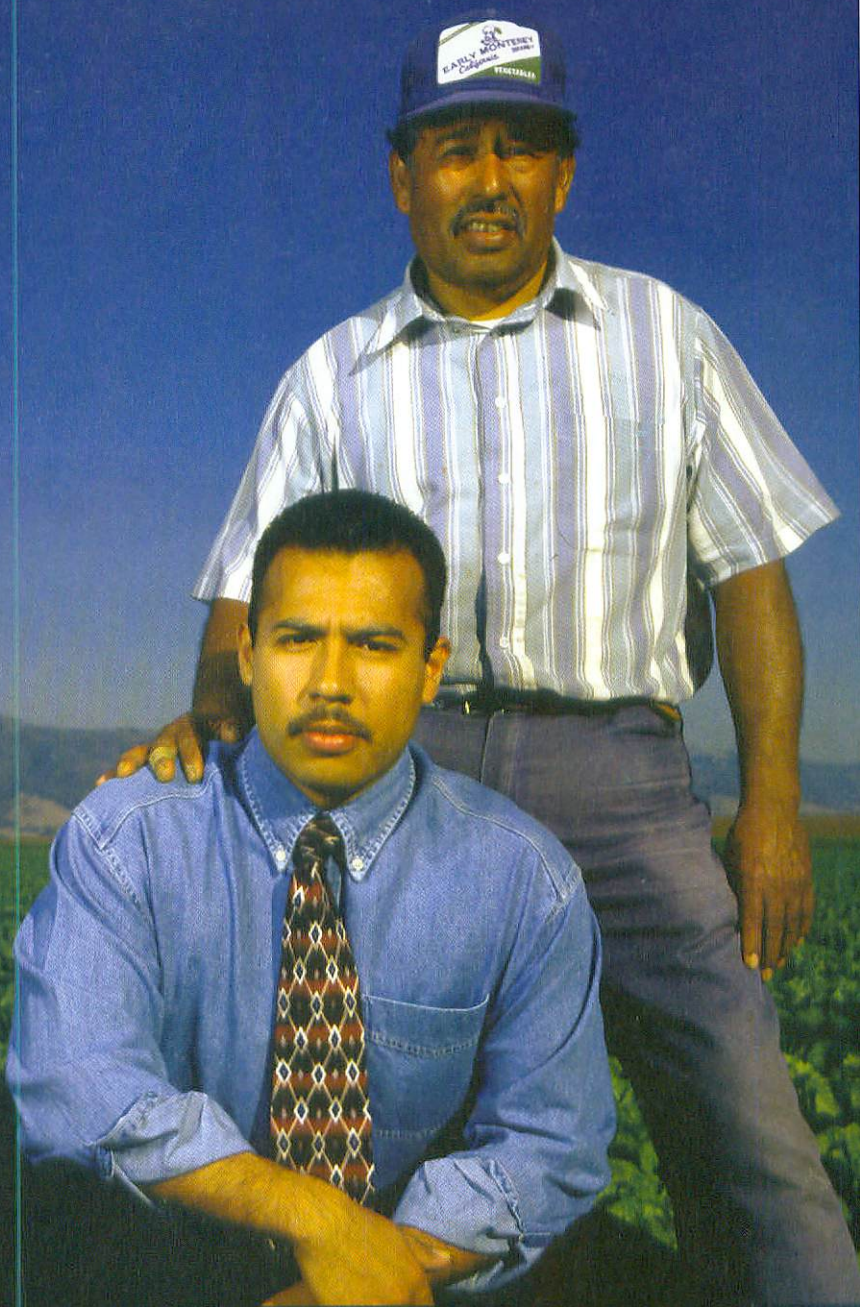


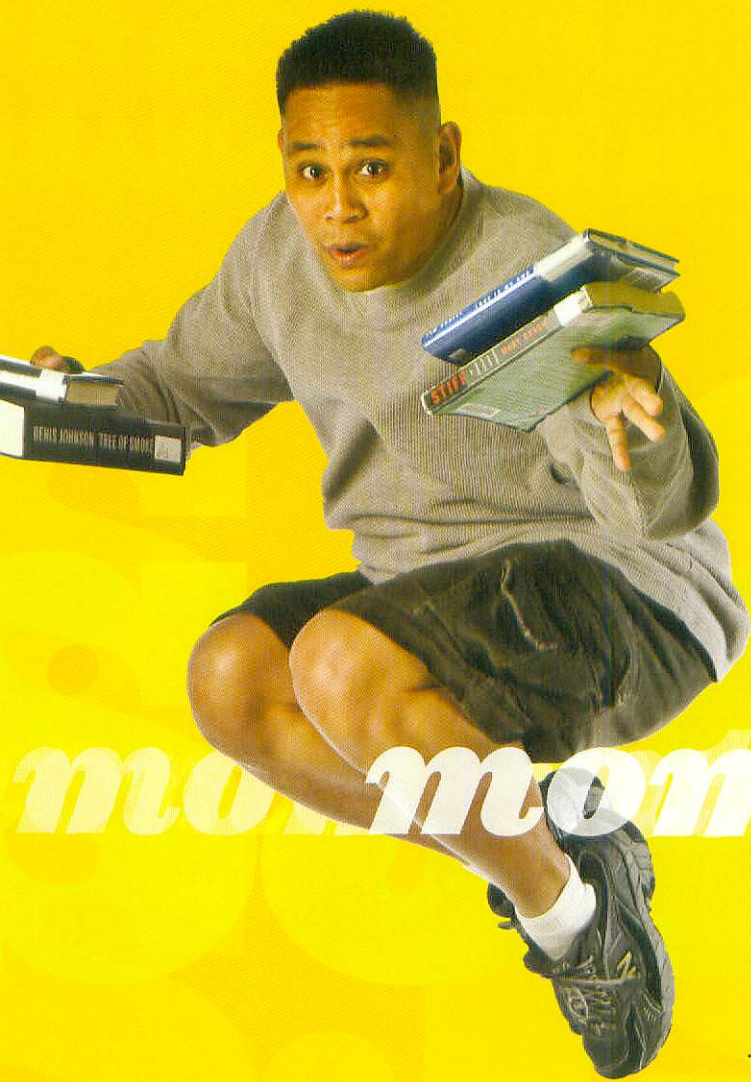
# SJSU WASHINGTON SQUARE



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Photographing  
the best of SJSU

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super-heroines



# momentum

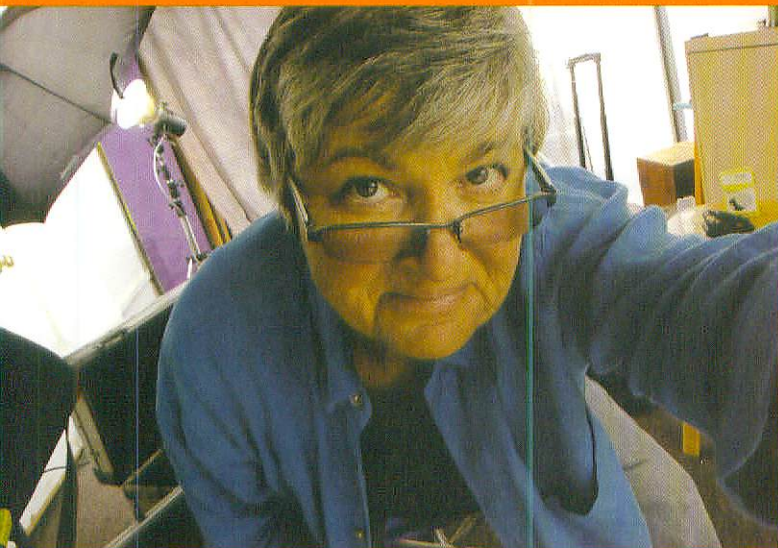
## ***Ben Malto thrives on epic drama***

This screenwriting hopeful is learning to craft gripping storylines from leading contemporary writers through the Center for Literary Arts' Major Authors Series, the premier literary reading series in the South Bay. For more than 20 years, the center has promoted literature in the university community by inviting top literary talent—including up-and-coming authors and winners of the Nobel Prize, Pulitzer Prize and the National Book Award—to campus for readings and workshops. In the 2009-10 lineup: 2007 National Book Award winner Denis Johnson, science writer Mary Roach and naturalist writer Tim Cahill.

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# N THIS ISSUE



SHARON HALL

## THE COVER

Photographer Sharon Hall, '80 BS, '93 MA, took our cover photo of SJSU alumnus Roberto Rodriguez-Flores and father Demetrio Rodriguez standing in a Salinas lettuce field. It's just one of the San José State stories she has helped to tell with her camera. In the photo essay on page 16, see how Hall has captured the best of San José State through its people.

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# SJSU WSQ

line at [www.sjsu.edu/wsqa](http://www.sjsu.edu/wsqa)

**VOLUME 18 - NUMBER 1 | FALL 2009** SJSU WASHINGTON SQUARE IS PUBLISHED QUARTERLY BY THE OFFICE OF PUBLIC AFFAIRS, SAN JOSÉ STATE UNIVERSITY **PRESIDENT** JON WHITMORE **VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT** FRED NAJJAR **EDITOR** WSQ TEAM **ALUMNI EDITOR** KAT MEADS **ART DIRECTION/DESIGN** EUNICE OCKERMAN **THIS PUBLICATION IS AVAILABLE IN ALTERNATE FORMATS.** FOR AN ACCOMMODATION, PLEASE CALL 408-924-1166. **SUBSCRIPTION INFORMATION** SJSU WASHINGTON SQUARE IS PROVIDED TO SJSU ALUMNI. TO CHANGE YOUR SUBSCRIPTION, GO TO [WWW.SJSU.EDU/WSQ/SUBSCRIPTIONS](http://WWW.SJSU.EDU/WSQ/SUBSCRIPTIONS), OR CALL: 408-924-1166; OR MAIL: **WSQ EDITOR / SJSU / ONE WASHINGTON SQUARE / SAN JOSÉ, CA 95192-0005.**

One of the world's most innovative regions, Silicon Valley constantly reinvents itself, and the 6,000 graduates that San José State sends into the region each year make that reinvention possible.

Now, the university is doing some reinventing of its own. SJSU's enrollment and labor force are being reduced to reflect dramatic cuts in state revenues. We're going to be a smaller university, but we will continue to be a crucial resource for the region, the state and beyond.

Alumni, faculty and staff all play a vital role in ensuring that San José State continues to graduate a well-prepared, competitive workforce. In our feature, "Spartans Helping Spartans," read about how internships and mentoring are giving students a jumpstart on their careers. Discover how painter/illustrator Christine Benjamin, '87, is using "Girl Power" to help women artists show their work and to make art more accessible to everyone. Learn how a resource center on campus is serving to connect a community.

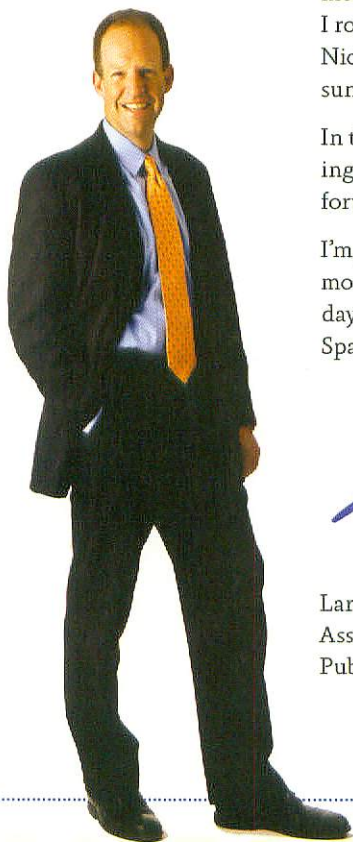
And then, prepare to be overcome by nostalgia! Our cover story, a photo essay from alumna Sharon Hall, 'BS 80, 'MA 93, will certainly bring back many fond memories. Hall's photos of San José State sure reminded me of a time when I roamed campus as a Public Relations major. Reminisce, too, with guest writer Nick Peters, '61, who was inducted into The National Baseball Hall of Fame this summer.

In this issue, I know you'll find many reasons to be proud of San José State. The ingenuity of our alumni, faculty, staff and students is moving the university forward—especially as it adjusts during this time of change.

I'm just filling in as editor until a new one is in place, but I've enjoyed working more directly on *Washington Square*. My hope is that as you remember your SJSU days, you'll renew your connection to this remarkable university. And, fellow Spartans, keep sending in those letters.



Larry Carr, '92  
Associate Vice President  
Public Affairs



**GEN. ANTHONY JACKSON**

compliment *WSQ* on the fine article Dave Newhouse, '64, paying tribute to SMC Maj. Gen. Anthony L. Jackson, '71 and '73. Had Jackson remained at SJSU's Army ROTC, I have no doubt he would have earned stars in that service.

ERT W. FOY, '59 AND ARMY ROTC '59

**NEWS IN TRANSITION**

Reading Mansi Bhatia's excellent "News in Transition" article in your summer issue was a sobering and enlightening experience. My 1969 SJSU degree is in journalism with reporting and editing emphasis. In the ensuing 40 years I've never worked as a reporter—a job for which I feel I was superbly trained. Rather, I used those skills and insights to write in public relations and advertising. Yet I believe the lessons learned all those years—impartiality and honesty—guide me still. I sincerely hope newspapers as we know them can be saved. But I'm not optimistic.

Let me take this opportunity to commend the *WSQ* staff and the Office of Public Affairs for the consistent quality of *SJSU Washington* magazine. I served as editor of predecessor, *The Spartan*, in 1968. I've come a long, long way.

RY COY, '69 JOURNALISM

Bhatia's "News in Transition" article in the summer issue was so informative and reflective of current changes in journalism. So great to learn Dr. Bentel's alive and still kickin'. Dr. Bentel and Professor Dolores Spurgeon changed my life forever in the early '70s when I was a journalism student. Following Dr. Bentel's advice, I got involved with SDS, worked in the journalism department office, and wrote for the *Spartan Daily*. In time I earned my degree in journalism, followed immediately by a master's in mass communication, recommended and pushed by Bentel and Spurgeon, who even helped with the cost of my books.

This all led to a fulfilling career with four departments of Hawaii's state government. I retired as communications director for the Department of Education over a decade ago. I continue to write (four books, two columns, and hundreds of articles published under the name Gael Mustapha) and to teach creative writing through community colleges and senior centers. Much credit for the joy and success in my life must go to the SJSU journalism department's Dwight Bentel and Dolores Spurgeon.

GAEL (GOUVEIA, MUSTAPHA) DOYLE, '72, '73 JOURNALISM

See VIP on the back page, celebrating Spurgeon. —Ed

SJSU Lecturer Michael Stoll's comments in the "News in Transition" article are right on. Blogging, tweeting, etc. do not necessarily a journalist make.

ALDO MARAGONI, '90 JOURNALISM

Mansi Bhatia was right on to say that there has always been citizen journalism and it will never replace real journalism. And I loved the ending quote from Bentel that the medium does not matter. That is the one thing journalists are (finally) starting to figure out. I love that Bentel is 100 years old and probably has been saying that for a while.

KYLE HANSEN, '08 JOURNALISM

Kudos for "News in Transition," one of the best articles I've read on the challenges facing news reporting. I plan to do a blog posting about it. I retired from the news game in 2000, after a 40-year span split between UPI and AP. The profession doesn't seem like much of a "game" anymore.

JAMES O. CLIFFORD, SR.

**SYLVIA LIGHT, TAKE A BOW**

You have done such a wonderful job setting the tone for such a wonderful magazine and my favorite alumni magazine! You've always ensured that *WSQ* embodies both the university's tradition and its progress. Not a small task, and one you made look effortless. Best wishes to you, Sylvia!

HEATHER COOK MCGOWAN, '00 POLITICAL SCIENCE

We'd like to hear from you. *SJSU WSQ* welcomes letters to the editor regarding stories in its pages. Letters accepted for publication will be edited for clarity or space and may not necessarily reflect the views of San José State University. Send correspondence to *WSQ* Editor / SJSU / One Washington Square / San José, CA 95192-0005, or go to [www.sjsu.edu/wsqs/submissions](http://www.sjsu.edu/wsqs/submissions).



#### COLLEGE OF APPLIED SCIENCES AND ARTS

##### Advertising major wins

##### "The Celebrity Apprentice" challenge

Is seafood part of your healthy, wholesome diet? If not, you might just get a visit from Tommy Tuna, aka Benjamin Hernandez, an SJSU advertising junior and winner of Chicken of the Sea's Celebrity Apprentice Challenge.

"The contest entailed making a 90-second viral video for Chicken of the Sea that could be easily used on social networking sites such as Facebook and MySpace," explains Hernandez. "My entry featured Tommy Tuna, an over-the-top pitchman espousing the benefits of seafood while handing out Chicken of the Sea products on the streets."

"Benjamin's entry immediately caught our eye," says John Sawyer, senior vice president of sales and marketing for Chicken of the Sea. "It was creative, funny and out of the box."

As the grand-prize winner, Hernandez was flown to New York City for the season finale of the NBC show and served as Chicken of the Sea's red carpet correspondent. "Interviewing the celebrities was a rush," recalls Hernandez. "Joan Rivers, Donald Trump, Andrew Dice Clay, Brian McKnight and Piers Morgan, among others, were kind enough to speak with me, even though I think I butchered the interviews."

To read more about Hernandez's NYC experiences and view his winning viral video campaign, visit: [sjsu.edu/wsqa](http://sjsu.edu/wsqa).

#### COLLEGE OF BUSINESS

##### New course in green entrepreneurship

When Business Professor Anuradha Basu polled students last year about which courses they would be interested in taking, green entrepreneurship won hands down. Also interested in sustainability issues, Basu created a course that focuses on green technology, environmental protection and sustainable development. Twenty-three students from business, design, mechanical engineering, kinesiology, nutrition and recreation signed up to take the class last spring.

Silicon Valley entrepreneur Mike Loefer, founder of Bottlestone, a company that turns recycled glass into kitchen counter tops, was one of many local professionals who visited to discuss the economic challenges of startups and the rationale for green initiatives. Basu and her students also took a guided tour of retired SJSU Environmental Studies Lecturer Frank Schiavone's eco-friendly house.

"I enjoyed having a group of genuinely enthusiastic students," Basu says. "And I hope they gained insights into global business and environmental trends that will help in their future endeavors."

#### COMMUNITY

##### San José seeks public input on Wikipanning

The city of San José is using Wikipanning, an interactive website, to solicit public input for its Envision San José 2040 General Plan Update. Both residents and non-residents are encouraged to take part in the online project and share their ideas.

In addition to learning about the city's General Plan, participants can express

EXPRESS YOUR **Spartanality** IN CLASS AND ON THE

ions to community leaders through  
age boards and have some fun by  
ing photos of their favorite or not-so-  
rite spots in San José neighborhoods.  
ntive awards are given to a percentage  
ose who complete online surveys.  
isit [wikiplanning.org](http://wikiplanning.org) and enter your  
ential zip code or the pass code 2040.

#### COLLEGE OF BUSINESS

##### Business Plan winners

Seventh annual Silicon Valley Business  
Competition, sponsored by the Silicon  
y Center for Entrepreneurship, encour-  
innovation in the SJSU community and  
rds student participation in new ven-  
creation. This year's winners include:

##### 5,000 Wanda Ganner Award—

##### TheTest.com

yan Guerrettaz, '10 Finance, devel-  
ped this online study forum for college  
students, inspired by RateMyProfes-  
ors.com. [READ MORE www.sjsu.edu/wsqr](http://www.sjsu.edu/wsqr)

##### 5,000 Larry Boucher

##### Award—Veggielution

Monica Lisa Benavides, '09 Child and  
Adolescent Development, and the  
veggielution team created a local,  
ustainable food system through a  
quarter-acre urban farm at San José's  
Emma Prusch Park.

[READ MORE www.veggielution.org](http://www.veggielution.org)

##### 10 Dan Doles Award—CROConnect

to increase the success of global clinical  
trials, Chandini Kalsy, '09 MS Biotech-  
nology, and two other biotechnology  
graduate students came up with a busi-  
ness that acts as a liaison between  
contract research organizations and  
medical device companies.

##### Best Business Plan Award—DoCause

When Ahmed Mahmoud, '09 MBA,

realized "there was no single web des-  
tination where people could engage  
with others to impact common causes  
they care about," he created DoCause,  
a social networking startup targeting  
nonprofit organizations and socially  
responsible corporations.

#### COLLEGE OF SCIENCE

##### An alumnus reconnects

Krishna Kant Dixit, '51 Biology, arrived  
in the states from India with a trunk full  
of clothes, a blazer, a bedroll, homemade  
pickles, and the dream of being a doctor.  
After a few weeks at another university,  
he transferred to San José State where he  
immediately "felt more at home," he says.  
"The faculty were understanding, compas-  
sionate and patient, providing personal  
attention to every student—just what I  
needed, given my ignorance of the culture  
and inability to speak English in the Ameri-  
can accent."

Dixit didn't become a doctor, but he did  
return home to make a name for himself in  
the Indian sugar industry. The octogenar-  
ian owes much of his success, he says, to  
"the faculty members of the biology depart-  
ment who encouraged me to develop my  
communication skills and helped me realize  
my full potential."

At SJSU, Dixit also learned the impor-  
tance of community service. "From my

interactions with the faculty and fellow  
students, I realized that we must never for-  
get the good that someone has done for  
us," he recalls. In India, he set up schools,  
hospitals, scholarships and cultural centers  
for those who worked in his sugar factories.  
"I tried to give back to society at least some  
of what it gave me," he says.

#### COLLEGE OF SOCIAL SCIENCES

##### Student wins top award from mapping association

Jake Coolidge, '10 MA Geography, won the  
Bay Area Automated Mapping Association  
\$2,500 annual scholarship for an animated  
series of cartograms representing the  
growth of California counties between  
1900 and 2000.

"A cartogram is a type of thematic map  
that has been abstracted to become more  
like a diagram," explains Coolidge, who used  
U.S. Census data to map the population of  
California counties in 20-year intervals.

"In the beginning, San Francisco is the  
undisputed population center for the state,  
but it is quickly overtaken by Los Angeles  
County. In the post-World War II boom,  
Santa Clara and Orange counties grow  
dramatically, and the Inland Empire experi-  
ences major growth in the 1980s."

Coolidge describes his work as "getting  
people excited about mapmaking and the  
visualization of geographic information.



His enriching experiences at SJSU made  
Dixit realize that "education is the best  
investment" — a motto he's lived by and  
promoted in his community. "Education  
broadens your mind and melts the  
boundaries of country, caste, creed  
and color," he believes.

[sjsualumni.com/homecoming](http://sjsualumni.com/homecoming)



If just one person walks away from a map I design with a better understanding of this infinitely complex world we share, I'm happy." [READ MORE](http://sjsu.edu/ws/q) at [sjsu.edu/ws/q](http://sjsu.edu/ws/q).

#### UNIVERSITY

##### VP for information technology/ CIO announced

William B. Maguire is San José State University's first vice president for information technology and also serves as the university's chief information officer. Maguire manages central computing and infrastructure operations and leads the new campus-wide initiative to review and realign San José State's information technology services. He brings to the job over three decades of relevant experience.

As vice president/CIO of Virgin America, he was responsible for building out the airline's IT infrastructure. He has also served as senior vice president/CIO at Aspect Communications, vice president/CIO at Legato

Systems, and vice president of emerging business operations at Amdahl Corporation. His career began at the U.S. Postal Service, where he managed computer operations.

##### CONNIE L. LURIE COLLEGE OF EDUCATION New dean named

Dr. Elaine Chin has been appointed dean of the Connie L. Lurie College of Education. Prior to this position, Chin served as associate dean for administrative affairs in the college for two years. She originally came to SJSU from Cal Poly-San Luis Obispo, where she served in the College of Education as department chair and as associate director for teacher education for a decade.

Chin has a bachelor's degree in English and a master's in English education from the University of Chicago. She also holds a doctorate in education from Stanford University.



Omar Sahak believes it's every individual's responsibility to advocate a healthy lifestyle.

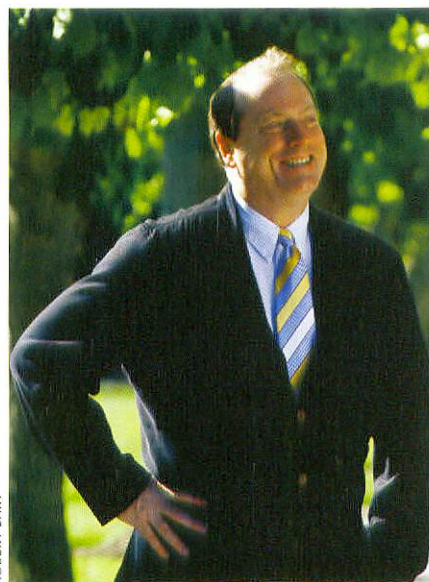
##### COLLEGE OF APPLIED SCIENCES AND ARTS Student receives health promotion policy training scholarship

Twenty-six-year-old Omar Sahak, '10 MBA, is one of 20 students nationwide to win the health promotion policy training scholarship from the State Health Policy Institute, a new Society of Public Health Education initiative in collaboration with the Centers for Disease Control and Prevention. As a newly trained and certified health promotion policy expert, Sahak he is "committed to focusing on chronic disease-related issues and developing an advocacy plan that utilizes the latest research, collaborative partnerships, theory-based approaches, and models to encourage legislation or policies that promote the prevention of chronic diseases." Sahak plans to focus on being an advocate for healthy children and youth.

#### UNIVERSITY

SJSU recognized for water recycling efforts. South Bay Water Recycling and the Santa Clara Valley Water District have recognized SJSU for its commitment to protecting the environment through the use of recycled water since 1999. SJSU's efforts resulted in more than 20 million gallons of drinking water saved in 2008, enough to supply about 150 South Bay households for one year. The awards program recognizes industrial users that have demonstrated long-term commitment to recycled water, which SJSU uses at its co-generation power plant and South Campus athletic fields.

Maguire's top priorities so far are improving IT efficiencies and introducing new technology. Chin (right) was recognized in 2009 for her work streamlining the College of Education's system of assessment.



ROBERT BAIN



ROBERT BAIN



# Game for Writing

Attending San José State opened my eyes and fortified my desire to become an ink-stained wretch.

*Spartan Daily's* sports editor for two years, I was able to cover the good and bad on the SJSU scene while living in an apartment on 2nd Street with students Tom and Dick Smothers next door.

It wasn't all fun and games. I was covering a football game against Washington State at Spartan Stadium in 1960 on the night an airplane carrying the Cal Poly-San Luis Obispo football team crashed outside Toledo, Ohio, killing 18.

At SJSU Olympian Harry Campbell died of blows suffered in a 1961 boxing match in Francisco. I also remember a game in which Spartan center Harry Edwards, the eminent sociologist, collapsed, ending his football career.

The tragedies emphasized the dark side of sports, but they didn't discourage me from working on a satisfying sportswriting career.

Events remain etched in my memory: SJSU's 34-20 football upset over host Stanford in 1960 and the 1960 U.S. Olympic Trials at the Cow Palace—a big event because SJSU's Julie Menendez was the U.S. champion and the world caught the first glimpse of a crash heavyweight named Cassius Clay.

These experiences made me yearn to follow the sports scene, and the Bay Area offered an exciting mix. I received my first paycheck as a reporter for the *Mercury News*, covering prep football in the era of Craig Morton and Bob Fouts, who became quarterbacks in the NFL.

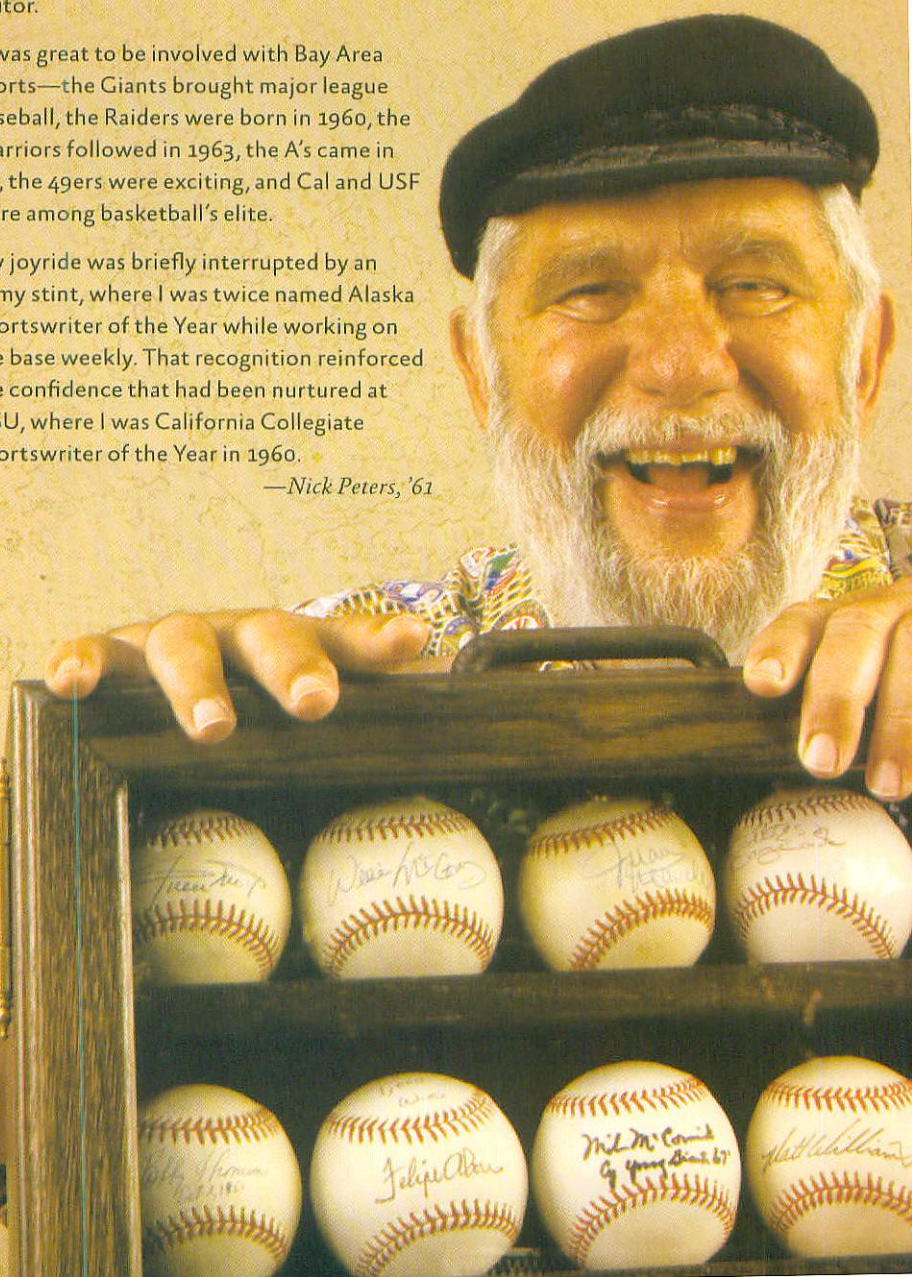
Upon graduation, I was hired by *The Chronicle*, where I impatiently wrote headlines. Shortly thereafter, I found myself part of a three-member sports staff team at *The Berkeley Daily Gazette*, doing everything my energy would allow. Within three years, I was sports editor.

It was great to be involved with Bay Area sports—the Giants brought major league baseball, the Raiders were born in 1960, the Warriors followed in 1963, the A's came in '68, the 49ers were exciting, and Cal and USC were among basketball's elite.

My joyride was briefly interrupted by an Army stint, where I was twice named Alaska Sportswriter of the Year while working on the base weekly. That recognition reinforced the confidence that had been nurtured at SJSU, where I was California Collegiate Sportswriter of the Year in 1960.

—Nick Peters, '61

Writer Nick Peters was inducted into The National Hall of Fame in July. He is the 60th journalist, and the fifth West Coast sportswriter, to receive the J.G. Taylor Spink Award.





PHIL SCHERMEISTER

LGBT community builders: (left to right) Megan Thompson, Sascha Brown, Bonnie Sugiyama, Wiggys Sivertsen, Steven Prudencio, Elaine Davis and Bineeisha Oliver.

## OUT IN THE COMMUNITY

**Stop by San José State's Lesbian, Gay, Bisexual, Transgender Resource Center and you'll find the heart of a budding community. With educational exhibits, the Peers in Pride mentor program and gaming-filled "Wii Wednesdays," the center is giving LGBT students a place to call home.**

"We're creating opportunities for students to make connections," says Bonnie Sugiyama, assistant director of the center, which opened last fall. A welcoming place for LGBT students and faculty and staff, the center also houses resources for anyone who wants to learn about what it means to be LGBT.

### **If you build it ...**

Having a permanent center may have seemed impossible 40 years ago when the *Spartan Daily* reported on the first gay student group attempts to be recognized on campus. Over the years gay and lesbian clubs have waxed and waned with changing student interest and involvement—which has made finding support difficult. For more than three decades, Wiggys Sivertsen, professor in counseling



Wiggy and gay rights activist, has served admirably as that support for San José State's LGBT faculty, staff and students. "Wiggy has been the center, the person, everything," says Cathy Busalacchi, associate vice president for campus life and executive director of the Student Union. Busalacchi, who oversees the new LGBT Center, remembers coming to San José State in 1999 and going to Sivertsen when she wasn't sure that being out and gay on campus was safe. Now, Sivertsen is not the only resource at the university's more than 2,000 faculty, staff and students who identify as LGBT. This fall, the inaugural Peers in Pride men's group, whom Sugiyama lovingly calls the "pips," will be reaching out to new LGBT students to take advantage of the center's ever-expanding services and

programs. From weekly discussion groups and leadership development workshops to social events and student club meetings, there are plenty of ways to get involved and find support.

"There's not one queer student I've met who hasn't struggled academically or socially as a result of a lack of community and support for their identity," says Elaine Davis, a health science major and one of the center's peer mentors. "When you have support, you're better able to tackle the world."

### Rainbow connections

But the world is bigger than One Washington Square. What happens after students leave campus? Students who rely on campus resources alone may feel they no longer have support after they graduate, explains Angela Krumm, a psychologist at San José

State's Counseling Services who works closely with Sugiyama. "By connecting students to resources both on and off campus, we're making sure they can sustain the sense of community and support they find on campus."

"People who are involved in student activities may not go back to San José State once they graduate, but they may participate here," agrees Paul Wysocki, executive director of the Billy Defrank Center, an LGBT nonprofit in downtown San José that offers multi-generational programs. "It makes sense for centers to work together."

Cassie Blume manages Defrank's youth programs, which provide "everything from leadership opportunities and movies to therapy." She says San José State's 20-something students frequent Defrank, which is outfitted with a comfy couch, lounge chairs and a TV for movie night.

"We also send our teens to San José State LGBT events to get educated and then have them report back to their peers," says Blume. Having San José State students working at Defrank reinforces the partnership. Elaine Davis and Megan Thompson, '09 Clinical Psychology, started out at Defrank before getting involved on campus.

"Because the LGBT Center focuses on coalition building, San José State is going to be working with Defrank more," says Thompson. "The benefits of having both centers can't be understated; it has really encouraged people to get involved."

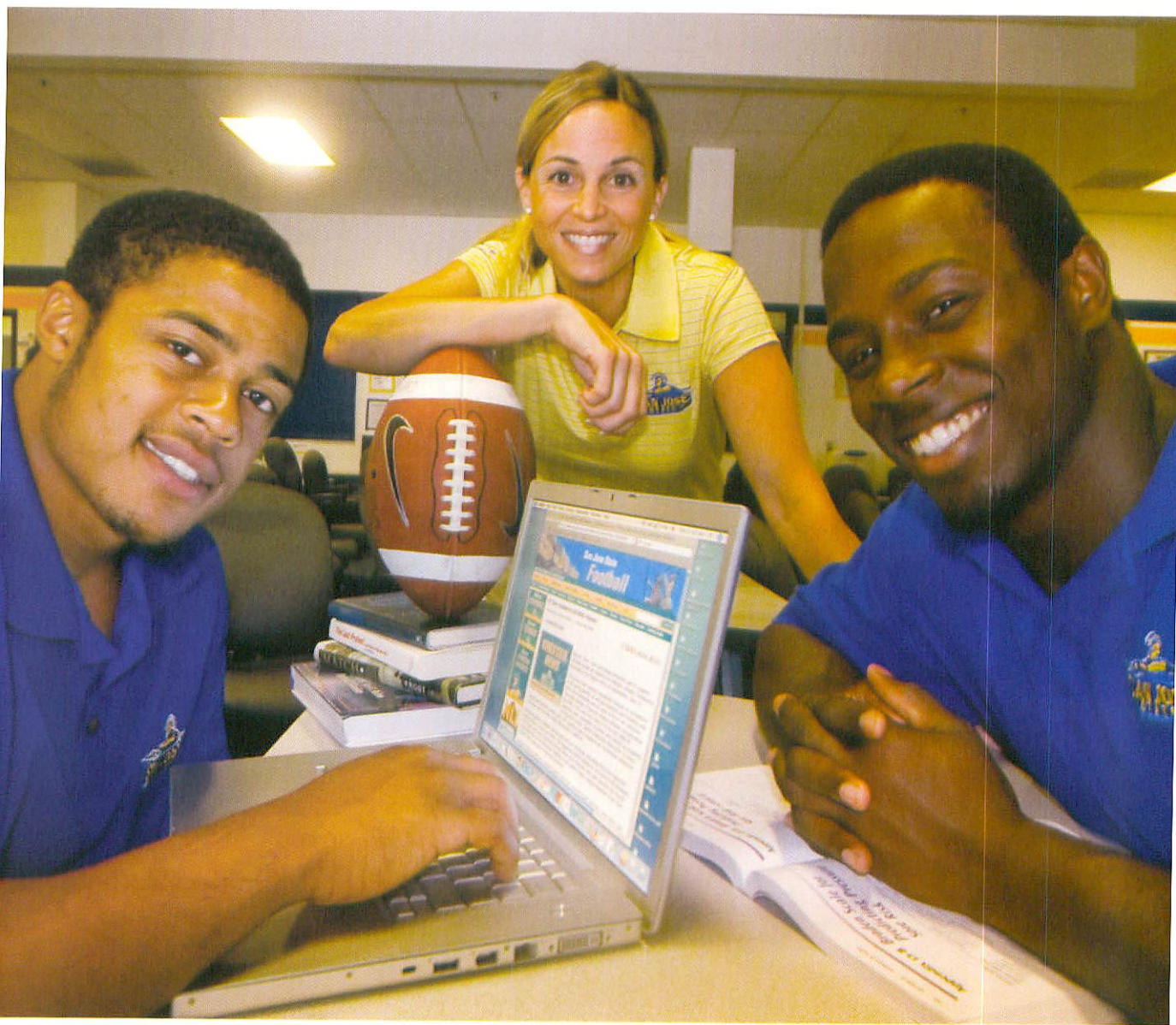
Sugiyama is excited to see the students so energized. "Our students are thirsty for these opportunities. We're trying to prepare them to be great leaders not just in the LGBT community, but in whatever community they choose." ♦

—Jody Ulan



"Having a center sends a message that San José State is a welcoming place for all our students," says Cathy Busalacchi (left), shown with Bonnie Sugiyama (front) and Wiggys Sivertsen (right).

# FIRST AND GOAL TO GRADUATION



In addition to working with SJSU student-athletes like Patrick Perry (left) and Chris Reese (right), Eileen Daley assists student-athletes who want to return to campus and complete their degrees after their eligibility has expired.