, and not much else.”

In this specific instance, the assembled group isn’t analyzing Kobe Bryant’s jump shot or Peyton Manning’s late-game heroics. This meeting is about establishing connections through a heightened sense of spirituality — both with themselves and

each other. Once considered a foundational component of the student experience at USD, men’s prayer groups have waned in popularity over the last few decades.

According to Lovette-Colyer, the biggest challenge is creating an environment where men can feel comfortable with vulnerability. In order to facilitate that process — and to keep a captive audience — he’s taken core messaging men receive at an early age and served it up with a slice of humor.

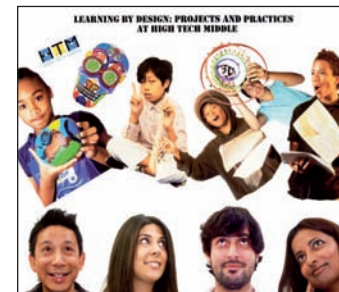
It can be difficult for men to connect with one another on a spiritual level in America. USD’s Director of University Ministry, Michael Lovette-Colyer, aims to break down those barriers.

“At the start of our meetings, we do a parody of those ‘Man Law’ beer commercials from a few years back, you know, a bunch of manly guys sitting around a table and putting together a list of rules that all men should govern themselves by,” he says, referencing Miller Lite beer’s comedic commercial campaign which celebrated all things masculine. One example of the group’s light-hearted legislation includes establishing whether or not guys should sit next to each other at a movie theater, or keep a seat open between them: “depends on the size of the crowd,” Lovette-Colyer offers, laughing.

Creating a sense of jocularity goes a long way in breaking down some of the barriers that prevent members of the group from sharing their opinions on sensitive topics such as spirituality and self-awareness. Ultimately, Lovette-Colyer is trying to connect attendees to the importance of community, and how their discussions as a group can benefit them as individuals.

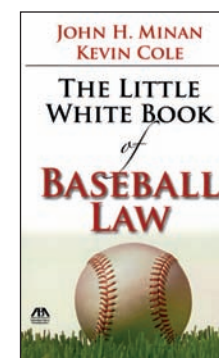
“Coming to these prayer meetings means, at some level, guys are willing to analyze some of those foundational messages they received at an early age and question their validity,” he says. “However, the benefits gained from listening to other men who are asking themselves the same questions can be huge as they move forward in their lives.”

[PUBLICATIONS]



Sparkling Ideas

School of Leadership and Education Sciences Assistant Professor Heather Lattimer is also a visiting faculty member at High Tech High’s Graduate School of Education. In her introduction to *Learning by Design: Projects and Practices at High Tech Middle*, she describes the volume as designed to “spark ideas, generate questions and encourage creativity.” Made up of articles penned by HTH teachers and school leaders, the book is by turns personal, moving, funny, informative and inspiring.



Legally Speaking

Baseball has gifted us not just with summer fun, salty snacks and occasionally alarming renditions of the “Star Spangled Banner,” it has also presented a number of legal issues over the past 150 years. USD School of Law Dean Kevin Cole has partnered up with law professor John Minan to present *The Little White Book of*

Baseball Law, an informative, fun 18 chapters that “touch on nearly every major area of the law.” Those who have spent nights staring at the ceiling pondering the answers to questions such as, “who is the legal owner of Barry Bonds’ record-setting home run ball?” need look no further.



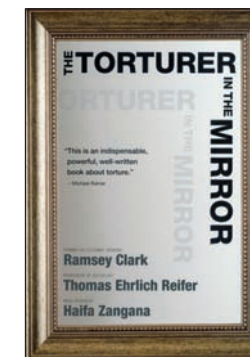
A Coherent Balance

Penned by USD Warren Distinguished Professor of Law Roy L. Brooks, *Racial Justice in the Age of Obama* explores current civil rights questions and theories, offering insights and remedies for American race issues. “Brooks captures all the nuances of the causes and effects of racial disparities in the United States. The book is neither too broad nor too narrow, and strikes a sensible, coherent balance that fills a void in race-related texts,” says Robin Barnes of the University of Connecticut School of Law.



Best Summer Ever

Former chair of USD’s Department of Fine Arts Marjorie Hart’s memoir, *Summer at Tiffany*, has just been released in paperback. Reviews of the book, which documents Hart’s summer job in 1945 at the iconic jewelry store, have been stellar. “Remarkably, this winsome memoir was written 60 years after that giddy summer spent pinching pennies and dreaming of diamonds,” says *Booklist*. “The 82-year-old author’s memories have been polished smooth over the course of six decades,” enthused *Kirkus Reviews*.



Truth to Power

How does torture in the military reflect on America itself? This slim volume, titled *The Torturer in the Mirror*, is made up of a chapter each by former Attorney General Ramsey Clark, Iraqi dissident Haifa Zangana and USD Sociology Professor Thomas Ehrlich Reifer. The book explores torture’s effect on its victims and the consequences for those perpetrating it. Reifer’s section doesn’t pull any punches: “It remains to be seen,” he says of the Obama administration, “whether we will have a Department of Justice or an Obstruction of Justice Department.”

GIFTS AT WORK

A gift of more than \$3 million from the estate of Frances G. Harpst has been made to the university, naming the Center for Catholic Thought and Culture in honor of her extraordinary generosity and also enhancing student scholarship opportunities at USD. During her life, Mrs. Harpst had already funded the Monsignor Portman Chair in Roman Catholic Theology and supported several other significant university projects, including construction of the Monsignor I.B. Eagan Plaza and supplementing the Choral Scholars Endowment Fund.

The University of San Diego received a National Science Foundation award for \$1 million for its role in the Climate Change Education Partnership. Michel Boudrias, associate professor of Marine Science and Environmental Studies, is the lead scientist on the grant. Boudrias says the grant will “develop a regional climate change communication program that promotes education, awareness, innovation and action.” The CCEP includes other San Diego scientists and policy experts from USD’s Energy Policy Initiatives Center.

Verizon Communication Inc.’s President and Chief Operating Officer Lowell McAdam and his wife, Susan, made a gift of \$100,000 to the School of Business Administration last fall. The Lowell and Susan McAdam SBA Alumni Lifelong Learning Program aims to give alumni the opportunity to network and interact with distinguished USD business faculty around the country. “We’re excited that Lowell and Susan have chosen to make this generous gift to USD to provide high-quality business education opportunities to our alumni,” said SBA Dean David Pyke. “This is just one more way a USD business degree will continue to pay dividends in the years following graduation.”

[distinction]

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 collegiate buck.

High-profile publications like *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 collegeprowler.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, studentsreview.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 amenities and heighten their overall college experience," he explains.

Alcalá Park's breathtaking beauty and idyllic location have long been the foundation of the university's appeal to prospective students, but new additions since the beginning of the millennium demonstrate USD's commitment to upgrading and expanding campus facilities.

The Joan B. Kroc Institute for Peace & Justice has helped the university become a leader of educational institutions seeking to provide peacebuilding solutions to conflicts around the world. Mother Rosalie Hill Hall houses the School of Leadership and Education Sciences, which has earned national recognition for its leadership and nonprofit academic programs. The Donald P. Shiley Center for Science and Technology provides state-of-the-art research and teaching facilities for the departments of biology, chemistry, physics and marine science and environmental studies.

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 Toreros with what they need, when they need it.

"From a 30,000-foot level, we're looking at developing a distinguished student experience," he says. "To provide that means delivering more than 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. "I think 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?"



[in memoriam]

LIFE WELL LIVED

Beloved educator Sister Helen Lorch

by Blanca Gonzalez

Sister Helen Lorch accomplished much in her 100 years of life, including being a wife, mother and community volunteer, but she is best remembered by University of San Diego alumni as a 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 1950s. She was also involved in establishing the Legion of Mary volunteer group at St. Agnes Parish.

After the death of her husband, Alvin, in 1962, she joined the Religious of the Sacred Heart order of nuns. She had become familiar with the nuns 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 educator and director of women's residence halls.

After retiring, she moved to Oakwood, the Sacred Heart retirement center in Atherton, Calif. in 2002.

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

Former student and colleague John Trifiletti '78 first met Sister

Lorch when he was a freshman at USD. She was teaching a history class and alluded to her grandchildren during the course of her first lecture, he recalls. Trifiletti was surprised to learn she had been a wife and mother before she became a nun.

"She was a woman who really lived a full life. She was a very prominent San Diegan before she became a nun. She was very proud of Dr. Lorch and her children. She also had great respect for the religious and admired Sacred Heart."

Trifiletti, former USD director of alumni relations, says that "legions of USD alumni" were part of her extended family. "She was engaged in every aspect of campus life practically from the time she stepped on campus. She really understood kids."

Sister Lorch regularly led student retreats in Julian and she had an apartment in the residence halls, where her door was always open to students.

"She was our supporter and our friend," says USD School of Law Center for Public Interest Law Director Julie Fellmeth '83, "She was an inspiration to us. We felt free to go to her and confide in her. She loved us and we loved her."

In 1991, Sister Lorch was the first recipient of the Mother Rosalie Clifton Hill award, which is presented annually to a distinguished USD alumnus. Sister Lorch received bachelor's and master's degrees from the University of San Diego (in 1958 and 1968, respectively).

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

[artful]

A LIVING LABORATORY

Gallery and studio room dedicated to print sets the university apart



by Trisha J. Ratledge

Just 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 Family Galleries and the Hoehn Print Study Room, art students have invaluable access to original print works as they don the mantle of curators, artists and marketers.

"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.

Just having a gallery and study room on campus dedicated to prints sets USD apart in the regional art world. While nearby museums hold print exhibitions — the J. Paul Getty Museum, the San Diego Museum of Art, the Los Angeles County Museum of Art — none have permanent space dedicated to prints. Sancho Lobis says that in San Diego, the Hoehn Print Study Room is the only publicly accessible print room available.

Exhibitions in the Hoehn Family Galleries feature prints from USD's permanent collection or prints on loan from other institutions in exhibitions curated by USD or by an outside institution. The current exhibition, "Dreams

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."

Faculty also encourage 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, "Miserere," 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 Willa 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 conjoining 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.

"What we offer here with our print collection, the print study room and the galleries is very special," Sancho Lobis says. "We are providing exposure and opportunities that are normally limited to Ivy League campuses. It's pretty remarkable."

Art Credit: Utagawa Yoshikazu (1748–ca. 1780). Foreigners Entertained at Gankirō at Miyosaki in Yokohama (Yokohama Miyosaki rō Gankirō ijin yūkyō no zu). Woodblock print, 1861. Published by Maruya Jinpachi. Ōban triptych. The San Diego Museum of Art, 1985.10.

[borderless]

COMPASSION, CARE, COMMUNITY

USD Medical Brigade brings health and hope to those in need

by Mike Sauer

Above all else, James Walston remembers their faces: smiling, innocent and inquisitive, in spite of the harsh realities of life in a third-world orphanage.

There, amid the throng of disadvantaged Honduran children, Walston 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 Walston 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," Walston says. "The 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 Torero Shane Smith, Walston

established the USD Medical Brigades, a chapter of the world's largest student-led organization dedicated to improving the life of under-resourced communities around the globe. Last January, Walston, Smith and a group of 27 students, three doctors and one nurse returned to Honduras to work collaboratively with locally-based nonprofit group Sociedad Amigos de los Niños on establishing five medical clinics serving the rural communities surrounding the capital city of Tegucigalpa.

The logistics involved with the trip were daunting. Walston, Smith and their brigade cohorts were charged with fundraising for medications and supplies, as well as the recruitment of the medical professionals who would join them on their journey. Factor in cultural and language barriers, and you could come to the conclusion that the well-intentioned duo had bitten off more than they could chew.

And that's where you'd be wrong.

"In this economic climate, it's a real challenge to get the financial support you need for nonprofit work, but the majority of the people we're helping in Honduras are single mothers and children, and that resonates with so many people," Smith says. "It's part of the university's mission to help those who need it, and that's what the brigade is all about."

In addition to their work in Honduras, Walston and Smith have long-term aspirations of 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," Walston says. "I'm really excited and hopeful about where this group can go, and what we can accomplish."



PHOTO OF DR. CHRIS GUALTIERI '83 IN THE HONDURAS BY CHRISTIANNA WOLF

[common good]

MISSION IN ACTION

Community Service-Learning staff inspire by doing



by Ryan T. Blystone

To most, it would just be a quick freeway jaunt to grab a bite. But for Chris Nayve and John Loggins, the 10-minute drive from the USD campus to Las Cuatro Milpas for lunch seems much longer, what with all the mouth-watering anticipation.

"You have to get here early or the line's really long," says Nayve, an experienced foodie who recommends the Barrio Logan spot for authentic Mexican food. The queue isn't

snaking too badly today; just 20 people stand between the pair and their meal. Soon enough Nayve and Loggins are digging into plates of crispy rolled chicken tacos slathered in sour cream, cheese and lettuce, homemade beans and rice, fresh tortillas and carnitas. Between bites, Nayve explains that the thriving family restaurant has been open since 1935 and is frequented by businessmen, police officers, locals and city officials; all are there for a "little taste of heaven."

It's no surprise that Nayve and Loggins are eager to support a local family business. Being immersed within a community is where they feel most at home. Along with colleague Brenna Hughes, the three USD alumni always keep community in mind, not just when they're working for the Center for Community Service-Learning (CSL) and the Center for Awareness, Service and Action (CASA).

CSL celebrates its 25th anniversary this year, and it remains

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.

a testament to founding director Judy Rauner's desire for the university and its students to build strong relationships with its Linda Vista neighbors. Rauner, who died in 2009, was driven by collaborative community projects, and employed students and staff members who preserved this vision, passion and purpose. Elaine Elliott, director from 2002 to June 2010, along with Nayve, Loggins, Hughes and thousands of students, have extended USD's community outreach to San Diego County, internationally in Tijuana, and, most recently, an immersion program in New Orleans.

"I've never seen something so strong, so well developed as the CSL program at USD," say Jorge Riquelme, executive director of Linda Vista's Bayside Community Center. "The people in the center truly want to make an impact in the community. I think it's one of the university's greatest treasures."

Approximately 850 students, in an average of 45 classes, participate in course-based community projects through CSL each semester, Nayve says. Each semester, CASA has more than 1,000 students working on projects involving hands-on leadership opportunities in often life-changing service projects.

"I like doing community service, but I really like the fact that their community service focuses on social justice and deep reflection. It isn't, 'OK, I'm going to do this for a day and then I'm

done,'" says Ilana Sabban, a CASA marketing/social issues graduate student assistant.

The three leaders — Nayve became CSL director in July, Loggins is associate director and CASA advisor, and Hughes is assistant director — are completely dedicated to taking service to the "next level."

"We have a lot of love for all of the community partners we work with and we always want to approach the work that way," Loggins says.

Nayve, equipped with three USD degrees, is in his 15th year as a USD community service staff member. After earning his history degree in 1998, he joined the CSL staff, juggling his work duties while obtaining a law degree in 2006 and his MBA in 2007.

Not surprisingly, Hughes, the youngest, looks up to Nayve. "He's such a giver, such a mentor in the truest sense of the word," she says. "He treats you as an equal which makes you feel important and valued. It's genuine."

After graduating from USD in 1995 with a degree in international relations, Loggins went into the Peace Corps and was assigned to Kingston, Jamaica for two years, working primarily as a counselor in a correctional facility for at-risk youth. He joined CSL in 2002 and now works closely with students to develop their leadership skills and passion for service.

He returns to Jamaica twice a year with a USD summer study abroad program and for an Intersession student immersion trip to bring supplies, love and support to the town's youth and community. "It's a real personal connection," he says. "To be able to go back to Jamaica with resources and with people who also want to build ties is fantastic. The community is like my second home, a second family."

Nayve feels Loggins' strongest attributes are stubbornness, loyalty and optimism.


"He's doggedly persistent making sure we're on top of things that we should be connected to; he appreciates relationships and stays connected to people, issues, students and community partners because he's truly concerned. Staying optimistic is very important, and John's able to see the deep good in the world."

Hughes earned a history degree in 2005 and, like Loggins, is currently in the School of Leadership and Education Sciences leadership degree program. When she obtains her master's, it will certify what others already know: Nayve raves about Hughes' efforts in CSL projects when she was an undergraduate student, saying she "exemplifies the best of what we can do."

Hughes returned in 2007 when CSL secured a grant for the Youth to College education program; it was like being back with family. "I'm entering my fourth year here professionally, but I always say that I was raised by CSL." Hughes was a freshman tutor in the America Reads program at Chesterton Elementary, which led to work on a juvenile hall project, a stint on the Social Issues Committee and more.

"I had incredible experiences that defined what type of life I wanted to live on my own, but also what I was looking for in a work environment."

Students and faculty rave about the trio's cohesiveness — a "very horizontal" leadership model, CASA Direct Service Graduate Assistant Kim Heinle says — and how they foster students' desire to do good.

"It's refreshing," says Rhea Webb, a student leadership director and junior double major in sociology and accounting, about CASA's office, which is laden with colorful murals. "When I'm done with class and my brain is full, I love coming here and getting to work." 

[etc.]

South African visual artist, writer, dramatist and filmmaker William Kentridge will speak at Shiley Theatre on April 6, 2011; his work tends to inspire students interested in art, political science and social justice. Winner of the 2010 Kyoto Prize in Arts and Philosophy, Kentridge creates animated films called "drawings in motion," that reflect the history and social circumstances of his country while retaining a universal quality. The annual Kyoto Prize honors individuals who have made lifelong contributions toward the betterment of human society. The lecture is free and open to the public, but attendees must register in advance at www.kyotoprize.org.

Alumni scholarship endowments — including the Alumni Endowed Scholarship, Therese Whitcomb '53 Scholarship, Kyle O'Connell Memorial Scholarship and Daniel L. Burkett III Memorial Scholarship — recently reached \$715,000, enough to support 10 USD students each year. To assist in reaching the goal of \$775,000 by June 2011, go to www.sandiego.edu/giving.

The annual USD Sports Banquet takes place May 12 in the Jenny Craig Pavilion. A reception begins at 5:30 p.m., followed by dinner and festivities at 7 p.m. For more information, including purchasing tickets, please call (619) 260-5917.

In an increasingly competitive global job market, the parents of today's middle, high school and college students are understandably concerned about the job opportunities that await their children once they receive their diploma. Committed to imparting the critical academic,

personal and professional skills the next generation will need to succeed, USD's Institute for Sales and Business Development, in conjunction with the Office of Continuing Education, will host their popular "How to Raise a Trailblazer" program on Feb. 28, 2011. From education about the rapidly expanding world of social media to the benefits of teenagers learning critical business development skills, the program provides parents with the resources they need to help their children. To learn more, go to www.sandiego.edu/success/trailblazer.php or call (619) 260-5976.

Two great traditions are being merged into one this fall; Homecoming Weekend and Family Weekend will both take place Sept. 30-Oct. 2. Join alumni, parents, students, faculty, staff, families and friends at events including a picnic/tailgate party, concert and pep rally, football game (USD Toreros vs Davidson College) and much more. For specifics, go to www.sandiego.edu/homecoming or www.sandiego.edu/parents.

Jim Harbaugh, who was head coach of the USD football program from 2004 to 2006, was named head coach of the NFL's San Francisco 49ers on Jan. 7. His record at USD was 29-6, including consecutive 11-1 records in his final two seasons.

The 2011 USD Wine Classic will be held on July 24; all proceeds benefit the Alumni Endowed Scholarship Fund. The event will feature more than 25 USD-affiliated wineries, with wines poured by owners and winemakers. The popular event will include wine tasting, gourmet paired hors d'oeuvres, entertainment and a silent auction. To learn more, go to www.usdwineclassic.com or call (619) 260-4819.

[shine on]

PEACE, BROTHER

In lacrosse and in life, Dave Wodynski's indelible legacy



by Mike Sauer

It's Homecoming Weekend 2010, and members of the USD Men's Lacrosse alumni squad are arriving at Manchester Field in a steady stream, shouting greetings, exchanging hearty hugs and handshakes, and ribbing each other mercilessly on topics ranging from widening waistlines to suspect sartorial choices. They don't have names so much as they have call signs — Troll, Shark, Sugar and Vegas for example — and you can't help but notice how genuine

the sense of affection is between this reunited band of brothers.

Yet, amid the laughter and regaling of days gone by, there is also a shared burden of loss, as one of their own, Dave Wodynski '92, tragically passed away last July at the age of 40 due to complications associated with an enlarged heart.

In celebration of the life and memory of their beloved teammate, the assembled participants in the annual USD lacrosse alumni game don Wodynski's No. 29

jersey, and ascribe a simple, yet poignant phrase on the back of their helmets that encapsulated his philosophy on life.

Peace, brother.

"He considered the guys on the team his brothers, and would always sign off his conversations and correspondences that way," remembers teammate and close friend Mark Romero '93. "That really symbolized Dave, he was just really peaceful and committed to the idea of building a better world."

It is indeed a fitting tribute to a

The USD Men's Lacrosse alumni squad paid tribute to their late friend Dave Wodynski '92 during last fall's Homecoming. They gathered to both celebrate his life and mourn his loss.

towering personality — literally and figuratively. Standing 6'5", Wodynski was a study in contrasts; an intense and imposing on-field presence, yet a serene and compassionate individual off of it. On a few select occasions, his lacrosse opponents would be privy to both — much to their chagrin.

"I remember one time, we were playing a local club team that had this loud-mouthed forward, man the guy would not stop talking!" laughs Matt Smith '90, Wodynski's former USD lacrosse teammate



and coach. "Dave came across the crease right when this guy received the ball and just declassified him, one of the better hits I can remember. Dave helped him back to his feet and patted him on the shoulder, but needless to say, the guy didn't do any more talking once he got his wind back."

Eventually, Wodynski's hard-nosed style and leadership-by-example approach would earn him the team's captaincy, as well as the respect of each and every Torero who picked up a lacrosse stick in the early 1990s.

Not too shabby for a guy who didn't even play the game until he arrived at Alcala Park in 1988.

"Lacrosse was not on Dave's radar at all during high school," notes older brother John. "He never played until he came to USD, so it was pretty amazing to see how quickly he picked it up. I think Dave was really intrigued and motivated by learning something new."

In lacrosse, and in life, Wodynski never shied away from a challenge — be it checking an opposing team's best offensive player, or building homes as a member of the Peace Corps for the indigent citizenry of Sidi Thabet, a sand-swept community in the North African country of Tunisia.

"You had to love that about Dave, he was always so focused on getting the most out of any type of situation he was involved in," says Smith. "The guy just really lived life to its fullest, and it's no surprise to anyone that he went into the Peace Corps after school considering who

he was as a person."

His two-year Peace Corps tenure opened Wodynski's eyes to the daunting obstacles developing nations such as Tunisia face on the road to modernization ... 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 Erik Swain '92. "He definitely had a much more global perspective, and I think it really lit a flame in him."

The flame would become a fire; one that would illuminate Wodynski's path to the hallowed halls of Harvard's Kennedy School of Management, where he earned a master's in public administration. An Ivy League graduate business degree carries a lot of weight in the white-collar world of Wall Street, but earning big bucks and working banker's hours just didn't jibe with Wodynski's M.O. What did was a position as manager of the City Hall Budget and Performance Management Bureau for the city of Long Beach, Calif. It was a job that allowed Wodynski to do what he loved; create and execute policy designed for the common good.

"He was so principled that I think he really made a positive impact on the people he worked with," says wife Michelle Vizurraga. "At the funeral, the mayor of Long Beach said that he never had met someone in a professional capacity who made him want to be better in all facets of his life — until he met Dave."

Prior to game time, the gathered tribe of USD lacrosse alumni form a circle on bended knee, hand-in-hand and heads bowed low. In the silence their thoughts wander where they may, savoring memories of 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.

Peace, brother. ☮

[focus]

DISTINCTLY DIFFERENT

Baseball determined to shine in 2011

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 year 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 Stadium. He keeps glancing over to watch his players go through defensive drills during November's NCAA-approved fall ball season, months before USD's season-opening game at home against Vanderbilt.

Learning the "Torero way" under Hill's direction isn't limited to the field. On this day, players and coaches are split into two groups. The winning team from the previous day's scrimmage has first pick of two Saturday morning community service activities. The choices? To be volunteers for a Juvenile Diabetes Research Foundation charity walk at Balboa Park or to arrive at Cunningham Stadium bright and early to prepare the field and work with 130 enthusiastic children for a free baseball clinic.

"It's a chance to bring the mission of the university into the fold," Hill says of the community service component. "They learn a lot in these environments. It's

really good for our guys."

It's especially important for the 2011 Toreros to understand. After losing a WCC-record 10 players and four potential recruits to June's MLB draft, Hill and his staff had work to do. The coach calls this team his "most eclectic." The roster has a handful of fifth-year seniors, some juniors and sophomores and a bevy of new recruits that *Collegiate Baseball* and *Baseball America* rank as the second and fourth best class in the country, respectively.

Newcomers include community college transfers Julian Duran and Corey LeVier and freshmen Dylan Covey, Tyler Painton, Kris Bryant and Michael Wagner.

Covey's journey to USD is noteworthy. The Milwaukee Brewers' first-round pick in June was ready to sign, but a required physical exam revealed that the right-handed pitcher was a Type 1 diabetic. The news, at first, was devastating. The family said there was no prior family history of diabetes. The Brewers said they'd work with Covey, but it didn't take long to realize that Plan B was more like Plan A.

"It was never thought of as a backup plan," Covey says about choosing USD. "It was a relief. My family and I felt USD was a better choice. The medical people have been on board with everything and they've made it an easier transition for me."

Hill says Covey's support system will continue to be important. "USD is a much better environment for him than if he was in the minor leagues. Dylan's got a lot of people who can give him the personal attention he needs as a pitcher, to develop as a young man and help him manage his diabetes and help him thrive." ☮

[legendary]

THAT PIONEERING SPIRIT

Celebrating the life of exceptional statesman Dave Cox '61

by Nathan Dinsdale

Daylight is fading on a brisk November day as McKenzie "Ken" Cook '60 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 a 13-year battle with 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 with his wife, Maggie, and three daughters from San Diego 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 Supervi-

sors in 1992, the California State Assembly in 1998 and the State Senate in 2004. He first 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 — and commitment — to his constituents. He was respected as a fierce advocate for those he represented and was hyper-attentive 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, spawning a lifetime of tales in the process: "You can imagine us taking girls out for a date in the hearse," Cook says, laughing.

Cox played football and baseball at USD, though he was better at the latter than the former. "Dave was not a good football player," Cook groans. Cox earned the teasing nickname "Big Blue Leader" for the practice jersey he

wore as quarterback of the scout team. "That name stuck with him forever," Cook chuckles.

"USD was very special to him," Maggie Cox says. "That was his entrance into everything. It opened all kinds of doors for him. The friendships he formed were life-lasting."

On Sept. 4, those remaining friends and teammates gathered with the Cox family in the Warren 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.

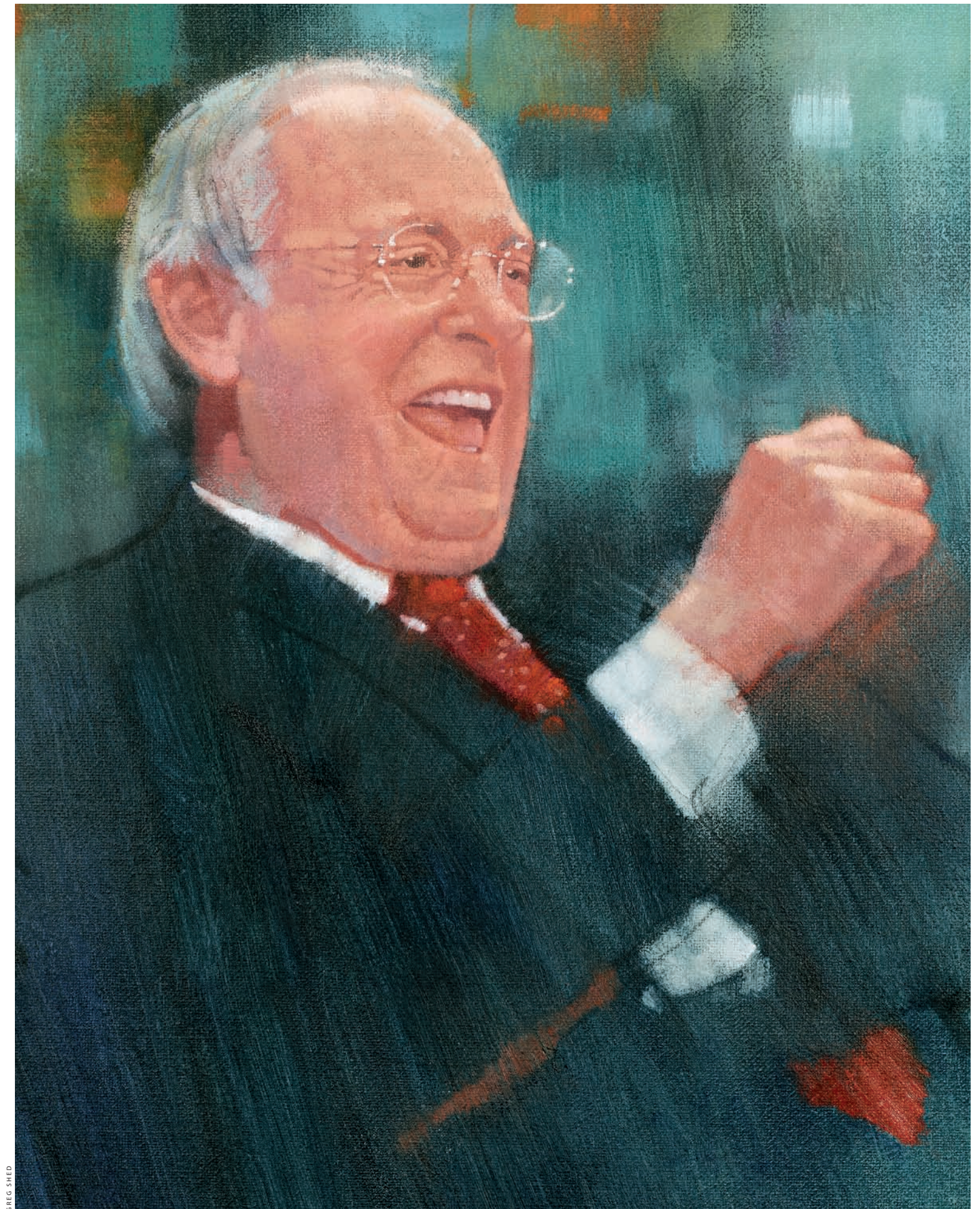
On a gusty November evening, Ken Cook has just finished describing how he and Cox golfed together every chance they got, even though Dave was a terrible golfer. Just then, there's a loud crack, and a tree crashes down across the road.

"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.

Cook 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 quivering. "He was one of a kind."



GREG SHED



Political. *Capital*

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.

BY MARIANA MARTÍNEZ ESTÉNS

Photography by **LUIS GARCIA**

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 downswing 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 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. "I have 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 Action Party (PAN). 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 component to win over powerful guilds such as teachers, taxi drivers and entrepreneurs. After a fierce contest, he closed the gap and won by a full five percentage points over his young opponent.

"I still have not figured out how I won," he says with an honest laugh. "I think it was a combination of factors. In Tijuana, we do not like it when 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 prosthetic. Although he hardly moves that arm — in fact, it lies 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 aircraft maintenance service company Matrix Aeronautica — admits to being technologically challenged, averse to gay marriage and a supporter of military rigor. His strategy when it comes to keeping current is to surround himself with people whose skills complement his shortcomings.

"I'll be the only old one in my administration," he says, completely serious.

When dealing with work, he does not interrupt, raise his voice or lecture. He does give precise orders in short sentences. He never repeats

an instruction. He doesn't need to. All it takes is the flicker of an eye or a hand gesture, and the people around him do what needs to be done.

Frankly, it's all about the attitude.

The third of four children, Bustamante was born in National City on Feb. 8, 1945. He spent his childhood across the border in the family home in Tijuana's Colonia Cacho, an old neighborhood where properties could span whole blocks and houses had no fences or bolted doors. His father, Alfonso Bustamante, began working as a teenager at the legendary Agua Caliente Casino, frequented by many Hollywood stars during the Prohibition. After his marriage to Emma Anchondo, Alfonso worked as an associate at Pacific Bank, where he acquired financial skills that he shared with their children. He invested his savings in a home-delivery gas business, the source of the Bustamante family fortune.

Bustamante and his siblings were given a strict Catholic education at the Colegio La Paz; the boys also received military instruction at the Army Navy Academy in Carlsbad. During their upbringing, work and family honor were values stressed ad infinitum. One of his most enduring childhood memories is being 11 years old, terrified of not knowing English, and facing a totally foreign environment alone. "I like to think that the reason why I was shipped out to boarding school was unrelated to my behavior," he says with dry understatement.

At the Army Navy Academy, he learned to speak English, get up at dawn, drink strong coffee and stand for hours without showing signs of fatigue.

Bustamante returned to finish high school in Tijuana's all-male Instituto Cuauhtlatohuac before enrolling at the University of San Diego and majoring in business administration. He earned his degree in 1969.

"In my day, USD was segregated into two different universities," he recalls. "To the left was the school for women and to the right was the school for men. We were not allowed to mingle. Those were very strict runs and anyone who dared to cross the gardens ended up being sorry." He pauses, remembering. "I did not experience all the fun that students enjoy now that it's coed."

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 it 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 is well used to navigating between the two cities; he remains deeply connected to San Diego. In his new role as mayor, he sees political integration as a main component of his agenda. His campaign talking points stressed finding common ground with the neighboring city and taking a regional approach to urban issues.

"San Diego Mayor Jerry Sanders is my good friend," Bustamante says. "Just two weeks ago, we went together to Washington D.C., because we want Tijuana and San Diego to be seen as one region with a revolving economy."

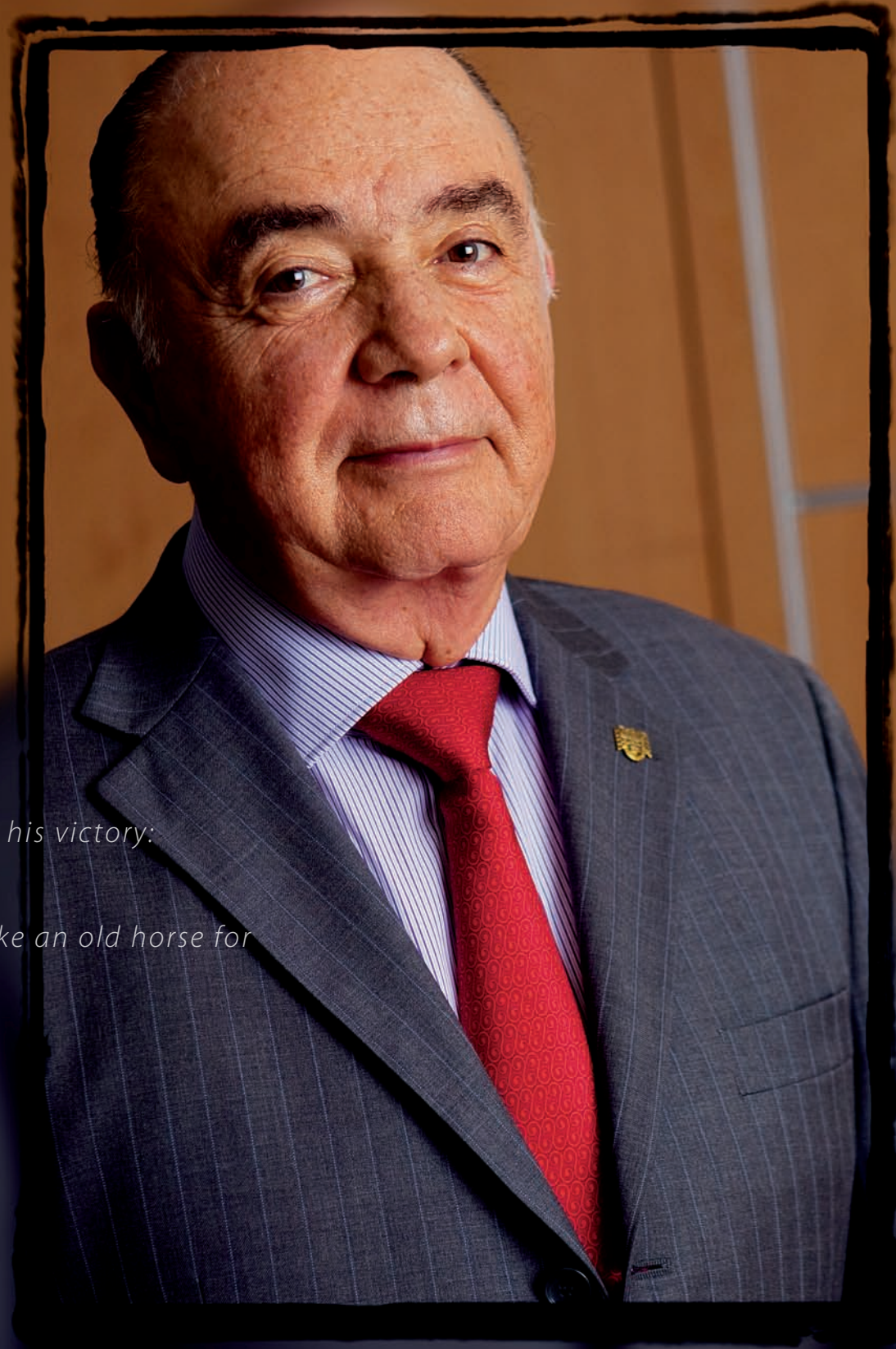
But there are already hurdles in his path. Bustamante opposes the federal regulation that restricts U.S.-dollar transactions and increased customs inspections upon entry into Mexico, which has prolonged waiting times for the southbound border crossing. He is an outspoken critic of the federal government and accused President Felipe Calderón of making



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.



He says this about his victory:

*"There's nothing like an old horse for
the hard road."*

decisions without consulting the affected border-dwelling stakeholders.

"I'm told to keep quiet because I'm a public servant, but if I don't say it, no one else will."

In 1972, Bustamante married Carolina Aubanel — the granddaughter of Gustavo Aubanel, second mayor of Tijuana — with whom he had four children: Carlos, Arturo, Carolina and Emma Luisa. They divorced a few years ago. Two of his children also call USD their alma mater.

Carlos, the eldest — whom Bustamante describes as his opposite — never felt comfortable in the Army Navy Academy that he attended prior to earning a BBA from USD in 1990.

"Carlos spent a summer in the military and did not like it. His personality is different from mine. He is a true politician, because he inherited it from Grandfather Aubanel. Mark my words," he says proudly. "He'll be governor of Baja California."

His daughter Carolina studied international business with an emphasis in business administration at USD, and will soon start public service as Tijuana's director of Integral Family Development, a position traditionally held by the mayor's wife.

His youngest daughter, Emma Luisa, holds a degree in communications from the Tecnológico de Monterrey; the baby of the family, Arturo, is a communications major at the Jesuit Universidad Iberoamericana.

While Bustamante has been deeply concerned with protecting his family for the last 15 years, he still regrets that as mayor-elect, he needs to have an entourage of bodyguards and armored cars at his service.

"I'm self-conscious about the horde of people that follows me around, but I have to pay attention to the people who know about security. I'm no coward, but I'm not going to be foolishly rebellious and endanger those I love."

Bustamante says that when they were teenagers, his children asked him not to assign them bodyguards in an effort to try to fit in better in their schools and have a "normal" life. He didn't give in, and for that, he is grateful.

"Around that time there was a kidnapping attempt against Carlos. Having bodyguards is what saved him. You adapt and seek to improve the security issues that affect us all so much."

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 GOP's recent victories in the U.S. As a member of the PRI Party since 1965, Bustamante is known as one of the most proficient entrepreneurs and administrators of the country, and his skills and reputation have served him well in positions such as presidential campaign manager for former President Ernesto Zedillo. This victory marks his first time in an elective office, although he had run for mayor once before.

To those who say that 70 years of PRI government ruined Mexico, 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 oil 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 Leyzaola 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 Duarte [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 companies impacted by organized crime.

A man takes the microphone and talks about the revitalization of the downtown area, of compelling the wealthy owners to invest in their storefronts. Another man speaks of no-bid construction, of a business center, of reclaiming public spaces. Strategies are also discussed to monitor public accounts and to ensure state resources. Applause echoes after 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.

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 pro, fast and accurate.


Regarding the bi-national airport: "As long as they refuse to pay local taxes, what can we offer the airport people?"

He is asked to allocate money to a campaign to raise pride about Tijuana: "Don't just tell me. Do things yourselves."

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. Then, he turns back to the matter at hand. It's time to get back to work. 

THE WORLD IS OUR BUSINESS

USD's entrepreneurs aim for the triple bottom line: People, Planet, Profit

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.



ILLUSTRATIONS BY CHIKA SASAKI

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 now biannual contest (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 \$100,000 “QPrize” competition run by Qualcomm Ventures) for Perfectna FX, his concept for a foreign exchange trading company.

More importantly, he caught the attention of Brandon Fishman ’05 (MS), who now serves 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 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 Kronja ’11 after listening to Kyle Miholich ’07 (CEO and founder of Fiji Yogurt) speak at a campus “Knowledge Transfer” event.

After graduation, Kronja 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 Miholich’s message about the need to truly love what you do, she decided to follow her passion: Cookies.

Ever since childhood, Kronja 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,” Kronja 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, 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 (repeatedly) is yet another chasm 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 overrate ideas,” he says. “I have students who won’t tell me anything because they’re afraid I’m going to steal that idea. What they don’t realize is that there are 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.”

Tom Breitling ’91 knows a thing or two about that. In fact, he knows about 215 million things about it. That’s the estimated amount (in dollars) that Breitling and business partner Tim Poster profited from the sale of one company they built (Travelscape.com) and one they revitalized (The Golden Nugget hotel-casino properties). 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 youngest billionaires), who introduced Breitling and Poster, 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. “I 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 meld 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

Picture Michelle Martin at age 9 on her little pink flowered bicycle, weighted down with newspapers for her three newspaper routes. Picture a loss of balance that felled her and the bike and the papers, and the tiny Martin unable to even get the bike up again without someone coming by to help her.

Now picture her at age 22, starting a nonprofit with little idea how to run it. Karuna International languished, with a good idea — sending disadvantaged kids on volunteering trips abroad — but little in the way of the kind of acumen that would help it thrive.

But now, everything's different. Why? Because of what she learned a few years later in USD's Nonprofit Leadership and Management Program.

"I can tell you honestly that it was invaluable," says Martin, who admits she didn't even know how to do a budget before taking the master's program, which she completed in 2007. "I would not be able to do what I'm doing now if it wasn't for the program."

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 world view, 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 course 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 even 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 engulfed 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 attain the scholarships — so far a handful of kids from San Diego have gone to Brazil or Costa Rica — the lessons truly change them.

"They come back, and they're like, 'I'm *fine*. I have electricity. I have running water. I have a roof over my head. I can go to school and use the Internet.'" The kids get excited about helping others. "And that's what we want," Martin says. "That's the light bulb that goes on." To complete the project, students who receive scholarships also put on a presentation in their community, raising money, planning an event and reinvesting those funds into a social change project that each of them choose for their own community.

Another program, Compassion in Action, sees Martin building on the

relationships she's made on her many solo travels and on those with Karuna students. During a break between semesters at USD, Martin took a trip to Africa, consulting for a third-party program that worked for the Ghana government, and offering up suggestions for ways that a group of women rice farmers might increase their revenue.

"Luckily I had just taken some really relevant courses in my program," she says, and realized she could "legitimately" help these much older, more experienced women. That help continues, as Karuna's Compassionate Action provides technology, grant money and other resources. For example, the hard-working women might need a truck to drive the palm oil they harvest to the market — rather than carrying 50-pound barrels on their backs — so they can sell more.

"To them it seems like an insurmountable obstacle, but I can come back and have a cocktail party and raise \$3,000." Still, running a nonprofit in tight economic times isn't generally that easy.

"Even now, we're struggling. It's a shoestring operation. It's just me. I still don't earn an income. I still have to have another job (in public relations). It's been very challenging, but it's something I'm so committed to and dedicated to; I know that we're going to get past this rough patch."

One of the things that picks her up when she's feeling discouraged is the story of Priscilla. When the class began, Martin remembers, the girl would sit in the back of the class with a sweatshirt over her head. At the end of eight weeks, well, she was actually much the same. While many of the students were clamoring for the chance to go on the service trip — the selection is based on the students' projects, tests and essays — Priscilla hadn't come around enough for some of the decision-makers.

"By the end of the course, you have half the kids who are saying, 'I want to go to Africa and save the orphans,' which is amazing. But then you have the kids that are just like, 'Whatever.' And to me, those are the ones that really need the experience. The light bulb hasn't gone off for them yet." Martin convinced the others that Priscilla should go. A few weeks after her return, Martin started hearing from those close to her.

"They were like, 'What happened to her? She turns off the lights. She eats all her food. She recycles. She's getting straight A's,'" Martin remembers. "She had the most humble change. She became a very strong leader. To this day, it makes me really emotional. She'll always call me saying, 'Thank you so much, you changed my life. I see things so differently now.'"

And she backed it up with a donation. She's in college now, but while she was still in high school and working at McDonalds, Priscilla told Martin she wanted to make a \$5 donation to the scholarship fund so that other students could experience what she did.

"You know what, that means more than a \$1,000 donation, right there. Sometimes when I feel discouraged by the economy or by how difficult fundraising is, just that one experience makes it all worth it for me," Martin says.

The goal is to nurture Karuna into an organization designed to bring international volunteering experiences to a great many more teens and young adults. "I can guarantee that anybody who goes on a trip like this is going to come back with that perspective change, and to do it at 15 or 16 is so important, because that's when they're deciding what they're going to do with their lives — not necessarily what their career will be, but what their role in the world is. They can go on and continue to just worry about their iPods or their tennis shoes or who's wearing what, or they can have that perspective shift at 16 and realize there's a whole big world out there, and they can do something about it."

Even if it's just a \$5 donation. — *Kelly Knufken*

Life Changers

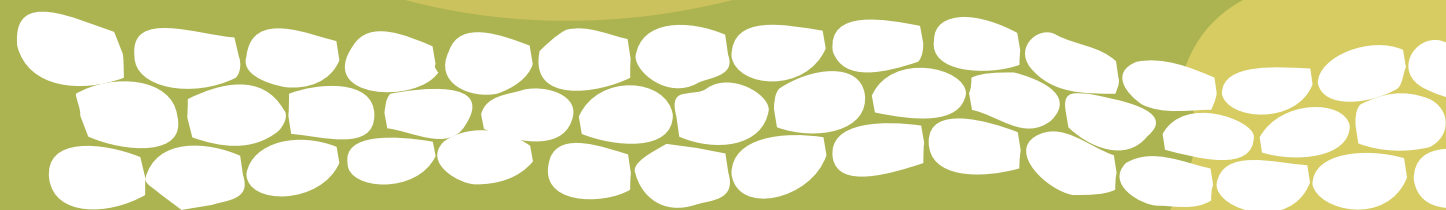
The kids get excited about helping others.
That's the light bulb that goes on.



Front Liners



Our students really want to tackle things head-on.
They don't want to wait.



At 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 muck of the Tijuana River Estuary. Those tires would be converted into steel-belted bricks for an inventive 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.

"The 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 profits?" 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 and construction. It's a project that was easy to adopt, says Whitlow, a master's student in peace and justice studies who spent the summer on thesis research in India.

"The model of building homes out of large-scale trash spoke to me because I had spent so much time witnessing the slums in India," she says. "It would be easily applicable to other areas of the world."

With expanding international experiences such as Whitlow's, USD students bring essential firsthand perspectives to the CPC. Laura Hetzel, an IMBA student, spent six years in China working on sustainability issues with Ogilvy Public Relations and Ogilvy Earth. She chose USD for graduate school because of its academic reputation in the areas of corporate social responsibility and sustainability.

"Living in China, I saw on a daily basis what happens when economic

development overtakes environmental protection," says Hetzel, the inaugural student intern with the CPC. "Businesses have to become part of the solution."

Students themselves are transforming organizations with the help of USD faculty. Marquez, for example, is developing a course for 2012 in which students will analyze a network of schools on location in Ghana to offer improvements to the model.

As part of a CPC Business and Society course, undergraduate Mariana Luis Palmieri created a socially responsible campaign for Toms Shoes, and then offered the ideas to the company. While the campaign did not progress, Luis Palmieri's sense of commitment did.

"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 boundless 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 now."

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." — *Trisha J. Ratledge*

These days, life for environmental advocate and aspiring online entrepreneur Wyatt Taubman '10 is, in a word, hectic. After all, how many people are personally invited by Patagonia co-founder Yvon Chouinard to ride perfect waves off the coast of his private ranch retreat in Southern California's ultra-exclusive Hollister Ranch — and then threatened with a trademark infringement lawsuit by a multi-billion dollar corporation?

You certainly could forgive the 24-year-old Kilauea, Kauai native for feeling more than a little dismayed by such disparate experiences, but the same boundless energy that Taubman has channeled into building his sustainable-living website ThinkGreenLiveClean.com is what buoys him when things get ... well, you know.

"It can be a little hectic, but I'm really just trying to connect people from across the globe who are interested in living sustainably," he explains. "I want ThinkGreenLiveClean to be a source for environmental awareness and best practices that reduce our impact on the planet."

The business has evolved from a one-man show in 2008 to one of the Web's fastest-growing environmentally themed news and information centers. As the site has developed, so too has the need for fresh content and information on all things eco-friendly. Luckily, Taubman hasn't had to look far for qualified and like-minded individuals who share his passion.

"I've been fortunate to find a lot of talented writers and contributors through my connection to USD," he says. "There are a lot of current students and alumni who have contributed to the website."

Presently, Taubman has 16 past and present Toreros contributing to ThinkGreenLiveClean's blogs and web pages. That's an especially impressive accomplishment considering that, only four years ago, he was a sophomore environmental studies major who didn't have much of a clue as to where his professional path would lead. That would soon change, thanks in no small part to USD's study abroad program.

"I travelled to Australia my sophomore year, and I was amazed at how the green movement had really taken hold down there," he recalls. "It seemed like the Aussies had really gotten the message. I wanted people back home to do the same."

Energized by the budding green revolution he had witnessed Down Under, Taubman charged himself with the task of promoting environmental awareness stateside in a manner that would lend itself to the image-heavy, verbiage-light marketing campaigns that resonated with his desired demographic — teens and 20 somethings. Now came the big question: How?

Through a continuous, and at times extremely frustrating, process of trial and error, Taubman determined that, above all else, his message needed to be simple, catchy and clean. The end result? A bumper sticker emblazoned with an image of a budding plant housed inside a light bulb, accompanied by the phrase "Think Green Live Clean." At the time, no one, including Taubman, would've guessed that a mere bumper sticker would become the bedrock of a website that has seen almost 40 percent growth in Facebook and Twitter followers over the last year.

"To be completely honest, I didn't start the website with expectations," he admits. "There were some events that got me going, and it's really just snowballed since then."

While the maelstrom of pressures and responsibilities synonymous with a budding business has Taubman spinning this way and that, he breaks into a broad smile when discussing the genesis of his commitment to environmental stewardship.

"Oh man, growing up in Kauai, how do you beat that?" he queries, knowing full well that, quite frankly, you can't. "It's really the main reason I have such a strong connection with the environment. Whether I

was surfing, hiking, swimming, whatever ... it's one of the most beautiful places in the world, and it instilled in me the belief that we need to protect and preserve our planet."

Approximately 2,400 miles away from Kauai's idyllic shores, Travis Bays '03 is teaching a well-intentioned, infectious enthusiastic group of student travelers how to surf along the shores of Costa Rica's Eden-esque Marino Ballena National Park.

After a crash course on proper wave-riding technique — where to stand on the board, how to balance when they get to their feet, and, of course, how to handle the inevitable wipeout — the group splashes out into the bathtub-warm water with surfboards in tow, anxiously anticipating their first wave. When it comes, there is a flurry of activity; flailing arms, kicking legs and odd-looking gyrations that give way to shouts of elation as the swell propels them shoreward. Their excitement is what surfers commonly refer to as "stoke."

For Bays, it's a scene that never gets old. "It's amazing to see how excited people get when they try surfing, some may have never seen a board before they came to the beach," he muses. "As a teacher, I want people to obtain the knowledge and skills as fast as possible; we don't want to keep people on the beach, we want them in the water."

With the establishment of his Bodhi Surf School, Bays is also endeavoring to educate visitors and locals alike on the beauty, value and importance of Marino Ballena National Park. As part of the Central American nation's only protected marine preserve, Marino Ballena is a laboratory of aquatic life, and an indispensable resource for the people living in the park's surrounding communities, including Bays' current hometown of Bahia Ballena-Uvita.

"This community is not really being educated about what an amazing and precious resource exists just offshore," Bays says, in a tone oscillating between exasperation and annoyance. "They don't protect it. They don't conserve it."

After graduating from USD in 2003 with a degree in economics and anthropology, Bays joined the Peace Corps and arrived in Bahia Ballena-Uvita in 2005, where he helped local citizens develop sustainable businesses that would improve their income and better bolster the community's economy.

The call of duty would lead Bays inland to the Peace Corps central offices in the capital city of San Jose, but, as an avid surfer and conservationist, he knew where he really wanted to be: "There's really no place like Bahia Ballena-Uvita. When the opportunity to return presented itself, I was packed and ready to go the next day!"

With the help of his wife, Pilar, and fellow alum Gibran Garcia '03, Bays has created a program that not only provides participants with a basic understanding of wave-riding, but also an enhanced connection with the local environment and community. "The main goal of Bodhi Surf School is to attract conscious travelers," Bays says. "We're trying to get them to understand the importance of the ocean, the enjoyment of surfing, and learning about the community they are a part of."

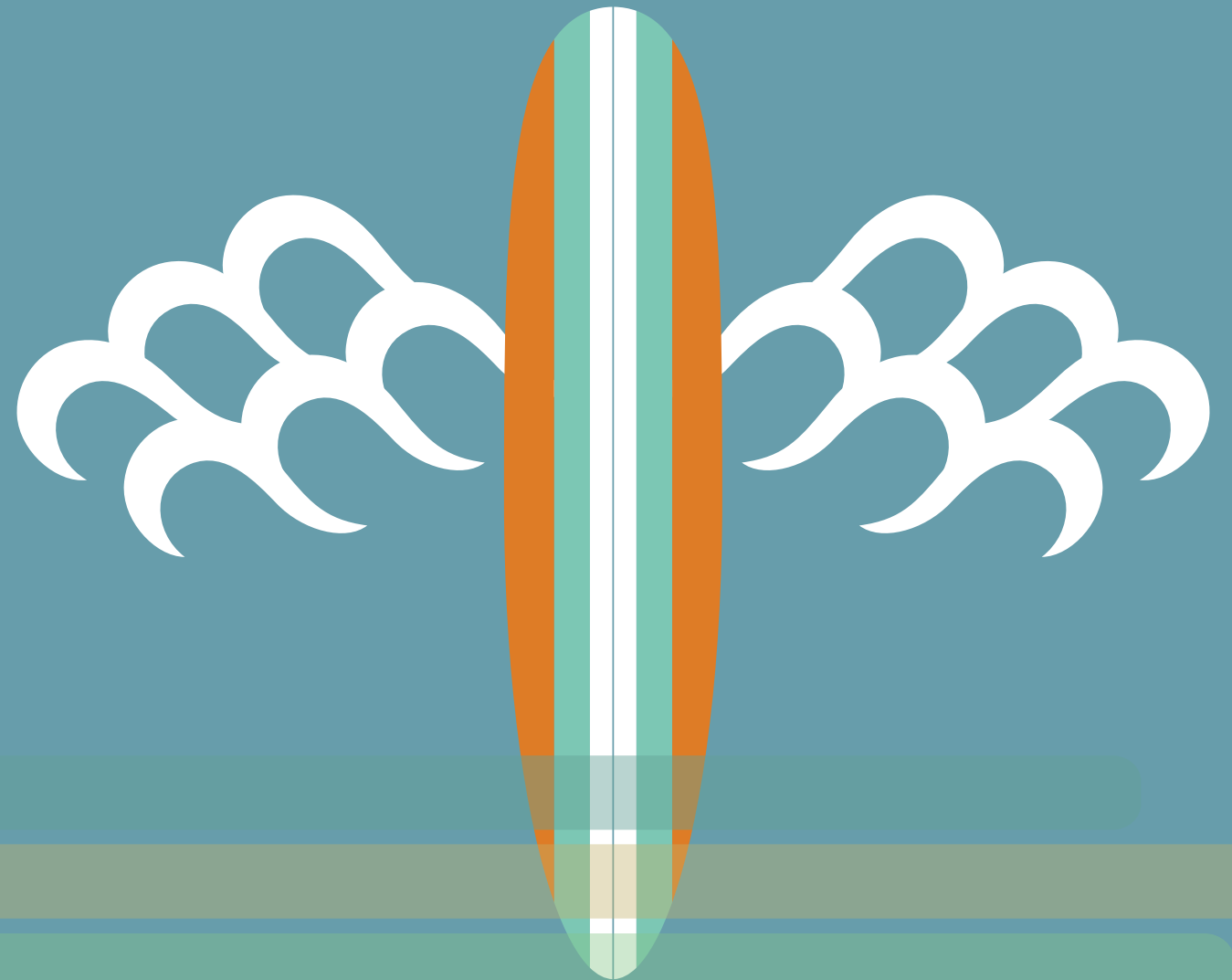
Bays is committed to contributing 20 percent of the profits back into the community, and championing a project known as Grupo SURF, which engages the area's youth through education and conservation projects. "We're looking to help educate them about the amazing resources that exist right outside their door — and try to become the best and most environmentally responsible surf school in Costa Rica."

An aspiration that will more than likely lead to a very hectic schedule. But like Wyatt Taubman and all the other successful entrepreneurs before him, Travis Bays wouldn't have it any other way. — *Mike Sauer*



Wave Riders

In this budding green revolution,
we need to cultivate a connection with nature.



[conduit]

FIND A NEED AND FILL IT

Keeping young alumni connected



Sydney McRae '09 (left) and Rhett Buttle '07 are eager to create a conduit for young alums to stay connected to USD.

"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.

by Justin McLachlan

One size doesn't fit all. When Rhett Buttle, 25, joined the Alumni Association board last year, he wanted to find a way to connect young alumni like himself back to the university. Nearly 25 percent of USD's alumni are under 30, and he knew it would take a targeted approach to engage that base.

"What common things are we all dealing with?" he asks, sitting outside a Starbucks on the northwest side of Washington, D.C., where he now lives and works. "How do you create that pipeline that brings us all together?"

He's been wrestling with those

questions since last summer, when he became the point person on a new Alumni Association project called the Young Alumni Council. It's an experiment of sorts, a step away from generalized alumni services and a step toward more laser-focused programming designed to meet the needs of specific groups. While Buttle sees the council as a networking resource for alumni who've spread out across the country after graduating, he also envisions it as a resource for the kind of questions that pop up in the first few years out of college, like the steps to buying a car, getting a mortgage

or saving for retirement.

For help, Buttle turned to Sydney McRae, a 2009 alumna who'd also ended up in D.C. after graduation. The two are a lot alike: She and Buttle are both past presidents of Associated Students, and they'd both chosen George Washington University for their master's degrees and both, so far away from San Diego, were feeling a little disconnected from USD. They were taking a class together on political campaigns last summer when Buttle told her he wanted her opinion on something. He emailed her his proposal about the Young Alumni Council later that night.



"I see the world in a new way"

To learn more about Kim's story, go to www.sandiego.edu/giving.

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.

GIVE a WAY

DO THE RIGHT THING

by Ryan T. Blystone

"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]

LARRY CAMPBELL (JD) was appointed to a three-year term as trustee for the Former Agents of the FBI Foundation, which provides financial grants, assistance and scholarships to members of the extended FBI family and the law enforcement community.

[1965]

ALCY NEIDLINGER (BA) moved in with her daughter in Spring, Texas. Alcy works 32 hours a week and her passion is photography. She makes photo cards, which are being sold at a store in Old Town Spring, Texas.

[1969]

BOB BEAUDINE (BA/BS) retired from Litton/Northrop Grumman after 25 years. He still lives in Westlake Village, Calif., with Dena, his wife of 41 years. They recently took a fabulous trip to Athens, Greece. Bob plans to do more camping and traveling in the future.

ROBERT BROWER (BA, Med '74)

retired after 37 years in California higher education, mostly in community colleges. "Living in Encinitas near the beach," he says. "Life is good."

1970s

[1970]

ROSEMARY (MASTERSON) JOHNSTON (BA, MA '90) was recently named the outstanding advocate on housing and homelessness by the San Diego Housing Federation at its annual awards event. Rosemary has served as program director of the Interfaith Shelter Network in San Diego for 13 years and is active in local and statewide advocacy efforts.

PATRICIA (MARTIN) VREELAND (BA) retired from teaching after 40 years. Her vocation has included teaching English as a second language to adult refugees, middle school, a writing lab at Mesa College, teacher education at the University of California, San Diego, and, most recently, English at La Jolla High School.

[1973]

STEVE COLE (BA) officially retired after 35 years in high school education. "Enjoying travel and relaxation," he says.

[1975]

ANGELA (KEFFALA) NEWMAN (BA) is an intern at Catholic Charities in San Rafael, Calif. She and her husband, Paul, have two children. Their daughter is working on her PhD in medical anthropology at Yale University and their son is an actor, musician and sound designer.

[1977]

GLENDA GERDE (BA) is principal of Loma Portal Elementary School in San Diego. The school was named a California Distinguished School, "thanks to an amazing team of students, teachers, parents and community partners," Glenda says.

KATHLEEN (EASLER) LIUZZI

(BBA) is the mother of five young adults, an avid volunteer and was business manager of a Catholic church in Southern California for 16 years. "Moved to Denver in September 2009 and am actively pursuing constructive employment and enjoying the wonders of Colorado," she says.

1980s

[1980]

ROBERT GALLARDO (Med) retired from the San Diego Unified School District in 2009 after 34 years as a classroom teacher, resource teacher, vice principal and principal. Currently, Robert is a part-time instructor of English as a Second language at San Diego University for Integrative Studies.

[1981] 

JAMES POOLE (JD) moved home and office to a townhouse on the southwest side of Fort Collins, Colo., in the spring of 2010. "Only a courtyard for our two dogs," he says, "but we're near a large park which substitutes for a backyard." Jim continues his solo practice in patent and trademark law.

[1982]

SUSAN (CAMPANELLA) RONEY (JD) was elected to the board of directors of the International Associa-

tion of Defense Counsel. She is a managing partner of Nixon Peabody's Buffalo, N.Y., office and is an attorney in the commercial litigation practice group. Susan prosecutes and defends commercial and employment litigation cases, health care contractual and managed care disputes, and insurance litigation. She is a member of the Erie County, New York state and American bar associations; she also serves on the executive committee of the National Association of Railroad Trial Counsel.

[1988]

PATTY LaBAR (BA) was named director of property management for Professional Community Management of California (PCM) in June 2010. She is responsible for the growth of PCM's commercial association portfolio as well as the supervision of residential community associations. Patty earned the designation of Certified Community Association Manager from the California Association of Community Managers (CACM) and she was honored with the CACM Spirit Award. She is pursuing the Certified Property Management designation from the Institute of Real Estate Management.

LAWRENCE SYKOFF (EdD) published an article, "Portrait of an Artist and a Teacher," in the Fall 2009 issue of *Independent School*, a publication of the National Association of Independent Schools (NAIS). In 2008, Lawrence was a contributing author to *A Trustee's Primer on the Strategic Process: A 10-Step Framework*, an NAIS booklet designed to assist leaders in mapping out strategic direction for their schools and their boards. In 2007, he was a contributing author in the NAIS flagship book, *The Strategic Process: 10 Steps for Planning Your Independent School's Future*, a guiding document for leadership. Since 1993, Lawrence has served as head of Ranney School, an independent college preparatory day school in Tinton Falls, N.J.

1990s

[1990]

BARBARA (BIERY) LEEPER (BA) and her husband, James, live in the Pocono Mountains of Pennsylvania. Barbara is an at-home mom to daughter, Saoirse, adopted in

March 2010, and a part-time medical director.

[1992]

NICOLE (DAUPHINEE) THESSEN (BA) began her career in advertising for the *San Diego Reader*. "I accumulated a good stable of music/event/theater accounts and became the entertainment guru," she says. "This paved my way into broadcasting, where I was hired at KUSI as their entertainment reporter." After three years at KUSI, she moved to Ireland to work on a documentary on Irish sacred sites. When she returned to the United States, she was hired as the evening anchor and a reporter for a television station in Temecula and then moved to a morning show called "Southern California Life." "I am now at home with three children waiting for the perfect time slot to open in San Diego," she says.

[1993]

TINA (NADZIKEYWCZ) WEBSTER (BA) and her husband, Michael, welcomed their first child, Paul Alexander, on Nov. 15, 2009, in Chicago.

[1994]

SCOTT STANFIELD (BA) received his PhD in English from Claremont Graduate University in May 2010. Scott and his wife, Winnie, were married at Founders Chapel in November 2007 and they now live in Orange County.

[1995]

ANN TAYLOR (MSN, PhD '09) teaches nursing at the University of Hawaii Community College in Kailua-Kona. She volunteered in Haiti several times in 2010.

[1997]

DANIEL COBIAN (BA) is stationed in Washington D.C. and is starting a one-year fellowship at Rand Corp.

GERRY RODRIGUES (BBA) and his wife, Sarah (Wolf) '99 and '05, welcomed Brooke Maria into the world on May 19, 2010. "All are healthy and happy in Point Loma," Gerry reports.

[1999]

PATRICK GILL (BA, MA '01) and his wife, Rebecca, celebrated the release of Rebecca's first novel, *The Eyes and The Smiles*, inspired by the true story of a family facing the adversity of a sick child in the

hospital. More information can be found online at the book's website, www.theeyesandthesmiles.com.

BRIAN ROSARIO (BBA) has been coaching college basketball for 10 years and for the last three, he has been coaching in the West Coast Conference at Loyola Marymount University.

MICHAEL ROZAK (BA) and Jami (Pollard) '99 were married on April 17, 2010, in Palm Desert, Calif. Many USD classmates were part of the wedding party or were in attendance as guests. Michael is vice president and general counsel for a solar energy and roofing company. Jami works in marketing for a commercial construction company. They live in Newport Beach, Calif.

LOUIS WRIGHT (BA, BA '99) served in the Army for a number of years and now works for Georgia Pacific in Tulsa, Okla.

2000s

[2000]

JOEY (EASTMAN) KLOCKARE (BA) was married twice to her husband, Christian; once on a beach in California and again on the Island of Gotland in Sweden. They met in Australia while pursuing their master's degrees. Joey and Christian have a beautiful 2-1/2-year-old daughter named Freya. The family recently relocated back to San Diego.

KECIA (BROWN) McMANUS (MA) is proud to announce the arrival of a daughter, Makaila Imani, on May 29, 2010. She weighed 7 pounds, 9 ounces, at birth and Kecia reports that she is growing quickly, 21 inches long by her second doctor's visit. "Maybe Joe-Joe's hopes for a WNBA star may come to fruition just yet!" she says. "Joe-Joe and I have been thoroughly enjoying our time learning about our daughter (she's a pretty good teacher)."

[2001] 

PETE GREYSHOCK (BA, MA '08) and Izyalit Sanchez '10 were married in the bride's hometown of Ensenada, Mexico, at La Catedral de Nuestra Senora de Guadalupe on July 10, 2010. USD alumni in attendance included Steve Bramucci, Justine

Caruso, Holly Haynes, Brian Jacoby, Joe Lewis, Noelle Murphy, Pete Ostrom, Sofia and Fernando Rejon, and Patrick Tworoger. They live in Los Angeles, where Pete directs a worker rights advocacy coalition and Izyalit is a project manager for a tech company serving the food industry. Pete is also a student at Southwestern Law School.

SISTER SHARON McGUIRE (PhD) was inducted as a fellow into the American Academy of Nurse Practitioners. She is a co-author of the article "Of Migrants and Metaphors: Disrupting Discourses to Welcome the Stranger" in *Advances in Nursing Science*. Sharon is an associate professor of nursing at Siena Heights University in Adrian, Mich.

TRICIA (GORDON) RING (BA, Med '04) and her husband, Royce, welcomed their first daughter, Kaylyn Elaine, on March 4. She was 7 pounds, 3 ounces, at birth. Tricia taught second grade at Warren-Walker in Point Loma for eight years and is now home full-time with her daughter. They plan to travel with Royce, a professional baseball player.

[2002]

KATE (SHANNON) LYNDE (BA) and her husband, Brian, were married on May 23, 2009, in Newburyport, Mass. In the wedding party were fellow USD alumni Gina Distaso, Beth (Rogers-Witte) Garriott and Amy (Gilmour) Shannon. Kate and Brian live in the Boston area.

[2003]

ALISA (LEDBETTER) REISING (JD) and her husband, Bill '03, celebrated the birth of Lily Katarya on Oct. 19, 2009. Lily joins big brother Henry, age 3.

ELISA ROMO (BA) reports, "I have married a wonderful man: Robert. We currently live in Chula Vista and are enjoying life with our two little girls, Natalie and Ashley."

BRYCE RUIZ (MBA) and his wife, Michaela, welcomed their fourth child, and first girl, Addington Rose, on May 11, 2010. She joins brothers Quinn, Parker and Beckett. Bryce is the president and chief executive officer of Ruiz Foods Inc., a privately owned food manufacturing company with more than 2,500 team members in three U.S. facilities.

The company's El Monterey brand is the No. 1 brand of frozen Mexican food in the nation and its newest snack food brand, Tornados, are available in both convenience and retail stores.

KRISTIN (QUARTUCCIO)

SCHOPAC (BA) and her husband, Jonathan, are proud to announce the birth of their son, Dalton Alexander, on July 7, 2010, in Providence, R.I. Dalton weighed 7 pounds, 5 ounces, at birth.

SEAN WILLIAMS (BA), a captain in the Marine Corps, received the Navy/Marine Corps commendation medal for his meritorious service as the fire support coordination course manager and operations instructor at Expeditionary Warfare Training Group, Pacific, San Diego. He instructed and led four battalion landing fire support teams through a comprehensive course of instruction and he played a crucial role in updating and rewriting the fire course of instruction, ensuring that the latest tactics were incorporated.

[2004]

JULIE (TOMKA) BITTNER (BA) and her husband, John, were married on Aug. 21, 2010, in Arcadia, Iowa. Julie is an attorney with Gonzalez, Saggio and Harlan in West Des Moines, Iowa, and John is a firefighter with the Fort Dodge, Iowa, fire department.

SEAN McCLINTON (BBA) and his wife, Yuri, welcomed their second child, Aiden David. "I recently started working at Microsoft here in the Seattle area and am enjoying it," Sean says. "Still stay in contact with USD alums and follow the football team and the business school. Got to meet Dean Pyke when he last came to Seattle."

TAMMY (VALENCIA) MUJICA (BA, BA '04) and her husband, Juan, were married on June 27, 2009, in Alexandria, Va., and they are planning a second wedding in Caracas, Venezuela, Juan's hometown. Tammy is the director of a Boys & Girls Club in the heart of Old Town Alexandria. "I have been working for the Boys and Girls Clubs in our nation's capital for over three years and I love it!" she says.

KIMBERLY (HUTCHINGS) NAMEK (BA) and her husband, Eric '02, were married in 2005 and they welcomed a daughter, Sophia, in 2009. "I committed two years to Teach for America in San Jose after graduation and am still teaching special education in the same district," Kimberly says. Eric just completed his real estate license.

[2005]

MICHAEL CUEVAS (BBA) earned an MBA from Arizona State University in the spring of 2010. He has worked at Intel Corporation since graduating from USD and is opening a side business: Folsom City CrossFit, which can be found online at www.folsomcity-crossfit.com.

[2006] 

ELYSE (ROHRER) BUDIASH (BA) and her husband, David, were married on June 26, 2010. They met while serving with the Jesuit Volunteer Corps after college. Elyse is a full-time graduate student of Chinese medicine and is working on a master's degree in oriental medicine. Elyse and David live in Santa Fe, N.M.

STEPHANIE (SHERMAN) CAMPBELL (BA) completed her master's degree in marriage and family therapy from Antioch University in Seattle in the spring of 2010. Stephanie's husband, Joseph, was restationed to the Naval Postgraduate School in Monterey, Calif, where they will be for two years. On Aug. 2, 2010, they welcomed their first child, Audrey Elizabeth, to the family.

JESSICA CHAVEZ (BBA) married James Dunne '07 on June 12, 2010, in San Ramon, Calif. They met in an art class in the spring of 2005 and dated for five years. Jessica and James live in San Jose, Calif.

RACHEL ERLANDSON (BA) and Steve Trudelle '04 met on the USD cross country team and were married on July 10, 2010, in Seattle. Rachel is a special education teacher and Steve works in the mortgage department at Wells Fargo. Rachel and Steve live in Seattle's Phinney Ridge neighborhood.

LUCAS GJOVIG (JD) is an associate with Duane Morris in Las Vegas and was recently admitted to the Arizona Bar, making him the firm's first attorney to be admitted in Arizona.

Lucas practices civil and commercial litigation with an emphasis on business litigation. At USD, Lucas was a student comment editor for the *San Diego International Law Journal*.

ERICA (HATCH) STEVENS (BA) has taught kindergarten in the Diocese of San Diego for five years and now has specializations in reading and special education. She also works part time as the religious education coordinator for her school and parish, Holy Family in Linda Vista.

[2007]

SHANNON AYER (BA) graduated from South University in Savannah, Ga., with a master's degree in physician assistant studies. She began her career in Savannah as an internal medicine/hospitalist P.A. in May 2010. "I still have a USD sticker on my car and have had two fellow alumni stop me at traffic lights to share some Torero 'olé's!" she says.

NICOLE MAZZO (BA) reports, "I've always had a true passion to teach, 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 colleges in Orange County and San Diego. Recently, she got a job as an adjunct faculty member at Palomar College and she has entered Chapman University's PhD program.

[2008]

MITCHELL RYAN (BBA) played football for USD from 2004 to 2008 and he was voted first team all-conference in 2008. "I tried to continue my football career for a couple of years, but I am now looking for a new career," he says.

[2009]

CHARLES BILLINGER (JD) is general counsel with American Ground Transportation, where he is helping management 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 this 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."

ANDREW BOTROS (JD) is an associate attorney practicing family law with the Law Office of James Scott in San Diego.

BRITTNEY MURRIETA (BA) and Mark Kondrat '07 were married by Father Owen Mullen at Founders Chapel on Jan. 23, 2010. Brittney was a support services manager in USD's Department of Public Safety and Parking Services. Mark is on deployment, flying the Seahawk 60B helicopter on counter-drug missions in the South Pacific. Brittney and Mark bought their first home in June 2010 in Carmel Mountain Ranch.

[2010]

JADE GOMEZ (BBA) lives in Montreal, Quebec, Canada, where she is working and going to school full time to earn an MBA in international business.

In Memoriam

SCOTT GAVIN '63 (BA) passed away in late October at the age of 69. The first USD graduate to be accepted into medical school, Dr. Gavin delivered approximately 8,000 babies over the course of his extraordinary career, including two of his own daughters.

LINDA SEXAUER (MSN '97) died on July 19, 2010, after a long battle with breast cancer. Linda was a nurse corps officer with the U.S. Navy for 21 years and served across the United States and in Japan and Spain. She enjoyed traveling, going to the beach and spending time with family and friends.

Send Class Notes

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2011 ALUMNI HONOREES

This year's recipients include:

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Emilie I. Hersh '00 (MBA)
Chief Executive Officer, InterKnowlogy, LLC

Bishop Charles Francis Buddy Award

Monsignor Mark A. Campbell '76 (BA), '79 (MEd)
Pastor, Immaculate Conception Church,
Old Town San Diego

Chet and Marguerite Pagni Family Athletic Hall of Fame

Hank Egan
Men's Basketball Coach, 1984-1994

Author E. Hughes Career Achievement Award

Tres Conrique '03 (MSEL)
President, Rancho Santa Fe Technology, Inc.

Cynthia D. Flores '79 (MA)
Campus Director at Coachella Valley Campus,
Brandman University

Virginia C. Nelson '79 (JD)
Law Offices of Virginia C. Nelson

Marilyn T. Macdonald '05 (PhD)
Associate Professor, School of Nursing at
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Sara M. Story '95 (BA)
Founder and President, Sara Story Design

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