

For Cal State San Marcos Alumni & Friends

steps

COUGAR
ATHLETICS
NCAA
BOUND



California State University
SAN MARCOS

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WINTER 2014



PRESIDENT'S LETTER

Dear Alumni and Friends,

Our University is an exciting place—a place of possibility and ceaseless activity as we continually grow and evolve. You know more than most that at Cal State San Marcos we aren't afraid to set big, audacious goals. In fact, many of you have joined us in setting those goals and seeing them through!

This fall, we welcomed nearly 13,000 students to CSUSM—1,500 now living on campus—up from 600 only four years ago. Both are new record highs and contribute to the increased vibrancy of our University. With the additional opening of our new Student Health and Counseling Services Building and standalone 1,000-square-foot Veterans Center (page 6)—the landscape of our campus has changed dramatically in just the last year alone.

Over the summer, we announced that Cal State San Marcos Athletics is bound for the NCAA Division II—a significant victory for our entire community. On page 24, read about what that means for us as we embark on a three-year transition period and begin playing in a new conference—the California Collegiate Athletic Association. What's more, we look forward to hosting home games in our new 1,400-seat multipurpose sports center that will be completed in time for the 2016-17 volleyball and basketball seasons. I look forward to seeing you in the stands!

And that's not all. CSUSM has received national recognition as a diverse campus (page 5) and as a great college to work for (page 10). Meanwhile, our distinguished faculty continue to make waves with their research. On page 12, read about the work in kinesiology that is drawing interest from our region's multi-billion dollar surf industry. And on page 20 and 21, we share the important research that is happening related to resource conservation both here in San Marcos and as far away as the Middle East.

As we prepare to celebrate CSUSM's 25th anniversary in 2015 (see page 4 for a listing of upcoming events you are invited to attend), I am proud of how far we've come together. Each of you is a steward of this university and I appreciate and applaud your efforts to promote CSUSM wherever you are. We are a better place because of our connection to you and I thank you for investing in us and in the future of our region.

Sincerely,

KAREN S. HAYNES, PH. D.



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Photo by Jessamyn Trout.

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STEPS IS PUBLISHED SEMIANNUALLY BY UNIVERSITY ADVANCEMENT AT CALIFORNIA STATE UNIVERSITY SAN MARCOS AND IS DISTRIBUTED TO ALUMNI AND FRIENDS.

The purpose of the publication is to showcase CSUSM programs and initiatives, share student success stories and highlight opportunities for alumni and friends to engage with and support the University and its strategic funding priorities.

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LETTERS

Steps welcomes letters from our readers. Please email: publicity@csusm.edu

CELEBRATING 25 YEARS IN 2015



Craven Drive leading up to Craven Hall circa 1990.



Craven Drive leading up to Craven Hall today.

Photo by Jessamyn Trout

In 2015 California State University San Marcos is marking its 25th anniversary. Founded on principles of academic excellence and access, the University opened its doors at a temporary storefront location for the first time in 1990 to 448 students—all juniors and seniors. Earlier that same year, officials broke ground on the future permanent campus on Twin Oaks Valley Road. Today CSUSM is home to nearly 13,000 students and boasts approximately 33,000 proud alumni who are making an impact every day in the region and beyond.

To mark this milestone, CSUSM is launching a year-long series of programs, activities and events. You are invited to be a part of the festivities! For a complete calendar of events and to learn more, visit www.csusm.edu/25

JANUARY

25th Anniversary Scavenger Hunt
**TUESDAY, JANUARY 27 &
WEDNESDAY, JANUARY 28**

FEBRUARY

Report to the Community
THURSDAY, FEBRUARY 5



Every year President Haynes provides an overview of recent University successes while also sharing her vision for moving CSUSM forward in the coming year and beyond.

Tickets and information at www.csusm.edu/2015rtc

MARCH

Super STEM Saturday
SATURDAY, MARCH 14

Ground Breaking for the Sports Center
MONDAY, MARCH 23

APRIL

Discover CSUSM Day
SATURDAY, APRIL 11



Discover CSUSM Day is a perfect opportunity for potential students and families to tour the campus and residence halls, meet our exceptional professors, and talk with current students about their own experiences at CSUSM. Alumni and community members are also welcome.

MAY

Commencement Ceremonies
**FRIDAY, MAY 15 & SATURDAY,
MAY 16**

JUNE

Annual Gala
SATURDAY, JUNE 20



Join us for an evening of dinner, dancing and entertainment! Proceeds will help support innovative research, student programming and the professional development of faculty.

More information coming soon to www.csusm.edu/gala



CSUSM WINS 2014 DIVERSITY AWARD

INSIGHT into Diversity magazine, the oldest and largest diversity-focused publication in higher education, named CSUSM as one of the recipients of the 2014 Higher Education Excellence in Diversity (HEED) award. The annual HEED Award is a national honor recognizing U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion.

The magazine selected Cal State San Marcos based on its exemplary diversity and inclusion initiatives, and ability to embrace a broad definition of diversity on our campus, including gender, race, ethnicity, veterans, people with disabilities, members of the LGBTQ community, as well as all others. Specifically, through CSUSM's Strategic Diversity Plan, the University has institutionalized its strategic priorities for diversity and educational equity. CSUSM is committed to fostering a diverse and

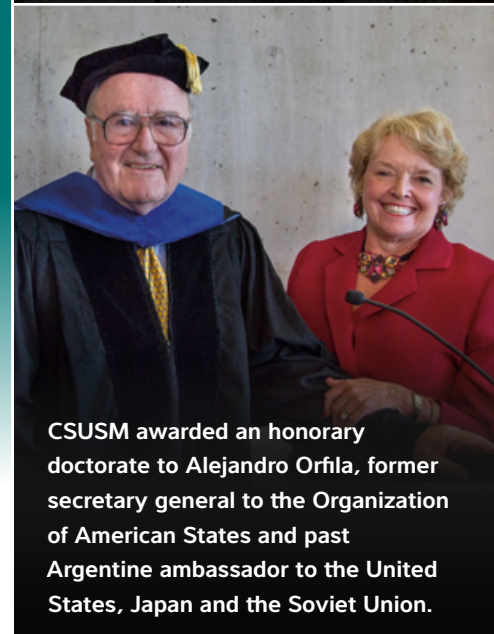
open campus environment and has a strategic priority focused on diversity and educational equity.

"For the last decade, CSUSM has worked tirelessly to create a diverse and inclusive environment," said Cal State San Marcos President Karen Haynes. "Half of our student body self-identifies as being from an underrepresented student population. We have been successful at closing the achievement gap because our diversity initiatives help ensure student success and prepare them for a diverse working and civic environment. Diversity doesn't just happen at CSUSM, diversity happens because we develop strategies, craft initiatives and develop partnerships that ensure it is a part of everything we do."

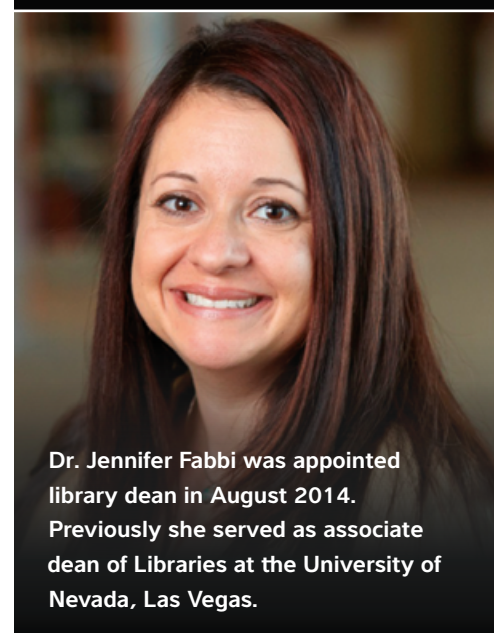
For more information about the 2014 HEED award, visit www.insightintodiversity.com



CSU Chancellor Timothy White appointed President Karen Haynes as chair of the system's state-wide Program for Education and Research in Biotechnology (CSUPERB).



CSUSM awarded an honorary doctorate to Alejandro Orfila, former secretary general to the Organization of American States and past Argentine ambassador to the United States, Japan and the Soviet Union.



Dr. Jennifer Fabbi was appointed library dean in August 2014. Previously she served as associate dean of Libraries at the University of Nevada, Las Vegas.

A NEW HOME FOR OUR VETERANS



Photo by Jessamyn Trout

At a ribbon-cutting ceremony during fall semester, CSUSM officials, students, faculty and staff were joined by community members, elected officials and leadership from Camp Pendleton in a celebration of the grand opening of the University's new Veterans Center.

The Center was donated by a group of students at the Stevens Institute of Technology in Hoboken, N.J., who built the structure, formally known as EcoHabit, for the 2013 U.S. Department of Energy Solar Decathlon.

"The thing that struck me about the donation of this center is that it was built as a home," said California State University (CSU) Chancellor Timothy White. "This Veterans Center is a home. It is a home for all those who know what it is to serve and sacrifice."

More than 13,000 veteran students in the 23-campus CSU system are currently working toward their mission of earning a degree. Cal State San Marcos is home to more than 1,000 of those students and boasts the highest per capita of any other California State University.

"Serving our veteran population is an important goal for CSUSM, connecting to our overarching goals to reach out to educationally-at-risk students and engage the community for the common good," said President Haynes.

The new, nearly 1,000-square-foot Center, located adjacent to Markstein Hall, replaces a smaller facility that opened in Craven Hall in 2008. Staff will assist students to navigate the admissions process, access their GI benefits, register for courses, find campus resources and get involved in leadership and social activities. A newly hired Veterans Services director also will coordinate and manage program development and outreach in an effort to create a seamless transition from military to university life and success.



FOUR-YEAR BUSINESS DEGREES NOW OFFERED IN TEMECULA

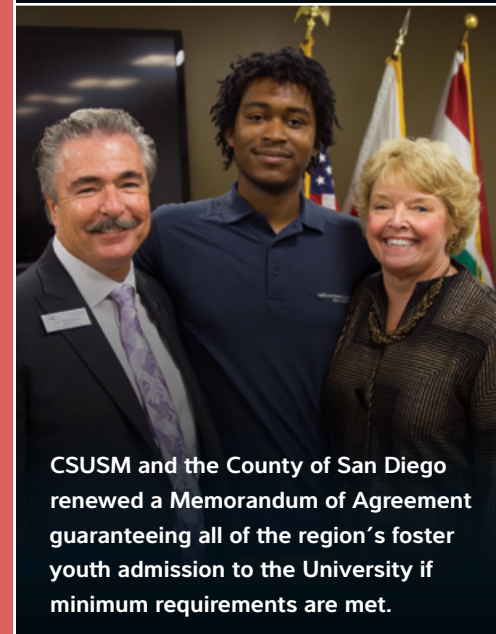
Students attempting to transfer business credits from Mt. San Jacinto College to CSUSM can be assured not only that their courses will transfer, but that they will graduate in a timely manner thanks to a new agreement signed by Mount San Jacinto College (MSJC) Superintendent and President Roger Schultz and California State University San Marcos (CSUSM) President Karen Haynes.

The innovative transfer agreement, signed at the grand opening of the new Temecula Higher Education (THE) Center on Saturday, September 27, creates a seamless transition from MSJC to CSUSM for students, allowing them to earn an associate's degree and a bachelor's degree from CSUSM. In this "two-plus-two" plan, the tuition rate is locked in with a guarantee that students will complete the program in four years if they successfully meet all of their academic requirements.

Students in this unique program, offered for the first time this fall, attend class at THE Center, located in the old Temecula City Hall building, and progress as a group. THE Center includes four classrooms, a lecture hall, a computer lab, a learning lab, a student lounge and a break room, as well as offices for MSJC and CSUSM professors and staff. Currently, only business administration is being offered, but CSUSM and MSJC look forward to launching similar programs in kinesiology and criminology and justice studies in fall 2015.

THE Center is located at 43200 Business Park Drive in Temecula.

For more information www.msjc.edu/CSUSMbusiness



NEW SPEECH-LANGUAGE PATHOLOGY CLINIC OPENS TO THE PUBLIC

Extended Learning, in conjunction with the College of Education, Health and Human Services, opened a new Speech-Language Clinic in San Marcos on Los Vallecitos Road during fall semester. Designed to serve North County residents, the clinic provides speech and language therapy for adults with acquired communication and swallowing disorders who need assistance reacquiring communication skills.

Under the supervision of CSUSM faculty members, students pursuing a Master of Arts in education with an option in communicative sciences and disorders offer one-on-one and group therapy services. This fieldwork is an important part of training for students in the assessment and treatment of individuals with varying communication difficulties.

"The new clinic allows students to get the clinical training they need while providing a vital community service to adults with acquired communication and swallowing disorders," explained Mike Schroder, dean of Extended Learning at CSUSM. "Restoring speech and language skills is a major hurdle for people who have survived neurological injury or disease and this clinic provides both a high-quality educational experience for our students and a valuable service to members of our community."

The 1,700-square-foot facility is located at 135 Vallecitos De Oro, #D, on San Marcos' Furniture Row.

To learn more about the clinic, visit www.csusm.edu/el or call 760-750-4020.



NEW ACADEMIC PROGRAMS

Pre-Health Professions Program

Beginning in fall 2014, CSUSM began offering an intensive two-year pre-health professions post-baccalaureate certificate that provides students with the science and mathematics courses they need for entrance into various health professions programs such as medical, dental, optometry and veterinary schools.

Classes are held in the evenings on weekdays over five semesters and students progress together as a cohort.

For more info, visit www.csusm.edu/go/pre-health



Bachelor of Arts in Environmental Studies

The environmental studies program provides introductory training in physical sciences, life sciences, social sciences, land-use planning, geographic information systems, environmental policy and law, research methods, and environmental arts and humanities.

Students who pursue this degree are prepared for diverse careers in land management agencies, environmental policy, environmental review processes in both private and public sectors, outdoor recreation, government, environmental education and nonprofit organizations.

For more info, visit www.csusm.edu/envs



Master of Science in Education with Communicative Sciences & Disorders Option

The newly launched Master of Arts in education with the option in communicative sciences and disorders program prepares students for the full scope of practice in the field of speech-language pathology. This cohort-based program takes a strong service learning approach, and includes at least 400 supervised hours in community-based practice to ensure career readiness.

For more info, visit www.csusm.edu/go/csd-master



WORK CULTURE RECOGNIZED BY NATIONAL PUBLICATION



Cal State San Marcos is one of the best colleges in the nation to work for, according to a new survey by *The Chronicle of Higher Education*.

The results, released in *The Chronicle's* seventh annual report on "The Academic Workplace," are based on a survey of more than 43,000 employees at 278 colleges and universities.

In all, only 92 of the 278 institutions achieved "Great College to Work For®" recognition for specific best practices and policies. Results are reported for small, medium and large institutions, with CSUSM included

among the large universities with 10,000 or more students. CSUSM was the only public four-year university recognized in California.

"Together, we have created an amazing learning organization—an institution that recognizes employees' worth and that encourages collaboration across divisions, taking risks and communicating openly," said President Haynes. "Our collective efforts have made CSUSM a great college to work for and I am proud to lead this great institution."



LEADERSHIP ADVICE FROM CSU CHANCELLOR TIMOTHY WHITE

Watch a clip from Chancellor White's visit and hear his advice:
<http://news.csusm.edu/csu-chancellor-white-in-the-executives-chair>

California State University Chancellor Timothy White shared his insights into leadership and his pathway to success to a packed auditorium of business students and community members in the course, "In the Executive's Chair" this past September. As chancellor, he oversees 23 campuses, nearly 447,000 students and 45,000 faculty and staff.

ALL ABOUT HUMAN RIGHTS

A SUMMER ABROAD IN RWANDA



"Get outside—get all over the world."

The motto of the CSUSM study abroad program deeply resonates with global studies student Elise McDow. She recently returned from a three-week trip to Rwanda with Global Youth Connect (GYC), a nonprofit that believes the key to preventing massive violations of human rights and protecting basic freedoms lies in organizing the world's youth to take action.

A novice to international travel, Elise was both excited and nervous for her first journey to Africa. As part of GYC's "We are Together—Human Rights Learning and Action Program," she joined twelve delegates from around the world and twelve delegates from Rwanda in a workshop to discuss human rights issues.

The group of delegates also traveled together to local sites that memorialized the 1994 mass genocide in Rwanda. It was during these visits in particular that Elise felt the strongest sense of solidarity with her fellow delegates.

"Seeing the genocide memorials was difficult for all of us," said Elise. "Some of the delegates had a hard time even participating because they were so overcome by emotion. Yet we also were able to come together during the experience because we knew we were all there for the same reason—to help ensure that such atrocities won't happen again."

The delegation also had the unique opportunity to work alongside a nonprofit in the area to develop a strategic plan for a local community hospital. Elise counts the experience as her greatest accomplishment in Rwanda.

"We had three days to develop a mission statement, a pros and cons list, and a plan for serving our target groups," she recalled. "We were overwhelmed at first but then we came together and said, 'okay, we can do this.'"

To help her process what she experienced in Rwanda, Elise kept a personal journal that topped off at 100 pages by the end of her trip. She was anxious to share it with her CSUSM mentor, Professor Elizabeth Matthews, who sparked her interest in global studies in the first place. Matthews is a strong advocate for encouraging students to seize opportunities for travel and studying abroad.

"In the globalized world, understanding others—politically, culturally, economically—is essential for students on the job market," says Matthews. "Students will be more competitive in the global economy and will become more well-rounded if they immerse themselves in other cultures and societies."

For Elise, Rwanda truly was a life-defining experience and she has plans to return to grass-roots human rights work in Africa soon after graduation.

On the wall of Elise's bedroom hangs a picture of Nelson Mandela with a quote that reads: "Education is the most powerful weapon which you can use to change the world." Elise is determined to do just that.



SURF FITNESS

UNDERGRADUATE RESEARCH STUDIES THE BIOMECHANICS AND PHYSIOLOGICAL BENEFITS OF SURFING

Surfing as a sport has seen a rapid growth in popularity since the 1960s. On any given day along San Diego County's 70 miles of coastline, thousands of surfers may be spotted in the ocean, riding waves or patiently waiting for their next ride. While most would agree that they surf for the pure enjoyment of catching waves, a new Cal State San Marcos study seeks to further substantiate the sport of surfing as a dynamic physical workout.

"Studies have been recently conducted with professional surfers in competition, but there is limited research on the average person who surfs recreationally," said Assistant Professor of Kinesiology Sean Newcomer. "This study gives us an opportunity to consider the physiological benefit of surfing for amateur surfers of all ages and fitness levels, including both men and women."

While the concept of surfing appears simple—all you technically need is a wave and a surfboard—anyone who has attempted surfing knows that the reality is much more complex. Physically speaking, surfers are essentially strong swimmers with a keen sense of balance. Stamina and upper body strength are crucial in order to paddle from the shore through breaking waves to reach the surf line. Once there, surfers wait on their boards and then paddle intensely when a quality wave presents itself. As the wave peaks, a surfer must stand rapidly and smoothly from a lying down position, balancing in a fluid upright position as they glide on the breaking wave toward the shore.

"Surfing can definitely be considered a form of interval training that combines short, high intensity bursts of speed with a recovery phase, repeated during exercise training," said Newcomer.

STUDENTS RIDE A WAVE OF HANDS-ON RESEARCH

The research project is part of Newcomer's course, Introductory Exercise Physiology 326. About a dozen students who took the course during fall 2013 are now interns on the project, mentoring the 40 students who are currently in the class. The student mentors are responsible for every aspect of the research protocol, which includes both laboratory and field work.

"Last year's students are helping to teach this year's students how to use the lab equipment while advising and training them," said Newcomer. "This is a terrific opportunity for the more experienced students to take on a leadership role while allowing the current students to apply what they are learning in the classroom to a real-world project. And the added benefit is the outreach to the community in the recruitment of surfers to participate in the study."

Students meet research participants at the beach to outfit them with waterproof heart rate monitors that are synchronized to a video camera filming them while they are in the ocean.

"I help analyze the data to match up the heart rate of the surfer to the activity that they are doing in the water—paddling, riding waves, sitting stationary on the board or other miscellaneous activities," said former kinesiology student Alyzza DeMesa. "We also record their maximum and minimum heart rates and how much time they spend in the water doing each activity."

THE SCIENCE OF SURFING

In the laboratory, research participants take part in a number of activities that test their anaerobic and aerobic fitness levels. Using a Biodex isokinetic machine, which applies computer-controlled resistance, students assess the strength of the subject's quadriceps and hamstrings. The test helps them determine the role of leg strength in a surfer's stance and balance.

"I get them all strapped up and make sure that they're completely snug but comfortable," said kinesiology major Erik Tolentino, who graduated this past May. "I line up their knee with the machine and then also check for any internal or external leg rotation by having them do a couple of practice kicks. This is important because if their knee is not properly aligned with the



CSUSM's swim flume provides the unique opportunity to conduct physiological and biomechanical research on surfers as well as to test surf products.

machine, there is risk of damaging the ligaments due to the high resistance."

Students also test the participants' upper body muscular power and utilization of oxygen using a swim bench customized with a surfboard to simulate paddling.

"With each participant we switch roles," said Chelsea Peters, a senior kinesiology major. "We are all responsible for informing each participant what they will be doing and why we are performing this particular protocol. During this particular test, one person takes the heart rate every 50 seconds, one person runs the metabolic cart, one person takes down the watts put out by the participant every 10 seconds, one person holds the hose out of the way and everyone cheers the participant on!"

Over the next two years, Newcomer and his students hope to study 600 surfers.

"Many surfers believe that while surfing is fun, it's not necessarily a viable form of exercise on its own," said Newcomer. "This information has so far shown that surfing is very beneficial to the cardiovascular system and is a great part of a healthy lifestyle."

"It's one thing to learn about the effects of exercise, but it is another to actually see it happening," said Peters, who is planning to go on to graduate school for her master's in athletic training and a doctorate

in physical therapy. "Actually being able to conduct research has changed the way I learn. I have been able to learn concepts and apply them in the lab. I know what to look for while testing and I am able to point out when something is abnormal. I know a lot of us are now considering going into research because of the opportunities afforded to us at CSUSM."

ON THE BREAKING EDGE: WHAT'S NEXT

Newcomer and his students recently presented data from this study at the Southwest Chapter of the American College of Sports Medicine Conference in Costa Mesa and are now collaborating with multiple research groups in Australia. In the coming months, many of the laboratory-based studies will be transitioning from the swim bench into the water using a specialized swim flume that was recently purchased by the kinesiology department for these and other studies. The surf research group will also begin collaboration with the Southern California region's growing multibillion-dollar surf industry.

"Starting in the spring, we look forward to working with several companies to help with product testing and design," Newcomer said.



Surfers who are interested in participating in the ongoing study are encouraged to e-mail snewcomer@csusm.edu

View the student produced video: <http://news.csusm.edu/surfing-study-examines-cardiac-health/>



DIABETES RESEARCH HELPS THE BODY HEAL

By analyzing the genes and proteins involved in tissue repair, CSUSM's Dr. Julie Jameson and her team of undergraduate and graduate students are exploring new biomedical research to improve wound-healing treatments for type 2 diabetics and patients with compromised immune systems.

"Our laboratory is very interested in understanding why people with type 2 diabetes have such extensive complications with wound healing," said Jameson, assistant professor of biological sciences. "We want to help these patients—especially since the number has been increasing in the U.S. over the last few decades—deal with these complications."

Because type 2 diabetes suppresses the body's immune response, which impedes wound healing,

patients are susceptible to infection and other devastating health complications, such as limb amputation.

However, Jameson's research has already led to the identification of a family of genes that facilitates tissue repair. Working with physicians at Scripps Clinic, she is developing a translational study with her students that could significantly improve treatment options for patients by restoring normal immune function.

"I think the students find that these projects are easy to grasp, but they are also easy to put their heart into as well," she said. "Students actually get great hands-on biomedical research experience, where at other institutions it's very difficult to get into the laboratory as an undergraduate."

"This one project may change the lives of thousands of people, and it's really cool to know that thousands of people may be impacted by something that I'm doing," said Biological Sciences Graduate Student Shelly Dutt.

View a student-produced video:

<http://news.csusm.edu/diabetes-research-helps-the-body-heal>



STUDENT ENTREPRENEURS BUILD SUCCESSFUL BUSINESSES

Photo by Anderson Gould Jr.



Sven-Anders Alwerud launched his business from a study room at Cal State San Marcos. Less than three years later, Jelly Skateboards are featured at some of San Diego County's leading skate and surfboard shops. Revenue has more than tripled year over year, and Sven's company has been valued at more than \$400,000.

"It's crazy," he said. "I never thought any of this was possible."

Sven is one of many students in CSUSM's College of Business Administration who have evolved into successful entrepreneurs by translating lessons learned in the classroom into tools that help them build their brand.

"We want our students to make an impact on this region, and to make an impact you have to do something," said Associate Professor of Entrepreneurship Bennett Cherry.

"We encourage our business students to take calculated risks and put into practice what they've learned in a classroom."

Take, for example, Justin Valley. He invested his life savings into Sole Lab, an upscale urban men's clothing store in Oceanside. There was just one problem. He didn't know much about running a business when he started.

That changed after he enrolled at the College of Business Administration at CSUSM and joined the co-ed professional business fraternity Alpha Kappa Psi.

"The courses have broadened my horizons, expanded my connections and put me in touch with so many people who are willing to help me out," said Justin.

Dr. Cherry's course on entrepreneurship has been vital.

"I didn't have a specific vision until I took that class,



Photo by Vanessa Lomibao.



Photo by Anderson Gould Jr.



Photo by Jessamyn Trout.

really," said Justin, a Marine Corps veteran who served in Iraq, Kuwait and Afghanistan. Today, that vision—to become an integral part of the community—is spelled out clearly on the Sole Lab website.

Justin is also working with MainStreet Oceanside to promote its weekly Sunset Market in the heart of downtown. It's all part of his Senior Experience project, a program incorporated into CSUSM's graduation requirement for business majors that has resulted in more than 5,500 students and netting more than 1.7 million hours on an estimated 1,300 projects ranging from crafting business plans to mapping out marketing campaigns for some 1,000 or more companies.

Brenda Anguiano is a mother of two who transferred from Riverside Community College to CSUSM's Temecula campus last spring to study business, not long after buying a Charley's Grilled Subs franchise at The Promenade Mall in Temecula. Her thinking?

"My business is thriving because of what I'm learning in the business program," said Brenda.

What Brenda learned was that she was a micromanager. Now she is focusing on the bigger picture, marketing and how to make sure her customers are satisfied and her employees are motivated.

"I've learned to value my employees, to reward them, and they're happier now. That results in better customer service, which in turn results in people coming back with their friends and family."

Gross sales receipts are near the top in the mall's food court. Satisfaction surveys are the highest for a Charley's Grilled Subs franchise in the region.

Brenda also learned to become part of the community by taking part in school fundraisers and mall promotions, offering free meals, for example, for students of the month to get new customers into her restaurant.

Sven became an entrepreneur by chance. When he was attending high school, he and best buddy Cody Leuck were looking for something different in a skateboard. "So one day, we decided to make a clear board. My dad is a robotics engineer, and he suggested we use bulletproof glass. We had no aspirations of starting a company—we were only 15."

When Sven began attending CSUSM a few years later, "I grabbed the clear-deck skateboard and started riding it around. People started asking me where I got it, and asking if I would sell them."

Sven and Cody decided to make two new, improved prototypes. "It was perfect. I started riding around and people were taking notice," said Sven.

He consulted with several CSUSM professors for tips on running a business and forming a corporation. Jelly Skateboards was born.

Said Cherry of his students: "They took a step off the edge and into the unknown of running their own business and selling their own product."



2014 CSUSM ANNUAL GALA

As Time Goes By

Memories from this year's gala!

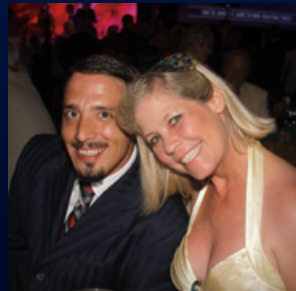
The 2014 Casablanca-themed Cal State San Marcos Gala raised a record \$162,000—an increase of more than 60 percent from 2013. The event benefited student scholarships as well as innovative research, student programming and the professional development of faculty.

One guest was so inspired by the shared stories of student scholarship success that she pledged \$50,000 to create two endowed scholarships in honor of Charles J. Heller and Frank D. Hernandez.

"These two men were big influences in my life," said Esther Calac. "They believed in higher education as a pathway to a positive and successful life. These scholarships honor their lives and I hope they are a source of inspiration to the students."

Support scholarships at CSUSM.

Visit www.csusm.edu/giving to learn more and give.





Save the date for next year's gala
June 20, 2015



WATER SCARCITY & CLIMATE CHANGE

Talk to most people about the most pressing problem facing the Middle East today and you'll probably hear about the Israeli/Palestinian conflict, ISIS in Syria and Iraq, or the nuclear ambitions of the Iranian government.

CSUSM Associate Professor Scott Greenwood has a different concern. Water.

"The challenges that growing water scarcity and climate change pose to Jordan and other Arab states are significant," Greenwood wrote in a recent essay published in the *Journal of the Middle East Policy Council*. "The most important is the potential for both (water scarcity and climate change) to disrupt the delicate balance that helps maintain stable political regimes in many Arab states. In the Hashemite Kingdom of Jordan, access to reliable and adequate supplies of clean water is not only essential for every citizen's survival; it is also an indispensable part of the political bargain with rural Jordanians that has helped sustain the monarchical regime."

Greenwood discusses how water is an indispensable element of ruling bargains in many other Arab countries, including Yemen, Morocco and Syria prior to the outbreak of its civil war. The relevance of his research is further substantiated by the publication of an abridged version of his essay in *The Washington Post*.

So why the lack of attention in the American news media's coverage of the Middle East?

"The issue of water scarcity is complex and can involve a great deal of science that is difficult to explain in 30-second or one-minute news reports," said Greenwood, who also serves as CSUSM's associate dean in the College of Humanities, Arts, Behavioral and Social Sciences. "In contrast, terrorism, conflict and violence are much easier to report on and don't involve talking with geologists and hydrologists, both of whom are likely to lead media consumers to change the channel out of boredom or disinterest."



"California in particular needs to look at a place like Jordan because that could be us in the not-too-distant future. We are heading in a direction that shares similarities with Jordan." - Dr. Scott Greenwood

But Greenwood's research is helping focus attention on the issue. His essay, titled "Water Insecurity, Climate Change and Governance in the Arab World," looks at Jordan as a test case for a region with a bleak future when it comes to quenching the thirst of a growing population. He notes that climate change could reduce water supplies in the strategically important Arab country by more than 50 percent.

Making matters worse is that Jordan has failed miserably in managing its vital groundwater basins.

"The government's failure to enforce limits on groundwater abstraction has led many Jordanian farmers to adopt the view that water for agricultural use is a 'free resource' and that the government should not regulate groundwater pumping," he wrote in his essay.

The results can be seen in the gradual destruction of the once bountiful Azraq oasis in eastern Jordan, an oasis that increasingly is being sucked dry to make up for water shortages in major population centers such as Amman and Zarqa.

Solutions should include desalination, recycling, conservation and better water management, Greenwood says. Failure to act will almost certainly lead to a variety of environmental, economic and political problems.

"I'm hopeful," Greenwood said. "The water policy folks in Jordan get it. They are working on the problem. They are addressing it. They are moving ahead with desalination.

Jordan is kind of the leader in the Arab world in treating their wastewater properly. But there are challenges."

He is not so hopeful about other areas in the Arab world. In the Gaza Strip, for example, "...thousands of illegal wells have been drilled and groundwater has been pumped to unsustainable rates, leading to the contamination of underground aquifers with seawater."

Within as little as two years, some scientists say, Gaza could run out of usable water supplies due to pollution from seawater intrusion and the seepage of improperly treated sewage into the area's main aquifer.

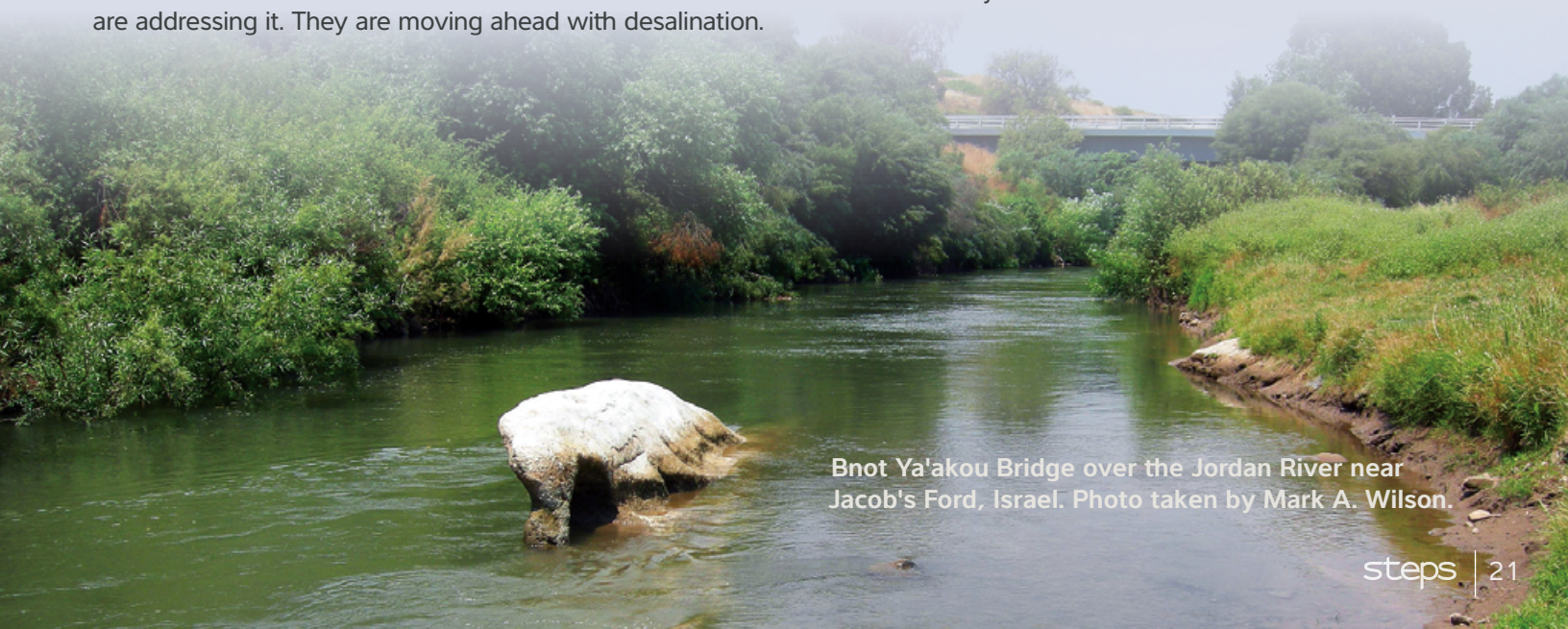
"There are so many other issues going on, nobody is paying the proper amount of attention to water," Greenwood said.

Arab nations are not the only ones that can learn from what is happening in Jordan.

"California in particular needs to look at a place like Jordan because that could be us in the not-too-distant future," Greenwood said. "We are heading in a direction that shares similarities with Jordan."

Said Greenwood: "When it comes to California water rights, people here are like, 'you're going to have to take my water from my cold, dead hands.'"

Greenwood plans on returning to Jordan in two years on a fellowship to do research for a book on the politics of water in Jordan and Syria.



Bnot Ya'akou Bridge over the Jordan River near Jacob's Ford, Israel. Photo taken by Mark A. Wilson.

CONSERVING HOUSEHOLD ENERGY: WHAT MOVES US NOT TO USE?



Individual households collectively are one of the world's largest energy consumers. But what motivates the average person to cut back on their home's energy consumption? In a recent study supported by a National Science Foundation grant to the Climate Education Partners of San Diego, and in partnership with San Diego Gas & Electric (SDG&E), CSUSM Social Psychology Professor Wesley Schultz and his team sought to find out.

For the study, approximately 460 single-family households in San Marcos, Calif., received a free Home Area Network (HAN) device, the in-home Rainforest Automation EMU-2™ Energy Monitoring Unit. The devices were custom-coded to provide different types of feedback. Determined at random, some of the households received units that displayed the real-time cost-per-hour of their energy use; others received units that only showed how many kilowatts their home was consuming in real-time; and still others received units that showed how their energy use compared in real-time to other households in their neighborhood. The effects of the different types of feedback on household

energy consumption were compared to a randomized control group that did not receive any feedback.

So what was the biggest factor in motivating consumers to reduce their energy use? As it turns out, Schultz showed that people cut back more when they could see, in real-time, how their energy consumption compared to similar households in their area.

Households with the devices that showed how much money was being spent actually increased their energy use by three percent compared to the control group. Meanwhile, those that only had access to information about their own energy consumption decreased their use by three percent. Even more striking, residents who received devices displaying how their energy use compared to their neighbors' reduced their consumption by 10 percent.

"We have found that one of the strongest motivators of energy conservation is not, as many would expect, practical concerns about money or the desire to be environmentally conscious," said Psychology Professor Wesley Schultz. "In fact what motivates

people to reduce their energy use is information on how their household compares with others in their neighborhood—peer pressure. When we see that our actions deviate from the group, we self-regulate and change our behavior."

According to Schultz, when it comes to motivating people to reduce their energy consumption, the best approach is to develop consumer messages and feedback that highlight the widespread degree of approval and support for conservation. In the case of energy conservation, there is widespread agreement that we should use energy wisely, and not to be wasteful or consume more than we need. In short, energy conservation is the norm.

The smart meter-connected devices used in Schultz's study provided live updates to the users on their energy consumption every eight seconds. Easily installed, the HAN devices only required that each home owner had a connection to the Internet and a PC or other device with a web browser.

"We are excited by the results of this landmark study into the effects of real-time peer energy feedback," said Chris Tumpach, president of Rainforest Automation. "With the application of this easy-to-use technology, the more than 50 million homes and businesses across

the U.S. that have smart meters could rapidly solve many of the country's energy problems."

Even small reductions in peak electricity demand on hot summer days can have a major impact on the stability of the power grid and play a part in slowing climate change.

"SDG&E is proud to be a partner with CSUSM and Rainforest Automation on this study, the results of which help prove the value of arming utility customers with easily accessible information about their energy use," said Caroline Winn, SDG&E's vice president of Customer Services. "We are pleased to provide access to a variety of new types of home area network devices for our customers, allowing even more choice, convenience and control over their energy use and helping them save energy and money."

SDG&E customers can now choose from more than 10 HAN devices, which have been tested and validated for smart meter compatibility, to purchase and install. These valuable tools will enable customers to see how much energy they are using in near real-time and help identify high energy use appliances.

Visit www.sdge.com/han for more information.





NCAA BOUND

Photo by Jessamyn Trout.

Big things are happening in the Cal State San Marcos Department of Athletics.

After operating as an independent NAIA institution for the first 15 years of existence, the Cougars were accepted into NCAA Division II Candidacy on July 23. Moreover, CSUSM was added as the thirteenth member of the NCAA Division II California Collegiate Athletic Association (CCAA) on August 25.

With the successful application for NCAA Division II membership, CSUSM is currently in the process of a three-year transition period before earning NCAA active membership status in 2017-18. The University will gain NCAA Division II active member status in the fall of 2017, as long as all benchmarks are met during the transition process, and will be eligible to compete in the NCAA championships during the 2017-18 academic year.

"We are proud to be formally accepted into the CCAA," said CSUSM President Karen Haynes. "This move will benefit our athletics program on multiple levels—we will be able to establish exciting rivalries with regional universities, our student athletes will spend more time in the classroom thanks to reduced travel time, and our University will be better aligned athletically with schools of similar size and stature. This is yet another great day for the University and our athletics program."

So, why is NCAA Division II and the CCAA the right match for Cal State San Marcos?

A CONFERENCE TO CALL HOME

The Cougars had their eyes set on the CCAA since the thought of moving to NCAA Division II first arose. The CCAA consists of 11 other California State University (CSU) institutions and the University of California, San Diego (UCSD).

The CCAA has been the nation's most successful Division II intercollegiate athletics conference since its establishment in December 1938. CCAA members have won 153 NCAA Championships (102 men, 51 women), far and away the most of any Division II conference.

"The administrative staff, coaches, and student-athletes at Cal State San Marcos have been building toward this for many months and have clearly demonstrated that the institution is ready to make the move to Division II. They are excited to join us and we are excited to have them," said Commissioner Mike Matthews.

The affiliation puts CSUSM in direct competition with 12 other public institutions in California of like size and like mind. The CCAA's average enrollment is 15,347 students; CSUSM currently has a student population of nearly 13,000, fourth lowest in the CCAA, but there are future plans to expand enrollment. Meanwhile, the average student population of a typical NAIA school is 1,500 to 2,500 students.

LIFE IN THE BALANCE

One of NCAA Division II's core initiatives is "Life in the Balance." The program emphasizes the importance of balancing a student-athlete's education along with his or her athletic competition, an academics-first philosophy that puts graduation at the forefront of the student-athlete experience.

"Our student-athletes are students, first and foremost," said Director of Athletics Jennifer Milo. "The NCAA Division II philosophy reinforces this. The move to the NCAA Division II Strategic Platform is directly in line

with our department's mission and values. We want our student-athletes to graduate and develop into well-rounded individuals that will be successful beyond their life on the playing field."

The NCAA states in various campaigns: "We are preparing student-athletes to go pro in something other than sports." This theme falls in line with CSUSM's core value of developing the student component of the student-athlete—demonstrating a commitment to the graduation of student-athletes while enhancing the total student-athlete experience.

Out of the more than 300 qualifying student-athletes, nearly 50 percent had 3.0 GPAs or better during the 2014 spring semester. In addition, CSUSM Athletics supports its student-athletes' academic pursuits: student-athletes have access to the Student-Athlete Academic Support Center, an athletic academic advisor, mentoring and tutoring programs and opportunities for professional development.



Photo by Jessamyn Trout.

RAISING CSUSM'S PROFILE WITH NEW SPORTS CENTER

The NCAA is somewhat synonymous with collegiate athletics. Being affiliated with NCAA Division II will help increase the public's awareness of not only the Department of Athletics, but CSUSM as a whole. In addition, CSUSM will be the third institution to compete in NCAA Division II in San Diego County, along with Point Loma and UCSD, which will provide natural geographic rivalries.

One thing that will raise CSUSM's profile in the San Marcos foothills is the multipurpose, on-campus Sports Center, which is scheduled to be completed in the fall of 2016.

CSUSM Athletics wants to bring all of its teams back home. The Sports Center will serve as the new home for basketball and volleyball, as well as more than 300 student-athletes.

The new 25,000-square-foot-facility will feature seating for 1,400 spectators, a ticket office, concession stand, an expanded sports medicine training room, home and visiting team locker rooms, a student-athlete lounge, officials locker rooms, media office for press conferences, administrative offices for coaches, LED lighting and a CSUSM Athletics Hall of Fame.

"The Sports Center will not only benefit the basketball

programs, but the University community as a whole," said Head Men's Basketball Coach Jim Saia. "We will be able to embrace the region with spirit and enthusiasm that Cal State San Marcos has yet to experience."

AS COUGAR ATHLETICS CONTINUES TO GROW, NOW IS THE TIME TO GET INVOLVED!

CSUSM expects to be competitive in the CCAA from the start due to its ability to attract quality student-athletes to the North County San Diego campus. During the 2013-14 academic year alone, CSUSM allocated more than \$600,000 in student-athlete scholarships, which would have been seventh-most in the CCAA.

CSUSM's goal is to achieve an annual scholarship allocation of \$1 million by 2017-18. Having strong financial reserves allows CSUSM to attract the most qualified and talented student-athletes, keeping the Cougars competitive.

Fans and donors are invited to become members of the Cougar Athletic Club, the primary fundraising organization for CSUSM Athletics! When you become a member you are helping develop student-athletes who will become leaders on the track, playing field and court...and after graduation in their careers and communities!

Visit www.csusmcougars.com for more information.



STUDENT-ATHLETES TO WATCH



Photo by Bruce Sherwood.

Brandon Bentson, Baseball '16

A starter since the day he stepped on campus, junior first baseman Brandon Bentson will provide much of the offensive punch for CSUSM. A two-time all-conference honoree, Bentson hit .339 with team-highs of 58 hits and 35 RBIs in 2014.

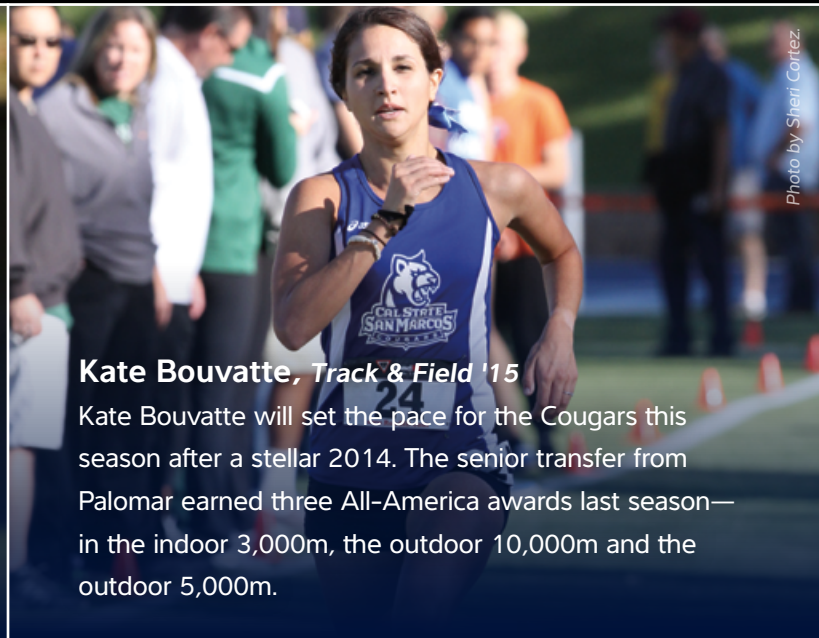


Photo by Sheri Cortez.

Kate Bouvatte, Track & Field '15

Kate Bouvatte will set the pace for the Cougars this season after a stellar 2014. The senior transfer from Palomar earned three All-America awards last season—in the indoor 3,000m, the outdoor 10,000m and the outdoor 5,000m.



Photo by Anderson Gould Jr.

Katie Wilkinson, Softball '15

CSUSM's fortunes will rely heavily on the shoulder of senior hurler Katie Wilkinson. The right-hander from Carlsbad was named A.I.I. Pitcher of the Year and was selected as a NAIA Honorable Mention All-American and an All-A.I.I. First Team honoree in 2014.

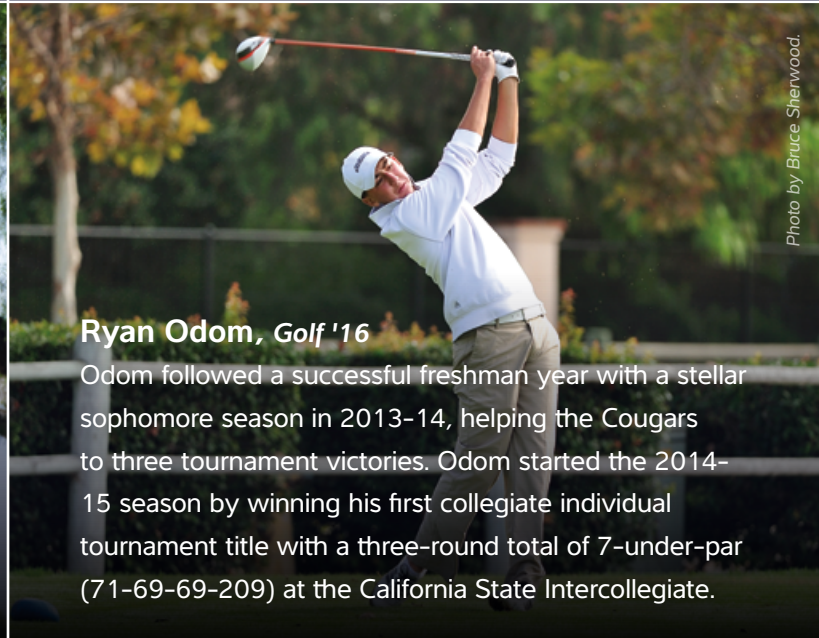


Photo by Bruce Sherwood.

Ryan Odom, Golf '16

Odom followed a successful freshman year with a stellar sophomore season in 2013-14, helping the Cougars to three tournament victories. Odom started the 2014-15 season by winning his first collegiate individual tournament title with a three-round total of 7-under-par (71-69-69-209) at the California State Intercollegiate.



Photo by Sheri Cortez.

Justin Washington, Track & Field '17

As a freshman, Justin Washington played a vital role in the Cougars' middle distance races. He ran a personal best of 1:53.82 in the 800m at the 2014 Oxy Invite and participated in the men's 4x400m relay at the NAIA National Championships.



Photo by Bruce Sherwood.

Vanessa Chap, Golf '15

Vanessa Chap has been an integral part of the Cougars' ascension in the national conversation throughout her time at CSUSM. Her career average of 79.00 strokes per round is the second lowest in program history and she will likely finish her CSUSM career with the most amount of rounds played in team history.

CENTER FOR FORMER FOSTER YOUTH RECEIVES \$1M

Jan and Esther Stearns announced plans during fall semester to donate \$1 million support ACE Scholars Services, home to a one-of-a-kind program at CSUSM that provides support to former foster youth pursuing their college degrees. In recognition of this remarkable gift, the University will name the program's newly renovated space the Jan and Esther Stearns Center for ACE Scholars.

The Stearns recognize that most foster youth want to go to college but have numerous barriers preventing them from successfully entering and graduating from an institution of higher learning. According to recent surveys, there are 500,000 foster youth currently living in the United States and approximately 4,000 of these young people are in CSUSM's service region. Even though 70 percent of foster youth desire a college experience, most age out of the system only to find themselves ill-prepared and unsupported for success: 65 percent become homeless, 20 percent are arrested or incarcerated, and less than two percent graduate from college. Their gift will provide current use funds for Center operations and programs as well as establish the ACE Scholars Services Endowment, providing ongoing support into perpetuity.

"I have been especially impressed with CSUSM's commitment to serving first-generation and underrepresented college students," said Esther Stearns, who is also a member of the University's Foundation Board.

"People come here for opportunity. I've talked to students whose lives have been changed through education—and that change has a ripple effect that impacts their entire family and our community."

Founded in 2007, ACE Scholars Services—also known simply as ACE—is the on-campus "home" to former foster youth, providing services that meet their unique needs and improve their rates of matriculation, graduation and career success. Working from a place of trust and understanding, ACE offers guidance or assistance on anything from housing to academic counseling, financial aid and admissions. CSUSM is the only university that guarantees admission to foster youth and maintains two memorandums of understanding with the Counties of San Diego and Riverside. It is the largest program of its kind in the nation.

"The Stearns have generously supported ACE Scholars Services for many years, and this new gift continues and expands our ability to make a Cal State San Marcos education available to every talented, hard-working former foster youth in our region who desires it," said Jim Mickelson, founding director of ACE. "Their donation assures that the program will have a long and healthy future, impacting countless young people as they move beyond their past and earn their college degrees."



PRESIDENT'S CIRCLE: PREPARING STUDENTS FOR SUCCESS

President's Circle members, who give at the Gold Level (\$2,500 annually) or Silver Level (\$1,000 annually), enable President Haynes to respond to the highest academic needs of the campus, enriching the lives of many students by enhancing the University's educational and extracurricular programs. The memberships assist CSUSM in promoting research, scholarships, and raising academic standards to create greater opportunities for our students, faculty, and community.

"The president of a university the size and quality of CSUSM must have resources to underwrite innovations and respond quickly to emerging needs and opportunities," said Ruth Mangrum, a founding member.

President's Circle offers a variety of benefits, including exclusive invitations to events and recognition in University publications.

Register to become a member online at www.csusm.edu/giving. Or learn more by calling University Advancement at 760-750-4400.



GRADUATE STUDENT FELLOWSHIPS

Ten years ago, Rosa Conrad, a mother of two, never planned nor imagined she would one day earn a bachelors degree let alone a graduate degree. In fact, her journey towards higher education didn't begin until she was 38 and started attending classes at a regional community college, thanks to the advice of a mentor. But today she is preparing her thesis project and looks forward to graduating this spring with her Master of Arts in sociological practice.

Recently Rosa was awarded a Hein Family Fellowship, which she says has been crucial to her continued academic success.

"I have been balancing my family life, employment and academics, but it hasn't been easy," she reflected. "This fellowship is giving me the freedom to focus on my school work without worrying about the extra educational expenses that add up."

Rosa's graduate-level work focuses on Latinas and higher education, specifically how parent involvement impacts their children's educational journey. Along with two other fellow students, she co-founded a blog (SocRogueScholars.wordpress.com) that features articles from sociology scholars and seeks to empower its readers through social justice and outreach.

"I believe the services public libraries offer the community are essential to families who may not have the resources at home to help with education and other forms of personal development," she said. "With my advanced degree, I want to be in a job where I can facilitate programs that serve the public and enhance a love of learning for all ages and families."



The Hein Family Fellowship was established by Rick and Ann Hein to provide financial assistance to first-generation post-graduate students in the College of Humanities, Arts, Behavioral and Social Sciences.

They say Rosa is exactly the type of student they had envisioned supporting when they established the fund in 2011.

"Rosa's determination is remarkable," said Ann Hein. "We were so impressed with her achievements and her desire to give back to her community."

"It takes a lot of courage and perseverance to heed the advice of a mentor, make a change and pursue higher education," said Rick Hein. "And it's not easy, particularly when you consider the cost and the fact that so many students are also balancing other outside responsibilities."

"I can't thank the Heins enough for their support and belief in me," said Rosa. "They are not just investing in me, but in my family and my community. As I inspire others to follow in my footsteps, the impact of the fellowship will echo for generations."

Contribute to the academic success of students like Rosa. Contact University Advancement at 760-750-4400 or www.csusm.edu/giving

MEET THE NEW ALUMNI ASSOCIATION PRESIDENT: BRICK LANGFORD



Brick Langford, who graduated from the CSUSM MBA program in 2001, believes that relationships are vital to a thriving university community. As head of the credit, accounts payable, and accounts receivable groups in accounting for Watkins Manufacturing, he has spent the last 25 years nurturing a sense of camaraderie and trust among his colleagues, direct reports and internal and external customers. Langford is anxious to use his extensive experience to engage a rapidly growing graduate community as the new president of the CSUSM Alumni Association.

"I've been a part of the Alumni Association for more than a decade," said Langford. "We have an enthusiastic board, a wonderful University president and a strong alumni relations department. I look forward to integrating the efforts of the Alumni Association, the University and the local community to advance our common interests and goals. This was the practice of my predecessors, and I just hope I am worthy of following in their footsteps."

Langford isn't new to playing a leadership role on campus. When he graduated with his MBA, the program didn't have a chapter within the Alumni Association, so he and a few of his peers initiated one.

"I valued my time at CSUSM and wanted to stay in touch and give back," he reflected. "By creating an MBA Alumni Chapter, we were able to continue to network with each other as well as help the campus."

Langford's institutional knowledge and experience has paid dividends already, as he recently helped guide the Alumni Association through a strategic planning

process. The result was a five-year plan that includes goals to increase membership and alumni giving, improve communications, develop additional alumni volunteer opportunities, and enhance interactions between alumni and current students through activities such as mentoring and career assistance.

Considering the Association increased its membership by more than 50 percent last year alone, they are off to a very good start. But Langford emphasizes they have a long road ahead. CSUSM has approximately 33,000 alumni, most of whom hail from the Millennial Generation. Moving forward, social media will be the Association's most valuable tool to recruit and communicate with alumni and increase annual giving.

"Our alumni community is very young in comparison to those of other universities, so one of our key efforts will be to increase our digital awareness," he said. "And because many of our graduates are just getting started in their careers, it will take some time for our alumni giving to increase. This is why it is important for the board to explore new ways to partner with the local business community."

Langford looks forward to rising to the challenge and knows his alma mater is up to the task.

"The CSUSM community has a history of serving its neighbors through programs such as the California Indian Culture and Sovereignty Center, its K-12 partnerships, community clinics, the Veterans Center and more. The Alumni Association is excited to work alongside President Haynes to build upon this tradition."

HOMECOMING 2014

Highlights from this year's Basketball Homecoming Game!



Ignited by a packed gym, the No. 3 Cal State San Marcos men's basketball team upset defending NAIA national champion and No. 1 Vanguard in the annual CSUSM Homecoming Game, 73-71!

Find the latest details on upcoming Cougars Basketball Games at www.csusmcougars.com



Photos by Vanessa Lomibao, Bruce Sherwood and Jessamyn Trout.



CREATING HIS OWN WAY

ALUMNUS JOSH SANDOVOL: FORGING A CAREER IN ENTERTAINMENT WITH GRIT

As a self-made television producer, writer and news journalist, alumnus Joshua Sandoval has an enviable career. He's been on the front lines of airport bomb threats as a journalist with the *Los Angeles Times*, and has rubbed elbows with titans of the entertainment industry such as Judd Apatow. So, what is the secret to his success? Grit.

"You have to create your own way—you can't count on others to do it for you," says Sandoval. "If you really want something, you're going to have to work for it."

Sandoval learned this valuable lesson at CSUSM. As a student, he was passionate about sports journalism but the student paper didn't have a sports column, so he initiated one. While he was covering a story, he met a reporter from the *San Diego Union Tribune*. The reporter was impressed by Sandoval's work and the 18-year old student soon ended up as a sports writer.

"CSUSM enables students to create their own opportunities," says Sandoval. "That chance meeting wouldn't have happened if the University hadn't been open to trying something new."

The job at the *San Diego Union Tribune* launched Sandoval's career. After graduation, he became a staff writer at the *Los Angeles Times* by day and a budding television producer and writer by night.

After six months of hard work, Sandoval was stunned by a job offer with ESPN's "Around the Horn." "I couldn't believe it—working for ESPN was a dream come true for me," says the sports fan. "And television had definitely become my creative medium of choice."

After only a few months with ESPN, however, he realized he would have to venture out on his own if he really wanted to make it in television. He took the brave step of quitting his full-time job to seek out contract work. In between jobs, he maintained a solid presence on social media (follow him at @JokesOnJosh) by posting articles he wrote and videos he produced. It wasn't long before his efforts paid off and a former coworker offered him a job on a pilot for NuvoTV called "Latino 101." The show was picked up for two seasons, during which Sandoval served as producer.

Sandoval's work on "Latino 101" eventually led to an opportunity with "America's Got Talent." It was on that particular show that he experienced one of his greatest achievements. Sandoval cast and produced comedian Taylor Williamson, who won second place in the national competition in 2013.

Next up, he's working on a dating game show called "Baggage on the Road," featuring Jerry Springer. Charged with writing 20 of the show's episodes, he'll be traveling throughout the country in the weeks ahead.

"I like the excitement of not knowing what the future holds," says Sandoval. "I love having a blank slate because then I am free to create something new." "Baggage on the Road" will air on the Game Show Network (GSN) in 2015.



NEW E-PORTFOLIO TOOL FOR ALL STUDENTS & ALUMNI

CSUSM is providing all students and alumni with a Portfolium account, a new cloud-based, media-rich online tool designed to showcase an individual's academic and professional story with work that has been completed in and out of the classroom. The University has an exclusive, branded network, with an additional suite of interactive features for administrators and corporate affiliate partners.

Portfolium combines online elements typically reserved for social and professional networking platforms with the ability to create and aggregate multimedia content from across the web, uniquely providing employers and universities with a deeper, more all-encompassing view of an individual's passions, abilities and potential. Through the platform, individuals visually showcase their work, accomplishments and activities, giving potential employers a more holistic view of their talent beyond what is usually represented in a traditional resume.

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www.portfolium.com/network/cal-state-san-marcos

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GIVING TO CSUSM

PRESIDENT & CEO OF WELK RESORT GROUP, INC. REFLECTS ON LEADERSHIP

Jon Fredricks, president and CEO of the Welk Resort Group, recently sat in the hot seat at "In the Executive's Chair," a unique business course that offers CSUSM students insights into leadership. His number one piece of advice for career happiness? Find your passion.

"Pursuing your passion is so important," he said. "You don't want to end up at my age in a job where you make lots of money but you just don't enjoy it."

As for Fredricks, he is definitely pursuing his passion. Initially, he pursued a career in the medical field after graduating from UCSD, but then later found his way back to his family's business, founded by his late grandfather, the great entertainer Lawrence Welk. Since 1999, Fredricks has been at the helm of the Welk Resort Group, which owns premier vacation home properties in or near San Diego; Palm Springs; Lake Tahoe; Branson, Missouri and Cabo San Lucas, Mexico.

Like his grandfather, Fredricks is committed to constant and never-ending improvement.

"My late grandfather grew up on a farm in North Dakota," Fredricks reflected. "He left at the age of 21 with only his accordion and very little money. He only had a fourth-grade education and could only speak German. He had such a love of music and entertaining people that he was completely fulfilled by playing and never expected to find commercial successes. In fact, he didn't find commercial success until he was in his 50s. My grandfather followed his passion almost recklessly. However, he was committed to bettering himself and as a result he became more entertaining and more popular."



Fredricks is also a big believer in personal development, especially for his employees.

"At Welk, our belief is that leadership development is about personal development," he said. "We put a number of our team members through very intensive programs that allow them to grow as people—identifying barriers to success and those limiting self-imposed views that impact the way you see life."

Fredricks is also a member of the CSUSM Foundation Board of Directors.

"I've been impressed with what Cal State San Marcos has accomplished over the years," he stated. "The percentage of CSUSM's graduating students who are first in their families to earn a college degree is a remarkable statistic and gets to the heart of what CSUSM stands for as an institution. At Cal State San Marcos, individuals are gaining a top level, quality and affordable education and clearly changing their families forever."

As the University prepares to celebrate its 25th anniversary, the Welk Group has committed \$25,000 as a 25th Anniversary Signature Sponsor.

"I encourage community, political and business leaders to join me in supporting CSUSM and its work—through volunteerism, mentoring or financial contributions."

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