Our second year as one of The Princeton Review’s “Best in the West”!

SPRING 2011
2010—A Well-Rounded Year

The 24 images on the cover of this issue of the Menlo Advantage each represent one of the many great success stories that Menlo College had the opportunity to tell in 2010. From left to right, those stories included:

**Top Row**
1. LIFT: An innovative pilot program about financial choices
2. MENLO INCUBATOR: A chance to develop new ventures
3. SBA ADVISORY BOARD: Volunteers working with the business dean
4. ACCOUNTING ADVISORY BOARD: Curriculum, outreach, internships

**Second Row**
5. MICHAEL TOMARS ’87: In the U.S. Securities & Exchange Commission
6. BILL FLETCHER ’42: A major art collector on his collection
7. WILL BERNSTEIN ’92: A speech on the recessionary job market
8. JOHN ROOKE ’88: Player in the 2nd Carlos López Soccer Tournament

**Third Row**
9. RICHARD LEE ’12: First Place—6th Annual Business Plan Competition
10. JOY BRANFORD ’05: Women’s Luncheon Speaker
11. BOB LURIE ’46: Honorary Doctorate Recipient
   DR. JANE SHAW, Commencement Keynote Speaker
12. KAIMI HAINA ’13: Hawaiian Luau performer

**Fourth Row**
13. SPEED NETWORKING: Interview skills worth “twitching” about
14. CONSTITUTION DAY: Speech by Mayor of Atherton Kathy McKeithen
15. BARRY ADELMAN: Entertainment exec’s Career Conference keynote
16. KATHERINE FULP-ALLEN ’10: Recipient of The Board of Trustees Award

**Fifth Row**
17. SIDRA IQBAL ’12: Crain Educational Grant and Curry Award Recipient
18. BEN YURA ’14: Volunteer fund-raiser for the San Bruno Disaster
19. HANNA MALAK ’12: NAIA/American Red Cross Collegiate Leader
20. ADAM KOONTZ ’12: Tossed First No-hitter in Oaks Baseball History

**Sixth Row**
21. STEPHEN GREENBERG: Guest speaker for the Ethics in Action Club
22. DOROTHY SKALA: Writing her mémoires of Menlo, I’m Thinking of You
23. LEADERSHIP: Celebrating student leaders
24. NAMED “BEST IN THE WEST”: by The Princeton Review
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In the spirit of the beautiful Chinese proverb above, we are delighted to introduce our former provost Dr. James J. Kelly, as Menlo College’s new president.

If you know Jim, he needs no further fanfare. Loved by students, parents, faculty and staff here at Menlo College, Jim will take the significant four-year effort the academic unit has accomplished under his guidance during the College’s turnaround as the foundation in leading the College’s growth to the next level. He has a full team behind him.

As is Jim’s personal style, high points of his leadership during this next season will include three crucial themes: collaboration, strategic partnerships and understanding diverse global perspectives. You will find President Kelly’s themes discussed in his article and showcased in the stories we share with you here in the Spring 2011 Menlo Advantage Magazine.

And for all of you who purchased Dorothy’s mémoires, I’m Thinking of You, we thank you so very much for your patience. As you know, a good book, like a fine wine, takes time! We are reviewing her carefully selected photos and memories through one last edit before the manuscript becomes a publication. The President’s 21st Century Club Event we have so long awaited will take place June 4th. Please see details on this page.

The many faces of Menlo, some of whom are represented on the cover of this magazine, include you—our treasured reader. We are grateful for your friendship and support, and look forward to the privilege of hearing from you.

Warmest regards,

Catherine Reeves
Vice President for External Affairs
mid talk of severe state and national budget cuts, unemployment, and the continuing uncertainty of California’s state colleges, you will not find a better learning or investment opportunity than Menlo College, Silicon Valley’s Business School. We offer one of the most personalized higher education models available, and provide access to the people, places, thinking, and learning that continue to shape the future of local and global business.

As Menlo’s president and former provost, nothing motivates me more than the opportunity to continue expanding our shared vision to produce the most exceptional, relevant business education possible for our students. As a result of powerful teamwork, we are secure in our WASC accreditation. We are named among Princeton Review’s “Best in the West” Colleges. Our faculty includes some of the finest regional academic minds. So where do we go from here?

In addition to expanding the academics of a premiere business education, three key elements will provide the underpinnings of my leadership going forward: quality collaboration, strategic partnerships, and the integration of diverse global perspectives. By developing ethical and socially responsible members of society who are future leaders and innovators, we will help provide the cornerstone of a healthy global society.

Quality Collaboration

While provost at one of the California State Universities, and then during my time as provost here at Menlo, I employed a proven tool to achieve profound results among colleagues with various agendas across a broad range of disciplines: consensus, followed by collaboration.

Some of the world’s most successful global companies such as Google, NetApp, Cisco, and Genentech, all Silicon Valley businesses, are listed in the top twenty of Fortune Magazine’s “100 Best Companies to Work For in 2010.” These companies all hold to a high standard of shared core values, open communication, and teamwork—fostering the gold standard in a collaborative environment that continues to produce winning outcomes.

If you’ve visited the campus recently, you know that the collaborative model—powered by some of the most exceptional faculty, staff, and student leaders I have known in my career—was the speed engine that turned this college around. This kind of shared experience, being able to lead, follow, think outside the box, and lend one’s best to the highest levels of productivity—produces a kind of thinking that embraces the future and all of its uncertainties, sees opportunity rather than obstacle, and empowers the individual as well as the team.

“Through collaboration, strategic partnership and understanding diverse global perspectives, Menlo College students will become effective leaders and innovators who will define the future of business.”

Strategic Partnerships

Following collaboration within, strategic partnerships embrace the external, fostering vision and cooperation between academia, business, industry, government, and individuals for the greater good.

“Centers of Excellence” represent a significant partnership trend in American higher education, and are powerful vehicles that partner exceptional faculty and scholarship with the external community. Menlo College’s LIFT Program, for example, is an innovative pilot program funded by Citi under the leadership of Associate Professor of Accounting & Finance, Donna Little, within our new Center for Financial Literacy. During the next few years, Menlo’s Centers of Excellence will pioneer unparalleled service to our local and global communities in specialized areas of business.

Our strategic partnership with the American Association of Colleges and Schools of Business is advancing our goal of achieving AACSB (business school) accreditation. This accomplishment will put us in a globally elite category academically while affording our graduates an extra level of credibility in the workplace.

We are developing a cutting-edge internship program to partner with Silicon Valley businesses and set the foundation for our graduates’ business network.

Continued on page 6
A new School of Business Administration (SBA) Advisory Board of external volunteer partners, chaired by Geir Ramleth '87, SVP and CIO at Bechtel Corporation, is working with our business dean and others to support AACSB accreditation, student recruitment, and external issues. An Accounting Advisory Board has been formed to support the development of curriculum, community outreach, and internships.

Diverse Global Perspectives

Throughout my career I have been fortunate to travel and conduct business in foreign countries including many in Asia, Europe, the Middle East, South America, and quite recently, Africa. Experiencing another culture in a small group setting opens your eyes to life-changing values and viewpoints.

With our significant international student and faculty population, exposure to multiple cultures, religions, and attitudes at Menlo is a daily experience. These differences form an essential backdrop for learning and building relationships that are part of the fabric of Menlo College’s 80-year old tradition. Just ask our remarkably successful, global alumni base!

“To Whom It May Concern: It is with great pleasure that we enclose a check to your organization. These funds are given to help maintain the current level of service to the community, both local and worldwide...we congratulate you on your work, and wish you continued success during the year.” —Anonymous Donor

This excerpt from a note that accompanied a recent gift to the College meant more to me than words can say, because it spoke to me of our relevance. Our first and foremost goal is to be an academic treasure to Silicon Valley and beyond—nationally ranked and globally recognized as a premiere business school. Our process, however, will include changing lives, changing our community, and producing graduates who can change the world.

Welcome Our New Trustees

by Julie Filizetti, Ed. D., Chair, Menlo College Board of Trustees

Excellence, connections, advantages, growth. What do these words have in common? They are all part of the strategic plan for Menlo College and they are very much the focus of the Board of Trustees. Menlo has already made great strides in these areas, and we intend to continue to raise the bar ever higher as we look to provide our students with the education that will take them far in their futures. We have high expectations and complete confidence that President Jim Kelly and his team will be able to meet or even exceed the goals. Our role is to give them the support and the resources to be successful.

First, it is important that we provide an excellent education to our students. That requires that we look at every interaction with them, from the moment they consider Menlo to long after graduation, as an opportunity for them to learn. From the classrooms to the dorms, from orientation to social events to athletic competition to internships, we need to understand that they are moving toward becoming the business leaders of the future. Connections are part of that future, as they are part of all of our past, present and future. We will be working hard to strengthen, and in some cases, create ties with our alumni and friends, around the town and around the world. In this highly networked and fast-paced world, personal connections, forged by common experiences and interests, are still paramount. As we make those connections, they will allow us to define and describe the “Menlo Advantage” more explicitly so we can better position Menlo as a world-renowned business school.

Now that the word is out about Menlo as Silicon Valley’s Business School, we will see growth in the number of high-quality students interested in Menlo. And from there, we will look to grow the student body in ways that enhance excellence, connections and advantages.

It is going to be an exciting year. We’ll keep you updated!
Howard Dallmar ’72
Executive Vice President & Partner,
Cornish & Carey Commercial

Howard, “Howie,” selected Menlo College due to its legendary basketball coach, Bud Presley AND for the excellent business curriculum.

“I had the best experiences of my college life at Menlo. For the first time in my academic life, I was fully engaged in my classes. Because of the caliber of the professors and the small class size, I was able to establish meaningful relationships with my educators. In addition to academics, socially, I formed lifelong friendships with many of my fellow students. Both of my sisters, their husbands and my father attended Menlo College. It was truly a family affair. And, to top it all off, our basketball team won the California Junior College championship.”

After Menlo, Howie received a B.S. from Pepperdine University and played professional basketball for three years.

In his career in commercial real estate with Cornish & Carey Commercial, Howie is consistently one of the company’s top producers. He is currently an Executive Vice President and partner with the firm.

David C. Irmer ’58
Real Estate Developer

“I have always felt very fortunate to have been given the opportunity to attend Menlo College,” said Irmer.

“My professors gave me the understanding that academic failure was simply not one of my options. The instruction I received at Menlo College gave me the foundation required to become the real estate professional I chose to be, and the successes I’ve enjoyed.

“Judge Russell would impress upon me the need to ‘Find my passion’. I learned that hard work and dedication to your studies is only one piece of the greater puzzle. Without a clear vision of what you want to become and the desire to get there, college will have been only a halfway house on the way to maturity.

“Menlo College continues to touch my personal and professional life. As a major real estate developer in the Bay Area, I have been able to fulfill my early passion to become part of the effort to redevelop some of our great cities. I enjoy every aspect of the development industry and continue to engage our Bay Area communities in land use changes and transitional upgrading of densities and design.”

Micah Kane ’91
Trustee, Kamehameha Schools

Micah Kane ’91, Trustee of Kamehameha Schools and former chairman of the Department of Hawaiian Home Lands, has recently been appointed to the Board of Trustees of Menlo College.

His scope of responsibilities with Kamehameha Schools includes the duty of managing trust assets. The Estate of Bernice Pau’ahi Bishop, the last of the Hawaiian ali’i, includes trust lands set aside as resources to educate native Hawaiian children, and the Trustees administer those funds for these children. Micah also received an MBA from the University of Hawaii.

“Being a part of the multi-ethnic community at Menlo, I was well prepared for graduate school. Menlo was a big part of my life. I remember not only my professors, but also people like Ray Solari, a coach of life, whose teachings apply to what he’s doing with his team. Football players used his blueprint for the future. I was lucky to play under him. Every week he gave us a thought to help us live our lives. Now, I’m looking forward to the next chapter in my life and a chance to give back.”
John C. Shenk ’69
President of Argus Financial Corporation

Since his acquisition, Argus Financial has transitioned into a traditional income property mortgage banking/brokerage company representing the financial interests of many of the larger San Francisco Bay Area real estate developers and investors. John manages the company’s mortgage loan production team and his business operation. Argus’ primary business is the placement of conventional permanent mortgages, forward loan commitments on build-to-suit developments, institutional investment sales and joint ventures. He has completed several billion dollars’ worth of mortgages and sales.

Prior to 1982, John was a vice president of Union Bank, responsible for new business production, specializing in developing new real estate clients.

He played football at Menlo College from 1960 to 1961, thinking he could solidify a football scholarship to Stanford. Later on, he decided to go to the University of California at Berkeley and graduated there in 1964. John has been on the Board of Directors of the Silicon Valley NAIOP for the past five years.

“I look forward to taking an active role in the education of young men and women, and my position on the Board of Trustees of Menlo College represents a unique opportunity.”

James T. Rea ’67
President of Brookside Capital Inc.

“Attending Menlo College’s School of Business Administration was one of the best decisions in my life. Through the wise stewardship of people such as Judge Russell and Pat Tobin, I learned how to learn. They, and other professors, awoke within me a passion for the knowledge of business and history, and a strong appreciation for the arts. I developed my interest in the investment world while at Menlo, and have been in the investment management business since 1969. I learned how the hard sciences of accounting and finance overlap the soft worlds of history and art to help produce exceptional investment returns. I don’t believe that any other place but Menlo would have given me that quality level of education. It also provided me with some of my dearest friends.

“After graduation from Menlo, I became a contemporary art collector, briefly studied Art History at Stanford University, and became a partner in a local Menlo Park investment management firm. I formed James T. Rea & Associates and later sold it to a private European Bank with a very extensive art collection. I attended the Stanford University Graduate School of Business Investment Management program, and in 1989 formed Brookside Capital, Inc., an investment counseling firm in San Francisco managing high net worth investment portfolios in the U.S. and Europe.”

Mini Business Plan Competition Winners

The winning team in the Mini Business Plan Competition included four freshmen baseball players from Dr. Deborah McCabe’s Business Management Practice class: (L to R) Sam Shapiro, Derrick Rodriguez, Mickey Phelps, and Donovan Bonner. The team developed a company called DDSM Gloves that would be based in Omaha, Nebraska. DDSM Gloves’ business concept was to produce and sell a form-fitted glove that molds to a baseball player’s hand. The competition for the best business plan from ten sections of MGT 101 was judged during the fall 2010 semester, by Mr. Gary Kremen, CleanPowerFinance, Mr. Michael Tomars, Securities and Exchange Commission, Mr. Lukas Biewald, CrowdFlower, and Mr. Simon Glinsky, The Glinsky Group.
Menlo College has played a significant role in my life, and Judge Russell was a huge part of it.

*James T. Rea, SBA ‘67*

The Judge Russell Society

CONNECTING THE PAST TO THE FUTURE

For more information about membership in the Judge Russell Society through a planned gift, please contact Catherine Reeves, Vice President for External Affairs, at 650.543.3935 or creeves@menlo.edu.
The room is buzzing with conversations. In the corner, a large screen lauds the accomplishments of students and alumni. A bell rings, and the conversations stop. Guests leave their seats and take new ones, starting new conversations and making new connections. This is Speed Networking.

Students who came to the event in November met with Menlo College alumni working in a variety of interesting fields. Speed Networking gave the students a valuable opportunity to practice their interview skills, but not all of the interviews were simply for practice—many of the attendees are currently looking to hire, and these preliminary discussions could land the students a job.

The format for Speed Networking is adopted from the popular “speed dating” model. Students and company representatives sit on opposite sides of a table and engage in a two-minute discussion. After the allotted time has passed, the students move to the next seat over and meet someone new.

Menlo added a new activity to its Speed Networking program which just may become a new web jargon for Twitter job seekers. Participants had the opportunity to “twitch”. A “twitch” (combining the words “tweet” and “pitch”) is a brief 140-character self-description that a person would use to position themselves as an enticing employer or employee. The twitches were posted on the Menlo College Twitter page, and a web application projected the twitches onto a screen as they were updated.

By the end of the night, each student had met with 20 alumni and collected several business cards.

**Twitch**

(combining the words “tweet” and “pitch”) is a brief 140-character self-description that a person would use to position themselves as an enticing employer or employee.
Students and faculty gathered in the Russell Center to meet some mystery guests—all of whom were accounting professionals. There was one who helped a client secure an $8 million inheritance. One braved sub-zero temperatures to review operations in Germany. Another had worked in Australia for three years. Which guests were which? That was for the students to determine at Menlo’s first Accounting Scavenger Hunt. The event was developed to give students some insight on the diverse opportunities and challenges that can accompany a career in accounting.

Accounting Advisory Board Members at the Scavenger Hunt included:

- Matt Price
- Sharon Selleck
- Mike Ray
- Carolyn Amster
- David Grisham
- Brad Awaya ’06
- Jerry Nightingale

Other guests included:

- Radka Hromandova ’05 (alumni) Supervisor – Business Valuation and Litigation (BPM)
- ChenChen Fan
- Internal Audit at Kelly Moore
- Chris Blaisure
- Supervisor, IT Audit (BPM)
- Nick Steiner
- Assurance Partner (BPM)

Carolyn Amster ’79, Tax Partner, Burr Pilger Mayer, Palo Alto and Chris Blaisure, Supervisor, IT Audit (BPM)

Brandon Johnson ’12 (right) reads his next clue in the scavenger hunt

David Grisham, (left) Director in the Litigation and Forensic Consulting Services Group, Hemming Morse, Inc., San Francisco

ChenChen Fan, International Audit at Kelly Moore (right) chats with students as Tom Summers reads the clues.

Bradley Awaya ’06 (right), Supervisor, Audit Dept. Burr Pilger, Mayer, Inc. answers questions from Zhengqian Xu (Kiwi)

Jerry Nightingale, Principle, Nightingale Financial Advisory
SBA Advisory Board

Geir Ramleth SBA ’87, SVP & CIO at Bechtel Corporation in San Francisco, has accepted a position as Chairman of the newly founded School of Business Administration (SBA) Advisory Board. Other new Board members include Gary Kremen, entrepreneur, inventor, executive, investor, founder of Match.com and Clean Power Finance, and Sharon Selleck and Carolyn Amster ’79, professional accountants with Burr Pilger Mayer, a full service accounting and business services firm.

The new Advisory Board will partner closely with the College to support the efforts of the faculty and staff in three strategic areas:

- **Assisting** with the Association to Advance Collegiate Schools of Business (AACSB) accreditation process;
- **Enhancing** the College’s external “life cycle” interface model that includes the teamwork of prospecting and recruitment, admissions, career opportunities, and alumni involvement;
- **Expanding** the critical dimensions of student life that enhance the curriculum of the business school, such as bringing in special guest speakers and developing innovative events and internship offerings.

“In addition to the formal and more structured side of the Board,” Ramleth added, “I would also like to promote Knowledge Plus, a program that enhances students’ business skill sets to include social business networking.” While a Menlo student, he fondly remembers attending weekly informal speaker’s gatherings at lunch time that brought the business community within reach of Menlo students. Expanding the event offerings that bring in the external community for corporate gatherings will spark big dreams and innovative thinking while increasing personal connections in the Silicon Valley and beyond.

The SBA Advisory Board looks to tie in clubs, faculty, classes and most of all, to capture student interest. For example, they are working with the College to revisit the possibility of hosting SBA Day, a highly successful annual event that historically brought community and corporate leaders to campus.

Accounting Advisory Board

Forensic accounting, taxes, audits of financial statements, international business, financial planning for retirement, personal and business insurance, and medical technology represent the diversified specialties of the 12 CPAs and accountants who make up the newly formed Menlo College Accounting Advisory Board. The Menlo College Accounting Advisory Board was formed with three main objective areas: curriculum, community outreach/events, and internships/job placement.

In addition to discussing curriculum for business needs, the Board will also try to interact with classes and plan events such as speaker days on campus. Menlo’s accounting classes have increased from two basic classes required under the business major to ten courses plus opportunities for class credit in an internship program.

The MCAAB encourages students and alumni to help promote the new accounting major with events such as their annual Accounting Day or in class projects such as the internal controls course, in which students created poster boards depicting and describing how a fraud was perpetrated. The Board also encourages people to help prepare future leaders by notifying them of openings at their company or by creating a spot for a fellow Menlo Oak for an internship or a full-time job position.

Please contact the MCAAB, accounting@menlo.edu, if you are interested in participating—whether it’s being a panel speaker in a class, attending or sponsoring an event, or filling a job need with a Menlo student or alum. Keep in touch through the webpage, http://www.menlo.edu/advisory_boards/accounting.php to find out about the Board members, upcoming events and opportunities. Future plans include an accounting networking link through LinkedIn.com for those in the industry who work in accounting or have a background in accounting.

Board Co-chair Donna Little is an Associate Professor of Accounting & Finance at Menlo College, where she has taught and advised since 1986.

The Board currently includes five alums from the College. Three of them are employed at Burr Pilger Mayer: Board Co-chair Sharon Selleck is a director, Carolyn Amster ’79 is a tax partner, and Bradley Awaya ’06 is a supervisor. The other two alumni work at Frank, Rimerman & Co. LLP in Palo Alto: Matt Price ’06 is a licensed CPA and Tony Data ’06 is a senior associate.
He has written for Presidents Clinton, Bush, and Reagan, including Reagan’s New Year’s Address to the Nation in 1987. He also wrote the eulogy at Elvis Presley’s funeral.

The goal of Menlo College’s Annual Career Conference is to introduce Menlo students to business leaders, to motivate students in their career pursuits and to provide them with career opportunities.

“I am so absolutely proud of this school and how good it has been to my daughter. I’ve seen her thrive for the past four years.” Barry Adelman

Angelica Adelman ’11, and her dad, Barry Adelman, Executive Vice President of Television for Dick Clark Productions.

OPPOSITE: Barry Adelman delivers his keynote speech at the Career Conference.
An Excerpt from Barry Adelman’s Keynote:

I hope one of the things you are picking up from me is how I enjoy what I do. It’s a passion for me. And I say this to each and every one of you. If you’re going to go into the business of entertainment—whether it’s the creative part, the business part, the accounting, whatever it is, I promise you it will dominate your life. **In fact, most careers that you choose are going to dominate your life.** And it’s very, very important in my opinion—and I don’t have all the answers—but in my opinion, you have to keep two things at the forefront of your mind. One is, “am I good in this field, can I succeed in it, am I really qualified for it?” or “Do I just want to be in it for a lot of reasons that probably are wrong?” That’s number one, and two, “Do I love it?” because you are going to spend more time on your job than you’re going to spend with the person whom you live with; you’re going to spend more time than with your animals, with your cars, whatever your passions are. **Your job is going to be the one constant, so make sure you love it.** I hope you love it as much as I love it. Don’t let anybody ever tell you that you can’t do anything. If you believe in yourself, **go as far as your ability and talent will take you.** But think about what you’re going to do.
Over 200 students, faculty and staff packed our gym to hear Mr. Barry Adelman, Executive Vice President of Television for Dick Clark Productions, kick off the 3rd Annual Career Conference on September 21. Adelman’s keynote address was titled “The Business of Entertainment: or... how I was trapped in an editing room with Lady Ga Ga...a locker room with the San Francisco Giants...a dressing room with Leonardo...and a men’s room with Michael Jackson!”

Through engaging stories of Adelman’s personal work with Lady Ga Ga, Barry Bonds, Michael Jackson, Madonna and others, students learned that individuals are frequently faced with decisions that can build or destroy business relationships. Adelman also shared a short videotape highlighting the various television and music projects that have consistently made Dick Clark Productions grow and remain profitable. The videotape provided a great example of how one can use visual aids to make a strong business case to networks and investors.

Following the Keynote address, students were invited to an informal networking lunch with Alumni and Faculty. Students eager to learn more about sports management were able to talk to recent graduate, Victor Rico-Gutierrez ’09 and learn more about his job working with the San Jose Earthquakes. Katherine Alves ’72 talked with students interested in the field of public accounting and Larissa Wolf ’07 shared her experiences in human resources and operations management.

More alumni were on hand for a series of workshops in the afternoon. Based on an earlier survey of what was most interesting to students, workshops about careers in accounting, entrepreneurship, psychology, finance, marketing and real estate were provided. Students were able to learn about the career path of each alumni panelist, what it’s like to work in that field, and receive advice for how to enter that field today. Presenters included Katherine Alves ’72, Gary Kremen, Steve Bennet, and Eric King (partners in the Menlo Incubator), Virginia Jones ’06, Amy Castillo ’07, Robert Rius ’01, Scott Schroeder ’10, Ryan Else ’98 and Derrick Meyer ’03.

Students enjoyed the day, networking and learning first-hand from Alumni what steps they need to take in order to launch their careers.
Katherine Alves ’72
Accountant
Katherine, the first woman to graduate from the School of Business Administration at Menlo College, has enjoyed a distinguished career in the field of accounting. After expressing an interest in career services and facilitating internships in this field, she was invited to present at the recent Career Conference. Reconnecting with Menlo after several years, Kathy was an integral part of the 2010 Commencement ceremony, carrying the Alumni Association banner and delivering the Alumni Association speech. She hopes to become more involved with the students involved in the Accounting Program.

Amy Castillo ’07
Special Education Teacher, Central Valley High School
Never one to stay still, Amy has been working in a variety of settings helping students. She is currently a Special Education Teacher at Central Valley High School in Ceres, California. She also is coaching college basketball, high school basketball, and volleyball. “It was an honor to be there! I really had a great time. Please let me know if there is anything else I can do. If I can help, I gladly will!”

Ryan Else ’98
Founder and Owner of Cortel, LLC/CortClean
“I had a great time (at the Career Conference), and thank you again for helping out with my slide show. One thing I forgot to talk about with the students was the introduction of QR Codes into marketing campaigns. They target the growing market of smartphone users. You might want to look into this and talk to them about it in class. They can be used to direct people to web pages, targeted videos, offer special coupons or discounts or to just simply provide greater detail on products, history, company, marketplace, available retailers, etc. In a nutshell, QR Codes are a more complex and personalized form of a bar code. They are free to create and all you need to do is download a QR code reader to your phone in order to read them.”

Virginia Jones ’06
Clinical Program Manager, Unity Care Group
Virginia joined Unity Care Group, Inc. in February 2010 as a Clinical Program Manager. She works with parents who have had their children removed from the home due to abuse or neglect. She manages a staff of seven Parent Advocates who help educate and empower the parents to work their time-limited court ordered case plan so that they can successfully reunify with their children. She plans to be doing therapy again soon so she can continue to gain hours towards her LCSW. Of the conference she said: “I enjoyed the hours I spent at Menlo. If I can help one student I know my time there is well spent.”

Derrick Meyer ’03
Marketing Consultant
Derrick has over 20 years of experience working for high tech companies in the Silicon Valley. He has a technical and marketing background. Starting his career as an engineer for IBM, he soon moved into the marketing realm where he built dynamic experience...
working for companies such as HP, Philips Electronics, Cisco and ReplayTV. Derrick is an innovative marketing, PR, and advertising professional with over 14 years of experience doing B2B & B2C marketing in the consumer, retail and high tech industries. Derrick has demonstrated success in driving revenue and maximizing ROI across all marketing programs for established, start-up and “turn-around” companies. Derrick graduated from Menlo College in Atherton, CA with a Bachelor’s degree in Marketing.

Rob Rius ’01
Vice President/Wealth Advisor, Morgan Stanley

A 2001 graduate of Menlo, alumnus Rob Rius is a Vice President/Wealth Advisor at Morgan Stanley. He was happy to return to the College for the Career Conference to present on the topic of “Careers in Finance”. In his spare time, he also coaches basketball at Junipero Serra High School in San Mateo, CA. A firm believer in using sports as a teaching tool for building character, self-discipline, time management and leadership, Rob is a founding board member at IOBAM Athletics (Integration of Body and Mind).

Scott Schroeder ’10
Financial Services

After completing his degree in Finance in May, Scott is in full fleck job search mode. As a matter of fact right after presenting at the conference, he flew down to Los Angeles for an extensive job interview with a large financial services organization.

“If I can help one student, I know my time there is well spent.”

Virginia Jones ’06

TOP RIGHT: During the week of the Career Conference, the Menlo College Art Committee presented the IMAGES OF MENLO Plein Air event. Participating artists included: Joanne Baciocco, Edwin Bertolet, Nina Bricker, Susane Elwart Hall, Nicole Keatin, Lisette Lugo, Michael Pauker, Cynthia Riordan, Colleen Sullivan, and Dan Trimbath. Students from Artist-in-Residence Michael Pauker’s drawing classes also participated in the show. MIDDLE: Sophia McCavitt ’11 won first place in the student competition. ABOVE: a detail from Susan Elwart Hall’s painting, “Opening Day”
The Menlo Experience

Meet Our New Provost
Dr. Jim Woolever

Jim Woolever, recently appointed Provost of Menlo College, has fostered excellent relationships with nearby four-year colleges and local community colleges for cooperative programs in his position as Menlo College’s Dean of the Professional Studies Program (a position he has held since 2007 and will maintain as Provost). He comes from a strong liberal arts background, and was an academic dean at Wadhams Hall College. He attended Syracuse University for his Ph.D., and was professor of ethics at three universities. His business teaching experience includes his engagement by the California Medical Association and six Bay Area colleges and universities to teach business management courses for health care professionals, business executives, and the general public.

Dale Hockstra, Dean of Business and Academic Affairs, will continue in his current position as he anchors Menlo’s AACSB accreditation and MBA program development efforts. Dale provides important continuity by leading the School of Business to its next level of prominence. His experience as a business dean and management professor is an integral part of the accreditation evaluation, and he is committed to teaming with Jim Woolever to fulfill the College’s mission.

Marilyn Thomas, the new Dean of Arts & Sciences, will continue to coordinate the academic programming for the Freshman Year Experience, tying into the first-year curriculum.

“The Academic Affairs team is enthusiastic and exceptionally capable, and I am privileged to work with Jim, Dale, and Marilyn to create excellent educational opportunities for our students.”

Dr. James J. Kelly, President

by Dr. James Woolever, Provost and Executive Vice President

In 2009, Menlo College was awarded the distinguished “Best in the West” designation from Princeton Review. After receiving this award, several people asked me about the academic programs at Menlo and why they are so highly regarded.

My response is that the Menlo Experience is aimed at expanding the horizons of our students and exposing them to those aspects of the intellectual life which are informative, insightful, and above all, provocative. Our wide diversity of classes and outstanding extra-curricular programs challenge our students to resist any temptation toward intellectual inertia. We believe that personal discovery is an important aspect of the life-long learning experience. Menlo students are motivated to develop a desire for intellectual and personal growth, and are continuously exposed to conceptual ideas and transformative skills which facilitate a climate for personal discovery.

“The Menlo Experience is preparing our students to contribute actively to the global community of the 21st century.”

Dr. Jim Woolever, Provost

Menlo College’s highly qualified faculty is committed to creating a “culture of engagement” for all our students. At every level of instruction, students are encouraged to engage in critical thinking, to foster personal insights, and build on individual interests. This impulse of discovery perpetuated in our classes leads to personal insights which are formed and developed by the creative imagination. We empower Menlo students to channel their innovative and creative impulses to reach their full potential as tomorrow’s business and organizational leaders. Why “Best in the West?” The short answer: the Menlo Experience is preparing our students to contribute actively to the global community of the 21st century.

“I’m honored to help move Menlo College toward its goal of becoming a premiere 21st Century business school.”

Dr. Jim Woolever, Provost
Dr. Deborah Brown McCabe
Associate Professor
Marketing

Dr. McCabe, whose research focuses on the intersection between technology and decision-making, wrote a paper entitled "A Student View of Technology in the Classroom: Does it Enhance the Seven Principles of Good Practice in Undergraduate Education?" The paper, co-authored with Professor Matthew Meuter of CSU Chico, was a finalist for the Best Paper award at the Marketing Educator’s conference and is under review at the Journal of Marketing Education.

Dr. Soumen De
Professor, Finance

Dr. De presented a paper “On the persistence of the global imbalance” at the Global Finance Conference held in Poznan, Poland, in 2010.
Kevin Kaatz
History Lecturer
In June 2010, Kevin Kaatz, submitted Early Controversies and the Growth of Christianity: From Paul to Augustine, to Praeger Publishers. It will be printed in early 2011. He just received a contract to write another book titled Documents from the Origins of Christianity. This will be finished by the beginning of 2012. Kaatz also wrote an article titled “The Mystery of the Epistula Fundamenti,” which will be published in the conference proceedings of the 7th International meeting of Manichean Studies in 2011.

Dr. Kaatz received a B.S. in Zoology/Anthropology (University of Michigan); a B.A. in Religious Studies (University of Michigan); an M.A. in Greek and Hebrew (Graduate Theological Union in Berkeley, CA) and a Ph.D. in Ancient History (Macquarie University, Sydney Australia). His main area of research is religious controversies in the Roman Empire during the 4th Century A.D.

Dr. Marianne Marar, Assistant Professor of Social Science
Dr. Marar developed and proposed a course called Immigration, Transnationalism & Global Studies, which she taught this semester. She is working on an article called “I Know There Is No Justice: Palestinian Perceptions of Higher Education in Jordan.” She is actively engaged with student participation on campus as advisor for the Menlo College Student Government Association, the Muslim Student Association, and the International Club.

Pamela Gullard
Adjunct Instructor, English

Dr. Craig Medlen, Professor of Economics
“My article ‘A Historiographical Exhumation of J.A. Hobson’s Over-saving Thesis’ will be published in the October 2012 issue of the European Journal of the History of Economic Thought. J.A. Hobson was a fore-runner of John Maynard Keynes. Keynes is known for understanding the Great Depression of the 1930s as a phenomenon rooted in ‘over-savings’ – i.e. under-consumption and a corresponding deficiency in aggregate demand. Before Keynes, J.A. Hobson understood this under-consumption as a result of investment restricting tendencies of modern corporations and the inability of the wealthy to spend their vast incomes. In Imperialism (1902), Hobson showed that imperialist tendencies resulted from an inability of the home market to absorb production; in consequence there was a constant drumbeat for overseas expansion with a corresponding absorption of surplus capital that would have otherwise generated economic depression. Hobson advocated a thorough-going restructuring of the modern order where the government would expand production and employment. Government-sponsored employment would be financed by high taxes levied on the wealthy. Since restructuring would counter the necessity for imperialism, Hobson understood such government employment as a force for peace.”

Dr. Melissa Michelson, Professor of Political Science
Dr. Michelson joined us from a Faculty Fellowship at the Stanford University Research Institute for Comparative Studies in Race and Ethnicity. She previously taught at California State University, East Bay and Fresno, the University of Illinois, and Lawrence University. She was engaged in the gubernatorial election working with Marketing Professor Deborah McCabe to increase Menlo College student voter turnout using marketing techniques. She and Dr. McCabe conducted a voter registration drive at a Town Hall meeting and helped the student government organize a voter education forum. Dr. Michelson has launched an experiment to test the effect of making voting more convenient for permanent absentee voters in San Mateo County. She worked with Credo Mobile to increase voter awareness of Proposition 23, the proposal to suspend California’s Global Warming Law. She is a frequent contributor to local media.
Dr. Yi-Ching Kao
Assistant Professor of Accounting

Dr. Yi-Ching Kao has taught at the University of Colorado - Denver, the University of Wisconsin - Milwaukee, and at the University of Texas at Dallas. Before then, Dr. Kao was a software engineer at technology companies in California and Wisconsin. Her academic interests are in Managerial Accounting and Accounting Information Systems. She received her doctorate in Management Science (concentration in Accounting) from the University of Texas at Dallas. Her dissertation won the "Best Dissertation Award" by the American Accounting Association. She received her master’s degree in Business from the University of Wisconsin and her bachelor’s degree from National Taiwan University.

She is interested in performance evaluation techniques and has applied them to conduct research in various industries such as public accounting, software production, electronic commerce and the nonprofit sector.

Kenneth K. O. Leong
Professor of Accounting

Professor Leong has joined Menlo College’s full-time Accounting faculty. He was born in Hawai’i and previously taught at San Francisco State University and the University of Colorado.

He is interested in corporate performance evaluation, and in particular, the use of economic value added (EVA) ratios in assessing company worth. EVA differs from standard earnings calculations in its inclusion of both operating costs and capital costs. This is the topic of his latest work, which he presented last October in New York to the International Financial Management Association.

Leong is working with the administration and faculty to develop the Accounting curriculum. His focus is intermediate accounting courses, teaching students to apply generally accepted accounting principles (GAAP). Leong said, “Nothing makes me happier than to help freshmen develop and be productive. Menlo is a place where you can do that.”

Dr. Stephanie Dellande
Associate Professor of Marketing

“One of my research projects, ‘The Marketing Research Portfolio: A Pedagogical Alternative for Improving Student Performance,’ offers an alternative to the traditional marketing research class project as a means of improving student knowledge of the marketing research process. This paper is presently under review at the Journal for Advancement of Marketing Education.

Another study of mine attempts to understand how consumers cope in a debt management program (DMP). The purpose of the study is to understand the role of ego depletion in completing a DMP. In ego depletion one is in a state of reduced capacity to change or alter one’s behavior. O’Neill et al. (2006) found that financial distress and worry about financial problems may adversely affect health. This project is especially important given the potentially dire consequences of not completing a DMP.”

Dr. Leslie E. Sekerka
Director, Ethics in Action Research & Education Center

As the Director of Menlo’s Ethics in Action Research and Education Center, Dr. Leslie E. Sekerka has continued to generate enthusiasm around the world for the a domain she refers to as “Positive Organizational Ethics.” This area of study is directed to those pursuing positive subjective experiences, positive attributes of individuals and groups, and positive practices that contribute to the best of human behavior in organizations. To launch this effort, the Associate Professor of Organizational Behavior and Psychology traveled to Australia to share her research, teach master classes, and stimulate additional scholarship on this topic at the University of South Australia (Adelaide) and the University of Sydney. One study she presented, “Curiosity as a Framework for Responsible Management,” will be featured in a collaborative volume entitled Virtue Ethics as a Framework for Responsible Management. All three of her manuscript submissions were accepted to this year’s Academy of Management (Montreal, Canada). In November she travels to Berlin, Germany, to present her research entitled, “Building Managers’ Desire to Act Ethically: A Field Study Using Experiential-Based Ethics Training” at the International Experiential Learning Conference. Her recent publications include articles appearing in Business Horizons and Training & Management Development Methods. The professor’s research in progress includes a global inquiry that examines the influence of religious and spiritual values on moral decision-making in business. Coming soon, the moderated mediation of social self-conscious emotions when facing an ethical challenge—with Menlo students as the research participants under study.

Dr. Stephanie Dellande, Associate Professor Marketing and Dr. Leslie E. Sekerka, Director of Menlo’s Ethics in Action Research and Education Center and Associate Professor of Organizational Behavior and Psychology, at the Outside the Box art reception for Works by Students, Faculty, Staff

Jan Dykstra
Professor Emeritus

Professor Dykstra just celebrated his birthday with faculty at Menlo.

Destination Australia

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Have you ever wondered exactly how much a particular NFL draft pick affects his team’s chances of winning, or if a pitcher’s accuracy is improved through his catcher’s target location? To what degree does an NBA team’s regular season reflect success in the playoffs? Is there referee bias in an NFL game, and to what degree? How is the best batting order in baseball compiled? How does one predict which sports collectibles will retain their value?

On October 16, Menlo College hosted the 2010 Northern California Symposium on Statistics and Operations Research in Sports (NCSSORS). Sponsored by a partnership between Menlo College, the Journal of Quantitative Analysis in Sports (JQAS), and Statistics in Sports Section of the American Statistical Association, NCSSORS is an annual meeting of academics and professionals who work with sports teams, sports media, and universities to present original research and discuss pressing issues in the field of sports statistics. Afterwards, Benjamin C. Alamar Ph.D., Assistant Professor of Sports Management at Menlo College, the organizer, commented “The conference attendance grew by more than 10% over the first NCSSORS event. It was a forum for presenters and attendees from around the globe, who were able to share research and ideas as well as make connections with interested parties in academia, the media and pro teams.”

The symposium included traditional oral presentations, research posters and a panel discussion. Conference attendees came from around the world to listen to the presenters discuss their work on the above topics and more. The featured speakers this year were Sig Mejdal of the St. Louis Cardinals and Roland Beech of the Dallas Mavericks. Asked for his comments on the day, Mr. Medjal stated, “The conference was great. It was not only filled with interesting speakers and posters, but also was a great opportunity to speak with and pick the brains of professionals from other sport individuals whom I would never get the chance to meet.”

An article containing the proceedings of the symposium will be published in a special issue of the Journal of Quantitative Analysis in Sports.

To learn more about NCSSORS or JQAS, please contact Ben Alamar at: balamar@menlo.edu

“...I just have this image still of the researcher on the edge of his couch, hours at a time, eyes wide open, bags under his eyes, looks like a zombie, just clicking the stopwatch,” laughed Steve Inskeep, National Public Radio host of Morning Edition. The inspiration for this imagined visual is none other than Menlo College researcher Benjamin C. Alamar, Ph.D.

Morning Edition host Inskeep and sports correspondent Mike Pesca were discussing Alamar’s stats on NPR Morning Edition’s January 21 interview titled “4 NFL Teams Do Battle for 2 Super Bowl Spots.” They had read an article by Reed Albergotti in the Wall Street Journal titled “The Mysteries of the Offensive Line” discussing how Professor Alamar was attempting to grade the performances of offensive linemen by analyzing videos of their passing plays during games using his stopwatch to compare time allowed the quarterback to the league averages. Based on the results, he was able to estimate how much player performance likely added to team results.

“I did not focus just on playoff teams, but on the data collection, as we had limited time. More data was collected on teams that were likely to make the playoffs,” explained Alamar.

His reputation has soared with the win by the Green Bay Packers for one of the two Super Bowl spots. He timed every pass play by leading playoff contenders to show that the Packers offensive line is very good. “As someone who has worked for years to demonstrate the value of good statistical analysis for football teams, it is gratifying to see the work start to gain recognition,” he said.
Marilyn traveled to Luxembourg for a wedding this summer where she met with Menlo alumni Brian Ahmann ’03, Asa Brannenstein ’02, and Francesco Gambini ’01. The groom was Count Gaston d’Ansembourg ’03, who was one of Marilyn’s former students. The wedding was held in a traditional style of 17th Century royal Luxembourg.

Destination Luxembourg

by Professor Marilyn Thomas, Ph.D., English and Humanities

Narrow winding roads through lush green rolling hills and fields pointed the way to the village church built in the 17th century for the Counts d’Ansembourg and their descendants. The traditional Roman Catholic ceremony was conducted in French, German, and English for the benefit of the multi-lingual congregation. Most were in formal attire, the men in morning suits, the women in floor-length gowns and hats to fascinate. Music was provided by a string quartet and a vocalist, performing classical pieces appropriate for the occasion.

After the formal ceremony, the bride and groom, along with the wedding party, were carried off to the castle in horse-drawn carriages for a reception and lunch prepared for 150 special guests. Lunch was followed by a formal dinner and dance to which 450 guests had been invited.

The castle is so much a part of the landscape, one can hardly imagine the rolling hills without it. The views are breathtaking, including a field of sunflowers planted in the spring with the upcoming festivities in mind. The castle has been home to a long line of Counts for the past 900 years. Profuse floral arrangements graced the elegantly draped tables for the formal luncheon, each table featuring a pencil sketch of one of the castles in this, “the Valley of the Seven Castles.” Titled guests of Gaston ’03 and Marina sat at the tables represented by their castles.

Raechelle Clemmons, CIO helps Ami Simpson ’12 with a tech project.

Raechelle Clemmons, CIO, has been accepted as a mentor for the Technovation Challenge program. This program, sponsored by tech companies including Google and Microsoft, is designed to give high school girls hands-on experience with engineering and tech entrepreneurship.

The Technovation Challenge Program is a nine-week, after school program that brings together high school girls, female university engineering students, and female professional high-tech mentors. The students and mentors work together to learn programming concepts using App Inventor for Android (TM), a visual programming language developed by Google for smart phones. Concepts in entrepreneurship are explored through lectures and hands-on exercises on topics such as product and user interface design, marketing, finance, and presentation and public speaking. Through the course, each team creates a mobile app prototype and writes a business plan for their app. The program culminates in a “Pitch Night” during which students demo their apps, present their business plans to venture capitalists and industry professionals, and win prizes. Spring 2011 courses run until April 2011, in nationwide cities including Mountain View.

“The Technovation Challenge is a unique opportunity for me to share my passion for technology with young women. I am honored to support a program focused on entrepreneurship and innovation, which are such important elements of an education at Menlo College,” said Raechelle.
“We are so very fortunate in this country not to have to sell our votes to eat or provide for our families, not to have to fight to express our views—however faint we may feel our voice might be at times—not to have to protest or demonstrate or otherwise convince our leaders that we are worthy to vote. We have that right and we have an unimpeded capability to use it. For that, we can today, Constitution Day, say words in support of the document assuring us that right. Even better, in the future we can regularly demonstrate our commitment to the Constitution and our so-very-special and oft-neglected rights, by voting.”

An excerpt from Mayor of Atherton Kathy McKeithen’s Constitution Day Speech, 09/2010
I grew up in Iran in the ‘50s,” mused Ben Efraim, ‘80, recounting the unique global path that led him to Menlo College. “I’m told I was a handful at home,” he recalled, smiling, “so my family enrolled me in a British boarding school in Geneva. Semi-military and disciplined, welcoming each new student into an environment of tolerance, understanding and respect for a multi-cultural community, the school provided a wonderful foundation for my education. Two of my cousins attended Menlo High School in the early ‘70s, which eventually led to my interview in 1976 with Bill Moser, who was then Menlo College’s Registrar.

“Menlo was an attractive setting for me to continue my studies,” Ben reflected. “I visited a number of big schools, but with its reputable School of Business Administration (SBA), international flavor, highly personalized setting near a big city but not in a big city, Menlo replicated the high school environment where I flourished. I attended USC for a semester within their Entrepreneurship Program, but soon discovered that a large campus was not what I was looking for. I had the privilege of meeting Judge Russell during my interview at Menlo, and the rest is history.”

Ben Efraim graduated from Menlo College in three years, taking 19, 21 and 23 units per semester, with a GPA of 3.5 while attending. He went to New York in December of 1979 to work for his family’s import/export business, returning to Menlo in May 1980 to graduate. “My dad made a deal with me,” Ben remembered. “If I
Beptal Inc.

Since 1984, Beptal, Inc. has made its visions into profitable realities. A real estate development and management company based in Santa Monica, California, Beptal focuses on opportunistic acquisitions in distressed asset classes and properties that have accumulated more debt than their market value.

The company was originally founded by three high school friends, Benjamin Efraim ’80, Philip Tsai and Andre Luu. During the past 27 years, Beptal has developed over $100,000,000 in commercial, residential and mixed-use projects in California, Colorado and New Mexico.

The company’s ability to respond expeditiously to varying market conditions, and the breadth of experience it has acquired in developing projects of a complex nature, will continue to enable Beptal to take advantage of unique opportunities in these uncertain times.

Ben Efraim circa 1980 yearbook.

"In my own international travels, being part of the Menlo family has opened doors with other alumni in business and otherwise. I have picked up the phone and the Menlo connection has been almost a calling card, as the Menlo bond for all of us goes very deep."

Ben Efraim SBA ’80

Ben Efraim circa 1980 yearbook.
This year saw the opening of the Moon Restaurant by owner Michael Mendez SBA’80 with his brother. He says it all started...
when in class at Menlo. The assignment was to write a business plan. His plan was for a “quick service restaurant”.

Terry Blumenfield ‘83, is busy working in the real estate business. Hope your health continues to improve. Yvette Wing-Wa Ching ‘54 is a stay-at-home mom. She has been volunteering and taking Mandarin classes. Robert Doiron SBA’86 and Fiona Thresher L&S’84 met at Menlo and have been married for 16 years. They have two sons and live in Boise, ID. Jeanne Lindholm Deranja ‘87, after 20 years in radio sales, marketing and several radio stations, has left the business and is a stay at home mom with four kids. Dave Gilbert SBA’87 retired in 1994 from the Atherton Police Dept. after a series of line of duty injuries. He went to work for Quest Communications and moved up to president of the Western US. He retired from that in ’02 and is now with XO Communications. Michael Tomars ‘87 was one of the securities compliance examiners in a big case for The Securities and Exchange Commission where three AXA Rosenberg entities were charged with securities fraud for concealing a significant error in the computer code of the quantitative investment model that they use to manage client assets. The error caused $217 million in investor losses.

1990s
John Dawson SBA’91 writes he is working in the funeral business and learning stand up comedy. He lives in Chino Hills, CA. Bob Daily SBA’92 lives in Oakland, CA and works in investment property development and management. Diane Ako ’92 has been appointed Director of Public Relations for the Halekulani Corp. She will be responsible for directing all corporate, hotel and community media relations, communications for promotions and special events and marketing initiatives. Jason Ford ’95 is married with 2 children and living in Marin County. He is Director of Sales for Citrix Systems.

2000s
Eileen Baldecchi-Carter ’00 is married and living in Reno, NV. She is marketing director for a local business. She goes camping and hiking in her spare time. Donald E. Fox ’03 lives in Milpitas, CA and is in marketing. Andy Galea ’06 is employed with the Los Altos Police Dept. as a Captain. Elizabeth Logan Fife ’07 is trying to build a home based business with network marketing and health products. She is using the skills she learned at Menlo to do this.

In February, Kyle Lydick, a student at Menlo from 2008-2010 was killed in an automobile accident when his car overturned in Southern California. Friends of Kyle’s met in the Russell Center with staff and faculty after his accident to remember him, share stories and support each other over this unexpected devastating news. Dr. Leslie Sekerka discussed their reflections about Kyle with students and presented by his friends, peers, fellow athletes, and professors, as we gathered to reflect on his influence on our lives.

As a member of our Menlo family, we recall the contributions of Kyle Lydick. When on the field, he stayed at it, even when it “got tough” out there. He looked out for his pals, and put out a hand when needed. But what Kyle was distinctively known for was his great outlook on life — staying happy no matter what. With his paradoxically subtle yet colorful personality, he would quietly show up in purple (in his “Harry Potter” sweater), dress black (with a top hat), and yes, even in pink (as a flamingo)! This young man was the guy who seemed shy, but had a playful inner core that his friends adored. With “that smile” he was able to start the laughter, even before a word was said. As one friend shared, “He just brought a positive vibe to every room and every situation.” Perhaps the mischief behind his smile was his gift to us. Kyle let us know that the secret to living a good life is by finding a bit of joy in each moment, and then sharing it with others.
A new rite of autumn was celebrated on campus when the Second Annual Señor Carlos López Memorial Soccer Tournament graced Wunderlich Field once more. The highlight of the event—held in remembrance of former soccer coach, athletic director, professor, and president of Menlo College, Dr. Carlos López—was the alumni soccer match, which featured many Menlo alums whose lives were touched by the late Dr. López. It also afforded the participants time to swap stories about the influential Oak who mentored so many members of the Menlo family throughout his decades on campus. Funds from the event help to sustain the Carlos López Endowed Scholarship.
Menlo College’s 2nd Annual Señor Carlos López Memorial Soccer Tournament was held September 18 on the Wunderlich Soccer Field.

Carlos López, President, professor and coach, who passed away in March, 2009, was a major inspiration for Menlo College soccer for over 45 years. The soccer alumni initiated this annual soccer tournament and reunion to honor his leadership and impact on their lives, specifically by raising funds to support the Carlos López Endowed Scholarship. The international alumni planning committee includes Karl Buder ’66, Victor Rico Gutierrez ’09, Carl Aruero Hague ’93, Alex Parr ’82, Daniel Regas ’89, John Rooke ’88, Rob Sluis ’84 and Enrique Ybarra-Valdenebro ’91. Proceeds from this alumni-sponsored event benefited the Carlos López Endowed Scholarship Fund. Donations are 100% tax deductible.

“The 2nd Annual Señor Carlos López Memorial Tournament was once again a wonderful tribute to a man who meant so much to so many of us. For me personally, as no doubt the oldest soccer alumni, it is a great opportunity to connect with the younger alumni to share our stories about Señor. It also allows the current student athletes to learn about the Menlo tradition, so that they may carry the torch in the future. I look forward to next year’s event!” Karl Buder ’66

YELLOW TEAM
Julian Baldaccini ’10
Kevin Koutou ’06
Aiden O’Flynn ’07
Greg Sondern ’86
Andreas Strieve ’86
Karl Buder ’66
Michael Pessah ’10
Scott Gill ’06
Omar Chavira ’09
Ramiro Rios ’06
Eric Sponburgh ’99

RED TEAM
Stefano Mangano ’10
Jonathan Delgado ’06
Victor Rico Gutierrez ’09
Enrique Ybarra ’91
Steve Gyepes ’88
Bryan Medavoy ’88
Mark “Turbo” Ryan ’88
Pat Conte ’10
Steele Witchek ’99
Kevin Sides ’92
Peter Johnson ’04
John Rooke ’88
Teodor Vacev ’04
Tim Dierkes ’83

ABOVE: Karl Buder ’66
LEFT: Carlos López’s daughters with John Rooke ’88
Developing Partnerships

By David Placey, Vice President for Student Services

If you haven’t been to Menlo in the last 3 years, you haven’t been to Menlo. So much has changed and it just keeps getting better. For the second year in a row, we have been named a “Best in the West” College by the Princeton Review. Why is that so important? It’s because the ranking is based on what our current students say about Menlo College. With over 40 clubs and organizations, more than 300 student events each year, and our athletic teams taking the NAIA by storm, Menlo is the place to be!

Due to our outstanding and engaged faculty, our location in the Silicon Valley, innovative internships, and the highest retention rate in recent history, Menlo has also been ranked as a “selective” institution by US News and World Report.

We’ve been able to accomplish this in such a short time by forming partnerships. Our Student Affairs team has partnered with Faculty to continue our annual Career Conference. This year Barry Adelman, Menlo father and executive vice president at Dick Clark Productions, spoke to a packed gym about the importance of having a passion about what you do. The Conference included workshops put on by notable alumni and friends of Menlo – a benefit for all students. Our coaches partner with faculty to assist students with success on and off the field. We all partner with alumni and the community to develop relationships that benefit our students, enhance their “Menlo experience” and teach skills not learned in the classroom. We invite you to visit us to see the great things happening here!
What a great time to be a Menlo Oak! It has honestly been a pleasure organizing the activities, clubs, and students. School spirit and school engagement is better than ever.

The Menlo College Student Government Association (MCSGA) started the year off with a welcome week full of activities. It was rewarding to see the attendance at these events because they were all well attended. As a result of a great welcome week, there are 40 student clubs and organizations created to target the interests of our students. This wide range of clubs gives our students many different outlets for involvement. The 40 clubs represented at our recent club fair gave the student body the opportunity to learn about them and sign up for membership.

We are providing leadership training and a chance for all clubs to collaborate at the monthly Inter Club Council (ICC) meeting. I am looking forward to their development and events. In November, MCSGA will be sending four members to the National Association of College Activities (NACA) to develop leadership skills and to recruit the best performers to come to Menlo.

It has been a great year so far, and it’s only going to get better.

Go Oaks!

Meghan Hulsey ’12 started the Writers Block. Katie Flynn is the club advisor.
The Art of Choosing

Dr. Marilyn Thomas, Dean of Arts and Sciences is a member of the committee that selected the 2010 freshman reading, The Art of Choosing by Sheena Iyengar. This nonfiction work was a central topic for discussion in the classroom during the fall semester. She proposed that “If sharing a book with another person can be a way to bond with that person, then sharing a book with several hundred people can also be a bonding experience if the book read addresses a pertinent topic and leads to animated discussion on that topic.” Making choices is a significant challenge facing an evolving population, from freshmen in college to their grandparents transitioning into retirement.

Sheena Iyengar, S.T. Lee Professor of Business at Columbia University, presents data in a scholarly and thought-provoking style stemming from her extensive studies regarding the role of choice in our lives. She gives evidence that choices are not only influenced by cultural values, but may also be affected by the available number of options. Our individual world views are a reflection of how we view the role of choice, or lack of it, in our lives.

Iyengar explores avenues of personal reflection that reveal much about us and our motivation, which takes the reader on a psychological journey to explore the art of choosing.

Consider the following stories of personal choice at Menlo College.

Choosing Freedom to Be Myself

Marc LeBoeuf, a freshman from Walnut Creek, CA, graduated from a high school that had small classes in a diverse community. It offered Marc an enriched learning environment. Marc needed visual as well as auditory styles of learning. He liked being part of a team, and his teachers gave and accepted feedback from students and made adjustments in methods. His instructors were approachable, thus his confidence, self-awareness and leadership skills grew. He became a school leader, graduating as class valedictorian. As a teen, Marc dressed in the latest fashion styles and was a bit rowdy until he realized that he was totally comfortable in suits.

Marc’s an excellent communicator who thrives on connecting personally in the social arena. There was no question that Menlo College would offer an innovative, personalized college experience. Marc feels a natural fit here, where he has chosen a business management major with a concentration in finance. Marc has always been interested in business. He started tinkering with a video camera when he was four years old. While other kids kicked soccer balls, he studied the stock market and placed a “buy” or “sell” on his stock portfolio. In addition, he developed his skills in film-making so much that by the eighth grade, he had started his own film company, Falling Films, which continues to provide services to large corporations, videotaping corporate meetings or annual events.

Today, Marc continues to connect, change and lead on campus, with a specific goal for his freshman year. He hopes to start a public speaking club for students, who would meet regularly and eventually go to the public high schools and communities to speak. “These skills are important for any student and future business person,” he maintains. This independent, talented and innovative individual continues to follow the stock market and still considers day trading as a hobby, just as filming began as an interest. Marc’s strategy for life is making choices that affirm his independence and creative instincts.

Choosing an Enduring Family Legacy

Robert Mills Davis ’51, a member of the charter class of the SBA said, “Menlo was a good choice for me – the junior college was beginning to blossom with all the returning GIs… when I finished Judge (Russell) got a hold of me again and said, ‘You’re going to start in the SBA…’ It was a unique situation then. I don’t think you can duplicate the Class of 1951, which was small and very close to a very good bunch of professors.”

Fast forward sixty years to the Class of 2011, and Papa Davis’ grandson Andrew Huysmans ’11 is graduating in Business, with a concentration in Sports Management. Andrew’s choice was to transfer from Linfield College to Menlo for his junior year. His grandfather, affectionately called “Papa,” suggested he visit Menlo’s campus to meet Dorothy Skala, Alumni Director, who steered them towards Admissions.
Andrew and his mom Karen returned for an interview. Just like his Papa, Andrew is motivated and focused, due to smaller class size, better communication, plus personalized student services in a positive academic environment. Andrew said, "I am enthusiastic about graduating. I can see the finish line!"

Born in 1926, Bob Davis jokingly refers to himself as "Menlo College's oldest living alumnus." After he fought in World War II, he entered college, with a $250/mo. GI Bill® stipend.

Papa Davis' pride in Andrew is obvious as he converses about Andrew's love of sports, particularly tennis and skiing. He knows that Andrew has embraced their family values of discipline, hard work and athleticism, so he is sure that Andrew is prepared for the marketplace. Menlo provides the springboard for success in business. He sums it up: "If you know how to read the balance sheet and the finances, whether you're in management or not, you've got it. Menlo taught us to communicate and exchange ideas in an open academic setting, so he transferred to Menlo College a year ago.

Choosing a Balance of Family and Worldly Values

Sidra Iqbal '12, with a major in Accounting, has received four competitive scholarship awards this academic year alone, including the Crain Educational Grants Program ($5,000) and the Curry Award for Girls and Young Women ($1,000) through the Silicon Valley Community Foundation, EFWA Educational Foundation of Women Association, and most recently the prestigious California CPA Scholarship, sponsored by The California Society of Certified Public Accountants. This is an amazing personal achievement. All the organizations recognized Sidra's highly self-motivated style of leadership despite tremendous obstacles.

Sidra is gaining experience in accounting by working in the Business Office of Menlo College as Assistant to the Controller while she pursues her goal to become a Certified Public Accountant.

Choosing Intellectual Freedom

Bjorn Ramleth '12 attended four different high schools from California to Virginia, then back to California, partly because of his father's work. There were times when he felt like a square peg pounded into a round hole because he did not fit the particular thinking a school promoted. Bjorn steadily lost interest in learning, although he was certainly a curious individual whose family encouraged intellectual discussion. Bjorn admires his father Geir '87 for his wisdom. As a student at San Jose State University, majoring in engineering, Bjorn discovered that he resisted the narrow-gauge track he was on, with an extremely technological focus of coursework. In his sophomore year, he read The Virtue of Selfishness (1961) a collection of essays by Ayn Rand which presents the argument for objectivist ethics. Rand maintains, "Ethics is not a mystic fantasy—nor a social convention—nor a dispensable, subjective luxury...Ethics is an objective necessity of man's survival." Thus, he was drawn to Rand and other philosophers, as he continued his search to find a personal morality that was his own.

Bjorn needed a place where he could think freely, communicate and exchange ideas in an open academic setting, so he transferred to Menlo College a year ago. The move was a catalyst for change in Bjorn's life that included switching his intended major from engineering to business. Taking a class from Dr. Craig Medlen awak-
Ben Yura '14

In mid-September, freshman Ben Yura ‘14 and his team stood outside of the cafeteria to ask for donations for the San Bruno Disaster. Ben is from Santa Monica, majoring in Business Management. He knew Al Bannout ’11 on the wrestling team at Santa Monica High School as a mentor and drilling partner. Al told Coach Joey Martinez about Ben, who liked the Menlo campus and business program. Menlo’s financial aid package influenced Ben to attend Menlo. He enjoyed the campus because of its small size (a nice change from 3,500 at Santa Monica HS), the wrestling team and because the town of Atherton was less urban.

Ben was enrolled in Management 101, taught by Professor Ben Alamar. The class was assigned a project to create something with value, either physical, emotional, inspirational, that would mean something to someone else. His team included Alexander Maricic ’14, Jennifer Alvarez ’13, Carlos Sota ’14, and Jackson Dean ’14, who agreed that they wanted to benefit someone other than themselves, particularly someone in need.

One of the team members suggested that they might help the fire victims in San Bruno, because of the tragic and destructive explosions that led to a huge fire that destroyed 44 homes and displaced hundreds of people. “We believed it would be most effective, as well as necessary, to aid the city. We decided to put something together that would not only receive money, but translate into medical aid, hence the added incentive of a blood drive. We would collect money, and every time someone gave a minimum donation of a dollar, we agreed to match each gift with an ounce of our own blood. Overall, we received donations from over 30 people, which meant that we would donate at least 30 ounces of blood.”

Today, the victims of the gas pipe explosion in San Bruno, CA are still piecing together their homes and lives. There have been many offers of money, time and physical support, but none as unique as that from the students from Menlo, who gave cash as well as life-saving blood to the cause.

Choosing a Career in Sports

Victor M. Rico-Gutierrez ’09 has a degree in Business Management and a concentration in International Business. Eager to start his professional career, he interned with Montana Verde Consultants as a researcher. Soon after, he traveled to his home country of Mexico to assist with the investigation of a master plan community development in the Riviera Maya. His business and language skills were instantly put into practice!

After the end of an internship, the San Jose Earthquakes, a professional Major League Soccer team offered him an entry level position as an Inside Ticket Sales Representative. His passion for the sport captivated his senses and encouraged him to join the team. Staying motivated was not hard for him because he was surrounded by great people. After three months of encouraging the soccer fanatics of the Bay Area to come to the home matches, he was given the opportunity to get involved in the international match between the Mexico National team and Bolivia in San Francisco.

His tenure with the team was soon solidified when he was promoted to an Account Executive, allowing him to provide game experiences to the youth as well as shift gears into the corporate side of the organization.

Victor has just accepted a business development opportunity to be part of a Silicon Valley start up company called Ooyala (www.ooyala.com) that is starting operations in Guadalajara, Mexico. He is most grateful for his four years at Menlo.

“My education at Menlo shaped me to become a professional in the industry that I am most passionate about. I look forward to taking an active role in alumni events. My advice to the international students who are currently attending Menlo or are...
thinking of joining this great School of Business in Silicon Valley, is to follow your passion, stay motivated and hard work will always be acknowledged and rewarded!

Choosing to Re-Invent a Career with Passion

Diane Ako Hansen ’92, former news anchor in Honolulu, has an extensive background as a journalist which afforded her the distinct skill set necessary for her new position as Director of Public Relations at Halekulani Corporation. Diane recalls how she got early exposure to that while attending Menlo College, which she called “a microcosm of diverse, cosmopolitan cultures from across the globe, with classmates from the Middle East, Asia, Europe, and so many parts of North and South America.”

When asked to describe her new job, Diane responded, “I’ve just concluded my first full month with Halekulani Corporation and it’s been a whirlwind. I’ve enjoyed it, but it’s also been a sea change for me personally and professionally. There is a lot to learn about hotels, corporations, and the elements of public relations that I did not know from my work in news. There is a lot to learn about a world-renowned property with a century-old history, and I’m trying to soak in the historical facts specific to this property.”

Diane’s choice to join Halekulani Corporation came from listening to her instincts, her passion and love of the Islands, and her keen interest in making a difference. Her work supports charities on behalf of the corporation, so she has already been able to make positive changes in the community. Growing up in Hawaii, Diane was always very aware of Halekulani—her uncle was controller there for thirty years so she was in awe of it, star-struck at an early age.

“We’ve hosted a major travel show called Inside Luxury Travel, aired everywhere in the world. It’s also carried on some in-flight entertainment, and it’s got an online component. In all, it reaches 1.6 billion potential viewers. It’s massive.

“Most people assume that since I had been in a high profile position, my ego would need to continue working in a high profile job, but that’s wrong. I wanted a job that would help me grow as a person. I wanted to think very carefully on my next career for the second half of my life. Someone at church insisted that I try for the position of Director of Public Relations with Halekulani Corporation. She just knew that I would be a good fit. I applied, and that’s why I see it as fate. She was right. I feel I was a good fit for Halekulani, and it is a mutual fit.”

Choosing Helps Us Create Our Lives

Each of these individuals has made choices that involved artful consideration and risk. Sheena Iyengar writes, “In other words, choosing helps us create our lives. We make choices and are in turn made by them. Science can assist us in becoming more skillful choosers, but at its core, choice remains an art. To gain the most from it, we must embrace uncertainty and contradiction. It does not look the same to all eyes, nor can everyone agree on its purpose. Sometimes choice pulls us to itself, other times, it repels us. We use it without exhausting it, and the more we uncover, the more we find still hidden. We cannot take full measure of it. Therein lies its power, its mystery and its singular beauty.”
HIGH Expectations

Nick McCullar ’11

ABOVE: Drew Davis ’11
LEFT: Andrew Young ’12

Julian Harris ’11

Tyler Rajnus ’11
A Banner Basketball Season

by Dylan Vazzano, Sportswriter

It was a banner year for Menlo basketball as both the men’s and women’s teams were right at the doorstep of their respective NAIA National Championship Tournaments. The energy inside the Haynes-Prim Pavilion was at an all-time high this season as the Menlo faithful watched their Oaks put together impressive displays on the hardwood all year long.

The men’s team can now call themselves regular-season California Pacific Conference Champions for only the third time in the program’s history and the first since 2002. With first-year Head Coach Jonathan Surface at the helm, the Oaks cruised to a 10-2 conference record with an overall mark of 14-12 on their way to capturing the #1 seed heading into the Cal Pac Conference Tournament. In only his first year as the team’s head coach, Surface managed to win the Cal Pac Coach of the Year Award after being the team’s assistant athletic trainer for the past six years, and the assistant coach for the past four. Surface inherited a team built around senior leadership hungry for their shot at the NAIA National Championship Tournament in Missouri. Last season Menlo suffered a heart-breaking defeat in the Conference Championship Game at the hands of William Jessup University, but were able to get some revenge this season, narrowly edging out the Warriors for the regular season title.

The 2010-11 Oaks were led by their senior co-captains Nick McCullar and Julian Harris. The dynamic duo which has been the heart and soul of this team since coming to Menlo four years ago, led the team in scoring with Harris averaging 18.1 points per game and McCullar chipping in with 12.2. The two also took home prestigious Cal Pac honors with Harris winning Conference Player of the Year and McCullar earning Conference Defender of the Year. Thanks to Harris’ stellar offensive campaign, he will leave the program as one of the most productive players in their history, ranking 3rd in career field goals made, 1st in career 3-point field goals made, and finishing his time at Menlo as the program’s second all-time leading scorer, a mere 42 points away from the record. The Oaks were also aided by fellow senior Drew Davis and “Mr. Double-Double,” junior Tim Tatum. Davis led the team in free throw percentage, shooting 84.3% from the charity stripe, and his career mark of 83.7% gives him a tie as the program’s most efficient free throw shooter of all time. Tatum led the team with four double-doubles during conference play and earned Cal Pac 1st Team honors along with Harris and McCullar.

The battle-tested Oaks headed into the Conference Tournament with home court advantage, but were upset by the Hawks of Holy Names in the Tournament Semifinals by a final score of 94-81. As far as the women are concerned, the Lady Oaks continued their run as one of the best programs in the California Pacific Conference with their fourth straight second place finish. Led by Head Coach Shannon Osborne, Menlo finished with an overall record 17-12, and a conference record of 9-3. In just three seasons at Menlo, Osborne now has an overall record of 52-34 with an outstanding 29-11 mark in the Cal Pac.

The successful 2010-11 campaign featured an unselfish Lady Oaks team that truly defined the concept of the word. Menlo was able to receive key contributions from a number of players, with four Oaks averaging at least nine points per game and four with at least 5.7 boards per game. In only her first season in Menlo blue, senior Monique Ayers-Calvello proved to be Menlo’s most productive player, finishing the regular season with a team high 12.7 points and 8.7 rebounds per game. In fact, Ayers-Calvello’s incredible season earned her the Cal Pac Newcomer of the Year Award as well as 1st team All-Conference recognition. Fellow seniors Elisa Ayala and defending Cal Pac Defender of the Year Stephanie Truong paid key dividends as well. Ayala’s remarkable 261 rebounds this season gave her the program’s all-time single season mark, while Truong’s 11.9 points per game ranked second on the team and her lethal 46% three point field goal shooting is one of the highest marks in the school’s history. Truong also earned 1st Team All-Cal Pac honors along with Ayers-Calvello and junior Erika Garcia.

Menlo’s women sought a return trip to the NAIA National Championship Tournament in Iowa after reaching the Conference Finals last season. After their convincing 73-51 victory over Pacific Union in the Tournament Quarterfinals, the Lady Oaks conference championship dreams were dashed as William Jessup came into Haynes-Prim Pavilion and defeated Menlo 60-46 in the Tournament Semifinals.
Menlo College Director of Athletics Keith Spataro was named the inaugural California Pacific Conference Athletic Director of the Year.

Spataro earned the award for his efforts to advance the Oaks athletic program during the 2009-10 academic year, his second term as Director of Athletics. He started the men’s wrestling program in 2000 and led the program to national prominence before stepping down to focus on his duties as Director of Athletics in the spring of 2009.

“We are delighted that Keith Spataro has been recognized as the California Pacific Conference’s first Athletic Director of the Year,” said President James J. Kelly. “In his short time as Menlo College’s Athletic Director, he has demonstrated his commitment creating an environment of sportsmanship, teamwork and athleticism. Keith sets the bar high for programs built upon the scholar-athlete model.”

Under Spataro, Menlo Athletics has been a major advocate of the NAIA Champions of Character program, with volleyball star Stephanie Williamson earning Champion of Character distinction and men’s wrestling’s Hanna Malak, one of only 13 student-athletes from across the country selected to take part in this summer’s Red Cross/NAIA Leadership Program. Nine Oaks earned Academic All-American or Daktronics-NAIA Scholar-Athlete accolades during the 2009-10 school year, with a total of 17 individual honors and 38 conference honors earned by student-athletes.

“Keith is a deserving recipient of this award,” said Don Ott, Cal Pac commissioner. “He has done as much, if not more, than anyone since I’ve been commissioner to help the conference grow. His commitment to Menlo College and the Cal Pac sets a standard to which all of us can aspire.”

Spataro has also made strong efforts to create a more recognizable brand for the athletic department. In the last year, under Spataro’s direction, the department has unveiled a new set of logos and a new web site with more improvements sure to come. Menlo Athletics has also made the move to an exclusive affiliate with the NAIA for the 2010-11 school year.

Spataro served as the Cal Pac’s representative to the NAIA’s National Administrative Council and spearheaded the movement to host the NAIA-SIDA Convention on the Menlo College campus.

“I am humbled to be selected by my peers for this award. The efforts of my sensational staff allowed me and our department to shine in our conference,” said Spataro.
Baseball Alumni Game October 3, 2010
Extraordinary individuals who competed and lived as champions, Nicole Casapulla Mora ’00 (basketball), Tom Maudlin ’56 (football), Chuck Shea ’57 (football) and Ken Welsh ’91 (basketball) returned to campus for their induction into the 2010 Menlo College Hall of Fame. Mike Preaseau ’54 (basketball) and Sabre Bowden ’90 (basketball) could not attend. Keith Spataro, Athletic Director stated, “The Hall of Fame Induction is one of the high lights of my year. I never miss it.”

Former assistant coach Ann Tafolla presented Casapulla Mora, describing her pure grit, her combination of perseverance and passion, and relating the time when she played through a torn ACL to take Menlo’s inaugural women’s basketball team to post season play. Nicole graciously accepted her award, “To the College, friends and family, I’m extremely grateful and completely honored.”

Rink Babka ’59 presented Preaseau, Maudlin and Shea from the mid-’50s; each had tremendous athletic achievements. Preaseau was a high scoring hoopster who went on to play with Bill Russell at USF. Maudlin quarterbacked in three other leagues besides Menlo College, including USC, the US Marine Corps and finally the LA Rams. Shea has the distinction of having excelled in five sports while at Menlo, winning the first Don W. Baer Award as Menlo’s most outstanding athlete. Maudlin remarked that “Menlo is where I grew up,” which seemed to be the prevailing opinion of the group. Shea fondly remembers Judge Russell for sending “a card on my birthday every year.”

Former basketball coach Pat McClennan described what it takes to be in the Hall of Fame. These athletes are competitors who say, “Find the most competitive game, give me the rules, give me the goal.” Then they train, toughen and discipline their individual skills. “Drive on individual skills, feed on discipline,” meaning that commitment and mental toughness define these competitors.

With that introduction, Ken Welsh ’91 delivered a poignant speech. He so wished that Sabre Bowden could be there with him. Welsh stated that “Basketball was my identity—I needed to win, needed to succeed...we relied on each other. We took some missteps and made it a family. It’s been such an amazing trip that allowed me to compete, to grow in my life.” He directed his remarks to current Menlo athletes: “Do it to the best of your ability; do it with pride and dignity; do it at the level you’re at and don’t be embarrassed.” Welsh admitted that he was more of a winner and competitor than a teammate, but he left the audience with some great advice: “Take the Menlo tradition, take your own spirit...never give up, then you can hold your head high.”

The room was heavy with emotion and pride for these champs. Menlo College is a great place to come back to whether it is ten, twenty or fifty-five years later.
HOMECOMING

OCTOBER 2, 2010
If your spirits are higher the next time you are on the Menlo College campus for a sporting event, it almost certainly will be due in part to a new Oaks tradition taking hold this year: a cheerleading squad. Thanks to a number of ambitious Menlo students who created a team of cheerleaders, the Oaks are proud to present their latest co-educational sports team to the world. The next time you cheer for Menlo you will have even more company!
Dear Alumni and Friends,

The 2010 Menlo College Honor Roll recognizes the generous individuals and organizations who help Menlo College achieve its ambitious fund-raising goals. The College acknowledges the dedication, hard work and lasting vision of this generous community of donors. Menlo College extends sincere appreciation to those listed on the following pages for their support.

Warmest regards,

Catherine E. Reeves
Vice President for External Affairs

Gifts received from July 1, 2009 to June 30, 2010. Donors who have contributed for five consecutive years are marked with an *.

L I F E T I M E M E M B E R S
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The RA's have fun at the Walker Creek Ranch retreat.

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Michelle Pualuan
Catherine Reeves
Len Renery
Dorothy Skala ’96

Keith Spataro

Menlo College 55
11TH ANNUAL GOLF TOURNAMENT
COYOTE CREEK GOLF CLUB

APRIL 28
1 Coyote Creek Golf Drive
Morgan Hill
11:00 a.m. Registration and Lunch
12:30 p.m. Four Player Scramble—Shotgun Start
Dinner & Awards Following Tournament

PRE-REGISTRATION: WWW.MENLOATHLETICS.COM
INFORMATION: KATHY IMWALLE 650-543-3852
“Through collaboration, strategic partnership and understanding diverse global perspectives, Menlo College students will become effective leaders and innovators who will define the future of business.”

Dr. James J. Kelly,
President, Menlo College
THE MENLO FINANCE AND INVESTMENTS TRADING TEAM

(Back row) Cameron Showecker ’12, Marc LeBouf ’14, Justin Smith ’11,
(Front row) Michael “Chip” Brown ’12, Club Advisor and Professor of Finance, Dr. Soumendra De, Eric Dawson ’12