COLOSSAL DISCOVERY

USF PROFESSOR GRETCHEN COFFMAN FINDS AN ENDANGERED SPECIES IN LAOS — AND RACES TO SAVE IT
COLOSSAL DISCOVERY

BY ED CARPENTER

When she stumbled upon an endangered species in the mountains of Laos, USF’s Gretchen Coffman embarked on a tree-saving adventure.

OUR MAN IN D.C.

BY STEVEN COHEN AND ARVIN TEMKAR

To get the straight scoop on Washington politics, do what networks, newspapers, radio stations, and students do: ask USF Professor Ken Goldstein.

CHANGEMAKERS

From computer coder to uncommon lawyer, see how these five Dons are working to create a more humane and just world.
15 MILLION REASONS TO BE GRATEFUL
JOHN A. AND SUSAN SOBRATO PLEDGE THE LARGEST SINGLE GIFT IN USF HISTORY

Silicon Valley philanthropist and real estate developer John A. Sobrato and his wife, Susan, have pledged $15 million to USF, the largest gift from individuals in the university’s history.

The record-breaking gift will support USF’s first-ever master plan for athletic facilities, renovate the 60-year-old War Memorial Gymnasium, and help USF uphold its tradition of excellence in Division I athletics.

“As a real estate developer, I like to build things,” Sobrato said. “When I saw War Memorial Gym, I asked myself: Why don’t we modernize this building, bring in the natural light, and make it a much more inviting place not only for athletics but also for all campus events? It’s going to be a great-looking building when we’re done.”

The renovated, multi-use facility will be named the Sobrato Center, and will feature a new club level with preferred seating that also bears the Sobrato name. The center will play a central role in the life of the university, bringing together students, faculty, staff, alumni, and the San Francisco community for athletics and other major campus events.

The building has witnessed some of USF’s most celebrated athletic victories and notable events, including the visits of Nobel Peace Prize winner Aung San Suu Kyi in 2012 and the Dalai Lama in 2003.

“We are deeply grateful to John and Sue for their remarkable generosity and philanthropic leadership,” said USF President Paul J. Fitzgerald, S.J. “They are truly men and women for others. Their commitment to giving back, to Jesuit education, and to building community has set a new standard not just here at USF but far beyond.”

“This extraordinary gift will transform our athletic facility into a stunning, modern center,” said USF Athletics Director Scott Sidwell. “It will help us go beyond winning at the highest levels of competition, and also play an important role in the intellectual and moral development of our student athletes.”

Sobrato has played a leading role in building Silicon Valley, first as a successful residential broker and later as the founder of one of California’s most successful real estate development firms. The Sobrato Organization has developed more than 15 million square feet of commercial real estate in the South Bay, including the headquarters for both Apple Inc. and Netflix, and also owns commercial properties and apartment communities.

The Sobratos have long been among Silicon Valley’s most generous philanthropists, and have made a commitment to give away 100 percent of their wealth during their lifetimes.

During the past two decades, the Sobrato family has given nearly $315 million to support education, economic opportunities, and essential human services. “Many people don’t have the needed skills and education to succeed in today’s economy, or have other challenges that hold them back,” Sobrato said.

One of the couples’ education initiatives, the Sobrato Early Academic Language program, now operates in 60 schools and serves 40,000 students in pre-kindergarten through third grade.

The Sobratos also played a key role in bringing a new health clinic to East Palo Alto, the $35 million Ravenswood Family Health Center.

For their work and generosity, the Silicon Valley Leadership Group awarded them its Lifetime Achievement Award in October.

“Most of our family has been touched by Jesuit education,” Sobrato said. “We were taught the concept of giving back. And you have a social responsibility to give back some of your success.”

THE SOBRATOS EXPLAIN THE MOTIVATION BEHIND THEIR HISTORIC GIFT
usfca.edu/magazine/sobrato-gift
“We were taught the concept of giving back,” said John Sobrato, shown here with his wife, Susan.

The Sobrato Center will play a central role in the life of the university.
REMEMBERING JOHN P. SCHLEGEL, S.J.,
FORMER USF PRESIDENT

John P. Schlegel, S.J., who served as USF’s president from 1991 until the turn of the century, died peacefully Nov. 15 in Omaha, Neb. after a yearlong battle with pancreatic cancer. He was 72.

As president, Fr. Schlegel grew USF and improved its finances. By the fall of 2000, enrollment had increased 7.5 percent to 7,366 students, the endowment more than tripled to $149 million, and student financial aid increased nearly 200 percent.

“Fr. Schlegel was the right person at the right time in USF’s history,” said John Koeplin, S.J., rector of the Loyola House Jesuit community. “With faculty, staff, and students, he stressed professionalism in our management of the university’s opportunities and challenges in the 1990s.”

Fr. Schlegel also launched the most ambitious — and successful — fundraising campaign in USF history at that time. Building a Bold Tomorrow raised $92 million, far exceeding its $75 million goal, allowing USF to build the Geschke Learning Resource Center, the Dorraine Zief Law Library, and the Tuscan-style residence for Jesuits on Lone Mountain. The campaign also funded new academic programs and student scholarships, and renovations in four residence halls — Gillson, Phelan, Lone Mountain, and Hayes-Healy.

“John accomplished a lot for the university. He was brilliant, strong, and gave of himself to the university, the Society of Jesus, and to many in the USF community,” said Lou Giraudo, who chaired the USF Board of Trustees during Fr. Schlegel’s administration.

Three months into his presidency, Fr. Schlegel launched one of his key initiatives, the Multicultural Action Plan. By the end of his presidency, the percentage of students from ethnically diverse backgrounds had jumped to 45 percent from 35 percent.

You can see his commitment to multicultural and interfaith understanding in the 1997 book Building Wisdom’s House, which he co-authored with William Swing, then the Episcopal Bishop of California; Stephen Pearce, then senior rabbi of Temple Emanu-El in San Francisco; and Bonnie Kahn, a San Francisco writer and sociologist.

One of Fr. Schlegel’s great passions was landscaping, and he initiated a host of projects to enhance USF’s natural beauty. The line of majestic palm trees atop Lone Mountain is a visible legacy.

After leaving USF, Fr. Schlegel served as president of Creighton University for 11 years. That’s also where he started his career in higher education, teaching political science, almost 30 years earlier.
Donald E. Heller has been selected as the university’s new provost and academic vice president, following a nationwide search that included 250 candidates. He will begin his new job as the head of USF’s academic and student life divisions by Feb. 1.

Heller, who holds a doctorate in higher education from Harvard University, comes to USF from Michigan State University (MSU), where he served as dean of the College of Education and professor since 2012.

While at MSU, Heller increased the number of tenure-stream faculty of color in the College of Education 52 percent and has worked closely with governments, higher education institutions, and policy organizations to craft policies and programs that promote college access and success for first-generation, minority, and low-income students.

“I was drawn to USF primarily because of the distinctive mission of the institution, with its focus on social justice, diversity, and educating the next generation of leaders,” Heller says. “Higher education is facing many challenges today, and I believe that those universities with such a distinctive mission — and the resources and people to support it — are the ones that will thrive into the future.”

Former University President Named Chancellor

Former USF President Stephen A. Privett, S.J., is the university’s new chancellor. He will serve as an adviser to current President Paul J. Fitzgerald, S.J., and as a goodwill ambassador.

“I have appreciated his sage wisdom during my first year as president and will continue to count on his wisdom and integrity,” said Fr. Fitzgerald, who selected Fr. Privett for the position.

Fr. Privett was president from 2000 to 2014. The San Francisco Business Times named him the Most Admired CEO of the Year in 2013 in the nonprofit sector. The paper honored him again this year by naming him to its Hall of Fame.

At a gala awards ceremony on Nov. 11, the paper said the accolade is reserved for CEOs who demonstrate “the strongest values, clearest visions, and highest integrity.”
When Richard Hsu MS ’13 was working on his master’s degree in environmental management at USF, little did he know that he would soon lead the university’s efforts to become carbon neutral.

USF selected Hsu to direct its new Office of Sustainability in August, and he’s leading the charge as USF works to become carbon neutral by 2050 and reduce greenhouse gas emissions 20 percent by 2018, from a 2013 benchmark.

He is also responsible for implementing USF’s climate action plan, which was developed after USF President Paul J. Fitzgerald, S.J., signed the American College and University Presidents’ Climate Commitment in 2014, along with presidents from 700 other universities.

“Sustainability starts with individual action,” Hsu says. “Do your part, become a sustainability champion, and engage your peers to follow your lead. You may be surprised by how convincing and effective you can be.”

Hsu says USF is responding aggressively to California’s drought, and has exceeded the state’s mandated 25 percent reduction in water use. According to data from the San Francisco Public Utilities Commissions, USF has been especially successful reducing the amount of water it uses for irrigation, cutting it a whopping 41 percent between September 2013 and September 2015, and saving 2.7 million gallons of water a year.

USF plans to reduce consumption even more. A multi-year project to install drip irrigation across campus is now complete. USF will also replace the water-thirsty grass on its baseball diamond, which will reduce overall water use by 3 percent, and it installed high-efficiency dishwashers in the dining hall during the summer that will save another 700,000 gallons a year.

In the residence halls, Hsu is asking students to reduce shower times, turn off the water while shaving and brushing their teeth, and to report any leaks.

Every bit helps, and Hsu says we’ll probably see more bike racks installed on campus, and more composting and recycling bins as well. He believes too much of USF’s trash is headed for the landfill instead of the recycler.

Hsu comes to USF from Skyline College in San Bruno, where he won the Energy and Sustainability Award from the California Community Colleges Board of Governors.
Law Alumni Win Google Prize for Social Good

Christmas came early for Bayview/Hunters Point Community Legal (BHPCL). The nonprofit, founded by two USF School of Law alumni, was awarded $500,000 when it placed second in the Google Impact Challenge in October.

Google nominated 10 organizations, all nonprofits that develop creative solutions to Bay Area problems, and invited the public to vote for their favorites.

BHPCL provides free legal assistance to residents of one of San Francisco’s poorest neighborhoods on cases involving illegal evictions, child custody, employment issues, and more.

The nonprofit was founded in 2013 by classmates Adrian Tirtanadi JD ’12 and Virginia Taylor JD ’12. They have closed nearly 500 cases, and have more than 100 open ones. Now they’re expanding and testing a community development program to help local businesses and entrepreneurs access capital.

Tirtanadi’s law school application was a summary of his business plan — and a challenge to USF. “I was like, ‘I’m gonna do this. Do you want to help or not?’” He was not disappointed. “USF has an awesome reputation for social justice lawyering. I spent my whole time at law school thinking about and working to start the nonprofit.”

Rose Roark (left), Adrian Tirtanadi JD ’12, Virginia Taylor JD ’12, and staff have closed nearly 500 cases — and counting.

LEARN MORE:
usfca.edu/magazine/community-legal
When up to 90,000 unaccompanied children started streaming into the U.S. in the summer of 2014, trying to escape violence, drugs, and gangs in Latin America, Manuel Arredondo MPH ’15 sprang into action.

He decided to offer refugees arriving in the Bay Area free mental health services and trauma counseling, using what he was learning in USF’s public health program.

He called it the Alero Project, after a word meaning trusted friend in some Spanish-speaking countries.

“These kids are at high risk for numerous psychosocial challenges. Many have suffered severe psychological trauma and require psychotherapy,” Arredondo said. “I knew it was a crisis, and during a humanitarian crisis, a public health worker should seek to help the most vulnerable.”

He was a USF student when he developed the idea, and also had a job at the Mission Neighborhood Health Center (MNHC) where he helped homeless immigrants. Despite having 10 years’ experience helping the homeless and mentally ill, and knowing the social safety network better than most, he wasn’t sure where to start.

So he started with his connections from USF. Former teachers and classmates rallied to the cause, offered expertise and training, and even provided a $2,500 grant to get the project started.

Kathleen Raffel, who directs USF’s Master of Science in Behavioral Health program, helped write the mission statement; Alba Diaz, who teaches public health, helped ensure the refugees’ cultural backgrounds are taken into consideration; and Dru Bhattacharya, who directs the Master of Public Health program, helped arrange for Arredondo to receive advanced training at Johns Hopkins University.

Another volunteer was Karla Murcia MPH ’15, one of Manuel’s former classmates at USF. In July, they were married.

Alero helps several dozen refugees from countries like El Salvador, Guatemala, Honduras, and Mexico, and provides them with mental health evaluations, counseling, case management, and psychotherapy. They often use reports from Alero when applying for asylum.

Some in the U.S. strongly opposed the influx of refugees, but others offered caring and compassion. “We provide support to the children — some as young as 7 — and their local guardians to promote a successful and healthy transition to life in the Bay Area,” Arredondo says. “I knew that doing nothing wasn’t an option.”
U.S. News & World Report Praises USF After Visit

U.S. News & World Report’s college rankings are the gold standard, so when a team from the magazine recently visited USF as part of its Bay Area college road trip, we knew they were taking us seriously.

In their visit, the magazine’s reporters noted that the school’s eclectic architecture reflected the diversity of its students. They also mentioned how USF makes people of all faiths, or no faith, feel welcome.

Above all, the magazine reported that USF “stays true to the spirit of its Catholic roots,” with students dedicated to community service and social justice. “About 20 student organizations focus on giving back, and undergrads truly come to feel like ‘part of the greater San Francisco community,’ says recent graduate Mia Orantia, a media studies major from San Jose, California.”

“It’s not just about talking about it,” recent sociology grad Alexis Stanley told the magazine. “There are so many opportunities that you can take advantage of.”

The magazine added that the USF campus “has a very familial environment,” according to nursing student Kevin Bachar of Chino Hills, Calif. “That feeling also extends to the faculty, who are ‘not just professors,’ Bachar says, but ‘mentors.’”

Astronomy Prof Takes to the Airwaves to Explain Weird Weather

The Weather Channel tapped USF Associate Professor Aparna Venkatesan to demystify bizarre phenomena for its show The Strangest Weather on Earth. Over four segments of the nationally televised show, Venkatesan, who chairs the Department of Physics and Astronomy, explains the Northern Lights, distorted moons, red rainbows, and more for a lay audience.

A Banner Day for USF

Three hundred banners are spreading the good word about USF on the streets of San Francisco. They feature 12 different vignettes with slogans like “Change the World From Here” and “Our After-School Program is Called Silicon Valley,” and are meant to enhance USF’s visibility in the city, showcase its diversity, and connect USF with the city’s booming tech industry.

The banners hang from light poles along major city streets and in high-traffic neighborhoods like SOMA, Civic Center, Mission Bay, and the Sunset. They were installed in October and will remain on display through April 2016.
Gretchen Coffman had to convince local village chiefs that she and her team were there for science, not exploitation.
When restoration ecologist Gretchen Coffman stumbled across a forest of trees thought to be nearly extinct, she set off an international conservation effort, rooted at USF and growing in Laos.

By Ed Carpenter
Michael Caleb Lester contributed to this piece
Photos by David McGuire

It was the trip of a lifetime for Gretchen Coffman. Literally.
She was trekking on the Nakai Plateau in Laos, when she fell over a tree root. As she climbed back to her feet, Coffman realized she’d stumbled on an exposed root of a huge cypress tree. Not just any cypress tree. A Chinese swamp cypress, thought to be nearly extinct in the wild — and a close relative of the majestic California redwood. As she scanned the forest, she realized that beyond the one, there were dozens more.
hey were 20, 30, maybe 40 meters tall,” said Coffman, a USF assistant professor of environmental management. “Until I found those, there were only about 250 swamp cypress thought to survive in the wild in Vietnam, where they’ve stopped reproducing because of constant encroachment by coffee plantations and other agricultural development.”

Now, the restoration ecologist is leading an international effort to save the species with support from National Geographic and Philip Thomas, a renowned scientist for the International Union for the Conservation of Nature (IUCN), the organization that maintains the endangered species list.

“This species typifies the impact that humans have had on the natural environment over a comparatively short period of time, which alone makes it worth studying,” said Thomas, who’s also a scientist for the Royal Botanic Garden Edinburgh. “It outlived the dinosaurs, survived meteorites and the shifting and changing of the continents and climates — there’s something incredibly robust and resilient about this tree. It’s only in the last 10,000 years, especially the last 1,000 years — with the explosion in the human population and the development of agriculture, particularly rice cultivation — that it seems to have finally met its match.”

The swamp cypress was once widespread in temperate areas throughout Asia. But in 2006, the trees were listed as critically endangered — one step from extinct in the wild. Coffman was the first scientist to discover the cypress stand on the plateau near the Nakai-Nam Theun National Protected Area (NPA) in 2007, while she was helping to develop a mitigation plan for the many species that would be impacted by the nearby construction of the largest hydropower dam in the country’s history.

Near-extinct tree sent to watery grave

By that time the dam, called Nam Theun 2, was already halfway built and funded by the World Bank. It also had wide public support because it promised millions of families in Laos and Thailand electricity for the first time. “I knew there was no stopping it,” Coffman said of the dam. “My heart sank when I realized that the incredibly rare trees I’d just found would be drowned.”

Several hundred, Coffman estimated, ended up under water — in spite of her objections.

“I had mixed feelings,” Coffman said. “I understood the dam would benefit the locals, that was a good thing. At the same time, I thought we were losing the last seed-producing swamp cypress in the world — and I’d just discovered them.”

Coffman couldn’t have known at the time, but the project became a model for dam construction in all Southeast Asia — one that scientists point to even today.

Before Nam Theun 2, it was unheard of in the region for scientists to be invited to study an area that was about to be dammed, Coffman said. Even more important, the Laotian government met extensively with 17 villages that had to be relocated and came to a mutual agreement, an unprecedented move. Each family received a newly built house with electricity, a new boat, and free job training, and their children benefited from new schools. The government also agreed to the 2007 environment mitigation plan Coffman helped develop, which included restoring some of the species drowned by the dam, the Chinese cypress among them, and paying for rangers to protect the 1,330-square-mile Nakai-Nam Theun NPA — the preserve located upstream from the cypress she first found on the plateau.

In spite of losing the cypress, Coffman refused to give up. She was convinced there were more swamp cypress in Laos, and she set out to find them before they disappeared forever.

In January 2015, Coffman returned to Nakai-Nam Theun NPA with an international contingent of scientists as well as funding and in-kind support from National Geographic, IUCN, the Royal Botanic Garden Edinburgh, and USF. She’d received a tip on where more cypress grew and planned to find, measure, sample, and map as many as possible during a three-week winter break from classes.

The Chinese swamp cypress, once the backbone of forests in the region, support a wide range of flora and fauna, according to Coffman. Orchids and other epiphytes grow on the tree, and bees build hives high in its foliage. Ginger and rattan and other plants grow in the rich, spongy soil beneath, and a multitude of birds as well as black bears, sun bears, and wild boars make their homes in its shadow. Perhaps most important, forests like the one Coffman found are powerful agents for removing carbon dioxide from the atmosphere — a vital trait in an era of climate change.

To date, Coffman has found and documented nearly 600 Chinese swamp cypress trees.
But human agriculture and construction led to the trees’ demise over centuries. Farmers felled them to plant rice, and the trees’ resistance to rot and infestation made them prized by builders.

It took four days’ travel from San Francisco to reach Nakai-Nam Theun NPA, an untamed environment infested with leeches and mosquitoes. The team had to be on alert for roaming elephants, Bengal tigers, and poisonous snakes. Worse, there were unexploded bombs throughout the NPA, which was part of the Ho Chi Minh Trail during the Vietnam War.

Trek to a spiritual forest

To make it that far, Coffman had jumped through months of hoops to secure seven federal, regional, and local permissions — with each agency adding observers to the expedition. Her original team of seven grew to 30. The most unnerving additions were forest rangers with machine guns, reportedly to protect the growing team. Finally, Coffman was ready for the three-hour hike into an old-growth forest from a nearby village. Or so she thought. It turned out she still needed to convince the chiefs of three villages that bordered the forest that her team was there for science — not exploitation.

“White people come through their villages maybe once a year, so they don’t know or trust us. We had to promise not to divulge the trees’ locations,” Coffman said. “They were worried we would publicize it to outsiders and endanger their forest, which has spiritual and cultural significance.”

The chiefs had good reason for concern, Coffman learned. Local residents and government officials told stories of poachers sent from Vietnam by wealthy businessmen to cut down the cypress, hack them up into meter-long planks, and carry them on their backs to Vietnam, where intricate hardwood furniture was fashioned from them.

After days of negotiating with the chiefs, the way was cleared for the trek into the old-growth forest. The team had just over 24 hours to document the swamp cypress’ native environment — critical information that Coffman needed for a restoration plan. “I didn’t know if we’d get another chance to go back,” Coffman said. “I feared that if we didn’t get everything we needed, we’d have lost a great opportunity. But we found the trees. We found them, and I was so excited.”

Coffman wanted to know as much as possible about the old-growth trees’ environment — an environment untouched by humans — so that her team could locate a suitable habitat to plant young saplings.

In July 2015, Coffman and her team returned. They’ve found nearly 600 trees, to date. Her team carefully measured the trees’ heights and circumferences, took core samples to determine age, collected seeds, and mapped each tree using GPS so that subsequent measurements can be matched to track each tree’s development. So far, the oldest trees date back almost 300 years. But Coffman believes that some could be more than 1,000 years old.

A life-changing expedition

“I never imagined being part of such a discovery while I was in school,” said Robin Hunter MSEM ’15, Coffman’s environmental management research assistant during the January 2015 expedition. She mapped each tree with a GPS unit and created habitat models that included 37 different environmental variables such as rainfall, temperature, and elevation — to identify conditions in which the tree is likely to live.

“What I learned at USF, and working with Gretchen, gave me the chance to do what I love — work to preserve and restore our natural environment,” said Hunter, who’s putting her degree to work at Oakland-based Horizon Water and Environment, identifying plants, conducting fieldwork, and making maps as a watershed management scientist.

Shelley Bennett MSEM ’16, also a graduate student in environmental management, took over from Hunter as Coffman’s assistant and joined the July 2015 expedition. “Travelling to Laos was an incredible and life-changing experience,” she said. “I learned an immense amount about the effort that goes into planning a field expedition, especially arranging a project in a foreign country and working with many different government agencies and groups of people.”

Coffman’s focus on education isn’t reserved for her own students. She invited Vichith Lamxay, a professor of botany at the National University of Laos, to join the second expedition. Lamxay brought two botany students who joined the research effort, taking soil moisture measurements and collecting soil color and texture samples.
“I’m a field researcher by nature, but I love to teach,” Coffman said. “Training the next generation of scientists in these techniques is essential to the swamp cypress’ survival and recovery.” Her goal is to propagate the trees and rebuild their population in Laos, Vietnam, and other countries where they’ve been decimated. It’s a huge undertaking — which is why so much of her energy goes into connecting with local residents and international scientists.

“I can’t do this alone,” Coffman said. “So many others have the passion and skills to help, so why not invite them to join the team?”

**Thirteen ecosystems are just a start**

Coffman talks about the Chinese swamp cypress in all of her classes, not just her graduate courses. It’s a great way to excite and inspire students, she’s found. “There’s a sense of adventure,” she said. “It engages students. They see their teacher as an active scientist, field researcher, and conservationist.”

Luckily, not all of Coffman’s students have to trek to Laos to benefit from her expertise. At USF, her undergraduate students examine 13 Northern California ecosystems, then study one in depth. They create abstracts and present papers at an ecological conference at the end of the semester. And every other Saturday, her graduate students visit such places as the Bay Area’s most pristine salt marsh at China Camp State Park near San Rafael; one of the largest remaining old-growth redwood forests in the world at Big Basin Redwoods State Park, north of Santa Cruz; and one of the most bountiful marine environments on Earth at Farallones National Marine Sanctuary, off the coast of San Francisco.

**COFFMAN HIRED VILLAGERS — ADEPT AT HARVESTING HONEY NO SHOES AND NO ROPES — TO GATHER FOLIAGE SAMPLES, CONES, AND SEEDS.**

Coffman brings her discipline to the broader campus as well: In 2012, her students began restoring native dunes plants on the west side of Lone Mountain. “We study how the drought has affected these plants by creating a health index and measuring their growth,” she said.

Like in her teaching, the most important outcome of the Chinese swamp cypress project is education and outreach. “The scientists and students who were with me in Laos learned so much about doing research internationally — from sampling techniques to the collection and organization of data, and how to write up their findings in reports,” she said. “As a scientist, you’re taught to be objective, to sample and document and understand the ecology of the system. But as a conservation ecologist, you also have to protect the species that you’re working with. And that means working with people.”
Working with a Laos nursery, Coffman’s team successfully germinated 12 cypress trees from seeds over the past year — a scientific first. “It’s not easy, because we know very little about the species,” Coffman said. “For example, we just learned that their seeds are viable for just two weeks in November. Because swamp cypress are wind-pollinated, if it’s not windy enough or if it’s too rainy during that small window of time, then no seeds are pollinated that year.”

Acting before it’s too late

Of the 12 seedlings, four have grown into saplings about 8 feet tall. That’s far short of the 100 trees the Laotian government agreed to restore in Nakai-Nam Theun NPA, as part of the mitigation plan Coffman helped develop in 2007 — before the valley’s flooding.

“That’s what we’re working on,” Coffman said. “Now that we’ve found healthy, regenerative trees, the next step is to work with the government watershed management agency and local villages to develop a long-term plan to repopulate the Chinese swamp cypress in this area.”

Coffman’s team is working with villagers, forest rangers, and watershed management officials to build a support network. They’ve taught elementary school children about the trees, made dozens of presentations to energy and environmental experts in Laos, and appeared at conferences — not to mention invited scientists, university professors and students, local forest rangers, and tribal leaders to join their work.

The idea is for the local residents to eventually take over the stewardship of the swamp cypress restoration and build partnerships to protect the trees from logging and poaching — as well as to plant new cypress, Coffman said.

“Humans have a propensity for waiting until a species is on the brink of extinction before they decide it’s important enough to protect,” Coffman said. “Look at the iconic old-growth redwood forests in California, the elephants in Africa, wolves in Yellowstone National Park, and the giant panda in China. The Chinese swamp cypress is no exception.”

“We know so little about this species. But what we do know is that the forested wetland ecosystems it grows in are critical to our planet’s health — they removed carbon pollution from the air at exceptionally high rates, filter water better than any system humans have built, and provide essential habitat for a whole host of other wildlife that contribute to the environment’s well-being,” she said.

For Coffman, finding the swamp cypress was just a start. Saving and restoring the trees to their rightful place in the ecosystem is what’s meaningful.

“In the end, it’s about what we choose to value,” Coffman said.
Our Man in D.C.

For an insider’s entrée to Washington, USF students count on popular professor and in-demand political analyst Ken Goldstein

By Steven Cohen and Arvin Temkar
Photos by Lisa Anderson
When Ken Goldstein isn’t explaining politics to his USF students, he’s explaining politics to the rest of the country. As the 2016 presidential race heats up, Goldstein — and his razor-sharp political insights — are hard to miss. Nearly every week he’s on television, on the radio, or quoted in the pages of the nation’s top newspapers and magazines, offering his take on everything from political advertising strategies to the latest candidate polling numbers.

At 50, the professor and director of the USF in D.C. program has earned a reputation for clear, unbiased analysis, stemming from decades of studying campaigns and politics. When he’s not on camera, he’s often not too far away. He’s worked at network news stations for every presidential election since 1988, crunching numbers behind the scenes on election night to forecast winners as the polls close nationwide.

This year he’ll be at ABC, where he’s been on the election night coverage team for nearly two decades.

“It’s a rush,” says Goldstein. “It’s busy, it’s fast-paced, it’s history in the making. I love it.”

On big money and government gridlock

A lot has changed in politics since Goldstein got his start analyzing data for CBS News in the 1988 election.

“The most obvious thing is that the amount of money spent on political advertising has gone up exponentially,” says Goldstein, who studied political science at Haverford College and earned a PhD in the field at the University of Michigan. This year about $10 billion will be spent on political campaigns, and of that, $4 billion will go toward the presidential race.

“To give you some perspective, more money will be spent in the state of Florida in 2016 than would have been spent on an entire presidential election in ’88,” he says.

A majority of the money in high-profile presidential campaigns — about three of every four dollars — will go toward advertising. Most of it will go to TV spots. Ads are Goldstein’s forte. He was one of the first researchers in the ’90s to show that negative ads tend to inform and engage, rather than to demobilize voters. Goldstein is now, among his many other jobs, an ad and polling analyst for Bloomberg News.

“Ken has turned into a talented and very visible scholar in the study of political campaigns,” says Chris Achen, who was one of Goldstein’s professors at Michigan.
“USF is extremely fortunate to have him on the faculty.”

Goldstein, while concerned about large sums donated in secret, takes a nuanced view of the influx of money in elections. “It’s really easy to be horrified at the total amount of money spent. But elections are times for people to communicate about policies and politics, and that takes money,” he says.

More concerning, he says, is the fact that fewer and fewer states are politically competitive. When Goldstein started his career, nearly half of the states were considered swing states. But now large states like New York and California are so solidly blue, and states like Texas are so solidly red, that politicians don’t even bother focusing on them in general elections. There are only seven or eight states in which campaigns have any incentive to talk to the middle — otherwise, candidates target base voters, leaving the rest of the country behind.

“That could ultimately matter for how we’re governed,” Goldstein says. “You have all these political leaders just worried about their tribe and their primary voters. There’s very little incentive for them to work together. And there’s very little incentive to speak to the other side.”

This is what’s led to the kind of governmental gridlock that so often makes headlines these days: federal shutdowns, bills that go nowhere, and much of the extreme rhetoric we’ve seen in the presidential campaign to date.

Access to internships

These are the kinds of issues Goldstein talks about in his courses at the USF in D.C. program, which he was hired to lead when it launched in 2013.

Each semester, six to eight USF juniors and seniors head to the nation’s capital to work and study. The USF in D.C. program is part of a multi-university consortium that includes students from the University of California, the University of Michigan, and the University of Notre Dame. Students from all four universities can take classes taught by professors from across the consortium.

The heart of the USF in D.C. experience is a 32-hour-per-week public service internship, where students work in places like congressional offices, think tanks, federal agencies, and media outlets.

Goldstein is often the link that propels students toward those internships.

“I’m someone who cultivates my connections with political people all the time,” says Goldstein. “Those are precisely the connections I can take advantage of for USF.”

It’s not the only way Goldstein helps students outside of class.

“It’s hard to strike a healthy work-life balance when you’re taking classes and interning all week,” says Madeline Meininger ’15. “Ken was always supportive of this tension. He’d push you for your best work in class, but also invite our cohort to his house for brunch, where we’d hang out with his family, play with the dogs, and get a break from the D.C. headspace.”

Twenty-six USF students have participated in the USF in D.C. program since it launched. Alumni have landed jobs everywhere from the Pentagon to the U.S. Department of Energy. Meininger is now an analyst with Kanter Media CMAG (Campaign Media Analysis Group), a media analysis company Goldstein was president of from 2011 to 2013.

“USF’s stated mission is to change the world. A lot of places have that mission — but I believe USF takes it seriously.”
In Goldstein’s classes, students get to see the analyst in action. He often uses fresh political research — brand new campaign polls from NBC or the New York Times, for example — as case studies for classes. Students dissect the research, learning about things like sampling, probability, and analysis methods. Later that evening Goldstein might get on air and talk about that exact poll to a national audience.

“I’m fortunate that the stuff I research, the stuff I think about, the stuff I teach, and the stuff I sometimes blabber about on the media are all the same thing,” Goldstein says. “Teaching this survey research is not only exciting for me, but pedagogically, it’s a good way for students to learn.”

Arrive intimidated, leave invigorated

Goldstein is proud of the program he’s helped create — and particularly of the students, who leave D.C. invigorated and transformed.

“I think USF students come here a little intimidated,” he says. “Intimidated by Washington, by the East Coast, and frankly, by entering a consortium program of college students from such reputable schools.”

But that doesn’t last. “Almost without exception, by the time they get out of here they don’t feel intimidated,” he says. “They feel equal to those other people. That’s really cool to see.”

Goldstein was drawn to USF in part for its values. “USF’s stated mission is to change the world. A lot of places have that mission — but I believe USF takes it seriously,” he says.

“Moving the levers of politics and government can be the most important way to change the world,” he says. “Giving USF students the opportunity to be in D.C. — to learn with and compete with people from the best universities in the world — is really great.”
What characterizes the 2016 election?
This election is about change — the question is what sort of change? Is it the impact of demographic change on the American electorate, in which nonwhite voters grow as a percentage of the electorate and younger voters with more progressive leanings replace older cohorts? Or, do enough voters want change in the sorts of economic and national security policies that President Obama and the Democrats have championed over the past eight years?

What election (of the ones you’ve covered) has been your favorite, and why?
The whole 2008 contest was probably my favorite. I’m an election junkie and there was a weekly adrenaline rush of calling races in a contested Republican primary, and in the titanic fight between Hillary Clinton and Barack Obama that went until June. And then, with that appetizer, we had a less competitive but still dramatic and historic general election.

What are the perks of having D.C. as a classroom?
Just walking the streets of D.C. and the opportunity to witness historic events — like our USF students being on the White House lawn for the Pope’s visit — are incredible experiences. Being in D.C., however, also teaches our students skills they can immediately hone and use. I think there’s an analogy to learning a language. One can certainly learn a foreign language on campus, but one really learns a language when you use it in another country. We’re teaching our students the language of politics and policy and they get to use it every day in D.C., in their work and their debates and interactions with a diverse group of students.

Lots of universities have programs in D.C. Some are small, some are large, some focus on the internship, some focus on providing opportunities for more extensive class offerings with D.C.-based experts. Our program, I like to think, combines the best elements of all.

What can USF graduates do to make the country a better place? And will they be able to do it, in an increasingly polarized political environment?
The University of San Francisco has a high and worthy goal for its graduates — to change the world. Changing the world can happen in lots of ways, small and big. While government service or government policy is certainly not the only way to have an impact, politics is crucial. Learning the ways of politics and the strategies behind coalition building and compromise are incredibly valuable tools for our students.
Business Insider recently reported that USF is number two on a list of 25 colleges with the best location. While we’re proud of the accolade, we’re also surprised. How can our location be second to anywhere? We’re in the geographic heart of San Francisco, close enough to downtown that we feel its pulse — and near enough to the Pacific that we taste salt on the breeze. Sorry, but we demand a recount.

SECOND BEST LOCATION? SERIOUSLY?
CHANGE MAKERS

THEY COME FROM VARIED BACKGROUNDS AND THEY HAVE DIFFERENT PASSIONS, BUT THEY WERE ALL DRAWN TO USF BY ITS MISSION TO CHANGE THE WORLD. MEET FIVE DON S WORKING TO CREATE A MORE HUMANE AND JUST SOCIETY.
For AngelHack founder and CEO Sabeen Ali MSOD ‘09, the power of technology is limitless. The challenge is to use that power for good — which is why her organization focuses on bringing computer coders and innovators together and educating the next generation.

“I want to teach people that they can have an important role in business and technology and still do good at the same time,” Ali says. “I believe anyone has the ability to change the world. You don’t have to have a PhD or hold a government position to create change.”

Ali, who grew up in Fremont, Calif., founded AngleHack in 2011 with the idea of bringing coders together to compete, hack solutions to community problems, and create change. Today the nonprofit boasts a global community of 50,000 programmers and hosts hackathons in 52 cities around the world. AngelHack connects entrepreneurial coders to hackcelerator mentors — well-connected funders and entrepreneurs with the experience to turn ideas into businesses.

After winning a 2011 AngelHack hackathon, home-cleaning and repair-booking service Zaarly received $14.5 million in funding. Another AngelHack hackathon alum, restaurant website builder Appetas, was acquired by Google.

AngelHack is also launching an online educational platform where budding programmers who live in the developing world and those who don’t have access to such training can advance their skills.

“We think of coding as a new, global language for change and innovation,” Ali says. “We teach our community how to code and that coding can create empowerment, equality, and open up new opportunities for all.”

WATCH ALI’S TEDX TALK
usfca.edu/magazine/sabeen-ali
PHILLIP LEONERIO

From sergeant to student to nurse

Returning to school after a stint in the U.S. Marines in the Middle East and western Pacific was daunting for Phillip Leonerio ’17.

“The transition was kind of tough for me,” he says. “I had to relearn and re-establish my study habits, and be in an environment where I’m around people who don’t understand military culture.”

However, USF has made the re-entry process as painless as possible. “The small classes are really valuable, especially when you’re older and you’re a vet,” Leonerio says. “It’s more comfortable having 10 sets of eyes on you rather than 50. And being able to stay with the same cohort — people who know me and know my learning style — has helped a lot.”

Leonero is working toward two bachelor’s degrees from the School of Nursing and Health Professions. His USF experience has dovetailed with his background as a veteran. Most of his classes take place at USF’s Sacramento campus, where the nursing school offers clinical rotations focused on care for veterans through the VA Northern California Health Care System. He also did an internship in neurology services at San Francisco Veterans Affairs Medical Center, where he focused on customer service and clerical support. His duties ranged from scheduling patients’ appointments to analyzing data and sterilizing equipment.

After he graduates, Leonerio wants to be a psychiatric nurse and work with veterans, especially those with post-traumatic stress disorder.

“Veterans were coming back from war with PTSD and having issues, invisible wounds,” he says. “I can tell with people I’ve met — and I’ve helped them out, encouraged them to seek resources. That’s what led me to nursing. A lot about nursing is being an advocate. I’d like to bring awareness and hope to soldiers who have these issues.”
Katie Zanoni EdD ’17 believes peace is as important a classroom subject as math or science. That’s why she designed a curriculum for an all-girl secondary school in Kenya to teach students about powerful women working toward peace, human rights, and equality.

Zanoni hopes that learning about Kenyan women like environmentalist Wangari Maathai, the first African woman to win the Nobel Peace Prize, and human rights activist Alice Nderitu will inspire the girls to stretch beyond cultural norms that are likely to limit their education.

Working toward her doctorate in international and multicultural education (IME) with a concentration in human rights education, Zanoni created the curriculum for the Daraja Academy two years ago as part of a class on gender and globalization.

While working remotely has been a challenge, she has found plenty of support at USF. “The IME professors and students shared strategies that allowed me to honor the local wisdom of the Daraja Academy community and think through the curriculum to ensure it is relevant to the lives of the students,” she says.

After finishing her degree, Zanoni wants to advocate for peace and human rights studies becoming a more regular component of formal education at home and abroad.

“I believe we can institutionalize peace and human rights education,” Zanoni says. “I want to work with schools and ministries of education to find ways to integrate topics like nonviolent conflict resolution, human rights, social justice, and environmental awareness into their existing curricula.”
CANDICE HARRISON

Studying the past, shaping the future

Candice Harrison hated history in high school. Bland and devoid of the diversity of human experience, “history just didn’t apply to people who looked like me,” says Harrison, who is African American.

A college course on immigration and U.S. history made her reconsider.

“It changed the way I understood the world,” she says. “It’s really when I discovered how powerful human agency is.”

Now an associate professor at USF, she teaches American history. Her courses revolve around issues of race, gender, and class. She is also director of the university’s African American Studies program.

“To me it’s really about building more inclusive narratives,” Harrison says. “That’s my goal as a teacher and in my work as a scholar and community activist.”

Her classes explore subjects that are often overlooked, such as African American history, radical labor movements, and race and slavery in the Atlantic world. And Harrison has helped change the core curriculum itself; students can now satisfy the core requirement for history by taking her African American history course or Ideals of Citizenship, a class she co-created.

She also applies history to current events, such as creating a teach-in after white police officers killed young black men in New York and Ferguson, Mo.

“It was important that we not just give students space on campus to emotionally process these tragedies, but also to analyze them critically,” Harrison says. “The goal is to change things, not just to study the past.”

HARRISON ON HISTORY AND HOW SHE FOUND HER CALLING
usfca.edu/magazine/candice-harrison
COOPER FINDLAY

Common law, uncommon lawyer

If you want to know what kind of lawyer Cooper Findlay JD ’16 will be, simply ask him why he came to law school.

He’ll tell you about his mother, who was told she couldn’t go to school because she was born with only one hand. He’ll tell you about how his grandmother had to fight to enroll her in classes. And then he’ll explain how the 1990 passage of the Americans With Disabilities Act (ADA), which outlawed discrimination based on disability, changed her life and the lives of 57 million other Americans.

“With the ADA,” he says, “I saw how the law could be ahead of the morality of society and push it forward.”

Findlay chose USF School of Law because it’s “well known for producing lawyers that actually have tangible impacts on the community,” he says. Two years in, he is already using what he’s learned to make a difference. Through USF’s Criminal and Juvenile Justice Law Clinic, he represented clients charged with misdemeanors such as theft, trespassing, and assault and battery. And last summer, he interned with the 15th Judicial District Public Defender’s Office in Lafayette, La. The experience crystallized something for Findlay: he decided to become a public defender.

“USF has given me real skills so that I can be an attorney that my community and clients can be proud of,” he says. Just as important, he can be the type of attorney that helped his mom and millions of disabled Americans those many years ago. /////
USF’s place, on a list reported by Business Insider, of 25 Colleges with the BEST LOCATION. (But we already knew that.)

8 IN A ROW
Eight straight years on Higher Ed Community Service Honor Roll.

TOP 20
USF’s ranking on Forbes.com’s list of Most Entrepreneurial Universities 2015

SHOWCASE PROGRAM
That’s what the State Bar of California called the academic support program at USF’s School of Law, when awarding it the 2015 Education Pipeline Award.

WINNER
Craig Santos Perez
MFA ‘06
Winner of the American Book Award for his poetry collection from unincorporated territory [guma’]

7th
USF’s 2016 ranking for STUDENT DIVERSITY among national universities by U.S. News & World Report

ONE OF THE BEST
Student-run KUSF.org is recognized as one of the best college stations in America by College Music Journal.

MORE THAN QUALIFIED
After placing fifth at the NCAA West Regionals in Seattle, the USF women’s cross country program qualified as one of the 13 at-large teams picked to advance to Nationals.

ON THE RISE
USF’s Department of Psychology ranked in the TOP 10 UP-AND-COMING PSYCHOLOGY PROGRAMS in the West for its emphasis on research, by bestpsychologydegrees.com
EVEN OUR READING ROOMS WIN AWARDS

You may know it as the "Harry Potter Room," but the Del Santo Reading Room on Lone Mountain has another distinction: one of the Bay Area’s most gorgeous libraries. That’s according to 7x7 magazine, which noted the room’s medieval architecture, antique bookcases, and gothic chandeliers, and said, “This small-scale library screams Ivy League.”
UNDERGRADUATE

‘59  BERNIE SCHNEIDER recently published a history on men’s intercollegiate basketball in the San Francisco Bay Area. It is titled Glory and Heartbreak and is available on Lulu.com.

‘62  HENRY PALMA served as a staff sergeant on active duty from 1960 to 1962. He was married with five children while attending school. He received his commission as a second lieutenant, and he served around the world and across the U.S. He retired as a major in Texas and served as assistant chief of special programs for the Texas Department of Public Safety until his retirement in 1993.

‘65  RUSSELL MAGNAGHI retired from the history department at Northern Michigan University.

Remember when yearbooks were the place to post embarrassing pictures?

FEELING NOSTALGIC? USF YEARBOOKS ARE ONLINE! CHECK THEM OUT: usfca.edu/library/dc

'66 JAMES F. NOVAK retired on Jan. 1, 2015, after practicing family medicine for 45 years. Aside from 40 years in group practice in his hometown, he was a clinical instructor at the Oregon Health and Science University Family Medicine Residency in Klamath Falls, Ore. This spring, he received the Ruth and Lewis Carpenter Teaching Award. His sons are living in the Bay Area, where one is a doctor and the other is a lawyer.

'71 CHRISTINE VERTUCCI JD ’75 is the director of the Mindanao Peace Building Institute in Davao City, Philippines, which serves the Asia-Pacific region.

'72 MICHELE GRGAS POSTAL ’72 has retired as publisher of the Del Norte Triplcitate in Crescent City, Calif. She moved to Eugene, Ore., where she has been developing an “urban homestead” near downtown. She educates friends and neighbors about growing your own food on a small city lot through raising laying hens, using edible landscaping, and growing organic vegetable gardens.

'73 JOSEPH SCHEFFER recently ran 125 miles at The Race for the Ages in Manchester, Tenn. He became the fourth runner ever to complete a race of 100 or more miles in five different decades.

'77 FRANK DUNNINGAN has written his first book, Growing Up in San Francisco’s Western Neighborhoods: Boomer Memories from Kezar Stadium to Zim’s Hamburgers, which was published by The History Press in August 2014. He continues to give local history talks at book shops, public libraries, and historical associations while working on another volume, which is due out in late 2016.

'78 JAMES PONZETTI JR. recently retired from the University of British Columbia and was recognized as an emeritus faculty member. He has edited three books by Routledge that have just been published: Evidence Based Approaches to Relationship and Marriage Education, Evidence Based Parenting Education, and Evidence Based Sexuality Education.

'83 MICHAEL GENE KELLOUGH recently graduated with an MBA from the University of Houston.

'84 BENJAMIN JOE and his wife, Tracy, welcomed their son Nathan Liam in April. Benjamin also celebrated the second anniversary of his permanent diaconate ordination to the Diocese of Stockton in September.

'88 KEVIN SULLIVAN retired from the U.S. Army in 2008. He has enjoyed great success by leveraging his military experience with a passion for startups, innovation, and business development. He founded and leads Leading Points Corporation and Military TeeTimes.com, as well as serves as director of business development for Iterate Studio (a mobile innovation lab), with offices in Silicon Valley and Denver.

'90 THOMAS MURPHY recently completed nine years of serving on the board of directors of the California Association of Winegrape Growers.

'91 STEVE ANGLIN is an applied mathematician and lecturer and was published in the International Journal of Mathematics and Its Applications.

DAVID TIGNOTTI JD ’96 was a finalist for 2015 Best Bay Area Corporate Counsel in the category of Best IP Lawyer by the Silicon Valley Business Journal and San Francisco Business Times.

'93 MICHELE MARIE JESSEN recently completed her second book, a children’s novel called The Perfect Portal. Her first book is poetry within a lyrical novel about angels. She has retired early from a 15-year career as a middle school English teacher. Her hobbies include singing arias, sailing on the bay, and writing poetry.

'99 JOHN EDWARD BOWLER III is still farming and building. He was recently interviewed by Honeycombers magazine.

'03 HEATHER H. GRIGGS married Robert Stickney on Sept. 23, 2015.

GARRETT SMITH retired from the San Francisco Mayor’s Office of Housing as asset manager at the end of October. He was responsible for monitoring the city’s affordable rental and homeownership and the former redevelopment programs for the last 10 years. Prior to that, he was a vice president at the Bank of New York in the corporate trust business. He is now living in Novato with his dog, Baxter.

LESLEY WATERS has accepted a tenure-track position in modern European history at Randolph-Macon College in Ashland, Va. She is working on a book on historical border disputes in Central Europe.

'06 ERNAFE CALIBOSO MALLA married Jayson Malla on April 18, 2015, in Honolulu. Jayson is a chef for Google.

'09 MARGOT KENNEY is one of the founding co-facilitators for the International Living Future Institute Silicon Valley Collaborative. The collaborative strives to unite...
A TRUE RENAISSANCE MAN
ALUMNUS OF THE YEAR GORDON P. GETTY ’56

Gordon P. Getty has played many roles in life, including U.S. Army second lieutenant, businessman, investor, wine enthusiast, international arts patron, and philanthropist. But for Getty, music is the role that he views as his true passion and calling.

“I was born to do it,” says Getty, a lifelong composer whose unwavering support for classical music, the arts, and education has touched hundreds of audiences and organizations.

After graduating from St. Ignatius High School, Getty enrolled at the University of San Francisco and received a bachelor’s degree in English literature. Over the course of his life, Getty’s intellectual interests have reflected the depth and breadth of his Jesuit education, ranging from arts and philosophy to philanthropy and anthropology. He is, in the words of USF President Paul J. Fitzgerald, S.J., truly a Renaissance man.

After graduating from USF, Getty served in the U.S. Army and worked in the Middle East for Getty Oil before going on to study at the San Francisco Conservatory of Music. There, he composed his first works for piano and voice. He also sang bass and baritone during those years, studying with one of the vocal teachers of the legendary Maria Callas. But his focus has been on composing — choral works, chamber works, songs, operas, and librettos.

Over the years, his music has been inspired by Emily Dickinson (The White Election), Shakespeare (Plump Jack), Oscar Wilde (The Canterville Ghost), and Edgar Allen Poe (Usher House). Getty’s most recent work, Usher House, is based on the poet’s gothic tale and had its U.S. premiere in December at San Francisco Opera. Like many of his works, Getty says, its theme is redemption.

Through the Ann and Gordon Getty Foundation, where he is president and chairman, Getty and his wife have directed their philanthropic support to classical music locally, nationally, and internationally, as well as to the arts and education, including the University of San Francisco. He believes that if you have the means, you should give back to support what you believe in.

“You want to make a name that’s something before you turn in your report card to St. Peter,” he told the audience in a video profile shown at this year’s Alumni Awards Gala.

In presenting Getty with USF’s 2015 Alumnus of the Year Award at the evening gala on Oct. 4, Fr. Fitzgerald told guests that Getty is the perfect example of what a USF education is all about: “creativity, intellect, decisiveness, goodness, and generosity.”

Listen to Getty’s music: gordongetty.com

ALUMNUS OF THE YEAR GORDON GETTY:
usfca.edu/magazine/gordon-getty
USF alumni are changing the world with education, innovation, and passion. In addition to Alumnus of the Year Gordon Getty, these five were honored for their service to the university and the public good.

**DORIS CHENG JD ’98**, an attorney who has won multimillion-dollar settlements and verdicts on behalf of disabled citizens in California, received the Professional Achievement Award. The award recognizes alumni who have brought distinction to the university through exemplary achievements or service in their professions.

**BILL HOLLINGSWORTH ’70**, former president of USF’s Southern California Alumni Regional Council, was the recipient of the Alessandri Service Award. The award is presented to alumni who have provided excellent service to the university or alumni association.

**AARON HORN EDD ’08, MA ’12**, an author and advocate for black youth growing up in dangerous neighborhoods, received the Edward J. Griffin Award. The award, named for the first dean of the School of Education, recognizes alumni dedicated to the common good.

**CARLOS MENCHACA ’04**, an advocate for immigration reform and the first elected Mexican-American on the New York City Council, was awarded the Fr. Privett Living the Mission Award. The award is presented to alumni who are living the mission of USF through their professional or volunteer work.

**KEVIN MULLIN ’92**, a California assemblyman, received the Public Service Award, which recognizes alumni who have distinguished themselves in the pursuit of public well-being.

Friends of USF gather to celebrate award-winning alumni.
like-minded disruptors in our region to leverage collective efforts for the transformation toward communities that are socially just, culturally rich, and ecologically restorative through measurable actions in the built environment.

RAYMOND SEGISMUNDO is a marketing manager at Walmart eCommerce, where he leads online marketing initiatives.

PATRICK VISCONTI has been teaching theology since graduating from USF. He will complete a master’s in theological studies from Loyola Marymount this year. He is engaged and will be married in January at St. Ignatius Church at USF.

TOBIAS SYTSGAARD ‘14 began an economics PhD program at the University of Oregon. He also became engaged to Jennifer Jung ‘12.

MIRA COLLAMORE works at Lowell High School as a paraprofessional working one-on-one with a learning-disabled student.

JANESSA HARMON established JANESSA, an Oakland-based e-commerce retail website in 2015. Her mission is to improve and serve communities through JANESSA’s partnership with nonprofits for youth and housing.

CATHERINE BAGG has been hired as a full-time visual designer at the University of San Francisco.

SUZANNE KINCAID was hired at MotiveMetrics as a sales department representative in Palo Alto, Calif.

GRADUATE

JOHN MCDONNELL JR. ‘63 was nominated to the American Bar Association’s board of governors, representing District 14.


JEFFREY L. BOYARSKY JD earned the distinction of Peer Review Ratings AV Preeminent Attorney.

THOMAS J. BRANDT JD was named one of the Top 25 Plaintiff Lawyers in California by the Daily Journal.

STEVEN J. SELIGMAN JD was promoted to first vice president of Marcus & Millichap, a commercial real estate investment services firm.

DAVID CLARK JD was appointed by Gov. Jerry Brown to the California Commission on Uniform State Laws.

ROLAND CANDEE JD was appointed as a justice on the California Courts-Martial Appellate Panel by Gov. Jerry Brown.

ROBERT DEHOLL JD was selected as a 2015 Legal Elite by Greenville Business Magazine.

JANET WALWORTH JD joined Joseph & Cohen, Professional Corporation, as counsel.

BILL SCHUETTE JD delivered the commencement address at Southwestern Michigan College’s 48th commencement ceremony in May.


RENE LASTRETO JR. JD has been appointed as a judge of the U.S. Bankruptcy Court for the Eastern District of California by Chief Judge Sydney R. Thomas of the U.S. Court of Appeals for the Ninth Circuit.

FRANK PITRE JD was named one of the Top 25 Plaintiff Lawyers in California by the Daily Journal.

JOHN C. CALLAN JR. JD joined Duane Morris LLP in its San Francisco office as a partner for the firm’s Real Estate Practice Group.

JULIE M. KANE JD was appointed by PG&E to the newly created position of chief ethics and compliance officer and will serve as senior vice president.

KAREN GOODMAN JD was named a Best of the Bar attorney by the Sacramento Business Journal’s guide to Sacramento’s top attorneys based on peer nominations and a peer-review panel.

BEULAH ANGELA JARRETT QUARLES MA has worked in education and health care for 31 years. She is married to Monroe Quarles, and she has one daughter and a granddaughter. She was recently hired as director of rehabilitation at Skilled Therapies in Concord, Calif.

PAUL TOUR-SARKISSIAN JD was the featured speaker for STEP Silicon Valley’s event The Long Arm of the New EU Succession Regulation.

ALAN J. WILHELMY JD wrote “The Decision to Arbitrate” in the Alternative Dispute Resolution Practice Guide and has been appointed to a three-year term on the California bar’s Alternative Dispute Resolution Committee.

FAISAL SHAH JD launched his newest startup AppDetex, which focuses on brand protection.

HOWARD COHL JD is a director with Major,
MICHELE ROBINSON ’05
SECURING THE STATE’S DIGITAL DATA — AND YOURS

When Michele Robinson ’05 can’t sleep at night, it’s because she’s worried about protecting your personal data from hackers. As California’s chief information security officer (CISO), she works to prevent the DMV, Medi-Cal, and other state agencies from falling prey to cyberattacks.

Recognizing government’s enormous responsibility to protect the information technology that delivers essential public services and the personal data it collects, Robinson says her focus has been “to raise awareness about the threat landscape, promote good data stewardship, and foster public-private partnerships that can address the cybersecurity challenges we face.”

Robinson attended USF’s information systems program in Sacramento, where she attended classes at night and on weekends — the only time she had free. She was drawn to USF while working at the California Department of Consumer Affairs, thanks to the recommendation of her boss, mentor, and USF organizational behavior alumna Teressa Ciau ’88.

As a single mother of two, Robinson’s road wasn’t always easy. But USF opened doors for her she hadn’t imagined, Robinson says. She enjoyed the information systems program for its small classes, challenging curriculum, and spirit of giving back. She still remembers a community service project, repairing computers and providing network security for Francis House Center, which serves the disadvantaged in Sacramento.

“I liked the community service class project so much. It made me feel like I was making a difference in my field of study and also embodying USF principles by helping a nonprofit and the people it served,” Robinson says. “As a single parent, I’ve been in tough spots financially, so I could relate to those needing access to the types of services being provided.”

Lindsey & Africa, the global leader in legal search consulting and talent management solutions. Established in 1982, MLA has offices in more than 20 cities around the world and was named Best Legal Recruiter by the National Law Journal in 2015.

’89 MICHAEL GUINGONA JD has formally launched his campaign for San Mateo County supervisor for the June 2016 elections, which could make him the first Asian-American to represent District 5.

JIM KOWALSKI JD is the executive director of Jacksonville Area Legal Aid. He was given the 2015 Peter E. Haas Public Service Award by UC Berkeley for his pro bono service to victims of mortgage fraud and predatory lending and collection practices.

WAYNE DOUGLAS MADDEN MA is enjoying retirement by volunteering in the school across the street two or more half-days a week. He spends his time in second- and fourth-grade classrooms. In addition, he has taken on teaching Sunday school at his church, St. Patrick’s Anglican Church.

’90 WILLIAM “BILL” KELLER-MANN JD joined Hanson Bridgett LLP as electronic discovery and information governance counsel at its San Francisco office.

FRED CARR JD practiced for several years in the United Arab Emirates, then returned to the U.S. in 2013 and formed Carr & Venner ADR, Mediation Services. He provides mediation services to legal counsel, representing parties who are either in litigation or about to file suit in a broad range of subject areas throughout the San Francisco Bay Area.

’91 NORA GIBSON JD joined the corporate finance practice at Perkins Coie as a partner in its San Francisco office.

JOHN HENDRICKS JD ’04 recently co-edited a book, Out and About: The LGBT Experience in the Legal Profession, a compilation of stories about the experiences of lesbian, gay, bisexual, and transgendered attorneys, academics, and jurists in their own words.
classnotes

EUGENE FERRER JD joined Paul Hastings LLP as a partner at the firm’s New York office.

JEFFREY R. FINIGAN JD was appointed by Gov. Jerry Brown to a judgeship in the San Mateo County Superior Court.

KIMBERLY ANN GUIFOLLE JD published her book, Making the Case: How to Be Your Own Best Advocate, and was mentioned in the masslive.com article “Fox News Women Reporters Deserve Respect.”

ROBERT ROSENTHAL JD was selected as one of the 2016 Best Lawyers for his work in employment and labor law. He was also named to the Mountain States Super Lawyers and Rising Stars lists for 2015.

KIRSTIN SCHOONOVER JD was appointed as a judge to the Vermont Superior Court by Gov. Peter Shumlin.


MICHAEL WESTHEIMER JD joined Ogletree, Deakins, Nash, Smoak & Stewart, P.C. as a shareholder in the firm’s San Francisco office.


KEVIN F. ROONEY JD was made partner at the law firm of Browne George Ross LLP. He was co-lead class counsel in the case resulting in the largest known student loan forgiveness settlement in U.S. history, which was in excess of $140 million. Kevin lives in San Mateo with his wife, Diane, and his children, Braeden and Olivia.

SHERI BYRNE-HABER JD was named global accessibility program manager for McDonald’s. She has dedicated the last 15 years to assisting people with disabilities in obtaining the goods and services that they are entitled to under the ADA and IDEA. Previously, she was an advocate for the deaf and a compliance consultant at Kaiser Permanente focusing on digital accessibility.

JOSEPH MOORE JD is a partner at Hanson Bridgett LLP in the Real Estate & Construction section at the firm’s San Francisco office.

THERESA *TERY* WILLIAMS JD returned to Baker & McKenzie’s Compensation & Employment Law Practice as counsel.

SAMUEL COATES JD became a partner at WilmerHale in its Palo Alto office as a member of the Corporate, Emerging Company, and Life Sciences practice groups.

KATHLEEN A. DURRANS JD authored the chapter “Using Revocable Trusts and Conservatorships to Protect Incapacitated Elders in California” in Elder Law Client Strategies in California: Leading Lawyers on Addressing Estate Planning Concerns and Selecting Appropriate Trustees.

JENNIFER GILLON DUFFY JD has been designated as a certified family law specialist by the State Bar of California Board of Legal Specialization.

ROBYN SANTUCCI JD has been certified as a specialist in family law by the State Bar of California Board of Legal Specialization.

JOHNSON TANGA MA is an owner and director of business development for Pacific Rim Mortgage. She started Pacific Rim Mortgage, which is named after the Pacific Rim Conference Room at Lone Mountain, in 2005. She has expanded to a 13-person team, and her company has been voted Hawaii’s Best Loan Officer and Mortgage Company by the Honolulu Star-Advertiser.

JOHN HENDRICKS JD recently co-edited a book, Out and About: The LGBT Experience in the Legal Profession, a compilation of stories about the experiences of lesbian, gay, bisexual, and transgendered attorneys, academics, and jurists in their own words.

ASHLEY GOULD JD was appointed senior vice president of general counsel and corporate governance for Raptor Pharmaceuticals.

BRITT K. STROTTMAN JD was named a Giant Slayer in The Recorder’s 2015 Litigation Department of the Year competition. She was also named one of California’s Top 100 Women Lawyers for 2015 by the Daily Journal.

JAY ZYNZCZAK JD was featured in the National Law Journal article “In-House Counsel Profile: Goal Zero LLC’s Jay Zynczak.”

San Francisco alumni may have seen Lang’s hot-pink food truck, from which she serves her small-batch organic ice cream and vegan ice pops, at Off the Grid and SOMA’s food park. She also can be found on the campuses of Google, Fitbit, and Yahoo.

Lang started Garden Creamery in 2010 as a vegan sorbet company and a year later began selling her sweet treats in local grocery stores. She soon became known for her decadent textures and flavors such as Raspberry Bell Pepper, Thai Tea, and Strawberry Rosemary, and it wasn’t long before she dove into San Francisco’s sizzling food truck scene. Her concoctions have drawn the attention of the likes of O, The Oprah Magazine; Huffington Post; and the New York Times, and her treats are popular for weddings and birthday parties.

At USF, where Lang majored in communication, she learned negotiation, problem solving, public relations, and more. “It really prepared me well for what I’m doing now: networking, marketing, and presenting my brand,” she says. “USF was a great place for me. I still draw on the values I learned and the connections I made there almost daily. It’s been a powerful influence.”

ERIN LANG ’09

ENTREPRENEURIAL ALUMNA SERVES SWEET TREATS ON WHEELS

First Amendment and entertainment litigation.

’05 JOHN DEMETER JD was honored by Citizen Schools as one of its 2015 Citizen Teachers of the Year.

’06 GERALD HEPPLER JD became associate director of admission for communication and outreach at sister Jesuit institution Seattle University School of Law in August 2015.

MATT A. SULLIVAN JD was named a 2015 Northern California Rising Star by Super Lawyers for the third consecutive year in the category of criminal defense.

’07 ERIN GUY CASTILLO JD became partner of the newly named Stockton law firm Parish Guy Castillo, PLC.

JAMES RALPH JD was appointed to the Hearing Board of the Bay Area Air Quality Management District.

MELANIE TAVARE JD contributed to the book Chapter 7 Consumer Bankruptcy Strategies, 2015 ed.: Leading Lawyers on Filing Chapter 7 Cases in Today’s Consumer Bankruptcy Climate. Melanie wrote a chapter on protecting real property for debtor clients.

’08 RICHARD CHAMPION MS is working on bioinformatics for the improvement of wheat crops. After work, he decompresses by reading Don Quixote in Spanish.

MEREDITH KREIS JD joined family law mediation practice Lawhon Law & Mediation, P.C., last fall. She acts as a neutral mediator to help resolve family law disputes, consults with clients needing independent advice, and prepares premarital agreements.
MARIA LAMPASONA JD recently became partner at Lombardi, Loper & Conant, LLP in Oakland, where she focuses on the defense of product liability, general liability, and employment-related claims.

CAMERON CLOAR-ZAVALETA JD has joined the legal department at American Airlines Group and Envoy Air, Inc. in Dallas, Texas, as an attorney. Cameron has also worked with the American Airlines Group at Nixon Peabody LLP in San Francisco.

JONATHAN JAFFE JD was featured in the article “Finding Their Place” in California Lawyer magazine, discussing the challenges of launching a career in a post-recession economy.

DYLAN RUDOLPH JD joined Maynard Cooper & Gale as a litigation associate in the firm’s San Francisco office.

CHRISTOPHER WYBENGA MNA has accepted a position as director of development at Valley Christian Schools.

'09

JACQUELINE LAYNE JD joined Legal Aid of Sonoma County as a staff attorney at the Family Justice Center.

RONITA BAHRI JD has been hired as an associate attorney by the personal injury law firm Goodman Ack泽, P.C., in Southfield, Mich.

JOHN OHU RE CHACHU MA traveled back to his home province and to South Sudan to spend some time with his relatives and friends. He is working at a Jesuit college in northern Uganda, Ocer Campion Jesuit College, which was established in 2010 by the Eastern Africa Province of the Society of Jesus by former USF President Stephen A. Privett S.J.

'13

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'15

PATRICK TUCK JD wrote an excerpt from Mastering California’s Water: A Call for Reform and Adjudication, which was published in the ABA Water Resources Committee newsletter. The excerpt covered the lack of accurate qualification of water rights in California and issues with water markets, storage, and transfer, among other things.

ALUMNI WEBSITE GETS A REFRESH

USF alumni have a redesigned home on the web, part of an overhaul of the entire USF website. The site (usfca.edu/alumni) is a single stop for getting information about upcoming events, requesting transcripts, accessing the Career Services Center and its exclusive job bank, and requesting a myUSF email account. In addition, alumni can submit their stories to Class Notes.

WE WANT TO HEAR FROM YOU!

Tell your fellow Dons what’s new in your life — career, family, travel, and other activities. It’s easy! Just drop us a line.

ONLINE FORM:
usfca.edu/magazine/
class-notes

MAIL:
USF Magazine
2130 Fulton Street, LMR 217
San Francisco, CA 94117-1080

EMAIL:
classnotes@usfca.edu

Please include your name, class year, degree, and phone number (in case we need to contact you).

giving

GIFTS HELP FIRST-GENERATION STUDENTS SUCCEED

First-generation college students face challenges that make it especially difficult for them to stay in school. Hector Martinez ’15 knows well the obstacles that can stand between a student and his degree.

Martinez grew up in South San Francisco, the son of Salvadoran immigrants who did not attend high school. Through their support and sacrifices, and despite job losses during the recession, Martinez became the first in his family to attend college. But when he arrived at USF, “there were new struggles,” he says. “It was always a point of survival — I’ve got to get good grades to make it to next year. You could say you’d made it, but I always felt like, ‘I haven’t made it yet.’”

Martinez joined the Muscat Scholars Program (MSP), named in memory of beloved School of Management Professor and Associate Dean Eugene Muscat. Thanks to scores of donors, the 20-year-old program has helped generations of students succeed.

MSP’s core is a two-week boot camp for incoming first-generation college freshmen, designed to build community, boost academic readiness, and introduce new students to the ins and outs of college. These bonds and lessons are reinforced during each student’s USF career, through retreats, events, and mentorship programs.

Students in MSP stay at USF at higher rates than peers who are invited and decline to apply for the program. And these students don’t just stay in school — they rise to leadership positions and mentor younger students. When they leave USF, they continue to excel. Since graduating, Sanchez joined KPMG as an accounting associate and hopes to start a company with a socially conscious mission. Other MSP alumni include doctors, a television executive, and founders of companies and nonprofits.

Donors to USF make programs like MSP possible. To invest in life-changing education for students like Hector Martinez, visit usfca.edu/giving.
In our summer issue, we ran the iconic photograph of the raising of the American flag at Iwo Jima taken by former USF student Joe Rosenthal. It prompted the following reminiscence from the children of James (Jim) Grealish ’42.

To the Editor:

Your tribute to Joe Rosenthal and his Pulitzer Prize-winning photograph of the flag-raising on Mount Suribachi was especially meaningful to us. It called to mind Dad’s connection to that event and a very special engraving that hung in his office.

Our dad, James (Jim) Grealish ’42, enlisted in the Navy right after graduating from USF. His ship (USS Waters, APD-8) carried Marine Raiders to the landing at Iwo Jima, which entitled him to a free lunch at the Marines’ Memorial annual Iwo Jima Day commemoration. One year the Marine Corps presented Dad with an engraving of the flag-raising in recognition of his recruiting efforts. The plaque reads: “James V. Grealish. The United States Marine Corps appreciates your assistance in obtaining a few good men.”

Attached photo of the USS Waters deck log.

Dad’s experiences serving with the Marine Raiders in the Pacific had a profound effect on him. For the rest of his life he had the greatest respect and admiration for the Marine Corps — in particular for the Marine Raiders and especially for his classmates: Kenneth Houghton ’42 (later major general USMC) and Malcolm McCarthy ’42.

USF was involved in an experience Dad wrote about on the occasion of the death of another of his personal heroes, Rear Adm. Charles J. McWhinnie, USNR, his skipper on the Waters:

“As a nervous young ensign, a year out of college, I reported aboard the USS Waters (APD 8) on 8 June 1943 and served aboard this four-stack destroyer transport until July 1945. Two weeks after reporting aboard we took Company P of the Fourth Marine Raider Battalion to Segi Point, New Georgia. Then Captain Tony Walker USMC was the troop commander and the chaplain aboard was Father Redmond, the revered chaplain of the Marine Raiders. As we entered the small bay to disembark the Marine Raiders, a canoe came out from the beach. Along with four natives in the canoe was LT Malcolm McCarthy, USMC, my classmate at Most Holy Redeemer School and the University of San Francisco…”

When Dad told this story he said that given the circumstances of a night operation in an unfamiliar area in a war zone, the sailors and Marines were understandably tense. So when they observed a strange native canoe approaching the ship, weapons were drawn and they prepared to take it under fire. At that point a shout came from the canoe: “Don’t shoot, it’s McCarthy.”

So Dad and Mal McCarthy enjoyed their own personal USF reunion in the middle of the South Pacific.

Dad stayed in the Naval Reserve after the war, was recalled to active duty for the Korean War, and eventually retired as a rear admiral (upper half). But he always considered the Battle of Iwo Jima and his ship’s rescue of the USS Helena (CL-50) survivors from a Japanese-held island to be the two most important events in which he was involved. And for the remainder of his life he regarded being named an honorary Marine Raider to be one of his most treasured achievements.

Thank you for bringing back those memories.

Sincerely,

Kent Grealish ’70
Kathleen Grealish Ciardella ’95, MS ’99
Susan Grealish Flanigan ’95, MS ’99
Annette Anton '69, MA '83
1947–2015

For many alumni, Annette Anton and the University of San Francisco were synonymous. She remembered names, graduation dates, even the names of their children.

USF was the backdrop for much of Anton’s young life and later became the main stage. Growing up in the Haight and attending Presentation High School, the campus was always in sight. When it came time for college, USF was the natural choice.

As one of the first women to attend USF, she helped to define the campus community, and was active from the very beginning. John Lo Schiavo, S.J. (then vice president of student affairs and later USF’s 25th president), recruited Anton to help with a photo project during her first week on campus. That day started a lifelong friendship; it was also the day USF learned something important: If you want something done, ask Annette.

With her degree in sociology, Anton went back to Presentation High as a teacher. She taught social studies for 22 years, and then served as assistant principal for 10 more. After receiving a master’s in education at USF, she became involved with the Education Alumni Society and forged an even deeper link to the university.

That experience dovetailed with other events to bring Anton back to campus. When Presentation closed in 1991, USF Alumni Relations was looking for an assistant director. It was a match made in heaven.

Under Anton’s leadership — she became director in 1996 — USF’s alumni relations department led the university’s annual Thanksgiving Food Drive, soliciting donations and personally distributing Thanksgiving dinners to families in need; played a key role in developing USF’s 150th anniversary celebration in 2005; led USF’s award-winning St. Patrick’s Day Parade cable car float tradition; and produced the popular annual gala that honors alumni, including the alumnus of the year, an award she won herself in 2014. She expanded the alumni regional councils and integrated Lone Mountain alumnae under the umbrella of the USF Alumni Association.

Even her retirement in 2012 couldn’t keep Anton away for long. A longtime season ticket holder to men’s and women’s basketball, she could also be found at other sports events. She even returned to campus as a student, taking classes at the Fromm Institute for Lifelong Learning.

Anton passed away in July, leaving many friends and thousands of USF alumni who came to treasure the legacy and spirit of USF through her.

A BRIEF HISTORY OF TWO USF LEGENDS:
usfca.edu/magazine/annette-anton
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<td>Perry P. Oei '84</td>
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<td>Ken T. Parks JD '82</td>
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<td>James B. Rodriguez MA '85</td>
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<td>Trudy Patch '46</td>
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**in memoriam**
How will the Super Bowl economically impact the Bay Area?

Total spending connected to the event is estimated to be in the hundreds of millions of dollars. Teams, fans, sponsors, and NFL VIPs will stay days or weeks in the Bay Area spending money. The tourism industry, including hotels, restaurants, and museums, as well as event management vendors, are in line to benefit most directly.

Event management vendors will be hiring workers to set up and staff Super Bowl 50’s interactive fan centers — NFL Experience at the Moscone Center and Super Bowl City at Justin Herman Plaza — where those who can’t afford a $10,000 ticket will be able to see the Vince Lombardi trophy, compete in football-throwing contests, and check out the latest memorabilia.

How will local communities benefit from the event?

In addition to revenue from increased spending, the NFL Host Committee created the 50 Fund and set a goal of giving away $10 million in grants to make Super Bowl 50 the most philanthropic ever. The fund invests in local nonprofits that focus on creating long-term, sustainable impacts that close the opportunity gap for low-income residents. The fund is focused on three areas: child development, community investment, and sustainable environments.

So far, 74 organizations have received nearly $3.8 million.

Are Sport Management students, faculty, and alumni involved in Super Bowl 50?

Absolutely. Two USF alumni and one professor sit on the Super Bowl 50 Host Committee, the lead organizing body of Super Bowl 50 — along with 11 student interns and volunteers. They work on everything from events and general operations to volunteer coordination to marketing and communications.

On top of that, the host committee expects to hire an additional dozen or so USF Sport Management students. There will also be many alumni who work in sports media, sports consulting, and sports manufacturing companies with a connection to the Super Bowl.

Also, Danielle DeLancey, vice president and chief of staff of the host committee, taught an elective course at USF this fall geared toward understanding the full scope of what the committee does.

Is there a downside to the Bay Area hosting Super Bowl 50?

There’s a chance that we could experience carmageddon; New York City and New Jersey experienced traffic congestion when they hosted Super Bowl 48 in 2014. I don’t expect it, however. Bay Area public transit is good, and I anticipate most people will choose that option.

Economically, a key question is whether Super Bowl 50 events will crowd out the usual tourism or business spending that would have taken place. Will tourists who would have come to the Bay Area in early February choose to go somewhere else? Will local residents spend less money by staying home away from the crowds? Will businesses be interrupted due to the events taking place, so generate less income? These are ongoing questions in the field of sports economics. Because February is normally a slow time for tourism, I anticipate a net gain.

What will stand out about Super Bowl 50?

The NFL chose the Bay Area for this milestone event because it is a world-famous center for innovation, and the NFL wants to be seen as being forward thinking. Levi’s Stadium is the most technologically advanced stadium in the country. It boasts solar panels and sustainability initiatives that help minimize the stadium’s carbon footprint. There is a robust Wi-Fi network throughout the stadium, and fans can order food, get game stats and scores, and find their location using an in-stadium app.

In addition, the committee hosted a sports innovation summit in November and the NFL plans to host an innovation summit during Super Bowl week, drawing in partners and sponsors such as SAP, Intel, Google, Yahoo!, and Apple — companies that don’t typically support sports.
“Your generous contribution has transformed my dream to study what I am passionate about into a reality. I plan on becoming a high school history teacher. Without your help, I would not have been able to attend the University of San Francisco.”

DANIELLE GROAK '16