where our students go to work

American Red Cross  Randstad Technologies  Boeing
Women’s Startup Lab  Coldwell Banker  City of Menlo Park  PayPal
ABS-CBN Corporation  Abbott  Warburg Pincus LLC  East West Bank  Morgan Stanley
Thermo Fisher Scientific  PwC  Northwestern Mutual
Foundation for a College Education  Applied Expert Systems  Bank of America  CBRE
Marcus & Millichap  Apttus  Bikoo, LLC  FusionStorm  EY  Armanino LLP
Booyah  San Jose SaberCats  NXP Semiconductors  Chronicle Books
Keller Williams Realty  UPS  Oakland Raiders  Microsoft  USANA Health Sciences
Citrix  NASA Ames Research  Novartis Vaccines  EMC  ALCOA
Deloitte  San Francisco 49ers  Mozilla  Sherwin Williams
LinkedIn  SAP  San Jose Sharks  Symantec  AT&T
Hewlett-Packard  Adobe  Kaiser Permanente  Cintas
SAP  LinkedIn  Salesforce  Symantec  AT&T
Logitech  Adobe  Cisco  AT&T
Oracle  Adobe  Cisco  Dell
VMware  Adobe  Cisco  Dell
Facebook  Adobe  Cisco  Dell
Google  Adobe  Cisco  Dell
Apple  Adobe  Cisco  Dell
Charles Schwab  Adobe  Cisco  Dell
KPMG US  Tesla Motors  Bank of America  CBRE
Merrill Lynch  Tesla Motors
BPM (Burr Pilger Mayer)

MENLO
advantage magazine
SPRING 2015
A Rare Day of Winter Showers in Silicon Valley

Students had a rare winter rain experience as they waited for a bus to take a field trip to check out internship possibilities.

PHOTO: DARCY BLAKE
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My First Year as President of Menlo College

By Richard A. Moran

As I approach the end of my first year as President of Menlo College, I am pleased to share some of the initiatives I’ve already launched to help Menlo become the best small college in the West.

Enrollment at Capacity

For the first time, Menlo College is at full enrollment. A somewhat larger student body will be critical to the future success of Menlo.

New Provost

Following a national search, I am pleased to announce the appointment of Terri Givens as the next provost of Menlo College. Given the international acclaim she has earned for her scholarship, Dr. Givens adds significant stature to our community. Even though her appointment is not effective until July 1, she is already engaged in planning for the future of our academic programs. Among other efforts, she has launched the search for our next Dean of Business & Academic Affairs, and hopes to have the Dean named by the end of this summer. More information about Dr. Givens is on page 8.

Athletics Reorganization

Earlier this year, we made the decision to move from the CalPac Conference to the GSAC Conference – a much more competitive and complementary home for Menlo sports. Shortly thereafter, we made the difficult decision to close Menlo’s football program. This decision affords opportunities to invigorate our other continuing athletic programs. The reinvestment of funds not only makes our other sports better, it also benefits the College more broadly. Our continuing teams are strong and getting stronger, and I fully expect our new GSAC home will position Menlo to achieve the national championships our talented student-athletes and coaches deserve.

International Emphasis

A new full-time international recruiter in our admissions office has been hired to keep our global outreach thriving.

Sustainability Task Force

Our multi-faceted sustainability efforts have led to significant savings in our electrical and water consumption on campus. Recently, we joined the 2015 Campus Conservation Competition to further reduce natural resource consumption on campus.

Increasing Awareness of Menlo College

I engaged Rob Wynn Public Relations to enhance the effectiveness of our media outreach. While in the early stages, Rob has already secured significant coverage of Menlo initiatives nationally in The Chronicle of Higher Education, The Huffington Post, The San Francisco Chronicle, as well as other numerous Bay Area publications. I have also extended social media outreach through numerous campus outlets, as well as with the leverage of my LinkedIn “Influencer” status. To enhance Menlo’s profile in the Silicon Valley, I joined the Silicon Valley Leadership group and Joint Venture Silicon Valley. I’ve also launched a series of meetings with the Mayor of Atherton and other City Council members to strengthen the partnership between Menlo College and the town of Atherton.

Facilities Upgrades

Building on work undertaken in recent years to modernize Brawner, the Student Union, and the Russell Center, long overdue renovations to our on-campus dormitories will begin this summer. We are also finalizing plans to enhance our Library facility. Meanwhile, we are developing a landscaping and campus master plan to guide future fundraising and development activity.

(Continued on page 4)
(Continued from page 3)

New Information Management System for the Library

We will soon launch a new library information service infrastructure to bring the online catalog and other library digital transactions into the 21st century.

Community Outreach

Among many initiatives in the last year, we hosted the “Hear the Conversation” Authors Roundtable (see pages 4-5) and the Through the Gates: Eighty-Five Years of Menlo College and Its Times (see page 37) book talks for the community. We also welcomed the Irish Technology Leadership Group, top Irish and Irish American technology leaders who participated in the 7th annual Silicon Valley Global Awards at Stanford. I anticipate many more varied programs on the Menlo campus in coming months.

Our Menlo Connection

We launched an “I am Menlo” campaign to bring student focus to personal obligations as members of our community, addressing behavioral issues ranging from intimacy to mutual respect. I also initiated a Convocation to launch each semester in a manner that boosts our pride in our Menlo identity.

On a personal note, my wife Carol and I moved into the campus President’s House, and have enjoyed the opportunity to open our home to the Menlo Community on many occasions in recent months. We look forward to seeing you at an event in the future. I look forward to a new year of success at Menlo College.

Sincerely,

President Richard A. Moran

Ellen Pao, the Indiana Religious Freedom Restoration Act, the identity of the Millennials, the water shortage, the future of Silicon Valley and writing were up for discussion at the “Hear the Conversation” Authors Roundtable at Menlo College on April 1. In the style of the Algonquin Round Table, a celebrated group of New York City writers, critics, actors and wits who dined together regularly in the 1920s, six influential business authors from the Bay Area had a discussion about writing and local, regional, and national state of affairs.

Moderated by Dr. Richard A. Moran, President of Menlo College and the author of several books on CEOs, workplace issues and modern business interaction, the authors included:

• Jeffrey Pfeffer, a Professor of Organizational Behavior at the Graduate School of Business, Stanford University, who has authored 14 books, including his latest Leadership B.S.: Fixing Workplaces and Careers One Truth at a Time.


• Leslie Berlin, a Project Historian for the Silicon Valley Archives at Stanford University who has written extensively about Silicon Valley, including a biography of Robert Noyce, coinventor of the microchip and cofounder of Intel.

• Lee Caraher, a CEO and communication strategist who started Double Forte as a new kind of communications firm. Her first book is Millennials & Management: The Essential Guide To Making It Work At Work.

• Lisa Kay Solomon, an innovation strategist who recently delivered a TEDx talk and coauthored the bestseller, Moments of Impact: How to Design Strategic Conversations that Accelerate Change.
The dialogue touched on the ritual of writing. Moran quoted Orwell who described writing as “an exhausting struggle” and Hemingway who penned it as “to sit down at a typewriter and bleed.”

Caraher shared some humorous vignettes about her research for her book about Millennials, and she offered some sobering commentary on the Indiana Religious Freedom Restoration Act, “It’s gonna get fixed because a whole generation of young people are affected by it.”

Berlin described her own style as “writing a spew,” often by hand and then refining. “I’m a really good refiner.” Solomon likes getting up early to write. Freiberger, who has written thousands of articles as a journalist “blasts them out” according to deadline, and cites his book Fire in the Valley about the development of the car industry as his proudest piece of work. “I stayed up all night to write it,” he recalled.

“I write in my head,” explained Pfeffer. “I write no more than two drafts from an outline. It’s almost not even a conscious process.” He confessed, “I went into academia because I wanted to control my time [as a writer].”

Moran said, “all of my books were written on planes in small increments,” saying that it kept him from boring plane chat with the person sitting next to him. “How many words do I write a day? One, because if I write one, others will follow.”

Freiberger suggested that a way to get noticed as a beginning writer is to become a blogger, or a “thought-leader,” as he termed it, which may lead to other writing opportunities.

When asked how to deal with writer’s block, Berlin said, “I ask myself what new information do I need?” Solomon replied, “I ask myself what feels true? Then I trace back to the last sentence I wrote that answers that.”

Talk of Silicon Valley included:

• Wealth: Freiberger suggested, “Soon the Valley will become a place for people in helicopters.”

• Sustainability: Pfeffer offered, “There is no incentive to invest in infrastructure and the water will take care of this issue.” Moran noted, “Water is already twice as expensive as gas.” Freiberger laughed, “Business is not planning with housing and parking for their workers, but on the other hand, there has been great innovation with self-driving cars.”

• Society: The social scene was summed up by Freiberger, “Culture is shaped by what people say about each other.” Pfeffer was quick to modify Freiberger’s statement, “Culture is shaped by what people do to each other.”

Before long, the talk ended, with the abiding words of Algonquin columnist Franklin Pierce, “Too much truth is uncouth.”

More author talks are being planned at Menlo College in the months ahead.
Welcome New Trustees

By T. Geir Ramleth, Chair, Board of Trustees

We welcome seven new members to the Board of Trustees:

Lee McEnany Caraher is the founder and CEO of Double Forte, a public relations and digital marketing firm. Prior to starting Double Forte, she served as President and Founder of Red Whistle Communications and EVP at Weber Shandwick. She is the author of Millennials & Management: The Essential Guide to Making it Work at Work. She earned her BA from Carleton College.

Andrea (Andy) Cunningham, President and Co-founder, SeriesC, a brand strategy firm. Cunningham has contributed to the launch of video games, personal computers, desktop publishing, digital imaging, RISC microprocessors, very light jets, and clean tech investing. She graduated from Northwestern University.

James A. Davlin, Vice President Finance and Treasurer, General Motors (Retired), led General Motors’ treasury operations, including capital planning, market activities, worldwide banking and pension funding. He joined GM from Deere & Company, where he was Vice President and Treasurer. He earned his JD from Duke University School of Law, and MBA from the University of Chicago.

Mike Gullard is the founder and General Partner of Cornerstone Management, a consulting and investment firm specializing in telecommunications and software. He is the Chairman of Planar Systems, Inc. and Dyntek Inc. He has an AB degree from Stanford University and an MBA from the Stanford Graduate School of Business.

Rick Humphreys is President and CEO of Hawaii Receivables Management LLC. Rick began his career with Union Bank in California and held executive level positions at AMFAC Financial, First Federal S&L, Bank of Hawaii/Hawaiian Trust, culminating as the CEO/Chairman of Bank of America/Hawaii.

FEI Awards Scholarship in Recognition of Trustee Harry S. Kellogg to Bret Tretten

Financial Executives International - Silicon Valley Chapter (FEI) is a financial organization for CFOs and senior financial executives with more than 10,000 members in the US and 400+ in their chapter.

FEI has many programs for the professional development of Bay Area business. One of FEI’s outstanding community service projects is a scholarship program that honors approximately a dozen outstanding accounting students from Bay Area universities and colleges.

The awards are made to finance or accounting students as they enter their senior year. The awards are based on the leadership, experience, and academic success of nominees at selected schools including San Jose State University, Santa Clara University, University of California, Berkeley, California State University, East Bay. “The addition of Menlo to our list reflects its prominence as a business school in Silicon Valley and it also in recognition of your trustee and our long time member Harry S. Kellogg, Vice Chairman of Silicon Valley Bank,” said Bob Farkas, First Vice President, FEI, Silicon Valley Chapter. Harry S. Kellogg graduated from Menlo College in 1963.

Each year, four junior nominees proposed by Menlo College faculty make a presentation to an FEI panel, which selects the winner. In 2014, the winner was current Menlo College senior Jacob Fohn. The 2015 winner of the second annual Harry Kellogg FEI Silicon Valley Scholarship is Bret Tretten.

“It is an honor to have been selected for the Harry Kellogg FEI Silicon Valley Scholarship,” said Bret. “I look forward to pursuing a successful career in finance, and this generous gift will facilitate me in attaining these future goals. I extend my deepest gratitude to the Financial Executives International Silicon Valley Chapter for their generosity and acknowledgment.” In June, Bret will intern at Arthur J. Gallagher & Co in their Risk Placement Services Department. He will graduate from Menlo College with a degree in finance in December 2015.
A Choice to be Great in Spring 2015

What’s in the beginning of a new semester? President Richard A. Moran addressed the question at the Menlo College Spring 2015 Convocation. He instructed the audience to take photos of each other to commemorate the semester’s beginning as an important occasion. He added that the result of his poll of friends and associates confirmed that people think college was the best time of their lives. Based on his survey, Moran’s advice to students is to take advantage of all the opportunities that college life presents—while they are in college. “This is a special place and time,” he emphasized. “Choose to be here. Don’t settle. Make the choice to put yourself out there. Choose to be great. Help me make Menlo great.”

Guest speakers Matt Childs ’05 and Kelly Crowley added to the inspirational ambiance of the event. Matt talked about his success after college in sales and strategy as the founder of his company, DreamSimplicity. He offered five tips for success for college students:

- Make goals for yourself
- Find a mentor
- Organize an internship as early as possible
- Figure out your strategy to complete college, because if you can’t see the end, it’s hard to get there
- When you leave college, just get started; your beginning doesn’t have to be perfect

Kelly Crowley, two-sport Paralympic medalist and retired professional cyclist, told the audience her story of perseverance and goal-setting in overcoming her challenges as a professional athlete. She based her success on a three-part formula: ability, opportunity, and resources. She said that success is “yours for the taking if you can align the formula.” She described how her best resources weren’t necessarily the funding, but the people in her circle of friends and acquaintances. Kelly concluded, “Use your time in college to figure out how to solve problems. Do it because you can!”
Menlo College has announced the appointment of Dr. Terri Givens as Provost. The selection of Dr. Givens was made by President Richard A. Moran after a national search and a series of interviews that included a search committee, faculty and staff.

“While many of the candidates brought compelling qualifications, Dr. Givens’ experience and talents combine to represent the best match for the needs of our college at this critical juncture,” said President Moran.

Dr. Givens is currently a Professor in the Department of Government at the College of Liberal Arts at the University of Texas at Austin. Her credentials include an undergraduate degree in international relations from Stanford University, and MA and PhD degrees in political science from UCLA. After she obtained her doctorate, Dr. Givens joined the faculty at the University of Washington in the departments of Political Science, European Studies and International Studies.

“I am very excited to be joining the leadership team at Menlo College. This is a wonderful opportunity to build on my own experience as a leader in higher education and to continue the tradition of excellence at Menlo College,” said Dr. Givens.

Dr. Givens studied International Security and Arms Control under Condoleezza Rice at Stanford. While at UT-Austin, she was the first African-American female Vice Provost. She also co-chaired the American Political Science Association Presidential Task Force. She co-authored a report titled “Political Science in the 21st Century from 2008-2010.” Dr. Givens is also affiliated with UT’s Center for Women & Gender Studies and the Center for African & African-American Studies.

She has been a fellow of the Migration Policy Institute and a Distinguished Scholar of the Strauss Center for International Law and Security. Her most recent research focuses on European immigration politics and policy.

Dr. Givens has authored two books, including *Legislating Equality: The Politics of Antidiscrimination Policy in Europe* (Oxford University Press, 2014) and *Voting Radical Right in Western Europe* (Cambridge University Press, 2005). Her list of publications can be found at: www.terrigivens.com/#publications.

Her international recognition includes an appointment as Public Policy Scholar of the Woodrow Wilson International Center for Scholars, a Visiting Fellow at the Freie Universität in Berlin, a Visiting Fellow at the Centre d’Études et de Recherches Internationales in Paris, an appointment as a Distinguished Scholar Alumna from Stanford, and a German Marshall Fund Fellow of the Rockefeller Foundation. She regularly attends the Brussels Forum, an annual high-level meeting of the most influential North American and European political, corporate, and intellectual leaders to address pressing challenges currently facing both sides of the Atlantic.

Dr. Givens is the founder of Take Back the Trail, a fitness program designed to address health disparities for women in East Austin. She has been very active in the Austin community and held positions on several boards of directors, including the local public television station, KLRU, and the Austin Mayor’s Health and Fitness Council.

She was a member of the track and field team while an undergraduate at Stanford University, competing in sprints and long jump. She was a half-marathon coach for the Austin Fit Running Club and continues to run everything from the 5k to marathons. She also enjoys supporting the performing arts with her husband Mike Scott, and following the activities of her very active boys, Andrew and Brandon.
Heroes may appear on large stages or small. In 1936, millions listened on their radios as the U.S. eight-man rowing team battled to victory for Olympic gold against Hitler's Germany. The crew, recently honored in the bestseller *Boys in the Boat* came home to celebrations across the U.S. Twenty years later as the sport waned, Duvall Hecht and James Fifer won Olympic gold in two-man crew. Hecht quietly returned to graduate studies in journalism at Stanford University and a job teaching English and coaching at Menlo College.

But his own "boys in the boat" at Menlo will never forget this man who changed their lives. Charles (Toby) Westbrook, Menlo College class of 1960, points out that Hecht started the school's rowing club, somehow getting his hands on sculls for an 8-man crew, a four, and a single. He recruited students, most of whom had never held a blade, or oar, and began teaching them to work together in a sport where the tiniest mistake, such as lifting the blade a fraction late, would result in defeat.

Westbrook recalls getting up at dawn with his teammates, shivering in the cold wind blowing off the San Francisco Bay, and trying to meet Hecht's standards in this demanding sport. Practice ended about 7:30 a.m. when Hecht with his exhausted, sweating students piled back in their cars and headed to class. There, the discipline continued. Says Westbrook, "Duvall as my English professor was a true inspiration and deserves full credit for finally helping me pull my act together and pushing me in the right direction." Hecht's students learned to think for themselves, applying their own standards to recognize good literature.

Says William Failing, another student, "Professor Duvall Hecht was my all-purpose Teacher-Coach-Advisor-Menlo-Friend. In my collegiate experience, which includes UC Berkeley, there was never anyone like him. One minute he would introduce us to e. e. cummings, the next he would be driving us to the estuary for 6 a.m. crew practice."

Failing, now in his seventies, points out that Hecht also taught students to look for inspiration outside the classroom. "He would take us to Stanford to see classic films such as Eisenstein's *Strike!* or Leni Riefenstahl's *Triumph of the Will.*"

By the 1970s, Hecht was commuting from Newport Beach to Los Angeles and wanted something substantial to listen to during the long drive. In an interview for the *Los Angeles Times,* he explained, "I was tired of music and news. So I wrote off for all the information I could get on what I could listen to in the car."

"You could get language tapes, the Bible on tape, self-help tapes, tapes on how to close an insurance sale, but I wanted something that would help me get through life today."

Hecht tried to talk the publishing firms into buying the rights to full-length readings for audio tape. The publishers were not enthused.

"When I went back East to talk to them about it, they said it didn't make any sense," he said. "They asked me who would use it. I said, 'Commuters.' They said no, commuters read the *New York Times.*"

But Hecht believed in what he had taught his first Menlo students: Hold onto a good idea and put it into action. In 1976, he and his wife started Books on Tape, making a grand total of $17,000 in the first year.

By 1991, revenues were $7.5 million and soon thereafter, Hecht sold the company to Random House.

Despite his successes, he has not forgotten his first students at Menlo. When recently asked about a photo of his first varsity crew, he responded with a two-page memo detailing each student's career. And they have not forgotten him.

The movie of *The Boys in the Boat,* is in production. As those from the Menlo crew team watch it, many will replay their own scenes of plying the cold waters of the San Francisco Bay just as the sun was coming up. "More power! Row!" Duvall Hecht would shout at them through his megaphone, teaching them the techniques of a tough sport, helping them become men.
Menlo College’s Inaugural Career Fair took place in the Haynes Prim Pavilion on March 19. Forty-four companies and organizations were represented, as well as three area graduate schools. Approximately 225 Menlo College students and alumni networked and handed out resumes. Many students received invitations to interview for internships as well as part-time and full-time positions. PHOTOS: ANDREY POLIAKOV
Arjun Devgan ’01 is VP of Customer Success at Comprehend Systems, Inc., an analytics startup that offers cloud-based clinical data insight tools that improve the way clinical researchers access, understand, explore and analyze data.

Arjun, who holds a BS in Management with a concentration in Information Systems from Menlo College, recently attended an alumni reception to meet President Richard A. Moran at the Pacific Union Club. During a conversation at the reception, he described his first job after college in sales operations at Intacct, a cloud-based financials software start-up in Los Gatos.

“The VP of Sales who hired me was the father of a fellow Menlo alumnus. My next job was also thanks to an alumnus, whom I ran into in the midst of my job search. That one turned out to be a far more fruitful move, as I ended up spending 12 years at NetSuite, watching the company grow from a 125-person start-up to a publicly-traded major software brand.”

At Comprehend, Arjun is responsible for Implementation, Education Services, Customer Success & Support teams. In recognition of its cloud-based clinical data insights solutions, Comprehend has received one of The Silicon Valley Innovation & Entrepreneurship Forum (SVIEF) 2014 Top 30 Innovation Awards. The honor comes just a month after the company announced $21 million in Series B financing in a funding round led by Sequoia Capital and Lightspeed Venture Partners.

Designed specifically for life sciences, Comprehend Clinical™ enables data managers, monitors and clinical operations executives to identify broad operational and clinical trends across trials and report on a wide range of factors, including safety issues, regulatory requirements and opportunities for critical time and cost savings.

While at Menlo College, Arjun recalls running twice for Student Body President. “I worked twice as hard during the second campaign, talked to almost every student on campus who was willing to lend an ear, and I was elected. It was that experience that stayed with me for a long time. Being resilient and persistent in the face of challenges is important if you want to achieve your goals.”

Arjun, who blogs for PSVillage.com, advises Menlo College students, “Everyone knows internships are important. What a lot of people won’t tell you is that networking is even more important. Build a professional presence (LinkedIn) and network while in college. It will help you think through what you want to do with your career.”
Focus on Student Academic and Professional Success

While academic success has always been central to the student-centered education Menlo is known for, the College recently renewed its commitment to supporting students in their academic and professional success. To further that goal, President Moran has created the Center for Academic & Professional Success (CAPS), to more closely integrate academic advising, testing and tutoring, the Writing and Math Centers, Career Services, and the Internship Program. President Moran has appointed Director of Internships Angela Schmiede to lead CAPS as the new Dean of Academic & Professional Success.

Efforts are already underway to help students develop as professionals through related academic efforts. The Director of Academic Advising, Rachel Tipton, and Career Services Specialist, Andrea Peeters, are working together to help students define their academic and career interests through opportunities to explore different majors. In addition to planning a Major Fair in the fall, Peeters and Tipton will develop four-year academic career maps for each major. The Writing Center Director, Erik Bakke, has initiated a series of workshops designed to support student success in internships and the workplace, including workshops on how to write effective press releases and professional emails. Marianne Neuwirth, an oral communications specialist in the Writing Center, coaches students on their professional presentations and helps them prepare for internship and job interviews by conducting videotaped mock interviews.

In addition to streamlining and more closely integrating services within CAPS, Menlo is exploring several technology-based initiatives to support students in the classroom and workplace. This summer, the College will enter into a licensing agreement with Lynda.com to provide students and faculty with access to thousands of online classes to upgrade their skills and knowledge in several business areas. Through Lynda.com, students will be able to make themselves more marketable to employers by completing courses ranging from Advanced Microsoft Excel, Adobe Photoshop, and App Development to Project Management and Search Engine Optimization (SEO).

“More than ever, the modern workplace is demanding that employees be able to identify learning needs and resources to stay current with the competencies desired in a rapidly changing environment. Access to on-demand skills training helps students understand the importance of engaging in lifelong learning,” said Schmiede.

The online training platform will also be available to faculty to stay current on cutting edge technologies and potentially integrate online training into their courses or as supplementary learning material. Assistant Professor of Marketing Fabian Eggers evaluated Lynda.com and said, “This is a good platform. The content is presented in an entertaining way and there are specific courses I could assign in my Internet Marketing course such as Google Analytics or SEO to complement what I do in class.” As the Center evolves, the CAPS team will continue to find ways to support students and faculty in effective teaching and learning for success in both the classroom and the workplace.
Andrea Peeters Offers Tips for Career Readiness

When Andrea Peeters arrived at Menlo College to start her new position as Career Services Specialist, it wasn’t long before she understood the need to highlight some critical job skills that would better position Menlo College students in their efforts to land great internship opportunities.

Hence, she wrote some tips that will help students fill their briefcases with skills they’ll need to help guide their career path and be truly career ready. Titled “Nine Tips to Get Career Ready,” Peeters wrote the article for an online site called Looksharp, the largest internship and entry-level jobs marketplace dedicated entirely to matching students with internships.

Peeters explained, “The key to being career ready is to start preparing early on. When you walked on campus for the first time, preparation for your future began.”

Savvy business tips are only a part of Andrea’s quest to help students improve their business preparedness. She supports the efforts of the Internship Program and also works with all students and alumni on career development. She has taken the reins as a moderator of a Menlo College LinkedIn group entitled Menlo College Center for Academic & Professional Success. The group offers an online reference for Menlo College on the latest events, jobs, and internship opportunities.

Andrea, who previously worked in public relations at Metropolitan Group in Oregon, and for ten years as a high school guidance counselor and an adjunct professor in Santa Barbara, is working on her doctorate in higher education leadership in her time away from her duties at Menlo College.

Making the most of her passion for sustainability, she is also advising Menlo College’s Tapped and Unplugged—Get Caught Green-Handed competition team. In April, the group launched a campus campaign to reduce energy and water usage. “Projects such as this one are a great way for students to get leadership experience, which is so important in the workplace,” said Andrea.

In case you haven’t read her blog, gaining leadership experience is the number one tip on her list!

Staying Engaged—Career Tips for Alumni

• Join a professional association related to your career field and volunteer at conferences and workshops. This will help to build your network and stay current in your career field.

• Join the Menlo College Alumni and Menlo College Center for Academic and Professional Success LinkedIn groups to connect with other alumni and learn about job and networking opportunities.

• Utilize LinkedIn to continue to evolve your personal brand. Take advantage of the site’s Alumni Network tool to find other connected Oaks.

• Follow organizations in your field on LinkedIn. This helps broaden your knowledge and gives insight to how companies are contributing to your field of interest.

Students entered the Tapped and Unplugged—Get Caught Green-Handed competition.
Menlo College marketing major Garrett Bock is from Valley Springs, a “California Historical Landmark” town in Calaveras County, California. Garrett’s hometown is so small, there isn’t a traffic signal to be found.

Using a no-holds-barred approach similar to his hometown without traffic limits, and with the help of the Menlo College Internship Office, Garrett contacted the City of Menlo Park Office of Economic Development. Last summer, he became a marketing intern responsible for events planning for the City of Menlo Park, where he worked on the Menlo Park Downtown Family Fitness Extravaganza.

The Menlo Park event aimed to promote healthy living, while making fitness fun for the whole family. In addition to activities led by individual vendors, there were group fitness events such as a fun run, a fitness scavenger hunt, Zumba, and free rock climbing.

Garrett’s employer asked him if he could make videos for each of the fitness businesses represented in the event. Even though Garrett had never made a video, his “can do” attitude kicked in, and with an iPad and iMovie, Garrett taught himself to make some great movies that were a hit in the community. When his internship was over, his employers asked if he would stay on as a paid staff member. He's working part-time while he finishes his senior year at Menlo.

“I've learned that the people you work with are often just as important as what you do,” said Garrett who enjoys his co-workers. “Also, don’t be afraid to ask questions,” he added.

Garrett played football for three years and baseball for two years, overlapping the sports for one year. “Students have so many resources at their hands at Menlo College. I remember the time I needed to polish my resume in twenty minutes before I went to an interview. Angela Schmiede, Director of Internships, met with me immediately, and within that short amount of time, I got the help I needed.”

When Kumkum Pandey arrived at Menlo College from India, she didn’t feel like she was in another country. “Accepted and appreciated by the other students, I felt like I was at home,” she recalls.

Kumkum is a marketing major who was able to intern at Plug and Play Tech Center, a global accelerator that specializes in growing tech startups. Headquartered in Sunnyvale, California, Plug and Play’s network includes over 300 tech startups, 180 investors and a community of leading universities and corporate partners.

Kumkum landed the internship with the support of Plug and Play’s Vice President of Operations, Jackie Hernandez, and Menlo College’s Office of Internships team.

Kumkum learned a lot in the company’s fast-paced environment. “I made cold calls and researched startups to find out who needed incubator space after first-round funding. The highlight of my internship was when some startups ended up renting space as a result of my calls. I was so proud,” she beamed.

She described Plug and Play as a hub of activity with people from around the world dropping in throughout the day for tours and facts on how to start up a business in Silicon Valley. One of the customs of the Plug and Play workplace was an 8:00 a.m. group meeting to share daily information. Every employee gave an update on what they were doing. “Incredible communication amongst the staff,” remarked Kumkum.

“Networking helps. The more you interact, the more you will learn,” she said. In that frame of mind, when Kumkum’s internship was completed, she passed her position to Yumi Takano ’16, another Menlo College student who will complete her internship this summer.

Kumkum was a high school chemistry teacher prior to coming to Menlo College. Kumkum’s brother Durga Pandey is also a Silicon Valley resident, as the CEO of Applause, a company that creates health apps. With Kumkum’s background in chemistry, and her intern experience, she might find that doors in any number of industries will open into her next home away from home.
Entrepreneur Emmeline Wang Interns at Women’s Startup Lab

Emmeline Wang ’15 has an internship as a social media manager at Women’s Startup Lab, a female-focused accelerator in Silicon Valley that supports early-stage companies. The program connects female founders with start-up mentors, advisors, leadership coaches, attorneys, venture capitalists, investors, executives, and peer founders.

Emmeline has been an intern at Women’s Startup Lab since January. Her prior intern experience was with Spotlight Speaking, where she worked on increasing audience engagement on social media networks, ultimately boosting audience-reach on Facebook by 27% during the span of her internship. Her experience in social media marketing made her a winning candidate for her current position.

“From a corporate standpoint, social media offers a powerful means to engage customers, especially when it comes to advertising for upcoming accelerator lab programs and various events,” said Emmeline. “Twitter enables short and punchy messages while Facebook offers more information in posts and pictures. Currently, I am drawing in testimonials from advisors and founders of the lab for the newly revamped website that was launched in February (www.womenstartuplab.com).”

The mission of Women’s Startup Lab is to empower female founders to be strong leaders, to create powerful startups, and to influence and shape the world through their companies using collaboration, community, and innovation. The company immerses founders in Silicon Valley startup site visits, coaching sessions, workshops, and pitch reviews that are designed to increase the speed of the path-to-product market fit.

“I’ve been at Menlo College for four years, and I love it,” said Emmeline. “It has been extremely helpful to have professors who have experience in their field of instruction. Menlo offers learning with professors who have professional experience. Having that type of mentorship inside and out of the classroom is priceless.”

A marketing major, budding entrepreneur in health and wellness, and softball player, Emmeline emphasized, “Having a vision in business is imperative to gaining the success that one desires. There are going to be obstacles and tests throughout an entrepreneurial life, and those are the moments your vision will push you and help you break through boundaries.”

Going Viral – Victor Calvo Sends Stats Soaring in Social Media

Victor Calvo is having fun with social media. A month ago, he wrote his first BuzzFeed article, “30 Reasons You Should Visit Guam.” The post went viral and received over 18,000 hits. That prompted him to try “24 Reasons Why You Should Choose Menlo College,” another BuzzFeed success that’s landing him a huge audience.

“Buzzfeed is a cool platform,” said Victor. “The average attention span of a human being dropped to 8 seconds in 2013 (according to the National Center for Biotechnology Information).” Buzzfeed caters to a brief timespan with its simplicity, photos, graphics, and short text bullets.

Victor, a senior marketing major at Menlo College, works in the College’s admissions office, while at the same time he has an internship with Focus Product Design in Menlo Park. “When I created 24 Reasons Why You Should Choose Menlo College, I thought about what I’d say if I were to give prospective students a tour of the campus. The 24 reasons for coming to Menlo College just fell into place.”

As for the future, Victor wants to stay in the Bay Area working in the travel marketing profession. Meanwhile, he has just returned from a trip that he will feature in his next BuzzFeed article, “Which is Better, Cancun or Vegas?”
The Writing Center: How to Write a Press Release

How does a press release differ from a press statement, an advertisement or a news story? These are questions that marketing students might need to know to be successful in their internships and while piloting their own startups.

Marianne Neuwirth and Stephen Engel of the Menlo College Writing Center presented a workshop that focused on writing press releases to help students polish their skills for internships and postgraduate employment. The workshop covered how to write attention-grabbing titles, opening lines that pop, and what to include when writing a press release.

A press release is a self-serving marketing tool designed to keep journalists, editors, bloggers, and the public updated on information related to the creator of the press release. A press statement makes a public comment on an issue (such as support or disapproval). An advertisement includes a point-of-view to sell a product. News articles can be about any topic; they don’t have to be timely, and may not be self-serving to the writer.

There are five basic points to writing content for a press release (or any news story) that should be included in the first couple of paragraphs:

**FIVE BASIC POINTS FOR A PRESS RELEASE**

- **Who** is this news release about?
- **What** has happened that is newsworthy?
- **Where** did the newsworthy event take place?
- **When** did this happen?
- **How** is this newsworthy?
- **Why** should readers care?

Press releases include a headline, an opening paragraph, detail paragraphs, and a boilerplate paragraph. A headline that grabs attention is followed by a sub-headline which sums up the news. The boilerplate paragraph that describes the organization at the end of the release should include a website link.

A parting word of advice on writing press releases: don’t forget to proofread!

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**Take the Lead…**

In today’s job market, bringing a competitive advantage to interviews requires more than a college degree and a resume. Graduates need leadership skills to set them apart from their peers and accelerate their career paths.

“When an employer looks at your resume, they want to see something more than your titles,” said Teri Thomas, Director of Student Leadership and Activities. “Just listing that you are the student body president is not enough. They want to know what leadership skills you have mastered and how those are going to be an asset to their company.”

Thomas, who recently authored “Leadership and Personality,” an article published in *Campus Activities Programming, Back to School Issue,* produced a week of events titled “Take the Lead…” that put students in touch with their leadership skills to help their resumes and interviews shine.

A presentation by Menlo alumnus Rob Isquierdo Jr. ‘97, founder of the Library for London project discussed community improvement through non-profit organizations. Isquierdo improved his hometown by creating a library. Dr. Christopher Gardner, from Stanford University spoke on positive change. The "Leadership, a Fad or Foundation" workshop compared leadership and management. The "Articulating Your Leadership" workshop helped students tailor their resumes with bullet points to describe their achievements. "Giving Voice to Values," hosted by Professors Leslie Sekerka and Pauline Fatien, focused on the importance of values within leadership.
Sponsored by the United Way and the IRS, the Volunteer Income Tax Assistance Program (VITA) program assists lower income taxpayers with the preparation of their tax returns. Since 2012, Menlo College has sponsored a VITA site, comprised of student volunteers, supervised by Professor Jack Klingler. Last year, the Menlo site prepared over 100 tax returns, resulting in over $53,000 of refunds for clients from the local area. For the 2014 filing season, the site was staffed with 17 accounting and finance majors who went through extensive training as well as a series of exams in order to take part in the program. Two of those volunteers included Rachel Gao ’16 and Luis Plata ’15.

Rachel is an accounting major who works in the business office doing accounts payable, journal entries, and some payroll. She entered the United States as an international student from China the year before college through a high school exchange program in Colorado. There were 300 people in her high school town of Norwood, and only 30 students in her high school. Menlo was a large campus compared to her high school and the weather is more temperate. “I love California weather,” she smiled.

In her spare time, Rachel is a talented artist, and she tutors students in math and accounting. “VITA is good experience,” said Rachel. “I’ve taken tax classes but I wanted experience working for the lower income community.” Sometimes she pairs up with other accounting students such as Luis at VITA, and other times she works without a partner. Each accounting volunteer took an exam to qualify at an advanced level, so that they can review the completed returns.

“I hope to stay in America after I graduate. It is difficult to find a job if you’re an international student because you must find employer sponsorship, but I’d love to stay in the Bay Area and work in tax and corporate accounting.”

Luis Plata has been on a long journey to become qualified for his career, but he has a plan and he is nearing the finish line.

Luis is a transfer student from DeAnza Community College. His advice to other accounting students is to “learn the basic material about debits and credits because it will help you immensely. You’ll have difficulty going forward if you don’t understand the elementary concepts.”

“Volunteering for VITA was a way for me to get first-hand experience in what tax work is all about,” he said. Students who work for VITA get 15 SERV hours and two academic credits as well. Luis has been in demand at VITA because he speaks Spanish, a language frequently requested by the clientele.

Until he completes his education, he works as head cashier at CVS pharmacy in San Jose. After commencement, Luis will start the Becker CPA program. When he finishes the half-year program that preps accountants for the CPA exam, he will be eligible to take the test to be a CPA. He hopes to bypass years of an entry position where he would have to study at night to pass the CPA test.

Menlo is partnering with Becker CPA Review to host the CPA review courses on campus from May 26–October 31, 2015. Students are eligible to apply for six units of non-degree credits that can be applied towards the 150 units for the CPA licensure. It is available to Menlo and non-Menlo students who hold a bachelor’s degree. Only Menlo students are eligible for a discount with Becker.

Once students complete the four parts of the CPA exams, they must complete a one-year experience under the guidance of a CPA. Then they are able to apply for the state of California CPA licensure. “It is truly a long and challenging process,” said Professor Janis Zaima. “I’m so proud of our students who are taking the challenge to succeed as accountants.”

Luis praised Dr. Zaima for the help she gave him while he pursued his degree at Menlo College. “I love the friendly people, and the close-knit base at Menlo,” he said. “I had five other colleges to choose from, and I’m so glad I chose Menlo College.”
Diverse Presentations Attract Students to the Writing Center

By Erik Bakke
Writing Center and Intensive English Program Director

The Writing Center sponsored a number of presentations in the fall of 2014 and spring of 2015. Most recently, the Writing Center invited Dawn Garcia, managing director of the John S. Knight Journalism Fellowships at Stanford, to speak to Menlo College’s Journalism Club (founded by Menlo College student and Writing Center tutor Taylor Morrow) and the Menlo community.

The Writing Center is working closely with the Journalism Club on the launch of the new student-run newspaper Menlo Oak Press. Ms. Garcia spoke of the value of journalism and its role in bringing to light stories and realities otherwise hidden from public view. She is optimistic about the future of journalism in a time of great transition for the industry.

Other presentations to the Menlo Community for the academic year 2014/15 included Professor Andrew Delunas’ discussion of critical thinking and the writing process; Professor Lauren John’s breakdown of the basics and subtleties of email writing; Professor Marc Wall’s lecture on writing timed essays; Professor Philip Kobylarz’s inventive talk on writing as sport; Writing Center Director Erik Bakke’s collaboration with Bowman Library librarians Anne Linvill and Marie Varelas on the ins and outs of citing sources and avoiding plagiarism; peer tutor Monica Montanari’s seminar on formulating introductions; and Professor Marianne Neuwirth’s workshops on interviewing and her joint effort with Professor Stephen Engel on writing effective press releases [see page 16].

The Writing Center has given these presentations second life by bringing them, at instructors’ invitations, into Menlo classrooms, and by all appearances, the presentations have helped attract Menlo students to the Writing Center itself. More Menlo students walked through the Writing Center’s doors in April 2015 than any other month on record.

Introducing New Staff

Monita D. Chandra
Payroll/Benefits Accountant

Monita D. Chandra is the new Payroll/Benefits Accountant at Menlo College. She has over twenty years of payroll experience in local businesses in including Franklin Templeton, Fisher Investments, and Stanford Hospital and Clinics. She is originally from the Fiji Islands.

What’s Up with IT?

By Allan Chen, Chief Information Officer

Ken Cunkle and Francia Friendlich joined the team in the Office of IT in fall 2014. Ken is a Database and ERP (Jenzabar) Administrator, and Francia is an OIT Project Manager and Business Process Analyst.

Ken manages the central systems, including Jenzabar and the systems that handle meal plan, and door access, in addition to other duties. He will also administer the EX Module Managers meeting.

Francia is the project manager for OIT projects across large sections of the campus. She also oversees business process analysis from an OIT perspective. This involves working with the community to identify potential changes that will help improve service for them.
Rielle Dopke ’16 and Ashleigh Nelin ’17 spent two days in Sacramento representing Menlo College at CPA Day at the Capital. CPA Day is an annual event sponsored by CalCPA that gives CPAs an opportunity to meet with elected representatives to discuss the vital role CPAs play in their local communities, as well as in the California business community as a whole.

Rielle noted that her favorite part of CPA Day was learning about how connected accountants are to politics. “There are so many regulating rules for the accounting profession!” Ashleigh said that her reaction was similar to Rielle’s, “discovering how much of a role government plays in the rules of the accounting profession.”

Rielle is a CalCPA campus ambassador who will be interning this summer with the Big Four auditor PricewaterhouseCoopers (PwC). Ashleigh plans to try out a summer day program such as PwC’s Elevate that offers selective programs for college students interested in learning about a career in the field of accounting. Both students are on the Menlo College women’s soccer team.

In Sacramento, they met with legislators, attended the state CalCPA meeting and networked with other accounting students from around the state. The focus of the meetings included three issues that would impact accountants.

The State bill SB8 sets taxes on preparator services. The bill, referred to as the “Upward Mobility Act” would subject accounting (including tax preparation), architecture, legal services, insurance policies, real estate sales commissions, hair styling, landscape maintenance and other services to sales tax.

The Joint Sunset Review Committee overlooks and regulates accountants in the government. It is comprised of five Assembly members and five Senators from the California Legislature who review state government for efficiency and effectiveness. A “sunset review” is an assessment of whether a state agency is necessary, effective, and efficient.

Financial Literacy Initiatives bring the community and government together in education programs that enrich individual personal finance skills and provide assistance such as the Volunteer Income Tax Assistance (VITA) program.

The students’ expenses were covered through the continued generosity of CalCPA, Peninsula/Silicon Valley Chapter.

Oakapalooza Raises Funds for Second Harvest Food Bank

Teaming up with the Student Athletic Leadership Council (SALC) and partnering in efforts with Campus Conservation Nationals, the Menlo College Student Government worked to create the first ever Oakapalooza, raising over $600 to directly donate to Second Harvest Food Bank of Santa Clara and San Mateo Counties. The SGA reached out to the local community and raised another $3,000 worth of funding for the concert in monetary donations and gifts-in-kind. A crowd of over 275 enjoyed the event which was kicked off with a Conservation Carnival featuring vendors from the surrounding areas who focused on sustainability, multiple local performance artists, a BBQ, and headliners, OCD Moosh and Twist.
Can Critical Thinking be Taught Online?

By Pamela Gullard, Adjunct Lecturer, Literature and Humanities

This spring, many college graduates will find that the corporate jobs they seek require “real world” experience. The graduates need a job to get a job—an old catch. “Many of those who are fresh out of school just don’t have the critical contextual understanding of what is expected in the workplace and have a really rough time finding a job or keeping one,” says Lee McEnany Caraher, founder of public relations firm Double Forte and author of Millennials & Management: The Essential Guide to Making it Work at Work.

Can students learn managerial skills before they leave college? If so, how can professors impart an executive’s ability to sort through an avalanche of data, ask good questions under fire, and find productive ways to move a project forward? Two researchers at Menlo College have found an answer: By simulating the corporate experience in much the same way that pilots learn to fly a plane through computer-simulated storms.

Menlo College business professors Kathi Lovelace and Fabian Eggers have discovered that students who participated in web-based simulations of business situations significantly improved their ability to think critically. With colleague Loren Dyck at the University of La Verne, also in California, they asked teams of students to solve problems and compete against each other through ever-changing conditions offered by web-based games. Some student teams started and grew fictional companies in the microcomputer industry; others acted as human resource directors; while other groups confronted the problems of making collective decisions despite internal conflicts.

“Millennials have fast-paced learning styles,” Lovelace explains. “They like the instant feedback of the game, the challenge of reacting quickly and seeing the result. Web-based simulations require that. They bring teaching into the twenty-first century.”

Eggers agrees. “Students working on the simulations are engaged. They want to beat their friends and prove to themselves that they can be successful. The first step in teaching is to get the student to care about the result. In simulations, students care about their team.”

“And the only way to win the game is to take the extra step to think critically,” says Lovelace. Eggers, Lovelace, and Dyck measured increased critical thinking skills through analysis papers written as different stages of the game. On average, critical thinking improved from fair to good, a statistically significant difference. And a huge difference in the business world.

Lovelace says, “We’re teaching the students how to learn. They see that when they’re confronted with new data, they must step out of passive mode.”

Eggers agrees, “In the old classroom, the professor pontificated while the students listened. Or fell asleep,” he adds with a smile. “One day I looked out over my class while I was lecturing and I realized that no matter how enthusiastically I was talking, really, I could just as well record what I was saying and leave the room.”

“In the flipped classroom,” he says, “students don’t need to be auditory learners. But they do have to read and process what they’re reading and take the responsibility for finding good solutions.”

Lovelace’s “aha” moment was not in a classroom, but after a party. “At social gatherings, I’d often meet people who wanted to tell me about a professor who made a big difference in their lives. Usually that impact came from a hands-on experience. I want to be that professor my students talk about ten years from now.”

Glowing evaluations from students have already come in. One student wrote, “The simulation is the most beneficial project I’ve encountered during my college experience. The impact of your choices can be seen; therefore, you have the ability to adjust and work through your strategy. A traditional assignment does not offer this.”

Quick feedback is also important to Lovelace and Eggers. They explain that their collaboration depends on it. Eggers says, “Even though I was in Germany for about 40% of the time that we were writing this paper, we both stayed on top of the communications and got back to each other.”

As Lovelace finished her work in the late California afternoon, she would email it to Eggers in Hamburg, where he was visiting his family. It would arrive at about 3 a.m. so when he awoke in the morning, he could immediately start on the regressions and other statistical work that he handled.

The first idea for the project began in California while Lovelace and Eggers commuted together to the Menlo College campus. “We were in the car about three hours and realized we could use our time more productively,” says Lovelace. “When the final paper was ready to submit, we got together with our spouses and pressed ‘Send’ together. Then we celebrated.” Months of responding to peer reviewers with rewrites ensued, all discussed during the commute. The paper is forthcoming in the prestigious Academy of Management Learning and Education as “I Do and I Understand: Assessing the Utility of Web-Based Management Simulations to Develop Critical Thinking Skills.”

This is their first “commuter paper,” but it won’t be their last. Already they have completed follow-up research. Explains Eggers, “In the first paper we said, ‘Critical thinking is important—what
are ways to make that happen?’ In the next paper, we ask, ‘Can we find indications that critical thinking leads to creative thinking?’”

The answer is ‘yes.’ The researchers used a simulation asking students to create their own company, then to develop products for that company, all the advertising for each product, and other components of a rapidly growing business. They measured such indicators of creativity as how many products the students built and how many markets they were able to exploit.

“It’s very exciting,” Eggers says. “If we can increase our students’ critical thinking skills, more creative output will follow.”

With such hands-on experiences, Millennials may well find better jobs. But more importantly, they will be able to critically assess data that has not yet been dreamed of, including information for smart products needed to save the planet for the next generations.

Below, business professors Fabian Eggers and Kathi Lovelace commute and work on their “commuter paper.”

PHOTOS: ANDREY POLIAKOV AND DARCY BLAKE
The 2015 Commencement exercises at Menlo College kicked off with the fanfare of Pipers and Color Guard, and a beautiful rendition of the National Anthem sung by Monica Juan. The official welcome was extended by Grand Marshal Jack Klingler.

Following that spectacular launch, President Richard A. Moran thanked the Board of Trustees, the faculty and staff, and praised the graduates and their families on their major achievement: the completion of their baccalaureate studies. He urged everyone present to hold on to their zeal for celebrating life.

President Moran reminded the crowd that they are never too old to make new friends. “Look up! Life is not in your cell phone. If you are looking down, you may miss life in the eyes of others.”

Carolyn Amster ’79 spoke on behalf of Menlo College alumni. She stated that the Menlo experience is important for the graduates’ success. Menlo College Student Government President Haley Heryford then recited a list of great Menlo moments that will be long-treasured.

The Dean of Library Services Linda Smith presented the faculty awards for teaching, service, and research. The Charles B. Emerick Teaching Prize for 2014-15 went to Professors Craig Medlen and Ron Kovas. Dr. Craig Medlen has been on the Menlo faculty for the past 43 years, teaching economics. Dean Smith shared that “students still applaud his engaging and provocative pedagogy in the classroom.” Since joining the faculty in 2013, Professor Kovas has been celebrated as a professor whose “students are impressed with both his course content and the application of theory to real-world business scenarios.”

The Faculty Service Award was presented to Professor Lowell Pratt, described by colleagues as an “unsung hero” for his labor-intensive efforts that include multiple vital standing committee assignments. The Dean’s Scholarship Award was presented to Dr. Melissa Michelson for scholarly research and writing, including the publication of a book and five peer-reviewed articles in the past academic year alone.

Professor Klingler introduced the 2015 co-valedictorians Nicole Larson and Lauriane Cassou for the traditional program, and Provost James Woolever introduced Daniel Lyons as the 2015 Valedictorian from the Professional Studies Program.
Mark Templeton, CEO, Citrix

Mark Templeton, CEO of Citrix, told a poignant story of the ups and downs of life, and how to overcome setbacks. His advice included two important strategies:

1. Find your passion in what you do. If you love what you do, you’ll never “work” a day in your life. As an example, he gave his personal story of starting in engineering, trying out product design, and ending up in software. “Software touched my heart,” he said.

2. Be persistent. Demonstrate the depth of your passion with persistence. He quoted Winston Churchill, who said, “Never give up. Never give up! Never give up! Never, never, never—never—never—never!”

He recalled how Citrix had been setting records as a Wall Street darling in NASDAQ, when there was a market change and Citrix missed their expectations and crashed with a 100-point drop. “Setbacks always happen,” he emphasized. “Setbacks make us stronger if we let them become opportunities to persist. If your passion is real you’ll persist.”

Templeton also had some interesting ideas on combining work with life. He called it ‘life-slicing.’ “You’ll never escape life, so make it fun. Combine life and work so that you’ll be stellar in life. Keep your Menlo relationships working for a lifetime. Treat your colleagues in the workplace like family. Never let hierarchy affect the respect of others. Bring life to work and work to life.”

The diplomas were presented and Grand Marshal Jack Klinger declared the 86th Menlo College commencement ceremony recessed. After the ceremony, Menlo College experienced a paparazzi moment when an enormous crowd of Weatherly’s TV series fans rushed towards him for selfies to commemorate the day.

MICHAEL WEATHERLY
Special Agent Anthony DiNozzo in NCIS

Hollywood celebrity Michael Weatherly, Special Agent Anthony DiNozzo in NCIS and former Menlo College student, gave an exuberant speech that mentioned celebrities such as LL Cool J, Robert Wagner, Bon Jovie, and more.

Weatherly experienced his turnaround from poor student to great student in the program at Menlo College. Weatherly noted that Menlo College gave him the “insane gumption to be an actor.” His passion for acting evolved watching practically every film in the collection of Bowman Library, often as much as six hours a day.

In addition to his current role, Michael Weatherly is also known for his role as Logan in the series “Dark Angel.” He began his television career on “The Cosby Show” and later appeared in the daytime drama “Loving.” His other television credits include “Significant Others” and “Jesse.” His feature film credits include “Charlie Valentine,” “Trigger Happy,” “The Last Days of Disco,” “The Specials,” “Venus and Mars,” and “Gun Shy.” Follow him on Twitter, @M_Weatherly.

He encouraged the crowd to find their passion and look to the future, quoting Joseph Campbell, “Because if all you know about yourself is what you found out about yourself, well, that already happened. The self is a whole field of potentialities to come through.” Weatherly stressed that great self-discovery is in the future. He ended with a quote from LL Cool J, “Teamwork makes the dream work.”
Luamata [Mata] Tagaloa invited his family, and well, all 100+ of them arrived to enjoy his Commencement. Being Samoan, Luamata followed tradition and gave each guest a gift, instead of being the single gift recipient, as is the norm in Western culture. Mata starts the Becker CPA Program this summer at Menlo College. When he finishes, he has a job waiting for him at PwC. As his family T-shirt says,

YOU DA MAN, LUAMATA!
For the first time in recent memory, two students at Menlo College tied for the honor of being named Menlo College Valedictorian. Nicole Larson and Lauriane Cassou shared the stage at this year’s commencement on May 9, 2015, as the valedictorians of the class of 2015.

Nicole and Lauriane were general business majors with accounting concentrations, and both took 150 units to give them the CPA edge. [Students interested in pursuing a career as Certified Public Accountants (CPA) are required to obtain 150 credits of study in order to qualify for licensure as a CPA in California.] They were both student-athletes, and both had jobs lined up at major accounting firms before they graduated. Rounding out their exceptionalism, Nicole and Lauriane were also both student leaders on campus.

Nicole is from San Jose, and she played center field for the Menlo College women’s softball team. She was awarded the title of Capital One Academic All-American. Lauriane is from the south of France. At Menlo, Lauriane was on the women’s basketball team. The basketball team advanced to the National Tournament in each of the four years Lauriane attended Menlo.

Nicole interned at Frank, Rimerman & Co. LLP, and accepted a position at their Palo Alto office upon graduation. Lauriane interned at KPMG, and she too was offered a job upon graduation.

Their advice to prospective accounting students is:
• “Be sure you like numbers!” - Lauriane
• “Take accounting classes 1 and 2 before you commit!” - Nicole

Nicole was the junior class president and orientation leader, participated in the accounting club, Volunteer Income Tax Assistant program (VITA), and in the “Reach” club. Lauriane is co-manager of the student union.

“Everyone gets along and knows everyone on campus. It’s a very close community.”

“There’s a strong sense of community at Menlo College,” said Nicole. “Everyone gets along and knows everyone on campus. It’s a very close community.”

Lauriane agreed. “As an international student, I was scared when I first came to campus because I was away from my family and I didn’t know anyone,” she explained. “Everyone at Menlo College was so welcoming and patient, often answering the same question ten times for me. They were all so happy and kind. Menlo made it for me.”
The 2015 Psychology Senior Thesis presentations were held April 28 in the Brawner Auditorium, the “Pit.” The thesis project is a year-long capstone during which students study empirical research methods, statistics and research critique. They select individual research topics based on career and personal interests. This year’s class theme was “Helping Others to Lead More Fulfilling Lives.” Supervised by Dr. Mark J. Hager, sixteen students presented their research to a standing room only crowd. Their studies crossed many domains of psychology. Traditional topics of mental health were complemented by papers with social- psychological and cognitive emphases. Several students explored individuals’ lives in organizations. This year also saw the growth of theses with a business psychology emphasis. All projects were aimed at promoting the well-being of individuals and communities.
Nicole Larson
Board of Trustees Award

By Geir Ramleth
Board of Trustees, Chairman

It gives me great pleasure to present the Board of Trustees Award to Nicole Larson. This is the highest honor that a student at Menlo College can receive. Because of this demonstrated “track record” for excellence, individuals who receive this award are those persons who truly embody the mission of the College.

Nicole has an impressive cumulative GPA of 3.9. Faculty members describe her as “one of those students you want to have in your class, and whose test you want to grade.”

She has been a leader on the playing field as much as she has been a leader in the classroom.

She was named to the First Team All-Conference for her freshman, sophomore, and junior seasons. She was named a Capital One First Team Academic All-American for her junior softball season; and she was named a Daktronics-NAIA Scholar-Athlete as an Accounting Major.

Faculty and staff members have noted that she has the kind of strong work ethic that transfers exceptionally well to the workplace. Clearly her internship supervisor recognized this, because at the end of her internship, they made her a full-time employment offer upon graduation. She will begin her career with the regional accounting firm Frank, Rimerman + Co. LLP.

Finally, her record of service to our campus community is remarkable. She served as Junior Class President; she was a student member of the CalCPA; she volunteered for the Volunteer Income Tax Assistance (VITA) program at Menlo; she was an active member of the Menlo Accounting Club; and has been part of the leadership team this year for REACH.

Haley Heryford
Golden Oak Service Award

By Jack Klingler
Accounting Professor

This year’s award winner is a wonderful example of what scholarship and volunteerism is all about.

Four years ago, when I taught MGT 101, the “Introduction to Business” course, I had a remarkable student in my class who always came in with a smile, a pleasant greeting and a great desire to learn. But there are a lot of good students like that here at Menlo. Yet there was something that set this young lady apart from the others.

First, she was a busy athlete as captain of the cross country team. That sport requires a lot of dedication and it was clear that this person had lots of that. Next, this course requires freshmen—about 4 months out of high school—to prepare a business plan and present it in a competition. When I assigned the groups for the business plan, it quickly became clear who the leaders were, and she was one of them. Her group won the competition in my class and finished second overall in the entire school that year. A lot of that had to do with the energy and drive she brought to the team.

That drive and energy has followed her through her years at Menlo. She has been a member of Student Government, first serving as Student Involvement Coordinator. She was a member of the Accounting Club and a 2-year volunteer in the Volunteer Income Tax Assistance (VITA) program. Her group prepared over 200 income tax returns for Menlo students and other clients who needed assistance with taxes. She was elected President of the Student Government Association—a demanding job that requires drive and stamina. This young lady has both.

It has been my pleasure to get to know her over the last four years. She is the kind of person you will remember for the rest of your life. A great student. A caring person. Always looking to be of service. Always raising her hand to get things done.
Jacob Fohn

Menlo Spirit Award

By Donna Little

Associate Professor of Accounting and Finance

Jacob Fohn is a student who has been a bright light to all of us. He previously received an O’Brien award, and worked at many part-time jobs while consistently on the Dean’s List. He was an accounting major who graduated with 150 units and maintained a 3.75 GPA.

Jacob was a 2-year volunteer with Professor Klingler in the Volunteer Income Tax Assistance (VITA) program, working with fellow accounting majors to assist students and families in the local community by preparing free tax returns.

He loves music and was a Menlo Talent Show and Menlo Spirit Contest winner.

He was an outstanding and dedicated four-year athlete who was a running back on the football team. He gave an eloquent voice to the sadness of so many of our community when the program ended. He was the co-manager of the Student Union and developed a quirky, yet informative weekly Menlo Newscast. In those reports, he sported a really terrible business professional look, which I hope will never be seen at his upcoming job at KPMG (one of the four largest accounting firms in the world).

In 2014, he won two major professional awards: First, he was awarded a cash prize for his potential as a future CPA from the Peninsula/Silicon Valley chapter of CalCPA. Second, he was awarded the (FEI) Financial Executives International Scholarship for his presentation on how he used accounting metrics to help a struggling small business to refocus and succeed.

I was very lucky to have him in three of my classes at Menlo and as my advisee. He is bright and funny and caring. He has given us all so many great memories over the past four years.

Allen Brown

Wall Street Journal Award

By Leslie Sekerka, Professor, Finance

Picture a business person who is focused, strategic, reflective, respectful, prudent, and demonstrates steadfast ethical excellence in his or her performance.

This is not the description of the Wall Street Journal Award itself, but rather this year’s recipient. The Award is designed to honor a student who demonstrates outstanding scholarship in Menlo’s management coursework. But this year’s recipient goes well beyond the dictates of this decoration. Our winner showed a quiet yet ardent reserve to learn, explore, achieve and succeed in his studies, with a particular aptitude for the finer points of business ethics. He has an unwavering commitment to do well and to do good in business enterprise. I congratulate him with great joy and appreciation!
THE DON JORDAN AWARD
This award is given in memory of Dr. Don Jordan, a Professor of History and Humanities for 18 years and Vice President of Academic Affairs at Menlo College. The award is for a student with high academic achievement and leadership potential.

Laurel Donnenwirth '15
Faculty, staff, coaches, and fellow students describe Laurel Donnenwirth as smart, dedicated, passionate, driven, hard-working and strong. A marketing major with a 3.57 GPA, Laurel earned a place on the Dean’s List all four years. Known for her double-doubles, she has been bestowed honors for her prowess on the basketball court since she joined the Women’s Basketball Team. She leaves her mark as a scholar-athlete in the Menlo record books for second in points, first in rebounds and in the top ten in 13 other categories.

Frances Turner, Assistant Professor

THE JUDGE RUSSELL AWARD
This award is given annually to the student who exemplifies the greatest scholarship, leadership, character, and service to the Business Management Program.

Devin Gaines '16
Al Jacobs Award Recipient
Devin Gaines '16 is not just outstanding in the abilities mentioned above, he is outstanding, period. The words that come to mind when I think of him are: mentor, leader, survivor. He carries with him a fierce determination to ensure his success and the success of those around him. Just last week, his friend Raymond Gipson told me he wouldn’t be here if it weren’t for Devin. We sat down and chatted the other day, like we typically do. I turned to him and said “People really like you,” to which he responded, “I know!” When I asked him why, he said that he wasn’t sure. I am. Devin Gaines, you are what it means to use the system to beat the system.

Marianne Marar Yacobian
Assistant Professor

PSYCHOLOGY AWARD
This award is given annually to a Psychology student who demonstrates outstanding scholarship, leadership, and character.

Ashley Delgadillo Rodriguez '15
Ashley Delgadillo Rodriguez ’15 impressed faculty so much that every vote received came with a glowing compliment or sentiment. I would like to share some of those with you:
“dedicated and passionate”
“determined in pursuit of learning and scholarship”
“sets high standards for self and peers”
“an outstanding example for the Psychology program”
“eagerly embraced the internship experience, a strong contributor to classroom discussions”
“overall level of professionalism will carry a long way forward in life.”

My favorites for brevity and passion: “HANDS DOWN!!!!!”
“No contest!”

Mark Hager, Professor, Psychology

Emebet Aklilu ’16
Emebet Aklilu ’16 is a high academic achiever, majoring in Psychology with a 3.64 cumulative GPA. Her instructors speak of her as academically excellent, conscientious, quietly determined, purposeful and thoughtful. Having her in class myself, I found her to be a model student, who set an example with perfect attendance and perfect scores on reading assignments.

She is Behavioral Change Manager for Campus Conservation Nationals, Vice President of the Psychology Club, a member of the Student Programming Board, a member of the Menlo College Women’s Business Society, an athletics intern and a Student Union Associate. Don Jordan, who was passionately involved at Menlo, would have loved her.

Lowell Pratt, Instructor

AL JACOBS AWARD
Al Jacobs was a Professor of English and Mass Communication at Menlo for 35 years. This award goes to a student with outstanding abilities in writing, literature, film and communications.

HONORS CONVOCATION 2015

The Psychology Award was presented to Ashley Delgadillo Rodriguez ’15 by Professor Mark Hager. PHOTOS: ANDREY POLIAKOV

The Don Jordan Award was presented to Emebet Aklilu ’16 by Professor Lowell Pratt.

The Al Jacobs Award was presented to Devin Gaines ’16 by Assistant Professor Marianne Marar Yacobian

Laurel Donnenwirth ‘15

Devin Gaines ‘16

Marianne Marar Yacobian
Assistant Professor

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Giuseppe Frattaroli ’15
Giuseppe Frattaroli is driven and his path will lead to success. He’s very quick and efficient in solving accounting problems. His quiet confidence, persistence, and diligence will lead him to the goals he seeks. His goals are lofty. He won’t stop with a CPA. He is considering a graduate degree and perhaps, next time I see him he will be running a company, either here or abroad.

Kathleen Leong
Professor, Accounting

Lauriane Cassou ’15
Lauriane Cassou is the ‘go-to’ person to volunteer answers because she is always prepared for class. She’s a bit like a rottweiler when she doesn’t understand a topic, asking questions until she is satisfied with the answers. I look forward to hearing about her success – at the Big 4 accounting firm or any firm.

Janis Zaima
Professor, Accounting

Risa Yamanaka ’16
Risa Yamanaka exhibits all-around excellence. She is a dedicated scholar in her major field of psychology and definitely a classroom leader. She is also a member of the newly formed Journalism Club. Additionally, she works as a Library Assistant at Bowman Library, where she is known for her dedication to working with her fellow students and contributing to the campus learning community. She has recently delighted the librarians with the announcement that after she receives her degree in psychology, she might like to earn her master’s degree in library science.

Linda Smith
Dean of Library Services

Joseph Evans ’16
Joseph Evans’ GPA is stellar at close to 4.0 and he is a classroom leader. My colleagues and I agreed that he asks great questions! This may seem like a small point, but he has an uncanny ability to ask insightful questions that deepen the conversation and motivate his professors and his peers as well. In fact, I sometimes call on him just to hear what he has to say. In my course, he is top of the class – either setting the curve or performing above the curve. He is humble, conscientious and always works well with his classmates.

Kathi Lovelace
Associate Professor

Alexandra Winkler ’17
The O’Brien awards are bell weatherers for the students who will add tremendous value and achieve high success over the course of their years at Menlo. Alexandra has served as an Ambassador, representing Menlo to prospective students and their families. She also helps her fellow students in the Academic Success Center. She works the equivalent of a full-time job at a busy local market and yet maintains a GPA of 3.92! She was recently inducted into the Beta Gamma Sigma honor society.

Donna Little, Associate Professor, Accounting and Finance

Brian Brownfield ’17
I had Brian in both macro and micro. Prior to the beginning of macro, Brian was always socializing with Matt and Lily and in Micro, with Garrett and Andrew. Always a smile on his face and enjoying some private joke with his friends. Why didn’t he let me in on it? He has been the main commentator for Menlo baseball games and a founder of the school Frisbee Club. He also plays guitar and sang for his sister during Apollo Night.

Craig Medlen
Professor, Economics

Jacob Sutton ’18
Learning to cope with dorm life as a freshman while putting in countless hours on the football field and completing a rigorous academic schedule can be quite a trick. Jacob did much more than survive his first year at Menlo; he didn’t just get by, but earned a 3.88 GPA and left a positive impression on the faculty. All who spoke to me about him remarked that he is an intelligent young man with a great sense of humor. One professor called him a star student in math, consistently scoring 100 percent on challenging exams, while remaining humble. Jacob is a young man who leads by example.

Anne Linvill
Access and Information Services Librarian

 Destiny Serna ’18
At the Academic Success Center, we depend on help from many of our students who agree to be note takers and tutors in order to help all of our students to be successful at Menlo. I met Destiny Serna ’18 when she was a personal tutor. She is a very intelligent young woman with a 3.8 GPA who is very kind and compassionate. She contributes to our campus community by her willingness to help other students to be successful whenever she can. I am proud to present this award to Destiny who contributes in the best possible way by helping others. She is an excellent example of a true leader.

Judy Wasmann
Tutor Testing Coordinator and Academic Advisor
Menlo College Professor Emeritus Jan Dykstra celebrated his 90th birthday on January 14, 2015! Still a campus resident, he attributes his longevity to the influence of students at the College. “It’s all due to the youthful influence of the students,” he smiles. He was hired in 1963 as a professor of language and social sciences. “I was given a little apartment on campus,” he remembers, “and dorm supervision was assigned as part of my duties. I had to stop a party more than once!”

Dykstra recalls that even in the 60s, Menlo was very much a family. “Our philosophy was in loco parentis, meaning ‘instead of parents,’ and so we managed everything from broken love affairs to discipline problems.”

Michael Lilly ’66 remembers Professor Dykstra as one of the best professors Menlo College has ever produced, and a peerless student mentor.” Lilly and Dykstra have worked closely together to establish a generous scholarship endowment for Menlo College students.

Professor Dykstra continues to mentor, tutor and advise students. At his birthday party on campus, his stories had us captivated. The tales included descriptions of the 17th and 18th century Anglo-Dutch, his 20th century encounter with actress Elizabeth Taylor, his 21st century interactions with Menlo College students – and more.

Hats off to Professor Dykstra!

Professor Dykstra’s Birthday Fans Flood Social Media

Over 100 people acknowledged Professor Dykstra’s birthday news on social media. Comments included:

Love It! Looking good. Dana Deutsch
Best wishes for a Happy Birthday. I am thankful for all that you taught me in my years @ Menlo. Dawn Kraemer-Conner ’94
Happy Birthday professor!!! Jimmy Aliaga
Happy birthday. I remember Professor Dykstra from classes in 1989. Chris Bedowitz
Happy Birthday! Adrienne Bulkley and Katia Touma Saade
Happy Birthday and many more Professor! Ali Kristine
I didn’t have him when I was there, but wow, Happy Birthday! Michelle Berry Walsh
Happy Birthday Jan, hope you’re doing well! Jennifer Wright
Had him in ’82. Jeff James
Never will forget that face. Talley Anne McDaniel

have a wonderful day! Enrique Ybarra
Happy birthday, Herr Dykstra and may you have many more of them. Robert Mack
Happy birthday professor. Can’t keep a good man down! Lawrence Manna
Jan, my class of ’67 would not have been so fulfilling without you! James Rea
WE are MENLO

WE are INSPIRING
WE are PASSIONATE
WE are UNITED

WE are CREATIVE
WE are LEADERS
WE are DRIVEN

You are a part of the Menlo story, and the generosity of parents, alumni and friends from previous generations made your college experience possible. You can help today's students with an investment in the Annual Fund. YOU are MENLO.

To make an online donation, please visit www.menlo.edu/annualfund
Menlo College students Victoria Arild, Samantha Newman, and David Laflamme, had an idea for an annual competition assigned in their Management 101 class. This year, the competition, titled Innovation Challenge, required students to create a product or service focused on sustainability. Victoria, Samantha and David chose to create a business plan for a fog harvesting system that converts fog into usable water in the Bay Area.

Victoria contributed management structure; Samantha tackled marketing, and David covered operations in their business plan. When the Innovation Challenge ended, the teammates wanted to continue with the project.

Victoria consulted with Dr. Angela Schmiede, Dean of Academic and Professional Success, who recommended that they apply to the Clinton Global Initiative (CGI) program created for college students. Established in 2007, CGI University (CGI U) challenges college students to address global issues with practical, innovative solutions. CGI U participants solve problems by creating action plans, building relationships, and participating in hands-on workshops. CGI U meetings have taken place at colleges across the country and have brought together more than 6,500 students from over 875 schools, 145 countries, and all 50 states. “The Clinton Global Initiative reinforces our desire to provide more water to California’s farms,” said Samantha. “The CGI U focuses heavily on social responsibility and venture, and our idea, Overnight Hygroscopy (Oh!) providing more water to California’s farms does just that.”

CGI U selected the team to attend the March conference in Miami, Florida, that was hosted by President Clinton and Chelsea Clinton.

“The news of our acceptance ignited a spark in our group—a refreshing reminder that we are doing something with great potential for global impact,” said Victoria. “I think this will be a great opportunity to actually start up our business, and harvest fog for everyone in the state,” smiled Samantha.

“Thanks to my amazing professors at Menlo College, I have already gained skills to help my life and work,” said David. “California is currently undergoing a water shortage crisis and we think that our business plan can be taken out of the classroom to help this situation. We hope to pursue the possibility of obtaining funding for the start of our business.”

My Visit to the Clinton Global Initiative Conference

By Samantha Newman ’16

Politics aside, the Clinton’s dedication to philanthropy is clear. One memory that really resonated with me was a Q&A session hosted by Larry Wilmore of “The Nightly Show” on Comedy Central, with President Clinton in the hot seat. The question came from an attendee, “How do we get the community, specifically adults, to take us seriously on our initiatives?” Bill responded with “By doing them.” It was a reminder to lead by action and not by words.

(Continued on page 35)
My Visit to the Clinton Global Initiative Conference

(Continued from page 34)

Hillary and Chelsea’s emphasis on empowering women through the next generation stuck with me as well. I am actively looking for ways to empower young girls, peers, and even adults through positive reminders of self strength. Women are more influential at the negotiating table than they may even know.

This generation is taking the lead for a better future, a better home for us now and for those who precede us. Individually we have to make the choice to do the small things, because as a whole the small things are big things. To my fellow classmates: too many times have I heard “I leave it on, because I can.” Or “Why? I’m not paying for it.”

Too many times I have seen others brushing their teeth with the water running the entire time. We all are paying for it! Although you are not billed monthly for your energy use (here in the dorms), you are making everyone susceptible to facing increases in tuition cost.

Just “because you can” leave your TV on all day without anyone in the room to watch it, does not make it your right. Secondly, let’s recognize that energy isn’t abundantly free. It is not pulled out of the atmosphere without a cost to convert that energy.

The cost is in the form of emissions that are disrupting our ecosystem. If society continues to refuse alternatives to wasteful, mindless, selfish behaviors, the costs will be far larger than any amount of money could change. Spread awareness that “because you can” does not make it a privilege or right to be wasteful.

Ronnie Lott Asks Menlo College Students, “Do You Have It?”

Last fall after the magazine had gone to press, Ronnie Lott, Silicon Valley investor, philanthropist and NFL Hall of Fame 49er cornerback and safety, was the keynote speaker at Menlo Connect Day. The title of his topic was a question, “Do You Have It?” Considered to be a super star of football, Lott is familiar with notoriety. He was named All-Pro eight times, and he is still considered to be one of the greatest defensive backs in NFL history.

Lott took to heart Menlo Connect Day’s purpose to expose the alumni community to some of the “best and brightest” Menlo students. He sat at a table with the Student Planning Committee for Menlo Connect Day, including Haley Heryford, Andrew Hernandez, Laurene Montfort, Sofia Hoskinson, Garrett Bock, Jesse Pocasangre, and Devin Gaines. In his speech he frequently referred to them, saying “What I like about my table—they’re authentic—they’re real.”

Although he praised football heroes such as Joe Montana and Jerry Rice for their humility in proclaiming that they had never played a “perfect game,” he pointed to the story of Mark Owen, the Navy SEAL in the Bin Laden raid as having “more impact than football.” He praised Owen’s statement that “Anybody could be like me. I wanted to be a SEAL to represent my country.”

“My table would not have given up either,” he smiled, referring to Owen’s dangerous mission. He described his table as “students who come from different backgrounds and have faced adversity, and yet have bonded like family.”

Lott cautioned students, “We want to do it all, but we can’t.” He continued, “We find ourselves in diverse situations, but sometimes our greatest moments are just being calm.”

He left the audience with two thoughts: “Exhaust life” and “Ask yourself, is anyone going to come to my funeral?” He explained, “If people come to your funeral, it will be to respect the adversity you’ve met while trying to accomplish something great. You will find your greatness.”

He asked the alumni in the audience to stand up and be proud of Menlo students, and said Menlo students should model themselves after the passion of the guests standing amongst them. “When you talk to others you’re cultivating others with your greatness,” he said to alumni. “The big call in life is serving others.”
Menlo College has launched one of its largest sustainability initiatives to date—pledging to reduce electricity and water usage on campus. The entire campus competed in Menlo College Tapped and Unplugged – Get Caught Green Handed, the College’s three-week competition that was part of Campus Conservation Nationals (CCN), a nationwide conservation competition in which over 150 campuses were engaged.

Coached by competition co-directors Jackie Greulich, Andrea Peeters, and Angela Schmiede, a group of about 15 dedicated students planned, marketed, and executed the competition and engaged all stakeholders on campus. The competition kicked off with a Candlelight Dinner in the Dining Hall and two pledge days during the first week of April. As part of the competition team’s social media campaign, students, faculty, and staff participated in an Instagram challenge to identify who could find the most creative way to save energy and electricity. Other events to promote conservation awareness included a Glow-in-the-Dark Tavern Night and a Conservation Carnival during Oakapalooza, Menlo’s fundraising concert held on April 18th. The campus was able to monitor daily progress towards the five percent reduction goal through CCN’s online dashboard that tracked campus water and electricity use. The competition culminated with an Earth Day tree planting event on the Quad where CCN team members planted a California Coast Live Oak, donated by alumna Denise Kupperman.

Director of Facilities Bob Talbott was able to support the competition efforts by installing motion sensor lights in all dorm bathrooms. In addition, his team installed low-flow shower heads and faucet aerators in all campus bathrooms, through a generous sponsorship by California Water Service.

The collective efforts on campus resulted in an overall reduction of 4.2% of water use, yielding a utility cost savings of approximately $6,253 per year. “This conservation effort is the first step in creating a campus culture around sustainability, and engaging students in lifelong positive behavior that has true impact in our community. Students are learning firsthand both the environmental benefits and business case for sustainability,” said President Richard Moran.

L to R: Nick Krahnke, Emebet Aklilu, Oakie, Katie Lathrop, Ann Fritzky, Natalie Leesakul, and Jackie Greulich pledged to save energy and electricity.
Pamela Gullard and President Richard A. Moran Discuss *Through the Gates* and Menlo College at Kepler’s Books

Congratulations to Pamela Gullard on the release of her book *Through the Gates: Eighty-Five Years of Menlo College and Its Times*, which documents 85 years of Menlo College. A lovely reception and book signing was held celebrating with community members, colleagues, and alumni. Professor Gullard discussed the College’s past, present, and future with the new president, Dr. Richard Moran at Kepler’s Books in Menlo Park in February. The evening began with a wine reception, followed by interesting stories about Menlo College over the decades, accompanied by previously unseen, historical photographs. Moran spoke about the exciting and far-ranging research that faculty members are conducting. Examples of the breadth of contemporary research being pursued by Menlo faculty included a history of U.S. immigration policies, corporate acquisition practices in India, Super Bowl advertisement strategies, moral development in corporations, and more. The talk included future plans for the College, which will celebrate its 100th birthday in 2027.
Over 350 people attended Apollo Night 2015, breaking the record for the most attendees ever! The energy from the audience was electric, and the performers gave an outstanding performance. The BSU was pleased with the turnout, and guests enjoyed BBQ, an ice cream food truck, and after-party with DJ Amen from 106 KMLE, a popular Hip-Hop and R&B radio station in the Bay Area. BSU President Katrina Ford said, “Overall, it was an experience that I won’t forget, it was one of the best nights at Menlo!”

Winning Performers:
1st Place: Dj MILK, an a cappella group that included Jake Fohn ’15, Luamata Tagaloa ’15, Kenny Hughes ’18, Lene Lauti ’17
2nd Place: Regina Hernandez ’15 sang “At Last” by Etta James
3rd place: Lenny Romero ’18, who showed a time lapse clip of himself drawing.

Other Great Performers:
• Youngin Gang, a rap group that included CJ Romero ’18 and his friends Jaylend Jackson and Tinashe Hwande who rapped an original song “Cory In the House.”
• Mariah Gale ’17 sang “Listen” a song by Beyonce.
• Brian Brownfield ’17 sang an original song.
• Keisuke Hara ’18 did break dancing.
• Professor Frances Turner sang Tina Turner’s “What’s Love Got To Do With It.”
• Demize, a band with Soul Kerr ’18, Gabriel Herrera ’17 and local band members, Brandon Crawford, Jake Ward, and James Mckenna, sang an original song.
• Professor Craig Medlen sang an original song.

Guest Performers:
• Demetrius Tipton ’15 and Kian Chew Khoo ’16 gave a yo-yo performance.
• Stanford University students John Lancaster Finley & Tyler Brooks performed as a sax and keyboard ensemble.
• IOTA Phi Theta Fraternity Inc., a fraternity from Cal State East Bay, stepped. Their members were Leevorne Reese, D’vaun Charles, Troi Scott, Khalil Ferguson, & Nicolas Breland.
New Group of Local Pals for Men’s and Women’s Soccer

by Aaron Gillespie, Sports Information Director

Men’s and Women’s Soccer players spend the majority of their time honing their footwork on the field, but most recently they have been busy using their hands to connect with local youth through the Boys & Girls Club of the Peninsula’s Pen Pal Program. Committed to fulfilling the department’s ethos of operating as a group of servant leaders in the community, both squads have been engaged in a four-month long commitment to exchanging letters with youth from the Redwood City club house with topics focused on the collegiate experience in general and the student-athlete experience specifically.

It has been a rewarding experience for both parties and was recently capped off with an in-person day of soccer, food and fun as the entire group of fourth graders visited Menlo College in mid-April to spend the afternoon with the Oaks. The experience was rewarding for all parties according to Men’s Soccer Head Coach Eric Bucchere.

“It was a really positive experience,” said Coach Bucchere. “The Boys and Girls Club is an awesome organization and the kids were really fun to be around. Whether you’re 8 or 18, everyone loves getting letters in the mail, and connecting face to face after four months of being pen-pals was really neat.”

Coach Bucchere’s wife, Director of Operations for the men’s soccer team Julia Bucchere was the architect behind the plan and said she began looking into this service avenue because she expected it to be highly rewarding for the kids and a fun experience for the team. The ultimate goal is to keep the group of fourth graders excited about and interested in pursuing college by giving them a well-rounded view of the student-athlete experience as a viable avenue.

“The first set of letters we received were mostly decorated with pictures or designs so the kids obviously put some real time into them,” noted Bucchere. “Many of our return responses were also decorated by our guys, which was really funny to see.”

The on-campus version of the Pen Pal Program included a soccer skills session led by Women’s Soccer Head Coach Keith Lambert. Lambert worked on basic soccer skills to prepare them for the culmination of the day, a scrimmage which even included a guest appearance from the Menlo College mascot, Oakie the Acorn.

“The pen pal experience for the women was fantastic,” said Coach Lambert. “The team really connected with the 4th graders and when they had the chance to meet them in person, show them around campus, and work with them on the field the bond became even greater. As a coach I really enjoyed seeing the team give back to the community on and off the field- I think the team will remember that day as much as any game.”

Following the soccer session, men’s and women’s soccer players and coaches gave a presentation on the Live 5 Champions of Character program. The core of the NAIA’s message, the Live 5 Program teaches 5 core values including: integrity, respect, responsibility, sportsmanship and servant leadership.

The visit to Menlo College served as the conclusion to the program at this point, but Bucchere noted it might become a yearly occurrence depending on the feedback received from the players and the Boys & Girls Club.

Menlo College Men’s and Women’s Soccer players visited with the Boys & Girls Club of the Peninsula’s Pen Pal Program.
New sights and sounds fill Connor Field at Menlo College this spring as more than 20 students embarked upon honing their skills as members of the newly formed Rugby Club. After one week in, head coach Gene Mountjoy, who boasts nearly 20 years of rugby coaching experience, is teaching an enthusiastic group of Menlo students the finer points of scrums, rucks, and tackling.

"Club sports are an important part of the Menlo athletic experience and I am so pleased that the rugby team is up and running so quickly," said Menlo College President Richard A. Moran. "I predict this team will do great things."

"The enthusiasm of these players is just amazing," said Coach Mountjoy. "They are seeing it as a fun challenge. The big thing for me is building the program based on the joy of playing rugby."

Mountjoy is a native South African whose coaching experience has taken him from Boston to New York and throughout California. He noted that the sport’s camaraderie and sense of family top the list of benefits to the rugby culture. Couple that with the fact that “anyone can play the sport as long as they can run with a ball and tackle,” and you have the makings of something special and memorable.

Menlo College Rugby will operate as a student-driven, student-run club sport with hopes to begin competition in the fall of 2015. At the start of the second week of training, 20 students, both male and female, had signed up to learn to play rugby. Mountjoy hopes that through increased recruitment and retention efforts from the current team members, 30 or more players will join the action by next fall.

“Our goal is to have a program up and running to compete in seven-a-side games in the fall – and to be competitive,” noted Mountjoy.

The fact that the majority of players are starting from scratch serves as more of an advantage than disadvantage according to Mountjoy. "The best thing is we can build the program on good principles. The challenges are obviously learning a new sport in a very short amount of time, but we are doing it the right way."

In the most recent study of changes in high school athletics, rugby was identified as the third-fastest growing sport in the United States. Correspondingly, rugby has seen rapid growth and adoption among small colleges in the Bay Area. The National Small College Rugby Organization currently features eight different schools offering club teams in the area, and is an organization that Menlo hopes to join in the near future.
Cam Grad Signs Pro Contract with Uppsala 86ers

by Aaron Gillespie, Sports Information Director

After four years as a key component on the defensive side of the ball for the Menlo College Oaks, one thing was certain, Cam Grad is a special talent. The Lake Tapps, Washington native made his mark on the defensive record books and, in 32 career games, finished with 14.5 sacks, nearly 200 career tackles 33 for loss, and a chance to continue his playing career at the professional level.

Cam Grad became the newest member of the Uppsala 86ers at the beginning of April when head coach Per Nilsen reached out to him with an opportunity. That opportunity included a chance to serve as one of three Americans on the team which competes in Europe’s First Division, the most competitive level of American football offered. It was a no-brainer for Grad, an International Management major, to accept the offer to play football professionally while living in Uppsala, Sweden for the next 4-6 months. “I've always wanted to play pro ball somewhere,” noted Grad as he was finalizing plans for his upcoming move to Sweden. “I looked at the CFL and went to a couple of combines but I really wanted to study abroad because of my major. If I can build my resume and travel while playing, that’s the best of both worlds.”

The path that led him to Uppsala, Sweden (approximately 40 miles north of Stockholm) began at the conclusion of the season when Grad was one of four Menlo football players selected to participate in the NAIA vs. D2 all-star game in Myrtle Beach, South Carolina. Grad put together one of his best games of the year in front of scouts from the NFL, CFL and Euro League, and caught the attention of a local agent. The agent contacted Grad who acquired his services and the search for a professional home for the linebacker was on. That search included multiple looks from teams in the CFL, thanks in part to the relationship with former Head Football Coach Mark Speckman, who was on the coaching staff of the Montreal Alouettes, but it ultimately came down to a great offer in Sweden that locked Grad in.

That offer includes a host of benefits, including an apartment to share with the two other American players on the team, a monthly salary, meal plan, a cell phone, access to a car, and round trip flights to the United States. The flight deal came in handy when Grad flew back to the Bay Area for spring commencement. His salary includes performance incentive bonuses if the team advances deep into the playoffs or if he claims the league’s coveted “Import Player of the Year Award.”

Grad realizes the opportunity in front of him is a special one, as he’s one of the very few players from the National Association of Intercollegiate Athletics (NAIA) competing in Europe’s First Division. The level of play, according to Grad, is comparable to mid-major Division I to Division II in the United States and the athletes are slightly smaller in size than you’d see in other professional ranks. This fact has prompted Coach Nilsen to convert the 6-1, 210 pound Grad from his outside linebacker position at Menlo to a middle linebacker roll with the 86ers while also serving as a player/coach.

Grad is excited to hit the ground running and help the 86ers improve on their 5-5 record a season ago. While his hope is to ultimately catch on with a team in the CFL, he is thrilled to get paid to play the game he loves while experiencing life in a different country.

“I look at it as a great learning experience and a lifetime memory,” noted Grad. “Not many people travel the world at this young of an age, let alone get paid for it while playing the game you love. It’s all about the experience and love of the game, not the money, at this point.”

The 86ers kicked off their 2015 season on May 3 with a game against their rivals, the Carlstad Crusaders who finished 10-0 a season ago.

Grad joins former teammate Dmitri Vigil ’13 as a Menlo College alum who continued his playing career professionally overseas. Vigil recently completed a season with the Rockingham Vipers in Melbourne, Australia and helped them to a 14-0 record and league title. He played both wide receiver and cornerback accounting for 18 TDs and 7 interceptions.
Jon Surface Named Asst. AD—Club Sports, Intramurals and Recreation

by Aaron Gillespie, Sports Information Director

Jon Surface, who headed the men’s basketball program for the previous five seasons, has been promoted to the newly created position of Assistant Athletics Director – Club Sports, Intramural and Recreation. The program is set to roll out for the 2015-2016 academic year.

“Jon has been an integral part of our department during his tenure at Menlo College. Our goal in adding club and intramural sports and an increased recreation division is to galvanize the student body to athletics and expand current offerings in a non-varsity setting. Jon’s skills and qualities, combined with his understanding of athletics in general and Menlo College as a whole make him a great fit to pioneer this new initiative,” said Keith Spataro, Director of Athletics.

During his five years at the helm of the men’s basketball program, Surface led the team to a conference title in 2010-11, and saw his teams qualify for the postseason Cal Pac tournament in five consecutive seasons. Additionally, Surface coached three Cal Pac Players of the Year, one Defender of the Year, one Freshman of the Year, one Newcomer of the Year and 15 All-Conference performers.

“I’m looking forward to joining the athletic administration team and helping to create the Club Sports, Intramural and Recreation programs on campus,” said Surface. “This position is new and exciting, and these programs stand to provide current and future students with a number of great opportunities.”

Menlo College’s new department of Club Sports, Intramurals and Recreation will feature a wide array of student-run opportunities on campus, ranging from external facing club sports to internal intramural competitions. Current recreational offerings will expand to create a far-reaching athletic experience of varying skill and commitment levels for all students on campus.

Football Ends at Menlo College

Menlo College officials announced in February that the football program is ending after a careful and thorough evaluation of sponsoring a small college football program. Menlo College, which competed as a National Association of Intercollegiate Athletics (NAIA) independent, was the only member of the NAIA that sponsored a football program within the state of California, and one of just four NAIA programs within 700 miles of the campus.

“This decision was not one made lightly, knowing full well the deep consequences it has on our student-athletes, their hard-working coaches and staff, and our dedicated supporters and alumni,” said President Richard A. Moran. “The Board of Trustees considered the issue carefully, but ultimately decided that the closure of football was in the best long-term interests of the college.”

“Menlo College has struggled for years over the football program’s viability, mirroring a national trend that has seen the closure of many college programs in the last decade. The inequity of the expense of football compared to the 12 other athletic programs, was a contributing factor to this decision,” said Director of Athletics Keith Spataro.

All current student-athletes were allowed to retain their scholarships if they chose to remain at Menlo College, and those with remaining eligibility choosing to transfer were eligible to play immediately. All coaching staff salaries were honored through the 2014-15 academic year.

Menlo College has been the only non-NCAA Division I institution sponsoring football in the Bay Area since 2004. The College will continue to sponsor 12 varsity athletic programs. Additional information is available at http://www.menlo.edu/football-faq.

Dan Noel Tapped as Head of Cross Country and Track

Athletics is set to bolster its varsity sport offerings for the 2015-16 year with the addition of Men’s and Women’s Cross Country and Track. With the addition of these sports, Menlo brings its total sport offerings to 15 next year. Heading the Cross Country and Track programs will be veteran coach Dan Noel, formerly an assistant coach at San Francisco State University.

“Adding cross country and track further aligns our department with the Golden State Athletic Conference [GSAC] and the championship sports they offer” said Director of Athletics Keith Spataro. “The teams in our new conference have seen tremendous success in both of these sports and we look forward to competing with them.”

L to R: Jon Surface, Dan Noel
**Welcome Dr. Beth Milwid**

Professor of Psychology

by James Woolever, Provost

Menlo College is pleased to announce the appointment of Dr. Beth Milwid, Ph.D. as Assistant Professor of Psychology starting Fall 2015. A psychologist and educator, Dr. Milwid designed and delivered employee training at Apple Computer and served as senior manager at PricewaterhouseCoopers and Ernst & Young, providing leadership programs and executive coaching throughout the United States and abroad.

“I am thrilled to be at Menlo College bridging psychology and business in a learning community environment,” said Dr. Milwid.

She has conducted on site research at 125 companies and published the book *Working with Men: Professional Women Talk About Power, Sexuality, and Ethics*.

She has recently taught at the College of Marin. Dr. Milwid’s current research interests include: women in management; stress management; and the school to work transition.

Dr. Milwid joins the College at a critical juncture in its history. We are proud to welcome her to this full time faculty role where she will collaborate with faculty and administration to introduce new courses at the intersection of psychology, business and organizational life.

Dr. Milwid earned her Ph.D. from The Wright Institute in Social/Clinical Psychology. Her BA degree is from Stanford University, Phi Beta Kappa. She completed a Masters in Teaching from the Bank Street College of Education.

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**Professor Ron Kovas’ Facebook Trip a Hit**

The MGT419 “Integrated Marketing Communications” class taught by Ron Kovas traveled to Facebook, to meet executives of the world’s leading social media company. This visit, and a trip to AKQA, the world’s leading digital marketing communications company, were two of several company visits that provided students with exposure to leading business models in the world of marketing communications.

Students offered their impressions:

“Facebook was its own little world, like a private town. We were given a tour of the campus which includes everything from restaurants to hair salons and arcades for employees.” *Miranda Curtis*

“It was an experience that could inspire anyone who would want to work in the business world. The people, environment, ideas and new plans to further themselves in the market, globally; it was very inspiring.” *Martin Gonzales*

“Facebook was full of energetic people who were innovating new ways for companies to advertise via social media.” *Alan Hamill*

“It is interesting to see what goes on behind the screens at a social media site that I have been using since middle school. On my Integrated Marketing Communications class visit to Facebook we learned how Facebook’s marketing team uses the marketing of clients on social media to fuel revenue for Facebook. It is cool to see how marketing is conducted in a real work environment of a big name company such as Facebook.” *Kalin Knight-Alvarez*

“Some companies in Silicon Valley are perceived to be cutthroat and serious but Facebook is above that. They care about sustaining a business, and they care about their employees. You can see it in the way [the employees] interact with guests. Everyone was open and I definitely wouldn’t mind working there!” *Christina Lopez*

“I was surprised to see how laid-back the campus was; it felt like anybody could be a part of Facebook.” *Alexa Ledesma*

“It is amazing to see how technology keeps evolving and shaping how effectively we communicate worldwide.” *Regina Hernandez*
Menlo Real Estate Students Aim to Graduate with Real Estate License

by Harold Justman, J.D., Adjunct Professor

The Spring 2015 semester has brought forth a new learning opportunity in Menlo College’s Real Estate Program, inspired by student Andrew Hart, who is also the president of the Menlo College Real Estate Investment Team (MCREIT). Under the auspices of MCREIT and with seed funding from a grant from Menlo College, nine students in the spring semester Real Estate Law class have pledged to obtain a real estate salesperson’s license from the California Bureau of Real Estate (BRE). One of the BRE requirements is the completion of BRE-approved real estate courses.

As professor of the Real Estate Law class and advisor to MCREIT, I recognized an opportunity to use BRE-approved online courses offered by Allied Business Schools to create a “flipped” classroom where students learn real estate basics online and come to class ready to discuss cases. Through funding from Menlo, students in the class are all enrolled in Allied’s Real Estate Principles online class. Since the online class assesses basic real estate knowledge through quizzes, we have been able to focus in-class time on analyzing complex real estate law problems that are currently being litigated in California in court.

The students who learn independently online are better prepared to come to class and discuss real estate legal problems that have no clear, single solution. The classroom discussions have challenged the students to think critically about current real estate industry problems and clearly communicate their conclusions. These “soft skills” are critical to making the transition from the classroom to an internship to the workplace. “This learning option provides a balance that I have never had with academics,” said Andrew Hart. He added, “I personally appreciate the support Menlo has provided me. Not only has this support helped my career path, but it has given MCREIT and the Real Estate program a foundation to becoming a great major that Menlo provides.”

The students will also have a competitive advantage in their internships and post-graduation jobs since they are on a clear path to become licensed real estate salespersons. Chop Keenan, a prominent Bay Area real estate developer who serves on the Menlo College Board of Trustees, validates the value of undergraduates seeking their license: “Real estate interns without a real estate license are like carpenters without tool belts. Getting licensed demonstrates that the prospective intern is committed as opposed to being a tourist in the office.”

Dima Leshchinskii, Assistant Professor, Finance

“Venture Capital Valuation, Partial Adjustment, and Underpricing: Behavioral Bias or Information Production?” by Jan Jindra and Dima Leshchinskii was published in the Financial Review in May. In their abstract, they wrote, “Using a sample of venture capital (VC)-backed initial public offerings (IPOs), we analyze the role played by perceived valuation changes on IPO underpricing. We find that perceived valuation change from the last pre-IPO VC round to the IPO affects IPO underpricing in a nonlinear way. Further analysis indicates that information-based theories, not behavioral biases, explain this nonlinearity. We also find that the previously documented partial adjustment effect and its nonlinear impact on IPO underpricing are related to the trajectory of the perceived valuation changes, which stands in stark contrast to prior evidence of the importance of behavioral biases.”

Craig Medlen, Professor, Economics

Craig Medlen is giving a paper at the Western Economic Association in early July. The paper, “The U.S. Multinational Trade Deficit in Historical Perspective,” concerns the multinational context within which trade now occurs and specifically how U.S. multinational production now substitutes for U.S. exports. This substitution explains why the U.S. experiences such large trade deficits. It also explains why exchange rate changes do not correct the deficits. Medlen isolates the non-multinational portion of the deficit from the larger component tied to multinational sales. The “multinational trade deficit” is largely explained by trend. In contrast, trend explains almost nothing of the non-multinational component.

Doug Carroll, Professor, Communications

Mark J. Hager, Professor, Psychology

In April 2014 Dr. Hager and Dr. Frances Turner presented their case study “It Made All the Difference in the World!” Psychological and Social Support in the Professional Doctorate” in Cardiff, UK. Dr. Hager’s collaboration with Turner has expanded to include a shared publication with Dr. Stephanie Dellande, “Long-term Services Requires Customer Participation and Compliance,” and a forthcoming research presentation with Turner, Dellande, and Associate Professor Donna Little, “Isolation in an International Professional Doctorate,” at the UK Council of Graduate Education Annual Meeting, Glasgow, UK, in July 2015. In March 2015 Dr. Hager spoke on “Mentoring Relationships in Doctoral Education: Obstacles, Challenges and Lessons for Supervision” at the 2nd International Conference on Developments in Doctoral Education and Training at Oxford University, UK.

Dr. Hager has consulted for several years with Dr. Julie Weitlauf of the Post-doctoral Fellowship Program of the VA Sierra Pacific Mental Illness Research, Education, and Clinical Center and is participating in the evaluation of the Veterans Health Administration Health Services Research and Development Career Development Award Program.

Soumendra De, Professor, Finance

Soumendra De, Professor of Finance, coauthored an article, “The Dim Sum Bond Market in Hong Kong” with Ike Mathur, and it was published in Risk Management Post Financial Crisis: A period of Monetary Easing, Contemporary Studies in Economic and Financial Analysis, Volume 96, August 2014. Professor De presented a paper, “Promoter Holdings and Post Acquisition Success: Evidence from India,” coauthored with Pradip Banerjee, Jan Jindra, Dima Leshchinskii and Jayanta Mukhopadhyay at the Fourth Annual Indian Finance Conference held in Bangalore, India, December 2014.

Melissa Michelson, Professor, Political Science

Dr. Michelson has been traveling the country on a book tour for her book Living the Dream. She visited Green Bay at St. Norbert College, then Madison, Wisconsin as the Visiting Scholar at the Havens Center for Social Justice. This year, she also published five peer-reviewed articles, and one chapter in an edited volume.

Marianne Marar Yacobian, Associate Professor Social Science

Dr. Yacobian was awarded the MCGSA Faculty Member of 2014 and formed the Black Student Support group on campus. She continues to work toward Armenian Genocide recognition and the social construction of Middle Eastern ethnic identity. Last year, she led a presentation at the National Association of Ethnic Studies Conference entitled “Genocide Justice: The Fight for Recognition of the Armenian Genocide.” She also coauthored a paper with Lajevardi, Esq. and Dr. Michelson called “The Unbearable Whiteness of Being Middle Eastern: Causes and Effects of the Racialization of Middle Eastern Americans” which was presented at both the 37th meeting of the Politics of Race, Immigration, and Ethnicity Consortium (PRIEC) and the 2014 American Political Science Association Annual Meeting. Dr. Yacobian coauthored a piece with Dr. Sekerka and Dr. Stimel called “Business Ethics in a Transnational Economy” which was published in the Global Business and Economics Anthology. Additionally, their paper, “Ethical Decision-making in a Transnational Economy: Embracing the Tribal-Collectivist Perspective” was presented at the International Business & Economics Conference. Dr. Yacobian’s latest paper with Dr. Sekerka titled “Business Ethics and Intercultural Management Education: A Consideration of the Middle Eastern Perspective” was just accepted for publication by the Journal of Business Ethics Education. Among her most important ventures, Dr. Yacobian gave birth to her second son, Andreas Marar Yacobian, who joins his big brother Abraham Marar Yacobian.

Rajesh Kumar, Professor, International Management

Dr. Kumar's research focuses on understanding alliance dynamics, negotiating across cultures, and managing in emerging markets such as India and China. He is working with colleagues at the University of Amsterdam, Columbia Business School, Copenhagen Business School, University of Aston, and University of Vaasa in Finland. During this period the following publications appeared in print:


Dr. Kumar presented a paper titled “How Emotions Impact Alliance Relationships,” coauthored with G.V. Kleef (University of Amsterdam) and E.T. Higgins (Columbia University) at the Annual Meeting of the Academy of Management in Philadelphia. He was also a panelist at AOM Professional Development Workshop Designing Alliance Agreements: Paper and Research Development Workshop, Annual Meeting of the Academy of Management, Philadelphia, PA, 2014.
Leslie Sekerka, Professor, Ethics

A decade’s worth of work is now coming to fruition through a steady stream of publications by Professor Sekerka. Her current work appears in venues such as the *Journal of Business Ethics*, *Journal of Business Ethics Education*, and the *Journal of Management Development*. She appears on many professional conference agendas, such as the Association for Psychological Science Annual Meeting (New York, NY), Academy of Management (Vancouver, B.C.), and the European Academy of Management (Warsaw, Poland). She has just launched an organizational ethics study in association with Jazz Pharmaceuticals, a Silicon Valley firm. The purpose of this work is to better understand organizational cultures that promote ethical strength, those that go beyond compliance to achieve their performance goals.

She has written two new books, now accepted for publication. *Ethics as a Daily Deal: Building Moral Strength as a Daily Practice* is now in press with Springer. A primary education ethics book for children ages 5-7 is moving forward with Menlo Imprint. The first project consolidates business ethics scholarship, offering practical application for management use. The latter project takes research on moral development and presents it to our youngest readers. Featuring the character of Fred Bear, the book is designed to help children recognize, understand, and deal with the ethical issues they are likely to face. A key goal is to help children become aware of ethics at an early age. Sekerka’s work supports personal moral growth and development, for learners at any age, within Menlo and stretching out to our broader community.

Professor Sekerka and Professor Pauline Fatien offered a unique learning experience for Menlo students at this year’s Leadership Day, presenting elements of the Giving Voice to Values program. Students learned how to create and practice scripts to address an ethical challenge with moral strength and to speak truth to power. Special thanks go to the James Hervey Johnson Charitable Educational Trust, a long-time committed supporter of Menlo’s ethics research and educational development efforts.

Linda K. Smith, Dean of Library Services

Linda K. Smith was selected as a participant in the “Library Leadership in a Digital Age” program at the Harvard Graduate School of Education in March 2015.

Eric Moberg, Adjunct Professor, English

Eric Moberg’s literary criticism “Chaotic Identities in Bernardo Carvalho’s ‘NINE NIGHTS’” has been published by *The Explicator*. Topics discussed in the novel by Brazilian journalist and author Bernardo Carvalho focus on identity. In the paper, Moberg wrote, “Nothing is definite or even knowable in ‘Nine Nights,’ for identity is not a unified construct but rather an elusive and ever-changing set of perspectives, often contradictory, in a world that evades definition. ‘Nine Nights’ is a world that we enter and understand only in terms of chaos, where truth is lost among all the inconsistencies and absurdities of life.”

Donna Little, Associate Professor, Accounting and Finance

Donna Little will be serving as CalCPA Peninsula Silicon Valley Chapter Education Chair for the 2015 academic year. She will be heading a group of accounting faculty from local colleges to discuss and share best practices in accounting and personal finance education, and coordinate opportunities and activities for students.

As Director of the Menlo College Center for Financial Literacy, she served as content consultant for four recently published books on managing money from Lerner Publishing, Minneapolis. The books are intended for school libraries and classrooms for grades 3-5. They include: *Budgeting, Spending and Saving*, *Understanding Credit, Earning Income and Growing Your Money*.
Meet the 2015 Menlo College Alumni Council

Menlo College’s new 35-person Alumni Council gathered for their first meeting on March 5th in the Russell Center. Led by Interim Chair Hanna Malak ’12, the group spans seven decades with members from the class of 1957 all the way through the class of 2014.

President Moran welcomed the Council and provided a “State of the College” address, students made presentations, and plans were made for a series of upcoming alumni events. If you are interested in learning more about the Alumni Council, contact Tina Fairbairn, tfairbairn@menlo.edu or 650-543-3937.

Class Notes

1960s

Edward K. F. De Beixedon ’62 received an AA in 1958, and Judge Russell advised Ed to get an MBA after his degree in History from Stanford. He returned to his education with a full ride as a dorm counselor. Ed has been with JP Morgan for 36 years, as an administrator for 5 years in the trust department of United California Bank, followed by 12 years in their bond department. At Bear Stearns he covered small bank investments, then after JP Morgan took over Bear Stearns his accounts focused on individual financial affairs.

William M. Majors ’67 sent an interesting note referring to his classmates, The Kingston Trio: “The fact that Menlo guys were involved in the Kingston Trio may have had more influence on my decision to attend Menlo than I care to admit. My wife Nancy and I thought this magazine was a neat little piece of history that needed a home at Menlo. There are a huge number of success stories that have come out of Menlo over the years for a college of its size. The Kingston Trio is just one of many and a fun one to showcase. Unique is an overused word, but in my very biased opinion Menlo College really is a special place.”

1970s

Phil ’72 and Maya (Payne) Sewald ’73, who have given so generously of their time and talents to the Menlo community, have joined the 2015 Menlo College Alumni Council. In 2007, Maya and her son Jason Sewald formed a company, Sewald Real Estate and are a well-recognized top producing agent team serving the mid-Peninsula and cities from San Francisco to San Jose. Maya is currently a broker Associate at Pacific Union International in Atherton. Phil is a PMP, serving in the past as Program Manager for Motorola, Commercial, Government, Industrial Solutions Sector (CGISS) of a $20 million Public Safety Wireless System for the County of San Mateo, California.

1980s

Timothy Orchard ’80 says, “Here’s is my quick story. I had no interest in college, only soccer. A friend of mine in Oregon told me about Menlo having a good soccer team. On a whim I reached out to Carlos (Lopez) and he encouraged me to come and visit. I only stayed for one semester and one soccer season but it sent me on my way. Carlos passed before I got a chance to tell him how much he meant to me. Without him I may have never made it to college or ended up where I am today. After college I joined Ringling Bros. Circus and Disney on Ice as an advance promoter and traveled the US. I then moved on to VP of Events and Marketing at Ogden Facility Management and traveled the world opening and managing theatres, arenas and stadiums. I also worked closely with the NFL and NBA bringing events to our facilities. (I brought the first NBA game to Mexico City and helped persuade the NFL to follow.) I then created The Entertainment Group and opened offices in Rosemont and Mexico City promoting and producing events. (I brought the Radio City Christmas show to Rosemont and Mexico City as co-producer.) A few years later I sold TEG to SFX which is now Live Nation and became President and CEO of the Chicago division. A few years later I left and started Liverpool Productions which is a management company with my client Dennis DeYoung. I think Carlos would have been proud.”
**1990s**

Diane Ako ’92 is a morning anchor at KHON2, the FOX affiliate in Honolulu. She is on air from 5 - 8 a.m. for Wake Up 2day. She returned to TV news in July 2014 after a five year hiatus, during which time she spent two years as a housewife and three years as a spokesperson for Halekulani Corporation, which oversees luxury hotel Halekulani and boutique sister property Waikiki Parc Hotel. “I love my job. I love the lifestyle, culture, and people in television news. I deeply appreciate my other experiences, but at the heart of me, I’m a news person,” she said. She continues to blog for the Honolulu-Star Advertiser three days a week. Ako also assumed a role as a radio talk show host for Ohana Broadcast in January 2015. Her community affairs show, Hawaii Matters, airs across all four Ohana Broadcast stations on Oahu (93.1, 94.7, 102.7, 105.9 FM) every Sunday from 6:30 - 7 a.m. Her shows are posted on her Facebook page (Diane Ako).

Robert Isquierdo Jr. ’97 played on the Men’s soccer team throughout his time at Menlo. After Menlo he worked as a group home counselor in Central Valley (Dinuba,) and then as a teacher in Sunnyvale and Santa Clarita. He currently teaches at Sierra Pacific High School in Hanford, CA as an English/EL teacher. “I want to inspire other Menlo students to serve small rural, underprivileged communities like London all over California. There are approximately 20-30 small towns like London in the Central Valley alone. I would like to organize an outreach field trip where Menlo students come to London and serve in some capacity in a community building project like the Library For London project (which he started). I would especially like Menlo athletes to inspire our London kids to connect with sports. I was also interviewed by ABC’s “Latino Life” show. In September 2015, the doors will open on a Library in London, CA!”

**2000s**

Amit Khatwani ’00 is planning his relocation to California. With extensive experience in investment management and commercial banking spanning over twelve years, he knows this is a good time to return from Singapore. He started his career at Silicon Valley Bank where he managed and built a portfolio of clients requiring factoring facilities. He also underwrote financial transactions for technology and life science companies. After SVB, he worked with Barclay and BlackRock, Inc., where he reported to teams managing $112 billion of institutional assets in Asia Pacific, Europe and North America, with an emphasis on risk management and client experience. Before founding Optim Group in 2012, he was with Barclays Wealth, Singapore where he led a support team at the South East Asia desk.

Alec Driscoll ’02 works in the Las Vegas casino industry and is responsible for online gaming and interactive marketing at ACEP Interactive (www.acePLAYpoker.com). Prior to that, he served in various finance and casino operations roles for a number of casino groups. He is married to Pearl Gallagher Driscoll ’02 with 2 daughters, Emma & Nora.

Pearl Gallagher Driscoll (class of 2002) recently formed the law firm of Childs Watson & Gallagher, PLLC, with her two partners, in Las Vegas, Nevada. The firm focuses on effective and efficient legal representation in real estate, corporate, contract and general transactional matters. Pearl has been recognized in Mountain States Super Lawyers for business and corporate law, has been named in the Legal Elite by Nevada Business and a top lawyer by Desert Companion.

Alan Fernandez ’04 says “All goes well. The 2015 World Stem Cell Summit in Dec. is taking place in Georgia in December. The Genetics Policy Institute is in the process of merging with the Regenerative Medicine Foundation, a non profit that was established by Dr. Tony Atala, one of the most high profile stem cell researchers in the field who runs the Wake Forest institute for Regenerative Medicine in North Carolina. I’m ready to launch my music program in December and I’m raising money for it.”

**2010s**

Jordan Winsinger ’10 reported from Los Angeles: “I was working in Paris for 3 years then decided on a random busy day at work that I wanted to make movies. I went to NYC then Phoenix to see my dad and brainstorm my new endeavor. I went to the Idyllwild International Indie Film Festival. I also got some good advice from my brother Frederic: If you don’t know what to do with your life just be aware of the people you enjoy hanging out with, the people you share the same mind with or the people who have things in common with. Inquire to what they do, and see if that is something you want to make your career. I had a blast at the festival, decided to explore the world of acting in LA. I found a bigger passion for directing. I have been helping my friends with their “demo-reels” and “audition tapes” and I learned about creating ads then casting and directing the ads. I was blown away with the idea, and now I’m torn between acting, directing, and advertising.”

Michael Liguori ’11 sent a note: “I am no longer in the Bay Area and moved to New York City in 2013. I currently work for an organization called The Mission Continues, a national nonprofit that empowers veterans to serve their country in new ways. I enjoy my job greatly and NYC is incredible. As for writing, I currently blog on The Huffington Post and I am working on some projects that will hopefully give more folks an in depth look as to what it is really like for a veteran here at home.”

Nadia Le`i ’13 wrote: “I’m a marketing coordinator/graphic designer at Webpass in San Francisco. I’m really excited to be here as it’s my first step towards graphic design, which is my long term goal. I’m learning a lot about the tech world and am so grateful for each professional step that has gotten me here so far.”
In Memoriam

Dr. Peter Gerald Arnovick, beloved former Professor of English, Art History passed away on March 24, 2015. He loved Walt Whitman with a passion, and his students (including the small example below) loved him equally as well.

I will never forget Dr. Arnovick’s huge fur coats with matching hat walking around campus and wondering who this epic old man was. As a teacher I’ll never forget his passion for art and his humor and hilarious way of relating to us. Definitely one of my favorite and most memorable professors! Rip Dr. A! Aloha, Pua Kirkhill

Rest in peace, Dr. A. You left a lovely legacy. Jennifer Forman Judas

Dr. A was the reason I fell in love with Picasso’s work which I never understood until his class in 1996. He inspired me and I have thought of him often over the years. May he continue to inspire us all and may his family receive lots of healing during this dark time. Carla Speets Arnold

Most extraordinary teacher and later, friend, I had the great honor to know. My husband and children have heard many wonderful stories over the years of Dr. Arnovick’s brilliance...The world lost a true gentleman. One in a million. Melissa Caine Sanders

You will be dearly missed. Thank you Dr. A. Scott Andmegan Brady

Truly one of the best. He will be missed. Mya Sanchez

Frank Foehl Card ’40 joined his lovely Margery on July 26, 2011, after celebrating his 90th birthday on July 3rd. A lifelong resident of the Westside, Frank was proud of his lineage from General John Stark and Benjamin Franklin. He leaves his children, David (Cristine) Card, Thomas (Barbara) Card, and Catherine (Scott) Marquardt. He will also be missed by his grandchildren; Steven (Angie) Card, Karen (Tim) Sabourin, Macgregor (Megan) Card, Zachary Card, Corinne and Marjory Marquardt, and three great-grandchildren, as well as many other relatives.

Retired
Superior Court
Judge Richard (Dusty) Walden
Rhodes ’41

passed away peacefully, with his wife at his side, on December 24, 2014 at age 91. Judge Rhodes was born in San Francisco and spent his entire life in California. Judge Rhodes received his Bachelor of Science degree in Business Administration from UCLA, and graduated from Stanford Law School in the Class of 1952. That graduating class included Chief Justice of the Supreme Court, William Rehnquist, Supreme Court Justice Sandra Day O’Connor, and Utah Governor Scott Matheson. Also in the law school at the time were Warren Christopher, Shirley Hufstedler, John Ehrlichman, Frank Church, William Baxter, and Pete McCloskey. Judge Rhodes inherited and reflected a family tradition in law and service to the legal system. His great-great-grandfather served as the United States Counsel at Galveston in the Republic of Texas. He was a partner in the Palo Alto law firm of Moerdyke, Anderson, Evans and Rhodes from 1952 until 1959. In 1958 he was elevated to the Justice Court in the West Valley Area. In 1959, when that Court became a Municipal Court, he began to devote his full time to his judicial duties as a Municipal Court Judge. He was appointed in 1968 to the Superior Court of the State of California for the County of Santa Clara by Governor Ronald Reagan.

The greatest personal influence in his life was his lovely wife of 64 years, Dean Sorenson Rhodes, who is also a graduate of Stanford Law School and a (retired) member of the California Bar. She was his inspiration and the true love of his life. Marcus Leb ’51 passed away on January 24, 2015. Marc was born November 14, 1930 in Portland, OR. He graduated from Menlo Junior College in 1951 and was a member of Menlo’s 1949 championship football team. He received his Bachelor of Art in 1953 from Stanford University where he was a member of Delta Kappa Epsilon. Upon graduation, Marc was...

“If you want me again look for me under your bootsoles. You will hardly know who I am or what I mean, But I shall be good help to you nevertheless And filter and fiber your blood. Failing to fetch me at first keep encouraged, Missing me one place search another, I stop some where waiting for you”

Walt Whitman, Leaves of Grass
commissioned a Lieutenant in the Marine Corps, serving in Japan and Hawaii. After receiving his honorable discharge from the Marines in 1956, Marc had an import business from Germany and South America. He worked in numerous corporations, including Aerojet General, Paine Webber and Wells Fargo Advisors.

Frank Leslie Griffith ’52 passed away on April 7th, in Reno, surrounded by his loving family and his loving wife Patricia. He was born in Chicago, Illinois, in 1927, to Anna Lenore Nylen and Frank Leslie Griffith and grew up in Highland Park. He spent 40 dedicated years in research and development, and was highly respected in his field when he retired in 1985. Griff, as his friends and family called him, was a devoted and tireless advocate for the wilderness. He and his family enjoyed the mountain home which he designed and built, bordering the wilderness in Silver Lake, Lassen County. He was active in the National Forest Homeowners Association for 40 years and had been an active volunteer at the Marine Mammal Center, in Sausalito, California, for many years, and was instrumental in the successful rescue of Humphrey the Whale.

Lt. Col. Herbert C. “Bert” Haight ’52 was born Oct. 23, 1932 and passed away Sunday, Sept. 28, 2014, in Rathdrum, Idaho. He served in the US Marine Corps for 28 years, serving in Okinawa and the Philippines. He was awarded the Philippine Liberation Medal by the government of the Republic of the Philippines and the Filipino people. After active duty he served in the Spokane Marine Corps Reserve Unit. Every year he attended the Marine Corps Ball, and in 1976-77 he was president of the USMCR Spokane Military Ball Association. He worked for the City of Spokane as an agent for the Right-of-Way Department, and was instrumental in the acquisition of key properties for Expo ’74, and was a member of the Spokane Elks Lodge #228. During his highly successful career, Bert was the Executive Director of the Spokane Housing Authority. He was later appointed by President Ronald Reagan, Bert served as one of seven personal appointees to the “1492 Christopher Columbus Quincentenary Jubilee Commission,” completing 26 trips around the world developing programs. Bert was a member of the Veterans of Foreign Wars, the Marine Corps Reserve Officers Association, the National Rifle Association, and a member of the Scottish Rite of Freemasonry.


Tommy R. Thomson ’59 passed away Monday, December 15, 2014 of congestive heart failure. He was born in 1938 in Long Beach, CA. to Charles R. Thomson & Grace Blanche Thomson (Swanson). He graduated with B.S. in Business Administration from Menlo College in 1959. Tommy met Sylvia Sundseth on Valentines Day, and they were married December 26, 1959 in San Francisco. Tommy served on active duty in the Army from 1961-1962, then in the Reserves, as 1st Lieutenant, until 1967. Tommy was licensed in California as a Certified Public Accountant, CPA in 1965. Tommy and Sylvia moved to Bellingham in 1968 where he resided until his death. He worked for a local CPA firm until he started his own firm in 1986. Tommy and his daughter, Susan became partners in their CPA firm in 2000.

Randolph V. Rosso ’60 passed away on June 8, 2014. He resided in Antioch, CA. Mitchell Ostrom ’61 passed away on March 15, 2013. Mitch lived in Hawaii, then moved to Reston, VA. For many years, he supported the Carlos Lopez Endowed Scholarship.

Charles P. Brumder ’72 passed away peacefully, at home, surrounded by his family on May 3, 2014. He is survived by his devoted wife of 26 years Katie. A true family man, Charlie’s life was dedicated to community and bringing people together. He was a passionate philanthropist and an active member of St. Peter’s Episcopal Church, Heiliger Huegel Ski Club, Pine Lake Yacht Club, Chenequa Country Club and the Milwaukee Club. He was a cowboy at heart. Charlie’s selfless love touched lives and he will be remembered for his overwhelming charisma, impeccable style, and passion for life.

Christopher F. Jarvis ’91, born on July 30, 1963 and passed away on Wednesday, October 29, 2014. Christopher was a resident of Mountain View, California.


The inscription on the back of the the commencement cap is a reminder of the bond that Menlo College alumni share long after they have received their diplomas.
Meet Lisa Webb, Dean of Student Affairs

Lisa S. Webb has over 25 years of experience in higher education administration. In addition to serving as the Associate Vice President for Student Affairs and Dean of Student Life at Southern Methodist University, her previous positions include Associate Dean of Students and Director of Multicultural Affairs at Lewis & Clark College and Assistant Dean of Graduate Studies at the University of California at Davis. She also worked at Stanford University where she first served as an undergraduate Residence Dean and then the Assistant Dean of Multicultural Graduate Student Affairs in the School of Humanities and Sciences.

Dr. Webb received her Bachelor of Arts from Wheaton College in Massachusetts with a major in Sociology. She has a Master of Education from the Harvard University Graduate School of Education and a Doctorate of Education from the University of San Francisco. Additionally, Dr. Webb received a higher education administrative Fulbright Scholar Award to study higher education in Germany.

Lisa is originally from Chicago, IL and was raised in the suburb of Glencoe where she graduated from New Trier High School.

OCTOBER 16–17

FRI 10/16 Welcome Dorothy Skala

Welcome Dorothy Skala back to campus at the Alumni Cocktails and Dance on Friday, October 16. Cocktails and hors d’oeuvres with Dorothy will start at 5 pm, followed by the induction of a new Hall of Fame Class beginning at 6 pm. Each decade from the 1940s–2010s will have at least one reunion table. Enjoy dancing after the awards, beginning at 9 pm. Contact Tina Fairbairn at tfairbairn@menlo.edu to serve on the reunion committee.

SAT 10/17

Alumni & Parents Activities

Alumni and parents activities include alumni games, a beer garden with finger food in the quad, a special area for children and time to socialize.

DEVIL’S CANYON BREWING COMPANY

Devil’s Canyon Brewing Company brewer Chris Garrett ’94 poured beer at the Oaks, Corks and Casks event.

WED 11/18

Menlo Connect Day - Excellent business-oriented program for alumni-student networking.
Michael Weatherly '90 entertains students and faculty at the Menlo College Humanities Party of 1989. Courtesy of Through the Gates: Eighty-five Years of Menlo College and its Times by Pamela Gullard. [Read about Weatherly's commencement speech on page 24.]
Oaks, Corks and Casks was a lovely wine-tasting attended by alumni, friends and neighbors in the garden of Carol and President Richard A. Moran. 

Left column top, music was provided by the Rich Vandivier Trio. Left column, second, Carolyn Amster ’79, Martha Girdlestone, Carolyn’s husband, Chip Pizziconi, left column, bottom, Lynn Brownfield ’07, Sean Spanek ’99, Maria Tosetti, Kyle Else ’99. Center column, top, Carol and President Richard A. Moran. Center column, second, Roger Schwab and his wife Denise Kupperman ’84, Simon Glinksy. Center column, third, Austin Newsome and guests sampled wine poured by Brady Moran. Right column, top, Jim Hannay ’67 and his wife Marsha. Right column, second, the Rossi’s, Marilee and William ’67. Right column, third, Jan Schalkwijk ’97 and his wife Dr. Kizzy Raphael. Right column, fourth, Alan and Barbara Hemstead ’07.
24TH ANNUAL
LU`AU
Na Hoku Ho`okele wa`a
Saturday, March 28, 2015

Top left, Ariana Amanoni, middle, Kiyani Punzal-Banquerigo `18, top right, Kiyani Punzal-Banquerigo `18 and Kalea Gabriel `18, middle left, Jordan Hakuole and Jordy Pascual `18, middle right, Natalie Washington `18 and Jessica Rossi `16, bottom from left to right, Freshmen Kanoa Iwasaki, Wyatt Orozco, Timothy Burke, and seniors Kial Collier, Jared Hakuole, Grant Hendrickson, Jordan Hakuole, Amilio Menloza, Kial Collier performed at the Lu`au.
GO, MENLO, GO!

Go, go, go Menlo
Until the victory has been won
Don’t say no, Menlo College
We’re with you, every fighting son
Colors waving true
Flying the white and the blue
Fight, fight, fight
With all your main and might
Fight, fight, fight
It’s bound to end up right
Go, go, go Menlo
Keep fighting
Go Menlo

“Go, Menlo Go,” the first Menlo College fight song, was written in 1949 by Big Band leader Freddie Martin, Jr. He was a student athlete at Menlo College in 1949–50 and played in the “Gold Dust” bowl game against San Diego Junior College to decide the California State Champion.

Left, Menlo College students commute to classes from Palo Alto, 1930s. Courtesy of Through the Gates: Eighty-five Years of Menlo College and its Times by Pamela Gullard. [Read about Professor Gullard’s book talk at Kepler’s Books on page 37. To purchase a book online, visit www.menlo.edu/alumni/through-the-gates]