

# Cal State East Bay at the Half-Century Mark

Freshmen Take to the  
Blogosphere with CSUEB Story

Bill Vandenburg Remembers  
Pioneering Days of University  
Athletics

Georganne Proctor,  
CFO of TIAA-CREF,  
Named Alumna of the Year

Special Section:  
Annual Report  
of Private Giving



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# CSUEB Named 'Best in West' by US News, Princeton Review

## Final Concert for Dave Eshelman Brings Down the House

When long-time Cal State East Bay music professor David Eshelman conducted his final concert as a faculty member, among the groups performing was an all-star alumni big band lineup that returned to campus to perform a program of commissioned works honoring their former professor.

Eshelman retired in June after 22

years at the university. His many honors included selection as winner of the George and Miriam Phillips Outstanding Faculty Award.

Robert Phelps, associate professor in the Department of History, has been chosen Distinguished Professor of the Year for the university's Concord Campus by students who attend classes there.

Phelps was selected from among more than 100 instructors who teach at the Concord Campus.

"Professor Phelps is an enthusiastic, entertaining and informative lecturer," said Kerri Dwyer, one of the students who nominated the professor. "While providing an in-depth examination of the subject matter, he is always willing to engage in discussion and answer questions. I can easily say that he is the best teacher I've had at

Cal State East Bay." Phelps has taught California history and the histories of the American West and the United States for CSUEB since 1998. His research focuses on the urban development of California.

# HISTORY LESSON: Governor's Signature Led to College 50 Years Ago



PRESIDENT MO QAYOUMI, DURING HIS

in the Legislature to establish an “Alameda State College.” Two of the bills didn’t survive, but Hayward Assemblymember Carlos Bee was able to get his bill passed in the Assembly. Then, it was defeated in the Senate.

In January 1957, six bills to create the college were introduced and five were killed in the Assembly. Bee, however, managed a 72-0 vote from his Assembly colleagues, then collected allies in the state Senate, where it passed by a vote of 29-8. However, it still needed the governor’s signature to become law.

On July 4, 1957, Bee learned that Gov. Goodwin Knight would be touring the Alameda County Fair in Pleasanton and cornered him there to warn him that the bill would expire if the governor didn’t sign it. A day later, Knight signed the legislation in his Sacramento office with Bee on hand along with H. Marshall Hansen, chairman of

the Alameda County State College Committee. By September 1957, the State Department of Education had recommended that the new college be located within the 64 square miles comprising Hayward, San Leandro and Oakland. The institution would not see its first students for two years and there were controversies to come over proposals for its location, but there was no stopping the momentum that would result in construction of the new state college. Q

**F**IFTY YEARS AGO JULY 5, 1957 GOV. GOODWIN KNIGHT SIGNED ASSEMBLY BILL 4, the legislation that would bring into being the State College for Alameda County, later to become California State University, East Bay. The signing ceremony was the culmination of a three-year effort by residents to establish a state college in southern Alameda County. The effort started in 1954 when the Hayward Chamber of Commerce began urging local legislators to carry a bill locating a state college in their city. In 1955, three bills were introduced

Cal State East Bay's first basketball team helped **put the fledgling university on the map in 1961**, and its members built life-long friendships.

Bill Vandenburgh spent the early days of his collegiate coaching career playing on the losing side of a money game. As basketball coach at Fresno State in the 1950s, Vandenburgh often felt at a disadvantage to competitors

the northwest side of the Hayward campus stood an old firehouse slated for demolition to make way for the campus construction. But until they tore it down, members of the basketball team lived there.

“The first thing a coach does is get familiar with the maintenance people,” Vandenburg said. “I arranged it with them to let some of the guys live there. Faculty members donated some furniture. We got things from

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WHEN EMERITUS MATHEMATICS PROFESSOR RANJIT SINGH SABHARWAL PASSED AWAY IN JULY 2006, his family and friends looked for a way to preserve his legacy of teaching and community service.

The best way to do that, said Paul Sabharwal, was to carry on his father's dream of establishing a Cal State East Bay program in Sikh and Punjabi studies.

After his father's death, the Sabharwal family, the Palo Alto-based Sikh Foundation and friends loohe n7w9(e)2(n612(h(e)-1,D--1483300010T)17(o)-)6(n)4(m)-ion mu

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at all times. We got to learn to our best abilities.”

Like many CSU faculty, Hedrick teaches and advises in addition to conducting research. at arrangement gives both undergraduate and graduate students opportunities to work on high-level projects, assist in labs and publish in professional journals as Chen did. ose are opportunities students may not have in bigger research-oriented universities. On the flip side, faculty have to get creative in maintaining their research interests.

Kara Gabriel, an assistant professor of psychology who nominated Hedrick for the outstanding professor award, works with him on the Institutional Animal Care and Use Committee, which he chairs. at group of university and community members makes sure animal research on

campus is conducted humanely and safely. No one on campus could work with animals if Hedrick didn't keep that committee active, she said. He even managed to get the same veteri-

## Honoring Heroism: CSUEB Student Creates Flight 93 Memorial

# MICHAEL EMERSON

LIKE MANY AMERICANS, CAL STATE EAST BAY STUDENT MICHAEL EMERSON was “devastated” by the events of 9/11 and felt he needed to take action.

He was particularly interested in the stories of the victims of Flight 93, the Bay Area-bound plane that crashed in a Pennsylvania field after passengers tried to recapture the plane from hijackers. The 44-year-old eco-

nomics and history major and former U.S. Marine turned the subsequent years into an effort to honor the victims of that flight.

The tragedy produced an idea to create the Bay Area Flight 93 Memorial in Union City that will be dedicated this fall.

“They were the first Americans to stand up and fight back,” said the Des-

ert Storm veteran, who is also active in the local chapters of the Veterans of Foreign Wars and American Legion. “To me this is courage beyond belief. For these people to do that was just heroic beyond measure.”

What initially attracted Emerson to the Flight 93 story was that “about a year went by and we noticed that there was a lot of activity around the

memorials at the Pentagon and in New York, but hardly anything on the heroes in Pennsylvania.”

Emerson built a relationship with family members of the Flight 93 victims by writing, calling, and sending condolences.

“I brought up the subject (of a Bay Area memorial) with several of the family members and they were all very enthusiastic,” he said.

Emerson sent out a flurry of phone calls, faxes, e-mails and letters to build support. He found encouragement for his idea among community leaders in Union City, close to his hometown of Hayward, and began making plans for the memorial to be built at Sugar Mill Landing Park.

“I am doing this to honor the heroes, honor their families and not forget them,” Emerson said. “The key is that I wanted it to be fairly close to me so I could watch over the memorial being built and make sure that it was taken care of.”

More than 30 sponsoring companies enlisted in the effort, including those who worked on the preparation and placement of 2,000-pound granite “remembrance stones.” The memorial includes the victims’ names, ages and hometowns engraved on the stones, with niches carved into each to hold a stainless steel mirror signifying that those who lost their lives could have been any American. There are benches for reflection, landscaping that features California poppies, and a path to a “Circle of Hope,” including a flagpole and tiles hand-painted by local children.

Every element of the project was provided by donation.

“Whether it was labor, materials or the site itself, it was all donated by

the city, people and organizations,” Emerson said.

As the Union City memorial was nearing completion, the families of Flight 93 survivors and the U.S. National Parks Foundation asked Emerson to be a part of the 20-person steering committee that is helping with fundraising for the national Flight 93 memorial in Somerset County, Penn.

Emerson’s hard work has not gone unnoticed. Last May he was awarded the President’s Student Services and Leadership Award for Outstanding Citizenship from Cal State East Bay’s Student Life and Leadership Department.

The San Francisco Bay Area Flight 93 Memorial will be dedicated in a ceremony on Saturday, Dec. 8 at 11 a.m. It is located in Sugar Mill Landing Park at the intersection of Alvarado-Niles Road and Dyer Street, adjacent the Union Landing Shopping Center in Union City, Calif. More information is available online at [www.93memorial.com](http://www.93memorial.com).

WRITTEN BY LIZBETH CERVANTES

“To me this is courage beyond belief. For these people to do that was just heroic beyond measure.”

Michael Emerson  
CSUEB student



PHOTOS: JESSE CANTLEY

IN CONSIDERING NEW WAYS TO REACH OUT TO HIGH SCHOOL STUDENTS WHO WILL BEGIN ATTENDING COLLEGE IN THE FALL OF 2008 AND BEYOND, Cal State East Bay realized that perhaps nothing would be more effective than the stories that students themselves tell. And with the Internet now the preferred means for prospective college students to explore higher-education options, Cal State East Bay decided to ask seven freshmen to share their first-year experience, online, using a university-sponsored blog — a Web based log or journal.

In fall these freshmen began taking the CSUEB story to the blogosphere — the world of Web logs — each telling their own stories about “life at the Bay.” With a common goal of sharing their thoughts about classes, professors, new friends, and campus activities, the bloggers — with majors ranging from psychology to history and from liberal studies to engineering and communications — have unique personal perspectives and reasons for participating.

Antwan Terry, an engineering major from Atlanta, GA, whose objective is to own his own business, decided to participate because “I felt it would put a fun twist on my freshman experience.”

Samantha Andres of Mountain View, who is majoring in business administration with an emphasis in marketing, plans to use her blog “to be truthful about my experience in college.” Andres, whose goal is a career in event management, says she wants to use her blog to tell future students that “part of being a college student is knowing how to balance school, work, and family and friends.”

The bloggers were chosen from among 50 volunteers who expressed

an interest in helping tell the CSUEB story through their own eyes. “They were selected for their diverse interests and backgrounds, and each is free to describe what their first year college experience is like, in their own words,” said Dan Bellone, CSUEB marketing communications manager.

They’re not paid for their blogging, but each was given a digital camera to add pictures to the words in their blog entries. Lex Perez, a communication major from Rancho Cucamonga, CA who is planning a career in journalism, admitted “at first I was attracted to the idea of a free camera, but then I realized what a great opportunity this would be to express myself and to get the message out about the school.”

At least once per week the bloggers add to their online journals, filling them with stories and photos describing an important new chapter in their lives — their first year at CSUEB. Their electronic diaries can be read by anyone visiting the home page of Cal State East Bay’s Web site at [www.csueastbay.edu](http://www.csueastbay.edu).

Each blogger has his or her own style of communicating. They write as if they are updating close friends on what’s happening in their lives as new college students.

“On Thursday I went to a concert with one of my bestest friends in the entire world.” wrote Blake Bertrand, a history major from Brentwood, in his first blog entry. “I like to talk about how school is (and) what activities I’m doing, like going to concerts with my friends and going to the city,” he said.

Bertrand, who lives in the Pioneer Heights student apartments on

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TWO DAYS BEFORE PRESIDENT MO QAYOUMI'S PRESIDENTIAL INAUGURATION, Robert Litton is standing in front of the Cal State East Bay Symphonic Band peering intently at the saxophone section.

"When you have a long note, go ahead and back off it," he says.

No one in the rehearsal hall knows the piece they are practicing better than Litton. The emerging young film composer had just flown in from Los Angeles for the day to listen to the 45-piece student orchestra's final rehearsal of "Inaugural Fanfare," the music the university commissioned him to write for the June 1 ceremony to inaugurate Qayoumi as

tinational engineering and project management company from 1982 to 1991. She then worked for three years as director of project and division finance at Walt Disney Imagineering and director of finance and accounting for Buena Vista Home Video International. Her Cal State East Bay MBA education served her well in each of these very different companies.

"I never had trouble keeping up with any information," Proctor said. "There was never a time I needed more preparation to deal with any situation."

At TIAA-CREF, which specializes in financial services for academic and nonprofit institutional clients, she is responsible for all financial management, reporting and planning as well as internal audit and controls. She also serves on the board of directors of Kaiser Aluminum and Redwood Trust Inc.

She and her husband, Robert, contributed to the building campaign for the Wayne and Gladys Valley Business and Technology Center, the new home of the College of Business and Economics. She's helped promote the college's MBA program and been a guest lecturer at the Smith Center for Private Enterprise Studies.

EARLY AMBITIONS

Proctor remembers being good at math and science when she was growing up in South Dakota. Her math abilities made her a popular partner for MBA study groups, she said. But she never planned on a business career. She first wanted to be a doctor.

When her mother passed away while she and her twin sister were in high school, Proctor said she decided to choose a major that would quickly carry her into the work force so she could support herself.

She lived with her parents, who were concerned about her education. She was a high-achieving student and was accepted into the University of Wisconsin-Madison for a business degree. She was a member of the Phi Kappa Phi Honor Society and the Phi Chi Theta Honor Society. She was also a member of the Alpha Xi Delta sorority. She was a member of the Phi Kappa Phi Honor Society and the Phi Chi Theta Honor Society. She was also a member of the Alpha Xi Delta sorority.

ONE OF CONTRA COSTA COUNTY'S BUSIEST AND MOST INFLUENTIAL BUSINESS PEOPLE for more than two decades is Vicky DeYoung.

DeYoung, 57, is vice president in the Walnut Creek office of Cornish & Carey Commercial, a real estate brokerage where she specializes in leasing and landlord/tenant representation. She also is vice president for membership and a former president of the Contra Costa Council, a business advocacy organization for the coun-

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# Alumni Inspiration

## Bishop Bob Jackson

WHEN BOB JACKSON WAS TAKING CLASSES AT CAL STATE EAST BAY in the early 1970s, he questioned the necessity of taking required courses like probability, economics, and geography. Psychology, however, was another matter.

"I studied psychology at Cal State because I was mainly interested in why I was doing the things that I was doing," Jackson said. "I wanted to have a better understanding of the mind and how the mind operated."

More than 30 years later, as Bishop Bob Jackson, he fully understands how everything he learned at the university, and in every other stage of his life, has had a direct connection to

who he is, what he does, and the success he has had. He's also confident that the more than 7,000 church members he preaches to during three services every Sunday at Acts Full Gospel Church of God In Christ in East Oakland have learned and benefited from his lifelong journey.

Following Jackson's four years of military service as a jet mechanic in the United States Air Force from 1964 to '68, he studied general education during two years at Merritt College in Oakland, followed by three more years at Cal East Bay, where he majored in psychology.

"I'm very thankful to Cal State East Bay

because of the formal education I received there," Jackson said. "Because of my college education, I can converse on different levels. It exposed me to a lot of different things." He credits former university administrators and faculty members Mack Lovett, Art Scott, and Paul Berghart for keeping him focused on his studies.

His focus was diverted a bit when Jackson spent four relatively aimless years in an Oakland motorcycle gang after his graduation from Cal State East Bay.

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We extend special recognition to the following individuals and organizations whose cumulative giving to the university has exceeded \$100,000.

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