kickstart your life
with a foot in the window
for a future wide open.
in Silicon Valley
a tech tank for thinkers
where you can become
tomorrow’s CEO.
perfectly positioned
in a valley of internships
prized degrees to be chosen
champ sports to be played.
in a small setting
that gets the big picture
the focus is you—
networking is critical.
make the connections
in opportunity’s playground.
let your mind wander
and take care of business
in talks with wise scholars.
change yourself
to better the world.
According to wiseGEEK.org*, “An entrepreneur is an individual who accepts some sort of risk—usually financial—in the pursuit of new ventures.” It goes on to say, “A person in this role is often characterized as innovative, independent, optimistic, creative, and hard-working.” If you think this sounds like it is describing many Menlo College alumni and faculty, you’d be right. From small business to multinational corporations, from healthcare to hotels to investment banking to venture capital, Menlo Oaks are entrepreneurs. What we also pride ourselves upon is that many of our current students get their next step ideas and connections right here on campus.

Donovan Bonner ’14, featured on our cover with San Francisco 49ers CEO Jed York, is taking several steps simultaneously as he pursues his bachelor’s degree in sports management. This summer Donovan will begin a marketing internship with the 49ers organization. “I expect to learn a lot from this internship and be able to interact with the community and organization. I feel like [the interns’] role with the 49ers helps link the fans and sponsors to the organization through the events we will be hosting. We are there to enhance the experience of everyone and be positive representatives of the 49ers organization. I believe this internship will help me network and be able to meet people in sports that could help further my career after college. Also, the internship will help my overall knowledge of sports and how to market a team in various ways.”

As a Student Ambassador at the May Commencement, Donovan was able to meet Jed York. “I had a great experience with Jed. I appreciated his kindness and welcoming attitude towards me.”

Before Commencement, “Jed and I spoke about the new stadium and how he has a vision to create a technologically-filled stadium. He wants Levi’s to be the pedestal for all the stadiums that come after. Jed told me a little bit about how he got started. I told him that my future goal was to go to law school and become a sports agent. He expressed to me, just like in his speech, to not be afraid to take risks or go above and beyond in all I do.”

A very busy young man, Donovan’s experience with the 49ers will not be his first sports team inroad. “I was able to tell [Jed] a little about my experiences working for the Golden State Warriors. Also, I discussed my new internship with the Oakland Athletics and how it is an in-office position and will help me see what directly happens behind the scenes in the office. He asked me how I got all these jobs in sports, when it is often hard just to find one internship. Last summer I sat down and called every sports organization, sports agency, college, and sports affiliation in the Bay Area. From this hard work I was able to get two internships, the first at San Francisco State University and the second at San Jose State University. I started at the end of the summer and worked all the way to the end of the fall semester. From these jobs stemmed my offer to be a part of the Golden State Warriors Events and Promotions internship team.”

Donovan is as focused and driven as he is personable. He is also a leader on campus as the President of the Black Student Union. He exemplifies the self-made, well-prepared, hard-working Menlo Oak spirit, and he clearly has exceptional time management skills! The Menlo community is looking forward to Donovan’s next innovative step forward.

*http://www.wisegeek.org/what-is-an-entrepreneur.htm
Menlo College bids farewell to Fulbright Scholar-in-Residence Dr. Zhi-Jin Hou who has returned to Beijing Normal University, where she is an associate professor of counseling in the School of Psychology. We thank her for sharing her global perspective with us.

Table of Contents

1 COVER STORY | Making Things Happen
2 Student Athletic Leadership Council Festival | photo by Jio Castro
3 Table of Contents
5 FROM THE PRESIDENT | When Preparation Meets Opportunity
7 Persistence, Persistence, Persistence | Julie Filizetti
8 Annual SBA Day a Huge Success
11 Financial Literacy and College Persistence Conference Speakers
18 ACADEMIC AFFAIRS | James Woolever
19 Faculty Notes
23 Accounting Professionals Speak and Marketing Professionals Network
24 Rotaract Club Visits Facebook and Dr. Thomas’s Travels
25 Fulbright Scholar Speaks to Business Ethics Students
26 A Personal Video by Kainoa Keanaaina ‘13
27 Taylor Kopf Wheels Out a Bike Business While at Menlo
28 Green Technology is the Future for Anton van Happen ‘08
29 Launching a Venture
30 ALUMNI | Alumni Notes
33 Soccer Tournament, Memoriams including Anna Greenberg ‘07
34 In Memoriam, Sheryl Cumine ‘07, Al Kinslow’11, Rafael (Josiah) Luevano ’11
35 ATHLETICS | Golf Tournament
36 Mark Grieb Nabbed as Head Football Coach
37 STUDENT GOVERNMENT | Kevin’s Jump Shot into Sports Management
38 Student Ambassadors
40 85 Years | 85 Artists
41 The Annual Hawai’ian Lu’au
42 Honors Convocation
50 Commencement 2013
52 Jed York’s Commencement Speech
56 Apollo Night

Menlo College bids farewell to Fulbright Scholar-in-Residence Dr. Zhi-Jin Hou who has returned to Beijing Normal University, where she is an associate professor of counseling in the School of Psychology. We thank her for sharing her global perspective with us.
More than 20 Menlo alumni and friends joined Wee Sung Tang and President Kelly at a festive get-together held at a brand new spa center in Tang’s Department Store, a Singapore landmark. Also on hand were representatives of Ngee Ann Polytechnic, a school that sends groups to Menlo for a summer program. Mr. Tang’s hospitality provided a beautiful and warm setting for alumni to share stories and learn about what has been going on at the College. Left-to-right: Wee Sung Tang, Kaylin Khoo, President Jim Kelly and Linda Liu.

President Kelly and Senior Director of Development Bill Hopkins, right, met with Bill Thurston ’64 at the Bellevue Club.

Hawaii alumni were invited to attend A Legacy of Menlo Alumni in Hawai’i, an 85th anniversary reception hosted by John Henry Felix ’49, CEO, HMAA, at the Waialae Country Club. Guests included above, Dr. Riley Yuen ’52, DDS, Ted Anastopulos ’52, Michael Lilly ’66, with his son, Alex Lilly and wife, Cindy. Gabe Amey 01, Christian Adams ’01, Kepuanani Lee ’08, Duane Ito ’98, Athens Arquette ’01, and Neal Takamoto ’87

President Kelly met with Minami and Yoshito Takano, the parents of Eimi ’13, left, and William Ireton, far left, father of baseball player William Ireton ’12.

Dr. Christopher B. Howard, President, Hampden-Sydney College met with President Kelly in Tel Aviv.

President Kelly met with Richard Li, left

Above left, President Kelly with Abdulaziz Al-Saud ’16
To a room filled with Silicon Valley business leaders, faculty, and students, SBA Day keynote speaker and Menlo College Professor of Management in Entrepreneurship Ron Kovas invoked the wisdom of 1st century Roman philosopher Seneca who said, “Luck is what happens when preparation meets opportunity.” I’ve met with hundreds of alums who credit our College and faculty with helping them gain the valuable educational and professional skills that they have put into use across the globe.

Speaking of preparation, we are pleased to announce that Dr. Janis Zaima is joining us this fall as a Professor of Accounting and Finance. She is the former chair of Accounting and Finance at San Jose State University, and has been the journal editor for the Review of Accounting and Finance since 2006. We also welcome Professor Ron Kovas, owner and principal at Venture Management Partners, who teaches, among other courses, the entrepreneurship capstone called Launching a Venture. Professor Jan Jindra returns from leave as a Visiting Assistant Professor at Ohio State University where he taught Finance and Investments; he also conducted scholarly research in finance. Returning to campus from sabbatical, Assistant Professor Derek Stimel taught Intermediate Macroeconomics and Money and Banking at UC Davis, and did research in economics.

And Menlo Oaks opportunities are growing. With our required internship program, highly-marketable majors in business, outstanding student life and athletic programs, and Silicon Valley and alumni networking, we are giving our students the well-rounded, yet focused experience that employers and investors are looking for.

How about the challenge of being entrepreneurial within a family-owned business? Distinguished Commencement Speaker Jed York told graduates to be passionate and unafraid of failure. He said, “You now have an opportunity to do whatever you want. Your vision is completely wide open. Take a chance. Things are going to go wrong,” he went on to say, “but if you are diligent in pursuing what you love to do, you can make things happen.”

We learned about innovation and independent thinking from distinguished alumni and friends at special 85th anniversary get-togethers that included Wee Sung Tang ’74 in Singapore, John Henry Felix ’49 in Hawaii, William Ireton in Japan, Earle Chiles ’56 in Portland, and Jon Galt Bowman ’55 in Seattle.

Can an institution be entrepreneurial? Absolutely. As an outgrowth of our Citi-Menlo partnership in Financial Literacy, the College now requires every entering student to take Personal Finance for College as part of the Freshman-Year Experience program so that our students are money-wise. Then, to share scholarship about this critically important topic and to discover ways to improve curricula, Professor Donna Little developed and led the “Financial Literacy and College Persistence” conference. Program leaders, scholars, and non-profits from around the country attended a full-day event with a slate of leading experts.

We continue to support our business focus with creative opportunities. We’ve launched the “85 Years/85 Artists” art competition to celebrate our long and distinguished history. Also, if you hear singing when you walk across campus, you’ll be listening to our new chorus, 40 members strong.

With business plan competitions, executive speaker series, professional contact and networking events, and conference-winning athletics, Menlo College is making things happen. Really want to start something? Menlo College is the place to be.

James J. Kelly
President
Being innovative and gaining attention for new ideas or ways of doing business is exciting. Gaining long-term success, though not as flashy, takes persistence. Here in Silicon Valley, we celebrate new ideas every day, but what we all admire most is the person with the idea that becomes a brand that creates jobs and comes up with the next new idea before we've gotten over the thrill of the first one. The intensity, focus, and never-give-up-attitude are what Menlo College tries to instill in each and every student.

Our leading stance in Personal Financial Literacy is a case in point. The new idea was to create coursework to help equip the community and our students for long term money decision-making. It was so well-received, the College made the course a requirement for all entering students. Then we held a conference to further the research, gain ideas for curriculum development, and to form relationships with other like-minded non-profits and academic institutions. What started as a new idea continues to be adapted and made better through hard work, creative thinking, and partnership.

Speaking of partnership, we continue to be thrilled by alumni participation around the world in our 85th anniversary celebrations. Now we are looking forward to an international response to our 85 Years | 85 Artists look-back in time since the College began. What started as a new school for boys, has evolved into an accredited, four-year coed business college for young men and women looking to help change the world.

As you'll read throughout this issue, alumni networking, internships, student clubs, and athletics are all contributing to an outstanding student learning environment.

We celebrate the scores of entrepreneurs who got their first idea skills at Menlo, and we look forward to the involvement of our current students, alumni, and the local community as we persist to our next level of excellence.

Thank you for helping to make good things happen at Menlo College.
In November, Menlo College hosted the Annual SBA Day for the second time since its reinstatement in 2011. The event kicked off with a keynote speech from Ron Kovas, the owner and principal at Venture Management Partners, who also teaches Marketing at Menlo. Mr. Kovas presented to a full room of students, professors, alumni, Board of Trustee members, and Accounting Advisory Board members the idea that the key to success in business is “persistence, persistence, persistence!” He encouraged Menlo students to create their own luck, as he emphasized the idea that “Luck is when preparation meets opportunity.” This set the tone for the remainder of the event.

Kovas’s speech was followed by seven concurrent breakout sessions regarding current topics ranging from sports management to the impact of recent presidential elections on investors and wage earners. SBA Day attendees were able to watch Professors Derek Stimel and Craig Medlen debate the Fiscal Cliff and the state of the US economy, making room for laughter amongst this rather serious topic. Another one of the morning’s sessions featured the Mini-Business Plan semi-finals, where freshmen presented their business plans in two-minute long “elevator pitches” to a panel of judges. Judges voted on the top five teams, who then moved on to the final competition held later in the afternoon.

The breakout sessions were followed by a presentation from Amit Khatwani ’00, as part of the Executive Speaker Series. Khatwani talked about his work experiences at Silicon Valley Bank and Barclay’s Bank, and described the launch of a new venture in Singapore. The day concluded with the presentations of the five Mini-Business Plan Competition finalists. The teams pitched their plans to a panel of judges, which included Simon Glinsky, Principal at the Glinsky Group and Chair of the Menlo College SBA Advisory Board; Tyler Edelstein, Managing Partner & CIO at Ocean Endowment Partners, LLC; Loretta Doon, CEO of the California Society of CPAs; Carolyn Amster ’79, Tax Partner at Burr, Pilger, Mayer; and Amit Khatwani ’00. Each team had strong business ideas, however, QuickConnect convinced the judges that they deserved the first prize for creating an app that would allow users to take a picture of a person’s receipt and then import relevant data into QuickBooks and Quicken. In second and third place were the teams Collage and EasyEats, respectively. The “Student’s Choice Award” went to EasyEats who were able to capture the hearts of the audience.

“SBA Day was an enormous success. Our superb faculty, featured speakers, alumni, trustees, student speakers, competition participants, and staff created a business-focused, interactive event that informed and engaged the entire campus community,” said President James J. Kelly. “I am very grateful to everyone for their hard work, and I am proud of the exceptional outcome.”

QuickConnect, winners of the Mini-Business Plan Competition: Miles Christophe, Taylor Castle, Casey Quan, Katie Cone, and Ricky VanDyke.
Ron Kovas believes in luck. In fact, he credits a lot of it for his long and successful career in business. But it’s not mere blind luck that he’s talking about.

“Luck is when preparation meets opportunity,” said Kovas, owner and principal of the business consulting firm Venture Management Partners. “I don’t believe in luck in any other way.”

Kovas, who also teaches marketing and advertising at Menlo College, served as the keynote speaker at the Annual School of Business Administration (SBA) Day.

SBA Day celebrates Menlo’s focus on business education. The event seeks to increase interaction between students and the business community. It also exposes students to current business issues and gives them insight into finding success in their future careers.

During breakfast in the Dining Hall, Kovas explained to the audience of students, faculty, staff, trustees, and alumni how luck came his way through perseverance and old-fashioned hard work.

“To be successful, you need three things: persistence, persistence, persistence,” he said. “Don’t give up. You got to show up.”

That’s certainly what he has done throughout his career, shooting him to top leadership positions at the major advertising firm JWT, the iconic lifestyle magazine *Sunset*, and other enterprises.

As an account supervisor with JWT early in his career, he got noticed for being a trusted employee who could deliver results promptly.

He was still largely inexperienced at the time, but his boss offered him an expanded role in the company overseeing a bigger budget and staff than what Kovas had handled previously.

Kovas described that moment as one of the lucky breaks he has had in his career. His boss told him, “We’re convinced you can learn the job.” Kovas did so and flourished in his new role.

Then, another big opportunity came when he was offered the general manager’s position at JWT’s San Francisco office.

The new assignment, however, looked to be a daunting challenge because the office was plagued by internal turmoil and other issues.

His friends warned him that taking that post appeared to be a no-win proposition. But Kovas told them, “No, it is a no-lose proposition. I can’t screw it up. It’s already screwed up.”

So he became the fifth manager in six years at that office and proceeded to turn it around by hiring good people and improving operations. The office landed key accounts such as Chevron and saw revenues grow.

His quality work and reputation for fixing troubled accounts and offices just opened up opportunities for him within JWT, and Kovas eventually became a president and CEO. Later, Kovas served as president for the Sunset Publishing Corp. and other companies.

Kovas’s career path illustrates that if one is prepared and seen as a good worker, “rewards come to you,” he told his audience.

Concluding his speech, Kovas said, “There are three kinds of people - those who make things happen, those who wonder what happens and those who watch what happens. Be someone who makes things happen.”

Academic Dean Dale Hockstra praised Kovas’s speech and message.

“I really enjoyed his comment that luck is being prepared for opportunities that appear,” Hockstra said. “If we can convince students to give 100 percent all the time and use the college as a training ground, they’ll be successful.”

Kovas’s speech was followed by several breakout sessions across campus that covered topics from the so-called fiscal cliff involving a troubled federal budget to mini-business plans.

“We try to provide a series of events and activities to get beyond the classes and tests,” Hockstra said. “We try to bring outside individuals to connect with the Menlo community and get their insights. SBA Day is also a small way to reconnect with our alumni.”
With the nation literally on edge over the so-called fiscal cliff earlier this year, two economics professors at Menlo College offered ways to head off a steep financial fall. In a spirited debate on campus, Professor Craig Medlen advocated raising taxes for corporations while his colleague Derek Stimel called for creating jobs and staying competitive in the global marketplace.

Their debate mirrored the ongoing prickly battle between Democrats and Republicans in the federal government over how to avoid the fiscal cliff, or the potential consequences of mandated tax increases and spending cuts that are slated to kick in. Those budget slashes and tax hikes in the form of expired Bush-era tax breaks may amount to an economic hit of an estimated $700 billion.

Democrats want the tax relief extended for all but the wealthiest Americans. Republicans, however, are not willing to raise taxes on the wealthy to generate additional government revenue but are pushing for comprehensive tax reform.

Professor Stimel noted that in the 1950s, the US constituted about 50% of world GDP and today it is about 25%. “Globalization has altered the competitive landscape for corporations,” he said.

Professor Medlen said that in the mid-1950s, corporations paid roughly 45 percent of their profits in taxes where now it’s less than 30 percent. He suggested, “The country should bump the tax rate for corporations, which would generate more than $400 billion of additional revenue.”
Representatives from 20 colleges and universities around the country and 25 non-profits and funders came to the Financial Literacy and College Persistence conference held at Menlo College in January, to learn about the latest research from experts, perspectives on literacy programs from funders, and best practices for curriculum designs.

Provost James Woolever, opened the conference saying, “The issue of financial literacy has become the ‘talk of the town.’ The failings of one generation should not be the condition of the next. The time has come to prepare the next generation.”

Donna Little, Associate Professor of Accounting and Finance, discussed the conference goals and why financial literacy is a “hot topic,” and thanked Citi Community Development for its generous contribution to the event. She also recognized BPM Accountants and Consultants in providing additional conference scholarships.

“Financial knowledge is positively associated with college retention, but the causality is not clear,” said Lewis Mandell, Professor Emeritus, SUNY Buffalo, the opening conference speaker and financial literacy expert. Mandell, a widely cited financial economist, talked about strategies that colleges and universities can take to help students become financially competent.

Vincent Tinto, Distinguished University Professor of Sociology at Syracuse University and originator of the prevailing theory in the field of retention, gave his insights about the research on persistence, student retention and why students leave college. Tinto emphasized the value of contextualized academic support and supplemental instruction and noted that the research on student failure in a course and withdrawal suggests a momentum of its own. He mentioned that when students get confused early in a course, they get discouraged. The solution is to offer support to students in the first two weeks. Additionally, he emphasized the importance of study groups as a strong reinforcement for learning inside and outside the classroom.

Rebecca Macieira-Kaufmann, President and CEO of Banamex USA at Citi, spoke about innovation in support of financial literacy in college access programs. She described her involvement with Menlo College since 2010 when a Citi-sponsored program called “Learn and Invest for Tomorrow” or LIFT was launched. The program focused on using financial literacy to enable low to moderate income youth to make a successful transition into college.

Valerie Coleman Morris, Emmy-winning journalist and author, called for personal financial education to start as early as 3 years old at home. Further, she said, it should be reinforced throughout teen to young-adult life so that young people can develop practical financial competency by the time they are in their 20s.

“Financial parenting is by far the strongest link,” argued Joyce Serido, Assistant Research Professor at University of Arizona’s Norton School of Family and Consumer Sciences. She stressed that parenting influences college students’ financial decisions.

“I conceptualize college as a cost benefit analysis,” said Professor Little. “I want my students to conceptualize it the same way. Can they analyze the costs? Can they analyze the benefits? Can they put that all together and if they do so, will that enable them to persist, take their courses more seriously, and work toward a goal of graduation, a goal of saving after graduation, a goal of a life plan?”

Other speakers included William L. Vanderburgh, Executive Director, Office of Faculty Development and Student Success, Wichita State University, and his colleague, Timothy Hagan, Financial Literacy Project Coordinator; Beth Tallman, Coordinator of Financial Literacy Program at Oberlin College; Jenny Flores, Senior Vice President at Citi Community Development; Nicole Ramos, Education Specialist at BUILD; Saundra Davis, financial planner, founder and CEO at Sage Financial Solutions; and Leigh Phillips, Director of the San Francisco Office of Financial Empowerment for the City and County of San Francisco.
Financial Literacy and College Persistence Speakers

Joyce Serido, Assistant Research Professor, University of Arizona, Norton School of Family and Consumer Sciences

Lewis Mandell, Professor Emeritus, SUNY Buffalo

Vincent Tinto, Distinguished University Professor of Sociology, Syracuse University

Rebecca Macieira-Kaufmann, President and CEO of Banamex USA at Citi

Valerie Coleman Morris, Emmy-winning journalist and author

Jenny Flores, Senior Vice President at Citi Community Development

The conference also included the following speakers who are not in the photo:

William L. Vanderburgh, Executive Director, Wichita State University Office for Faculty Development and Student Success

Timothy Hagan, Financial Literacy Project Coordinator, Wichita State University Office for Faculty Development and Student Success

Beth Tallman, Financial Literacy Program Coordinator, Oberlin College

Nicole Ramos, Education Specialist at BUILD

Saundra Davis, CEO, Sage Financial Solutions

Leigh Phillips, Director, San Francisco Office of Financial Empowerment, City and County of San Francisco.

Donna Little, Associate Professor of Accounting and Finance
Donna Little, Associate Professor of Accounting and Finance on Goals for Financial Literacy and College Persistence Conference

Accelerating in Academia

Conference Chair Donna Little and Conference Moderator Arthurlene Towner discussed the presentations at the Financial Literacy and College Persistence Conference.

Conference Chair Donna Little, Associate Professor of Accounting and Finance at Menlo College, explained that the goals for the Financial Literacy and College Persistence Conference included learning about the latest research from experts, learning about funders’ goals and objectives, and sharing practices for curriculum and program designs. She thanked Citi Community Development for its generous contribution to the event, and also recognized BPM Accountants and Consultants for providing additional conference scholarships.

Explaining why she wanted to offer this conference, Little said that over the years, she and fellow educators in the traditional subjects of economics, mathematics, accounting, and finance noticed that students responded in a highly positive way to personal finance elements in their courses.

Little said, “Speaking for myself, after over 25 years of teaching corporate finance and accounting, I’ve given what I believe to be terrific lessons about financial statement preparation and analysis, and stock evaluations. But what do my former students still remember?

What was most helpful comes from the moments in class when I made it personal—when we did a personal budget, when we amortized personal debt, when we demonstrated compounding as it relates to personal asset building and even the depreciation applied to a family car. When they could use the information and could advise their friends and family, their satisfaction multiplied. Student and alumni enthusiasm influenced me to put more and more personal finance examples into my traditional class.”

Little decided to develop an elective class and, as she was doing so, the 2008 economic crisis hit. Subprime lending fell apart. “Bernie Madoff scandalized the nation and bankruptcy laws changed. Financial literacy became a hot topic,” said Little. “The idea of educating our students to be able to make sound financial decisions garnered wide appeal and urgency. Banks, accountants, government agencies, and even the NCAA began proliferating materials.”

Little cited how the issue of financial literacy became an agenda at the highest levels of our government. The President’s Advisory Council on Financial Capability was established in 2010. It called for improvement in financial education. The council’s 2012 interim report called for financial education to take its “rightful place in American schools,” and for research to support development and dissemination of universal outcome metrics, program evaluation standards, and research to help educators choose programs best suited to their learners’ objectives.

Unemployment rates climbed and college tuition grew, exceeding inflation by over 3% per year. Student loan debt ballooned, and government oversight increased. The State of California has now instituted retention requirements for Cal Grant eligibility. Governor Brown’s 2013–2014 California budget proposal ties graduation rates to state funding.

Little described how anecdotal evidence among educators and administrators in a national survey result pointed to a possible connection between financial literacy and college persistence. In the community, college access programs were evolving, and their missions included college success. They reported that students needed personal financial education to manage the transition to college. Community development and charitable groups became interested in funding programs. “All this momentum, combined with our shared passion for teaching and helping students succeed in college, has brought us to this junction,” said Little.

Little concluded, saying “Many of us are developing courses, sets of courses, and centers for financial literacy at our respective colleges. Our centers include providing a wide range of events, materials and community outreach. We find that non-profits need our resources and assistance as they incorporate personal finance learning experiences into program protocols. Research and assessment are top priorities for all of us.”
An excerpt from a conference presentation by Rebecca Macieira-Kaufmann, President and CEO of Banamex USA at Citi

Think of our work as helping students create positive cycles of change for themselves and their communities,” said Rebecca Macieira-Kaufmann, President and CEO of Banamex USA at Citi, at the Financial Literacy and College Persistence conference.

Citi Community Development collaborates on programs to increase financial awareness in five core areas: financial capability and asset building, micro finance, enterprise development, neighborhood revitalization, and college success.

“Since 2010, Citi has been a sponsor of Learn and Invest for Tomorrow” or LIFT which is focused on using financial literacy to enable low to moderate income youth to make a successful transition into college program and the results have been very impressive,” said Macieira-Kaufmann. “Ninety-six percent of students reported they are able to manage their own money; 81% are helping their families and their friends with financial issues, especially budgeting; 85% reported that LIFT courses helped them to prepare for college and that same 85% actually enrolled and went to college.”

Connecting Financial Education with Community Application and College Access

Financial Literacy and Access to College was the topic of a panel moderated by Jenny Flores, Senior Vice President, Citi Community Development Manager, Northern California and Central Valley at the Financial Literacy and College Persistence conference held at Menlo College. The panelists from local non-profits included Leigh Phillips, Office of Financial Empowerment, City and County of San Francisco; Nicole Ramos, from BUILD; and Saundra Davis, Sage Financial Solutions. The discussion focused on making a connection between financial education research and how communities are using that research to design and innovate programs. The panelists highlighted how exposure to financial education and financial capability is changing the college aspirations of students, particularly for those from low-income households.

Leigh Phillips: “The Office of Financial Empowerment focuses on:

- Access to healthy financial products and services: The Bank On program started in San Francisco with partners like Citi and spread like wildfire across the country.
- Access to financial education, counseling and increasing financial knowledge: We’re engaged in that with our San Francisco Smart Money Network.
- Combating predatory practices and engaging in consumer protection: Our municipal government uses tools such as zoning ordinances to limit the growth of prolific payday lending and check cashing.
- Increasing assets and savings for our communities: Kindergarten to College enables students to start school with a financial asset to help them save for college.

Nicole Ramos works for the non-profit BUILD, a 4-year entrepreneur program for high school students. Their mission is to use entrepreneurship to propel and engage disadvantaged and disengaged students through high school to college success. After ninth grade students spend a year developing full-fledged business plans, they join Build’s Youth Business Incubator where they pitch their idea to a venture capital advisor, earn seed funding, and take out a loan. Their products are marketed and earn real money. Through this experience students are empowered to pursue higher education.

Saundra Davis is a financial planner and coach. “Unless people can control their financial choices, then nothing is going to change. We focus on people who are struggling with behavior as it relates to financial choices. We study what’s going on and come up with ways that we can help change the behavior.”

Read the full articles:
Financial literacy education may not necessarily raise a student’s financial literacy right away, but there are different strategies that colleges and universities can still take to help students become financially competent.

Lewis Mandell, a financial economist and professor emeritus at State University of New York at Buffalo, gave those and many other insights during his session at the Financial Literacy and College Persistence Conference at Menlo College.

Surprisingly, research has shown that high-school students who had taken a financial education class “really knew no more than those who had not taken such a course,” Mandell said. Maybe such a course was not taught well or taught largely by unqualified teachers, Mandell said. He also found that high-school students who had taken a financial literacy course didn’t seem to retain the material they had learned. That’s largely because such courses were not relevant to personal financial decisions.

Mandell noted that college retention is related to financial literacy. “The more years of college that you have, the more financially literate you are,” he said. “Graduating college seniors are getting on to the point where we might say they are pretty financially literate, and with a little bit of experience and the opportunity to make adult financial decisions, they’re probably going to do OK.”

Another interesting finding is that the most financially-literate students are not the ones who study finances or related subjects, he said. “They’re not the economics majors or the business majors or the finance majors or the accounting majors,” he said. “They tend to be students who study science and engineering (and) never had a course related to (finances), but they tend to be more financially literate. Why?”

“The reason is those science and engineering students possess strong quantitative abilities,” he said. Based on his findings, Mandell recommended several strategies that higher-education institutions can take to bolster their students’ financial knowledge.

“Colleges should be focusing their increasingly scarce resources on students with weaker quantitative skills,” he said. “In other words, it’s not really the accounting or finance majors who need (financial education) the most. It’s really the arts and humanities majors, who really are most lacking in quantitative skills and inclinations.”

Another approach is to educate students just before they make a major financial decision such as those involving loans or renting an apartment, he said. “If we can get to the students and their parents prior to making these decisions … it would be important,” he said.

“Colleges should also offer emergency loans with financial counseling to students who would otherwise drop out of school, he said.” In addition, Mandell suggested that colleges team up with banks to offer restricted credit cards, which students can only use for approved purposes. “In other words, it will not allow you to use it at a bar,” he said, “but it will enable you to use it to buy books (or) to pay tuition.”

Moreover, Mandell called for legislation that restricts the marketing of harmful financial products on campus to protect students, especially those from underprivileged backgrounds.
What shapes college students’ financial behavior? “Financial parenting is by far the strongest link,” Joyce Serido told the crowd at the Financial Literacy and College Persistence Conference at Menlo College.

Serido, an assistant research professor at University of Arizona’s Norton School of Family and Consumer Sciences, shared that finding from the Arizona Pathways to Life Success for University Students project, which she is leading. That effort is investigating how young adults develop financial capability.

“A lot of parents directly and explicitly teach financial behavior,” Serido said. “This is how you balance a checkbook. This is how you use a spending plan. You pay your bills every month. You always pay your credit card bill in full.”

It also helps if parents communicate with their college-age children as the young adults they already are, she said. That means parents are “cultivating positive adult relationships” with their children rather than telling them what to do, which is more of a one-way kind of interaction. Such financial parenting leads to students feeling “better about themselves physically, mentally (and) emotionally,” she said.

Coupled with parents’ teaching, formal financial education can make a difference in students, she said. Her project found that when students took a financial literacy course it reinforced their parents’ money management teachings at home.

Serido’s project has sought to study the family and other dynamics behind students’ financial behavior because “if we understand how it happens, how it gets there [and] what contributes to it” then effective interventions and programs can be created to improve people’s money management skills, she said.

Personal finance education should begin as early as 3 years old at home and be reinforced throughout young-adult life. Valerie Coleman Morris, a financial literacy specialist and author, called for that jumpstart so young people can develop practical financial competency by the time they are in their 20s.

“Children understand the importance of keeping their money in order and their little wallets neat,” she said. “Obviously, they don’t have much stuff yet, but what does your wallet look like? Because the reality is you will tend to spend your money the way you keep it.”

However, she pointed out that parents and educators are not as vigilant as they need to be when it comes to giving children financial guidance. “Indeed, most schools don’t teach financial matters at young ages,” she said.

“Nationwide, only 13 states have a requirement that students take a personal finance class while just five states have mandatory testing before high-school graduation,” Morris said. “But students need to know that they have the right to own and use their wealth,” she said. “Not having a good understanding of money is potentially double trouble if parents and other family members are not talking to students about how to make it, manage it, save it and invest it.”

Morris encouraged parents and educators to teach children about money at every opportunity. For instance, when her young granddaughter, Savannah, spotted a nickel on the sidewalk one day, Morris turned that episode into a teaching moment.

“Are you going to leave that on the ground?” Morris asked the toddler. “Oh no,” the child replied, “you told me never ever to leave found money.” Valerie’s granddaughter decided she would save that nickel to help other people, Morris told the audience.

“By the age of 3, children should be identifying coins,” Morris said. “That’s the reason why I stood with my granddaughter for so long saying, ‘Yeah, it’s a nickel, and you know what a nickel is?’ Those conversations repeated help to grow a real responsibility.”
Student Success Does Not Arise by Chance

Excerpted from a Presentation by Dr. Vincent Tinto, Distinguished Professor, Syracuse University

Dr. Vincent Tinto, Distinguished Professor at Syracuse University, and originator of the prevailing theory in the field of retention, was a featured speaker at the Financial Literacy and College Persistence conference. Tinto’s presentation, entitled “Student Success Does Not Arise by Chance,” addressed why students leave college and what educators and administrators are doing successfully to help them stay and complete college. The following is the first part of his speech. Part two can be read online at www.menlo.edu/news/detail/financial-literacy-and-college-persistence-conference:

I’ve had the conversation about student success with hundreds of colleges around the country, particularly those that serve low-income students, and I’ve had the opportunity to work with the Trio Programs [federal educational opportunity outreach programs] in Washington that serve low-income students. Over the course of these many conversations, several facts have become clear. First, the issue we face is not only one of helping low-income and first generation students gain access to college, but also and more importantly, helping them stay and complete college once they begin. Second, though financial aid clearly matters in access, it does not, for most students, directly influence persistence and completion. This is not to say that financial matters do not influence persistence. Rather that its effects tend to be largely indirect in how finances affect how one goes to college, namely attending part-time and/or working while in college.

Persistence and Completion

The fact is that students leave college for a variety of reasons, many of which cannot be easily influenced by educational institutions. Still, there are things that influence retention that colleges can influence, namely the experience students have on campus once they begin their studies.

The way most colleges improve persistence and completion is by focusing on things over which we already have control, namely the environments or conditions in which they place their students and ask them to learn and succeed. These conditions are a reflection of what we’ve done in the past and can change in the future, that is if we are truly serious about improving student success. Colleges can change those conditions, and many colleges have. One can then ask what we know about the conditions on campus in which we place students that promote their success and what colleges have done to increase success.

Expectations

Students do best in environments that provide clear, consistent expectations about what the college requires, and what the classrooms require for success. More importantly, students do best in environments that hold high expectations. Recall the adage, “No one rises to low expectations.” But a lot of our youth, especially those who come from first generation low-income backgrounds have a legacy of being held to low expectations. Make sure students know what is being required of them, and hold them to high expectations.

Support

To make expectations reachable, however, you need to provide support. Many of our students enter with inadequate academic skills. Therefore, colleges invest a good deal of time in providing a range of academic as well as social support including the well-known student success courses that reflect the work of John Gardner and Betsy Barefoot.

The secret of effective academic support is not simply that support is available on campus, but that it is contextualized in some way with what students in classrooms are trying to learn.

Dr. Tinto is the author of Leaving College: Rethinking the Causes and Cures of Student Attrition, coauthor of Where Colleges Are and Who Attends and Completing College: Rethinking Institutional Action.
At a reception to honor degree candidates, Provost James J. Woolever shared a motivating speech about making dreams become reality. The following excerpted version of the Provost’s speech is about the late Randy Pausch, former professor at Carnegie Mellon University, whose inspirational persistence and determination helped him attain his dreams. Pausch’s book, The Last Lecture was sent to the freshmen class during Summer 2012 as part of Menlo College’s Freshman Year Experience.

At his last public lecture, Dr. Pausch began his remarks by quoting his father: “Whenever there is an elephant in the room you need to acknowledge the creature.” And so the first slide presented to the audience was a CAT scan of Randy Pausch’s pancreas that revealed highly aggressive malignant tumors in his internal organs. In 2007, after he was told he had only a few months to live, this young husband and father took the stage and set the parameters of his last lecture.

The last lecture focused on helping the audience achieve their childhood dreams. The lecture began with a slide identifying some childhood dreams – little did Dr. Pausch realize that he was following the management guru, Peter Drucker’s first commandment for aspiring entrepreneurs: For dreams to become a reality – they need to be written down. The first step for making your dreams come alive is to write them down so you can review them periodically.

Pausch said that you classify your dreams into two broad categories: ones that can actually happen and ones that remain in the realm of one’s active imagination. In his case he identified two dreams that just were never going to happen. Number 1 impossible dream: playing football in the NFL. You see, Dr. Pausch weighed no more than 160 lbs and playing linebacker for the Pittsburgh Steelers was not going to happen. His other “impossible” dream was to be, literally, Captain James Kirk of the starship Enterprise of the Star Trek television series.

The next set of dreams are the achievable ones – provided you are willing to put your energy, intellect, desire, and passion into overcoming the walls that separate us from achieving our dreams.

Two pertinent examples from his life: when he graduated from Brown University, Pausch’s advisor encouraged him to apply to Carnegie Mellon’s Ph.D. program in computer science. He applied and was rejected. He applied to other universities and was accepted, but in his heart he wanted to go to Carnegie Mellon. How does one get into Carnegie Mellon after one has been rejected? His solution: go to Pittsburgh, meet with the Dean and faculty to convince them that they need Randy Pausch in their graduate program. For two days he met with the key players and convinced them that Carnegie Mellon would be short-changing itself without him. The outcome: he was accepted into the university. In time, Randy Pausch graduated from Carnegie Mellon with his doctorate.

The second example is Randy Pausch’s big dream – the one that he had dreamed of since his early childhood—working for Walt Disney’s Imagineering/Virtual Reality department. He called a head honcho at Disney and offered to take him to lunch. From that conversation, came the opportunity to spend a sabbatical year at the Disney labs, and eventually the offer of a full-time position at Disney. Pausch admits that although the job offer was tempting, his heart was in the classroom inspiring the next generation of virtual reality stars – one of whom is now a key leader at Lucas Light & Sound in Marin.

Sadly, Randy Pausch died on July 25, 2008 leaving his wife and three small children. During the last months of his life, a colleague helped him organize his lecture notes into a book, aptly entitled The Last Lecture. This book is now the most commonly used text on college campuses for their freshmen experience and was the text read by this year’s freshmen class at Menlo.

Tonight, we celebrate with undergraduate degree candidates the accomplishment of graduating with a college degree. Bravo! Chalk one dream up as successfully completed! Somewhere deep inside you is that next dream – have you taken Peter Drucker’s advice and written it down for posterity’s sake?

It is our hope that you will make your next set of dreams a reality and that your life is filled with happiness, health, and much prosperity. And do not forget where your college degree came to fruition: Menlo College. Go Oaks!

At the Winter graduate reception, President James J. Kelly hosted the graduates at his home and Provost James J. Woolever shared a speech about making dreams become reality.
Douglas M. Carroll
Professor, Mass Communications


Mark J. Hager, Associate Professor, Psychology

Dr. Hager presented his paper, “Mentoring Relationships and Doctoral Supervision in a Global Knowledge Economy,” at the International Conference on Developments in Doctoral Education and Training, hosted in April by the UK Council of Graduate Education in Edinburgh, UK. Dr. Hager’s research focuses on promoting best practices for mentoring relationships in higher education. Dr. Hager spoke about faculty practices that help doctoral students succeed, paying special attention to psychological and social issues such as identity development, role modeling and social integration of doctoral students into communities of research and practice. This was Dr. Hager’s second presentation before the UKCGE, having been an invited speaker at the inaugural International Conference on Professional Doctorates in 2009.

Jack Klingler, Professor, Accounting

From January to March 2013, twelve students, under the direction of Professor Jack Klingler provided free income tax preparation services to students and other eligible taxpayers as part of the Volunteer Income Tax Assistance Program. Professor Klingler and the students held four 4-hour sessions and helped prepare sixty-five tax returns, amounting to refunds of over $30,000.

“It was exciting working as a team and helping other students from our school,” said junior accounting major and VITA volunteer, Cameron York. “The VITA program provided a great learning experience and life skills that everyone needs to know.”

Soumen De, Professor, Finance

Dr. Soumen De presented a paper, “Acquisition Pricing in India During 1995-2011: Have Indian Acquirers Really Beaten the Odds?,” coauthored by Dr. Jan Jindra and Pradip Banerjee; Prithviraj Banerjee and Jayanta Mukhopadhyay from India; at the Indian Finance Conference (IFC) in Kolkata, India. The conference is organized annually by the three elite Indian Institutes of Management. Professor De chaired two sessions for the conference. The paper was also presented at the Global Finance Conference in Monterey, California, in May. A paper, “Can Firms Learn to Acquire?,” coauthored with Dr. Dima Leshchinskii and Maurizio Zollo, has been accepted for publication in the International Journal of Finance. The paper studies how post-acquisition decisions and learning from previous acquisition experience affect the long term performance of acquiring firms.

Mark J. Hager, Associate Professor, Psychology

Dr. Hager presented his paper, “Mentoring Relationships and Doctoral Supervision in a Global Knowledge Economy,” at the International Conference on Developments in Doctoral Education and Training, hosted in April by the UK Council of Graduate Education in Edinburgh, UK. Dr. Hager’s research focuses on promoting best practices for mentoring relationships in higher education. Dr. Hager spoke about faculty practices that help doctoral students succeed, paying special attention to psychological and social issues such as identity development, role modeling and social integration of doctoral students into communities of research and practice. This was Dr. Hager’s second presentation before the UKCGE, having been an invited speaker at the inaugural International Conference on Professional Doctorates in 2009.

Jack Klingler, Professor, Accounting

From January to March 2013, twelve students, under the direction of Professor Jack Klingler provided free income tax preparation services to students and other eligible taxpayers as part of the Volunteer Income Tax Assistance Program. Professor Klingler and the students held four 4-hour sessions and helped prepare sixty-five tax returns, amounting to refunds of over $30,000.

“It was exciting working as a team and helping other students from our school,” said junior accounting major and VITA volunteer, Cameron York. “The VITA program provided a great learning experience and life skills that everyone needs to know.”
Professor Jack Klingler congratulated Assistant Professor Donna Little at Commencement upon the announcement that she had just been awarded the Faculty Service Award.

**Dima Leschinskii and Jan Jindra,**
Assistant Professors, Finance

In the Annual Spring 2013 Research Colloquium series, Assistant Professor Dima Leschinskii presented the paper “Financing of Start-up Firms, VC Exits, and Developments in the Trading of Shares of Private Firms” that he co-authored with Assistant Professor Jan Jindra. The presentation focused on recent trends in the venture capital financing of start-up companies including adoption of the JOBS Act. The Colloquium series is open to all Menlo students, faculty, and staff. The series allows scholars to discuss their research in an informal setting with peers, students, and the community-at-large.

**Donna Little**
Associate Professor, Accounting and Finance

Professor Little chaired the Financial Literacy and College Persistence Conference. (see pages 11–17) She was named to the Board of CalCPA Silicon Valley. She also received the Faculty Service Award at Spring Commencement. The award is presented to a faculty member for selfless service to the College and faculty.

**Dr. Craig Medlen,** Professor, Economics

Professor Medlen has an article about Thorstein Veblen under review at the *Journal of Economic Issues*, entitled, “Veblen’s Rabbit Hole: Make-Believe Legitimations, Bailouts, Scandals.” Professor Medlen said, “Ethical behavior, as truth telling and honest dealing, requires (minimally) an ability to discern truth. In Veblen’s understanding, the pecuniary system meshes “make-believe” and truth in such an entanglement that it is difficult to discern one from the other. In the case of salesmanship, this entanglement of make-believe and truth might seem obvious. But Veblen understands “make-believe” culture as extending across “make-believe” discounted streams and “make-believe” legitimations surrounding the private property foundations of a modern business system and the accompanying legitimations that bathe elites in a sanctified aura. Modern “make-believe” culture allows elites to siphon off a large chunk of production, without a corresponding contribution to production. In consequence, elites parade as magicians who are largely exempt from ethical scrutiny. Scandal is supportive of the social order in that scandal gives at least the appearance that ethical and legal norms are still functioning.”

**Melissa Michelson,** Professor, Political Science

Professor Michelson participated in the forum “Religion, Values and Immigration Survey Release: What Factors Influence Views on Immigration Policy?” hosted by the Public Religion Research Institute (PRRI) and the religion, policy and politics project at Brookings Institution in March. The forum focused on a new national opinion survey on religion, values, and immigration reform and featured authors of the research report *Deportation Deferred: Make-Believe Legitimations, Bailouts, Scandals.*

“I’m excited to be a part of the national conversation about how we can find a compromise on comprehensive immigration reform that is acceptable to all Americans and both sides of the aisle in Congress,” said Michelson.

Last semester, Dr. Michelson had fun with her California Politics class, taking them on three field trips: to a CA Supreme Court oral argument (in SF), to a meeting of the San Mateo County Board of Supervisors, and to Sacramento.

This summer, Dr. Michelson will be wrapping up her current book, *Living the Dream: Mexican Born, American Raised, Deportation Deferred,* under contract with Paradigm Publishers and due to be released in 2014. The book is about DREAMers and President Obama’s Deferred Action for Childhood Arrivals (DACA) program.

In August she will also co-host a one-day mini-conference prior to the American Political Science Association annual meeting, in Chicago. The Mini-Conference for Women of Color in Political Science will bring together both faculty and graduate students who are women of color in political science for a series of workshops, plenary speeches, and a mentoring lunch. Dr. Michelson also received the Dean’s Scholarship Award at Commencement. This award is presented to the faculty member for outstanding scholarly research and writing. Her book, *Mobilizing Inclusion,* has been awarded the best book of 2012 award by the American Political Science Association’s Race, Ethnicity and Politics Section, and she has been awarded a grant for her research on same-sex marriage from the Williams Institute at the UCLA School of Law.
Dr. Leslie E. Sekerka
Associate Professor, Management

Dr. Sekerka’s book entitled *Ethics Training in Action* will be published this fall as a part of IAP’s Ethics in Practice series. The professor’s research has recently appeared in the *Journal of Applied Behavioral Science* and *Journal of Management Development*, where she addresses value prioritization in ethical decision making and the importance of patience in organizational settings (respectively). CPA David Sage featured the former article in *Management INK* as recommended reading for its “Challenges in Leadership” series. Her special issue, “Positive Organizational Ethics,” will be appearing in the *Journal of Business Ethics* in 2014.

Dr. Sekerka’s manuscripts were accepted for inclusion at the annual meetings for the European Academy of Management, Eastern Academy of Management, and Academy of Marketing Science, along with the bi-annual gathering of Positive Organizational Scholars. She will travel to various locations this summer, including Istanbul, Turkey, to present her work.

As the Founder/Director of the Ethics in Action Research and Education Center, Dr. Sekerka’s community involvement generated $4,500 in donations this year, with a generous contribution from the James Hervey Johnson Charitable Educational Trust. Dr. Sekerka hosted more than twenty-five business leaders to campus this year, individuals meeting with students and encouraging them to see how professionals apply ethics to their daily performance in the workplace. This year’s program speakers included Ruth Cotter, Corporate VP of Investor Relations at Advanced Micro Devices; Carson Block, Founder/Director of Research at MuddyWaters LLC; and Jay Mumford, Vice President at the Ethisphere Institute. At Spring Commencement, she was awarded the Charles B. Emerick Teaching Prize, awarded to a member of the faculty for dedication to teaching and the education of students at Menlo College.

Dr. Marilyn Thomas, Dean, Arts and Sciences

Dr. Thomas’s book proposal on a biography of Queen Adelaide, Queen Victoria’s predecessor, has been accepted at McFarland Press.

Dr. William Walters, Dean, Library Services, Associate Professor, Social Sciences

The rate of growth in academic libraries’ e-book collections has fallen considerably over the past three years. Dr. Walters’ latest research, published in *Portal: Libraries and the Academy*, *Serials Review*, and the *Journal of Librarianship and Information Science*, shows that this can be attributed to a variety of factors: a reliance on leased access rather than ownership, the need to pay annually for content that does not change over time, a lack of standardization in file formats and e-book platforms, technological restrictions that exceed the legal rights of content providers, unnecessary idiosyncrasies in license terms, and poorly conceived limitations on the use and sharing of e-books by library patrons. More generally, his work demonstrates that the potential advantages of e-book technology are likely to be realized only to the extent that they advance the economic goals of e-book suppliers and are consistent with the legal framework that has been negotiated by publishers, vendors, libraries, and readers. In particular, the single-user business model adopted by most e-book providers is fundamentally inconsistent with the needs of academic libraries and other multi-user institutions.

Kevin Kaatz
Lecturer, History

Kevin Kaatz is incorporating digital history into many of his classes. Check out his website: www.digitalancienthistory.com
Menlo College welcomes Steven Weiner as its Executive Vice President for Finance and Administration. Most recently, Steven operated Tolven, Inc., an internationally-focused open source healthcare software firm he co-founded in 2006. Prior to that, he was Vice President at both First Consulting Group and Science Applications International Corporation. Steven spent 16 years at the University of Chicago progressing from Assistant Director, University Health Services to Chief Business Officer, Department of Medicine, and then Associate Dean of the Division of Biological Sciences and the Pritzker School of Medicine. A graduate of Northeastern University in Boston with a baccalaureate in Botany, he received his MBA from the University of Chicago. Steven's 16 years of service to the University of Chicago was recognized with the establishment of the “Steven Alan Weiner Distinguished Service Scholarship” to provide tuition support to an MD/MBA student annually. Other honors include the “Outstanding Consultant of the Year Award” for clinical computing initiative support from Kaiser Permanente, and the “CEO Award” from Science Applications International Corporation.

“I have been extremely impressed with the enthusiasm and commitment of the many individuals at Menlo College,” said Steven. “I look forward to working with the College leadership, faculty, staff and students to build on the innovative work already underway.”

FAREWELL TO OUR COLLEAGUES

By Provost James Woolever

David Placey, VP Enrollment Management

In fall 2007 David Placey joined the Menlo management team as the Director of Enrollment and Admissions. In a short time he would be appointed as the Vice President, Enrollment Management and Planning. If asked to describe David Placey’s leadership style the phrase “pragmatic visionary” comes to mind. During one of our first meetings, Mr. Placey candidly stated that if Menlo College were to regain its reputation as a premier business school, it was imperative that we become a “destination” college. For the past six years this has been the primary objective of every Menlo administrator. Furthermore, it is this vision that led the Office of Academic Affairs to begin the arduous process of seeking accreditation by the prestigious private accrediting agency, the Association for Advancement of Collegiate Schools of Business (AACSB). “With Mr. Placey’s support and dedication, we began this journey in 2009, and hope to accomplish our goal this coming academic year. On behalf of all the Menlo College administrators, we say “thank you” to Vice President David Placey for all he has done to make Menlo College a ‘destination’ college once again,” said President James J. Kelly. Mr. Placey’s vision will continue to guide and challenge us in the years ahead.

Michael Schultz, started at the College as an Associate Professor of Management in 1991. Prior to his career in academics, he was Vice President of Global Marketing & Development at Levi Strauss for a ten-year span and then Managing Director & General Counsel of Golden West Commercial Scientific Corporation from 1987–1991. Throughout his twenty-two years of teaching international management and business law courses at Menlo College, Professor Schultz creatively designed and delivered undergraduate business courses that conveyed benchmark management practices and techniques, all within the broader context of social responsibility, innovation, and personal ethics. Based on a myriad of comments from former students, Professor Schultz is regarded as one of the College’s most effective instructors. A gifted educator, Mike Schultz has the ability to capture the interest of his students while challenging them to reach their full potential. In addition to his classroom responsibilities, he served as Associate Vice President of Academic Affairs from 2002–2004 and as Provost from 2004–2007. Despite his administrative duties, he taught classes, including the capstone management class where he was passionate about integrating the best of humanities into this business course. His teaching effectiveness is a legacy that will continue to inspire his colleagues for years to come. We thank him for his dedication to Menlo College.
The Menlo College Accounting Advisory Board hosted Menlo’s third annual Accounting Careers Scavenger Hunt. The event showcased the opportunities of pursuing a career in accounting, and gave students the chance to meet with members of the Menlo College Accounting Advisory Board and executives from BPM, Moss Adams, and Robert Half Finance, as well as other Silicon Valley accounting firms.

Students talked with each of the professionals for eight minutes before moving on to the next, thus conducting a series of informational interviews throughout the evening.

“The Accounting Scavenger Hunt was an amazing experience,” described junior Casey Showalter, one of the 26 students who attended the event. “It gave us insight into the lives of accountants and helped us gain more knowledge about a potential career path.”

The members of Menlo College’s marketing faculty hosted a Speed Networking Evening, sponsored by the Marketing Advisory Board. The event gave marketing majors the opportunity to socialize and network with a variety of marketing professionals.

In the format of speed dating, students socialized with twelve marketing professionals. Throughout the evening students rotated among representatives from Google, McAfee, SalesX, Home Instead Senior Care, FunLoop, and Chegg to mingle with one another over a series of eight-minute conversations.

“We learned how all these people made it to where they are now – to success,” said senior Jessica Sous, International Marketing major. “We also picked up little things that we could do as students to set us apart from other people with similar ambitions.”

In memory of Dr. Martin Luther King, Jr., the Black Student Union (BSU) and faculty hosted a freshman Human Rights Essay Competition. All freshmen taking English composition courses were asked to write an essay about human rights. Faculty judged the essays and chose three winners who were asked to present their essays at a kick-off event for Black History month.

Shakila Caldwell, first place victor, shared an emotional essay about the Lesbian, Gay, Bisexual and Transgender movement and how it has directly impacted her family. Second place winner Brenda Rivera spoke about her observations regarding the treatment and perception of Latinos. Jin Bian, an international student from China, placed third and spoke about the challenges international students face fitting into the American culture, especially concerning perceptions of attitudes and behaviors.

The event concluded with guest speaker Chike Nwoffiah, Adjunct Professor and President at Rhesus Media Group, who discussed the African-American Civil Rights movement and how Dr. King was, and remains, a great influence on society.
In March, the Menlo College Rotaract Club sponsored a trip to Facebook Headquarters in Menlo Park so that students could learn about the business environment. Fourteen Menlo students toured Facebook with two guides and got a glimpse of what it is like to work in one of the most innovative companies in the world.

“The Rotaract Club tries to organize at least one business visit a year to give students the chance to see what it’s like to work at a real business,” said Carlie Belmodis, Vice President of the Rotaract Club. “We’re privileged that our connections with members of the Menlo Park Rotary Club allows us to explore companies that may not usually be open to visits.”

Developing Leaders

The 2nd Annual Leadership Day showcased student leadership opportunities on campus and discussed the skills, team dynamics, and challenges facing student leaders.

The event began with a keynote address by motivational speaker Mark Speckman ’75 who spoke about the characteristics of a leader and ways to motivate others to lead. Speckman’s presentation was followed by breakout sessions hosted by Resident Assistants, SERV, Student Union, Student Government, Peer Counselors, LeaderShape Institute attendees, and Orientation Leaders. They shared their ideas about being campus leaders. The day concluded with a fashion show that focused on appropriate business, interview, and networking attire that was sponsored by Pendleton and Old Navy.

“This year’s student leaders are passionate about life, about their ideas, and want to make a difference,” said Yasmin Lambie-Simpson, Dean of Student Affairs. “These individuals juggle multiple activities, personal life, and athletics, and still achieve success. They are selfless and open to improving themselves and the College community.”

Dr. Thomas’s Travels

In May, Dean of Arts and Sciences Marilyn Thomas and a group of 8 students traveled to Berlin, Dresden, Vienna, Salzburg, Prague, and Munich as part of a course. Here are her reflections on the trip:

“We can read about events like how Hitler managed to seize power in Germany, but there’s nothing like actually seeing the building which played such a key role in the transition of power from the government under Chancellor Hindenburg to that of the Nazis under Hitler. As we stood in front of the Reichstag Building in Berlin, our tour guide explained how the Nazis, then a party struggling for power, blamed the Communists in Hindenburg’s government for setting the building on fire on that fateful day in 1933. The truth is that the Nazis themselves might have started that blaze. Whatever the truth might be, that blaze marks a tragic turning point in history. From now on, whenever we, the members of that group read or hear about WWII, we will no doubt be reminded how one small event can have such tragic consequences for so many. Happily, the same is true of good deeds. Nor will we forget the impact of actually touching remnants of the Berlin Wall, walking through the Brandenburg Gate, and standing over the bunker where Hitler committed suicide. These are all more real now for our having been there.

This year’s study abroad took us from Berlin to Dresden, both cities having risen out of the ashes of WWII to become model cities, the former glorious with state-of-the-art public buildings, the latter boasting the reconstruction of a medieval cathedral destroyed when the city was bombed by both the US and England. Remarkably, the builders used as many of the original stones as possible, the dark, medieval stones serving as a stark reminder of war and its devastation.

From Dresden to Munich, we saw the sites where history was made. Whether it was the ancient fort that overlooks Salzburg or the John Lennon Graffiti Wall in Prague, we all gained a new appreciation of our past and how it impacts our present.”
Jonathan Remple, Fulbright Scholar, found the opportunity to speak with Professor Sekerka’s students “truly inspiring.” He shared his gratitude with her, noting that Menlo’s focus on morality and ethics in business is exceptional. He explained, “With all of the information we have at our disposal today, when the data is skewed, biased, or shaped by other interests, decisions might not be sound. Menlo is taking the right approach, helping students to think beyond personal interests, embracing a responsibility to be mindful global citizens.”

As a Fulbright Scholar, Remple spoke about his experiences living, studying, and teaching in Rwanda throughout his fellowship period in Niger, West Africa. In navigating the linguistic and cultural mazes that arise when living abroad, Jonathan realized how essential cross-cultural communication is and how applicable it is to the professional world. From handling off-hand jokes about physical abuse in Niger to the elation of surprising Rwandan strangers with advanced language skills, Remple’s time abroad empowered him to face and thrive in situations that were potentially paralyzing. Moreover, these experiences demonstrated to him how important communication and empathy are in fostering a harmonious work environment, building and marketing one’s strengths, and truly knowing one’s audience.

As the class discussion evolved, business ethics student Christian Hill-Smith, shared how he handled a co-worker’s racist comments. After speaking openly about racial and class inequality, and often-ignored topics such as “white guilt” and reverse racism, the class shared an open conversation that touched on personal and professional experiences.

Remple’s personal experiences in Rwanda led him to question how that nation could descend into genocide. His working thesis is that these were ordinary men and women who committed atrocities, and we are all prone to overlooking injustice. It wasn’t because these people are African, poor, or uneducated.

As social psychologists like Milgram and Zimbardo have shown, good people can engage in horrific behaviors, actions that are evil. Remple says this shouldn’t be dismissed because we’ll all face decisions where our ethics and morality are tested. Whether it’s unfair business practices, abuse in or outside the workplace, empathy towards co-workers, or realizing the effects of your company, understanding the importance of our human connections will garner more respect and empower each of us to make decisions that will stand the test of time.

Remple was energized by the fact that Menlo College is raising a body of students eager to learn and lead. As increasing competition over jobs, oppressive student loan repayments, and fear of failing are on the minds of upperclass men and women, ethics remains a relevant priority with them. He added, “I’m confident we’ll be seeing an emerging crop of leaders sprout from within these walls. It’s my sincere hope that they walk with the mindfulness and compassion that separates the successful from the revered.”

Fulbright Scholar Speaks to Business Ethics Students

\[\text{Jonathan Remple, Fulbright Scholar, found the opportunity to speak with Professor Sekerka’s students “truly inspiring.” He shared his gratitude with her, noting that Menlo’s focus on morality and ethics in business is exceptional. He explained, “With all of the information we have at our disposal today, when the data is skewed, biased, or shaped by other interests, decisions might not be sound. Menlo is taking the right approach, helping students to think beyond personal interests, embracing a responsibility to be mindful global citizens.”} \]
A Personal Video by Kainoa Keanaaina ’13 on Choosing Menlo and Helping Hawaii

Kainoa Keanaaina’13 was searching for a way to tell his life story on video in three minutes to fit the guidelines for the “I ♡ Menlo” video contest that he entered this spring. His friend Alyssa Rodeheaver-Nojima ’14 suggested that he use a video technique where he would fast forward everything to reduce the duration of his video. She had admired the same approach on a video, “Draw My Life,” by vlogger (video blogger) Jenna Marbles on YouTube.

Kainoa’s film, “Kainoa’s Short Story,” won first place in the competition that gave students an opportunity to express their love for Menlo College through words, pictures, songs, and dances.

Kainoa, a business management major, credits his professors Marilyn Thomas, Frances Turner, Donna Little, and Marianne Marar and Katie Flynn, Director of the Writing Center, with his scholastic success at Menlo. “They care about your education and scold you like a family would when you aren’t doing what you should. I like that,” said Kainoa. In his video, he narrates the story of his life so far, and talks about leaving his beloved state, Hawai’i, to come to Menlo College. He includes the friends he made at college, playing football, when he broke his leg, when he grew his hair long, and his plans to help Hawai’i. I want to help other people through mobile apps, specifically those having to do with the Hawaiian culture. Through my work, I hope to make everyone proud (including Granny). I can finally help Hawaii,” said Kainoa.

Kainoa’s video can be viewed on YouTube: www.youtube.com/user/menlocollegebiz
Taylor Kopf Wheels Out a Bike Business While at Menlo

Of course it was no surprise that Taylor Kopf ’11 had thoughts of opening his own bike shop because he had been working with bikes since he was 15 years old. “The name Cognition just came to me,” said Kopf. “A cog is a bike part, and the “nition” part is from the word “recognition” so I kind of put the two together. My brother is a graphic designer and he helped me with branding.”

Taylor met his business partner, Eric Cheah at the bike shop where both of them worked before Cognition. “Picking our location was so much easier than it would seem. We were lucky enough to come across our Mountain View location by accident,” said Taylor. “What we learned is that before it was vacant, it actually housed a bike shop. So not only was the location exactly what we were looking for, the layout was already 90% built around what we would require. It was a perfect match.”

“We sell all kinds of bikes, but primarily the type of bike we sell is for commuters. We get lots of people from Google, Facebook, and other Silicon Valley businesses coming to us for a bike they can ride to work and back. Business is great,” he said. Kopf started out with two employees and now, three years later, he has 12. He says that finding employees who are the right fit is the most difficult aspect of the business.

“I took a lot of different marketing courses at Menlo. The more I thought about actually starting my own business, the more those classes quickly became relevant to exactly what I was doing every day,” said Taylor. “That was a huge help for me. The experience that I gained from Menlo helped push me to actually take the risk in starting my own business.” Taylor started his business during his junior year at Menlo.

“I cannot begin to explain how much Menlo has prepared me for the real world. The environment and structure of the classes, and the individual attention that was available to me, helped immensely with actually learning and retaining material,” said Taylor.

“We have had a blast with Cognition, so much so that just recently we have begun work on a second location. We have been open for just over three years now, and we feel like it’s a great time for us to expand to another location in the Bay Area. So hopefully within the next year or so we will have another shop up and running,” added Taylor.

Taylor Kopf ’11 is a second-generation Menlo alumni. His dad is Ben Kopf ’79.

“I would advise other Menlo graduates who are looking to open a business to just go with their gut. Running a retail business can have lots of rewarding experiences. At the same time, it also comes with its fair share of challenges and very long days. Looking back, I think I might have underestimated just how many hours I would be working for the first few years we were here. Bottom line, if you are passionate about starting your own business, I am sure you will find it every bit as rewarding as I have.”
A
fter Anton graduated from Menlo College in 2008 with a Bachelor’s Degree in Business Management, he helped manage the family business, opening new clothing retail stores around Europe. During a trip to Dubai, he noticed people getting their cars washed while they were at shopping malls. This gave him an idea for a start-up: producing and selling eco-friendly car wash products that could be used without water.

“Green technology is the future and with our innovative products you use one cup of water instead of the gallons you would use at a regular car wash. Traditional car washes use between 50-100 gallons of water per car, so we are saving millions of gallons of water per year. It is about preserving the planet, and doing so while getting top quality products for your car. The demand for our products is growing rapidly and with regulations on water consumption and ground-water pollution, the opportunities ahead are enormous.”

Green Technology is the Future for Anton van Happen ‘08

“To be successful you have to do something you really like; you’ve got to have fun doing it.”

Anton van Happen ‘08

From its South San Francisco warehouse, Eco Green Auto Clean ships its products to 155 distributors in the U.S. and in 100 countries worldwide. Anton sees continuous growth in the near future, with big plans for next year, expanding the business with franchises. From there on the company expects to grow by 10-15 franchises a year on top of their product sales.

The first location for a car wash was no coincidence; it was going to be their showroom for the world. “In Silicon Valley people are not scared of trying new things, they welcome and embrace innovation. Later the rest of the world follows. Venture capitalists come in and want to invest in our company, but for now we are doing well with our own funds. One of the best things about our company is that we enjoy full control of the whole production chain from manufacturing to distribution and finally sales. We are officially Tesla’s detail product provider and Google recently opened a car wash for their employees that uses our products. Needless to say, this would not have happened if we were located anywhere else other than Silicon Valley.”

“Menlo College’s location, Silicon Valley, is great for networking, and contacts can be the difference between success and failure,” Anton says. “Advice to Menlo College entrepreneurs: believe in your idea and focus on showing revenue. When you are banging your head against a brick wall, and everyone tells you to stop, keep going.”

Eco Green Auto Clean is located at 2801 El Camino Real, Redwood City, CA 94061 | www.ecogreenautoclean.com
Launching a Venture

In Fall 2013 Ron Kovas, a former part-time faculty member will become a full-time Professor of Management at Menlo College. His past experience as the CEO of three new ventures fuels his emphasis on actual practice for student entrepreneurs (see page nine). “My teaching style is to expose students to the tangible business world,” said Kovas.

In past marketing and advertising courses, Kovas has conducted tours to top marketing firms in the SF Bay Area including AKQA, a top digital marketing agency, Facebook, and KGO Radio. He has regularly invited Silicon Valley executives to the classroom to interact with students. “Students need authentic real-life business experience in addition to education. They need course work that relates to the world,” said Kovas.

Following a course syllabus that he has planned specifically for seniors, Kovas will teach a capstone class, Launching a Venture. In the course for entrepreneurs, students will form 7 or 8 small teams to create an idea, learn the fundamentals of a start-up, sell to investors, and manage a fledgling business. “With the small size of the groups, there is simply no place for students to hide,” smiled Kovas.

His vision is that students will work in teams, marketing their businesses and developing a business plan to pitch before venture capitalists.

“Investors first buy the team, then they buy the idea. That means that every member of the team is essential,” Kovas said. “If your presentation is not relevant to the client, you’re dead. If your team or the client does not grasp your personal effort, you’re also dead. If you are launching a major campaign, your job is on the line. Your pitch has to be relevant. This is how you learn the ropes of business. If you’ve never tried, how do you know if you can do it?”

There will be three parts to the grade for the course. The written plan, the presentation, and the individual effort. “It is important to perform in each part of the course, just as it would be if you were part of a professional team,” explained Kovas.

Juniors and seniors will also have the opportunity to learn from Kovas’s expertise in Advertising Principles and Practices, an integrated marketing, communications, and advertising course. “This is where students develop their research and writing skills,” Kovas added.

He will also teach Business Management Practice 101 for freshmen. “In this course, we look across the spectrum at business basics,” said Kovas.

He concluded, “Students have four years to hone their skills as entrepreneurs. I’m here to help them make it happen.”
Alumni Council News

Major volunteers from the 85th Anniversary Friends of Menlo planning group were invited to move the concept of an Alumni Council forward to the next level for Fall 2013, starting small and building toward a full-fledged alumni association. Eight alums stepped forward to launch the AC: Melissa R. Blankenship ’92, Tony Borba ’85, Alan Henderson ’78, Sidra Iqbal ’12, Hanna Malak ’12, Katrina Smith ’13, John Till ‘91, and Dawn Yules ’11. Others will provide much needed project support, including Lyn Brownfield ’07, Peter Mansfield ’64, Howard Mason Jr. ’57. Simon Glinsky, Chair of the SBA Advisory Board, will work with Bill Hopkins, Senior Director of Development, and Tina Fairbairn, Director of Alumni and Community Relations.

The Alumni Council will develop a vision, strategy and plan, and benchmarks for a future inclusive alumni association that will organize a self-sustaining annual campus event for alumni and Menlo College friends. Next, the council will establish alumni clubs in key areas, initially NorCal, and Seattle. The Council will develop specific initiatives working with top priorities of the College, reaching out to all constituencies in the campus community, and investigate alumni travel with a third party provider. In January a second round of applications will be taken for additional Alumni Council members.

Hawaii Alumni Celebrate 85 Years

Menlo College President James J. Kelly visited Honolulu to celebrate 85 years of Menlo with Hawaiian alumni, as well as current and prospective students and their parents in March. The reception, hosted by John Henry Felix ’49 at the Waialae Country Club, gave attendees the chance to socialize and share their college experiences. Felix kicked off the event by sharing what Menlo has meant to him. The lively discussion ended with Mike Lilly ’66, former Attorney General of the State of Hawaii, sharing his Menlo memories.

“Our 85th Anniversary celebration was a wonderful success,” said President Kelly. “We are exceptionally grateful to Mr. Felix, and proud of our strong Menlo College-Hawaii tradition.”

Class Notes

Compiled by Tina Fairbairn, Director of Alumni & Community Relations and Kalino Grace ’13

1960s

Steven R. Simpson ’61, retired civil engineer, lives in Riverside CA.

Edward William Huneke ’61 from Spokane, WA, says, "I love in-line skating! Had to give it up a couple years ago due to three falls! Back in the ’80s, other than just doing divorce law all the time, I designed two “high-speed rowing crafts,” to beat the normal rowing shells, which I had done at Stanford.

1970s

Robert Vale ’73, is an attorney in wealth preservation, asset protection and trust and estate administration at McDowell Cotter in San Mateo.

Duncan H. Newell ’75 of Bellevue, WA, sent this message, “With all that happens around this increasingly small world, with all the good people we lose on a daily basis to mindless and numbing behavior; Kent State and the military dictatorships of a couple of foreign countries seem almost inconsequential, yet how influential they turned out to be for so many of us.”

1980s

Hani A. R. Al Ali Amman ’84 writes: “I am currently a Chief Investment Officer in an investment bank in Jordan.”

Tony Borba ’85 has been appointed Medical Group Administrator of Kaiser Permanente Medical Center, effective July 1, 2013. Tony was selected to bear the Alumni Banner at the Menlo College 2013 Commencement due to his outstanding service to the College during the 85th Anniversary Celebration at Homecoming, and for his commitment to Menlo Athletics and football.

Lance R. Vaughan ’86 from Portola Valley, CA, reports, “I spent fall and winter as project manager on a mega house in
Kari Yukiko Tokushige Faainu ‘07 from Aiea, HI wrote, “I’ve been married for 2 years now. I live on Oahu and don’t plan on leaving anytime soon! We just bought our first home and are facing what it means to truly be a grown adult! I’ve been a nail tech for five years now. I worked for Paul Brown and the Kahala Hotel and Resort before opening my own business in 2011. It has been a great journey.

Michael Todd Wheeler ‘07 of Menlo Park, CA says, “I competed on the wrestling team under Coach Spataro for four years, and graduated Valedictorian. My degree was Business Management with a minor in Management Information Systems. The blend of business/tech has served me well, as I’ve spent my career on small, self-sufficient teams solving technical problems. I moved to Chicago in 2012 to join the G2 Crowd team as a technical cofounder. We are a technical startup focused on changing the way that companies buy and sell Enterprise Software. Prior to G2 Crowd I worked as a Software Engineer at TapJoy, a mobile gaming company in downtown San Francisco. At TapJoy I helped to launch their Marketplace product - a mobile web app that served more than 3 million users.

Anya (Anna) Surovitsky ‘08, who moved to Renton, WA recently, writes, “I am currently working as an Internal Audit Manager at Franciscan Health System, which is based in Tacoma, WA, and includes six full-service hospitals. I am responsible for process improvement and audit management in the industry with a lot of upcoming changes and challenges. Attending Menlo was one of the success factors getting me ready for the new and exciting opportunities ahead.”

2010s
Kerilyn C. Yadao ‘10 from Honolulu, HI says, “After graduating with a degree in business management, I knew that my heart belonged in Hawaii. My goal was to help people understand their financial needs and create solutions to reach their goals, which is what I do as part of the credit analysis team at Hawaii National Bank, a community bank based in Honolulu. I often find myself reminiscing about the annual Hawaii Club luaus, volunteering with Garfield Charter, attending student government meetings, and working with the dedicated teachers and staff. Mahalo nui loa (thank you very much) to the wonderful staff and friends I met at Menlo who helped me make it this far.

Erika M. Smith ‘10 of Woodside, CA writes, “I received a bachelor’s degree in Mass Communications/Marketing. After I graduated I did some freelance film directing and producing, finishing a documentary based on the impact of surfing in El Salvador. In 2012, I went back to California to work in the Silicon Valley for Net Optics as a Special Projects Coordinator Intern. Net Optics is the leading provider of Total Application and Network Visibility solutions that deliver real-time network intelligence for peak performance in network monitoring and security. I moved back to Texas where I am currently working in inside sales of the Texas Rangers Baseball Club. My work area is focused in the sale of full-season tickets, mini-plan packages, group tickets and luxury suites, primarily to businesses in and around the Dallas-Fort Worth Area Metroplex. I am looking for Menlo Alumni in my area so that we can re-connect and network with current Menlo students. My years at Menlo were great years in my life where I was able to learn a lot on an educational level, and also create great friendships with students and staff.”
Hello from Our Portland and Seattle Alumni

PORTLAND CITY GRILL

Front, Bill Bailey ’57, Daniel Bancroft ’52, Earle Chiles ’56, Anne Wichar Brown ’76 and Jim Brown ’76, Howard Hedinger ’55, Back, Bill Failing ’60, Walter Gadsby ’37, President Kelly, Harold Broughton ’85, Billy Ladd ’89

SEATTLE YACHT CLUB

Front, Bill Hogan ’66, Jon Galt Bowman ’55, Dennis Schanno ’64, Rick Chandler Jr. ’66, Don Grimes ’66, Bill Thurston ’64 Back, Roger Percy ’68, Doug Howe ’68, Patrick Flynn ’08, Melissa Blankenship ’92, Gretta Kosanovich ’89, President James J. Kelly, Anya Surovitsky ’08, Monica Ocampo Flynn, ’08, Jim Sheldon ’70, Katie Schoenfeld ’08, Duncan Newell ’75, Kristin Ream Mowat ’98, Gil Joynt ’74
IN MEMORIAM

Ralph Whelan Mitchell Keating, ‘34, of Hillsborough, CA, who studied biological sciences at Menlo College, died in June 2012, at 100. He was a member of the Leland Stanford Junior University Marching Band and composed “Redskin,” which was used for many years as the University fight song. He joined the Army during World War II and served until his retirement in the late 1970s. An avid outdoorsman, he had lifetime memberships in the Golden Gate Angling and Casting Club and the California Academy of Sciences. He was a generous Menlo donor, devoted to Stanford athletics, enjoyed the opera, played chess, composed songs and wrote poetry. Survivors: his wife of 58 years, Anne; his children, John and Susan; and two grandsons.

Page Goodyear Wilson ‘41, retired real estate investor passed away this year in Santa Barbara, CA. Page was a loyal annual fund donor for over twenty years, never failing to support Menlo. He is survived by his wife Marjorie Wilson.


Roderick Winkler ‘59, passed away December 2012.

Robert Troppmann ‘64, passed away August 2012.

Professor Emeritus, Charles Arthur Vanderlip, resident of Hillsborough, CA, has passed away. He was born in Columbus, Ohio and died in May 2013. Charles was a marketing professor for over 28 years. He is survived by his wife, Barbara and his cherished children.

Carlos López Tournament

Men and women, you’re invited to play in the 5th Annual Señor Carlos López Memorial Soccer Tournament to honor Señor López, past Menlo College President, professor, and coach. Proceeds from the tournament are designated for the Carlos López Endowed Scholarship Fund. An alumni soccer social event on Friday, October 4, is being planned by Len Renery, former men’s soccer coach, to raise funds for soccer.

Anna Cela Greenberg ’07, 28 years old, lost her courageous battle with cancer on Tuesday, May 28, 2013, surrounded by her family. Anna was the founder of the campus Jewish Student Club, and a leader in the Women’s Club. Anna was a warrior, who was dedicated to helping others to achieve wellness. Her Health Tip of the Day was always a reflection of “Annatude”—When you fall, get back up, brush yourself off and continue to fight. Anna stated in December that she did not have any room for “why me” since her cancer diagnosis. Instead, she was invoking what she called “Anna-tude”—looking ahead, weighing on the side of optimism and being thankful. Throughout her life, but especially since her diagnosis, Anna set an example of living life to the fullest, said her mother, Alayne Greenberg. One of Anna’s dreams was to meet her celebrity idol, Bette Midler. Three days before Anna died, Midler called her and sang “The Wind Beneath My Wings” to her—a dream fulfilled, captured in a video on Anna’s Facebook page. During October 2013, a special tree planting ceremony of “Anna’s Healing Grove” will be held on campus. An invitation will be extended to the Menlo Community as details are finalized.

Soccer Players Sign Up!

Player check-in/warm-up
Team selection: 12:00 noon
Games: 1:30pm
Location: Wunderlich Field, Menlo College
Refreshments: 3:30pm
Cost: $50/player fee
$65/player+family pass for 2
general $10
Contact: Tina Fairbairn,
650-543-3937
tfairbairn@menlo.edu
Online registration: www.menlo.edu/lopez

SAVE THE DATE - OCT 5, 2013

PHOTO: HALEY HERYFORD '15

Carlos López Tournament

Anna Cela Greenberg '07, 28 years old, lost her courageous battle with cancer on Tuesday, May 28, 2013, surrounded by her family. Anna was the founder of the campus Jewish Student Club, and a leader in the Women’s Club. Anna was a warrior, who was dedicated to helping others to achieve wellness. Her Health Tip of the Day was always a reflection of “Annatude”—When you fall, get back up, brush yourself off and continue to fight. Anna stated in December that she did not have any room for “why me” since her cancer diagnosis. Instead, she was invoking what she called “Anna-tude”—looking ahead, weighing on the side of optimism and being thankful. Throughout her life, but especially since her diagnosis, Anna set an example of living life to the fullest, said her mother, Alayne Greenberg. One of Anna’s dreams was to meet her celebrity idol, Bette Midler. Three days before Anna died, Midler called her and sang “The Wind Beneath My Wings” to her—a dream fulfilled, captured in a video on Anna’s Facebook page. During October 2013, a special tree planting ceremony of “Anna’s Healing Grove” will be held on campus. An invitation will be extended to the Menlo Community as details are finalized.
SHERYL CUMINE ’07
by Aaron Gillespie, Sports Information Director

Loss is one of life’s most difficult struggles in any capacity. The loss of a young, talented, and infectious personality is nearly impossible to comprehend. Such is the case in the recent passing of a treasured member of the Menlo College family, student-athlete and 2007 alumnus Sheryl Cumine, who recently passed away following a battle with cancer.

Cumine was a stellar performer on the women’s soccer team in 2005 and 2006, earning first team all conference honors and playing a major role in the Lady Oaks first ever trip to the NAIA National Championships in 2005. In that season, Menlo was 13-5-1 and a perfect 7-0 in California Pacific Conference play. The Lady Oaks also won the Cal Pac title in both her junior and senior seasons. She joined the Lady Oaks as a junior transfer from Cabrillo College in Aptos, CA, and made an immediate impact as a two-year starter, totaling four goals and a pair of assists as a center midfielder and team captain.

Then Menlo women’s soccer head coach Owen Flannery distinctly remembers following the career of Cumine and eventually recruiting her to join the Lady Oaks squad. “Sheryl was a wonderful person and I was very lucky to have coached her,” said Flannery.

Former teammate Maryn Craig said, “Sheryl was my first friend at Menlo. She was so welcoming and always included me. She always welcomed new people, was extremely friendly, kind, outgoing, and always had a smile on her face. I have many memories of Sheryl and I wish I had a lot more. She was truly an amazing person.”

RAFAEL (JOSIAH) LUEVANO ’11

transferred from a state school to Menlo because he wanted to be in a learning community rather than merely an institution of higher education. Nor was he just talking when he said that.

Soon he was elected to a leadership position in student government where his speciality was organizing fundraising projects that brought the community together. One of them was support for veterans returning from Iraq. His professors and peers recognized his writing ability, especially as it manifested itself in Memoir Writing class where his professor marveled at his ability to write and tell wonderful stories.

His mother said she enrolled in Menlo’s Professional Studies Program when she saw how he was thriving. They graduated together two years ago. He went on to study in China where he immersed himself in a culture that gave him a new appreciation of his homeland as well as a better understanding of a foreign land. Like Henry David Thoreau, he went off “to Walden Pond,” actually to learn how to manage an olive grove business north of the Bay Area where he was learning yet another way of life. Sadly, that life was cut short by a pulmonary embolism. He was only 25, but as a Chinese proverb says, birds don’t sing because they have answers. They sing because they have a song. We have our own song: Josiah and our joyous memories of him.  by Marilyn Thomas, Dean of Arts and Sciences
FIRST PLACE
For the third straight year!
Dino Siotos
Ted Siotos
John Siotos
Markus Tarling
shooting a 55.
Mark Grieb has been named Menlo’s head football coach. Grieb, a 1996 graduate of UC Davis, makes his return to the Oaks football program following two brief stints as an assistant coach. In 2003 he served as the team’s offensive coordinator and in 2011 he headed up the receiving corps as a position coach.

“I’m very pleased to have Mark join the Oaks family,” said Keith Spataro, Director of Athletics at Menlo. “Our players, their families and the Menlo community, including the alumni, are going to be extremely pleased to have Mark at the helm. He will prove to be a great leader, and I look forward to working with him as he builds an amazing football program here at Menlo College.”

From 1999-2012, Grieb spent 12 successful seasons as the quarterback of the San Jose SaberCats of the Arena Football League (AFL) where he led the squad to three Arena Bowl championships, earning MVP honors in 2004 and 2007. He earned Maxwell Club Arena Football Player of the Year honors in 2004. During this time he launched an assault on the AFL’s career record books; inking his name in the top-three in 6 career offensive categories including: most passes completed in a career, completion percentage, passing yards, touchdown passes, most passes attempted, and most seasons as the league leader in passing yards. He was the first player in AFL history to throw for more than 4,000 yards in seven-straight seasons and the only player in league history to throw for 70-plus scores in nine-straight seasons. During his last two seasons with the team, Grieb was both a player and coordinator, running offensive meetings and practices, and leading offseason workouts for teammates under head coach Darren Arbet and Offensive Coordinator Terry Malley.

In April Menlo held its 5th Annual All-Athlete Appreciation Banquet where student-athletes were thanked for their commitment and hard work throughout the year.

“Menlo College had another amazing year in athletics. Our coaches and student-athletes continue to amaze me with their dedication and hard work in excelling both in the classroom and on the playing surface,” said Keith Spataro. “I am so extremely proud to be the Athletic Director of the best coaches and student-athletes around. The Oaks athletic family is as strong as ever and this year is just another example of that greatness.”

Coaches’ Awards
for outstanding athletic achievement include:

- Baseball
  - Jimmy Bosco
  - Alyssa Holland
  - Dylan Severson
  - Carly Tristao

- Softball
  - Jessica Robertson
  - Haley Herfyrd
  - Tony Ramirez

- Men’s Basketball
  - Jeff Johnson
  - Bryce Nelson

- Women’s Basketball
  - Taylor Marrow
  - Jose Chacon
  - Sherry Sabado

- Cheerleading
  - Jessica Robertson

- Cross Country
  - Haley Heryford

- Football
  - Tony Ramirez

- Golf
  - Jeff Johnson

- Men’s Soccer
  - Bryce Nelson

- Women’s Soccer
  - Taylor Marrow
  - Jose Chacon

- Men’s Wrestling
  - Jose Chacon

- Women’s Wrestling
  - Sherry Sabado

- Volleyball
  - Bayley Blackney

Annual Athletic Awards

- Glen E. Dorst Award
  - Greig O’Conner

- F. Philler Curtis Award
  - Ululani Reyes

- Don W. Baer Award
  - Devon Jonsson

- Servant Leadership Award
  - Camyar Meshkhaty

- Male Scholar Athlete Award
  - Coleman Cox, 4 Year Menlo Student

- Female Scholar Athlete Award
  - Jan-Niklas Erasmy, Transfer Student

- Female Athlete of the Year
  - Ululani Reyes, 4 year Menlo Student

- Male Athlete of the Year
  - Kristina Roome, Transfer Student

- Female Athlete of the Year
  - Jolise Limcaco

- Male Athlete of the Year
  - Jimmy Bosco
Kevin Tso ’16 was not about to be snookered (billiard jargon) in the Billiard Club at Menlo College. When Kevin, an international student from Hong Kong, entered Menlo’s Billiard Club this year, the founder of the club, Adam Swartz ’13 was looking for a successor to take on the head spot, as he was preparing to graduate. Kevin called the shot and the rest is history in the making, and a jump shot for all those interested in the game of billiards at Menlo College.

The venture turned out to be hands-on experience in sports management. Immediately, Kevin realized that he needed to recruit members and align with a league. Friends who had attended UC Davis suggested that Kevin might want to get acquainted with the billiard club there. He made the connection, and soon he was able to set up a tournament date with them. “We lost,” said Kevin, “but we knew ahead of time that their players are really good. It was a fun experience. We’re not at their level, so we just appreciate that they will play against us.”

UC Davis, in turn, introduced Kevin to CSU Sacramento. Both competitors have players in semi-pro leagues, much like professional players. Kevin wants to expand Menlo’s list of play dates, and he is looking for other collegiate billiard clubs that are within reasonable travel distance from Menlo.

After their first tournament with UC Davis, the club realized that they needed uniforms to increase recognition. Kevin worked diligently with Menlo’s Communications and Athletics offices to create a logo and then he shopped for a company to create the team t-shirts. The next step in growing the sports organization is marketing. He recently brought in a new Vice President, Stefanos Lazaridis ’16, who coincidentally happens to be a marketing major.

“We’re hoping to get some students who will use us as a model in their next business plan competition. We’d like to do an ad campaign to attract more members of the Menlo community to take up playing billiards.” When the club gets to funding the sports organization, Kevin shouldn’t have a problem. He’s an accounting major.

**Billiards Talk**

**jump shot**
A shot in which the cue ball or object ball is caused to rise off the bed of the table.

**snookered**
(snooker) The condition of the incoming player’s cue ball position when he cannot shoot in a straight line and contact all portions of an on ball directly facing the cue ball because of balls not “on” that block the path.

**head spot**
The point on the head of the table where imaginary lines drawn between the center diamonds of the short rails and the second diamonds of the long rails intersect.

**call shot**
Requirement that a player designate, in advance of each shot, the ball to be made and the pocket into which it will be made.
May We Give You a Tour of Menlo College?

Our Student Ambassadors play an important role at Menlo College and are ready to show you around campus.

Back row:
Jin Bian
Nanjing Jiangsu, China
Major: Finance
My most awesome Menlo moment: The Mid-Autumn festival. It’s a Chinese festival celebrated all over the world.

Maile Raymond
Ashland, Oregon
Major: Sports Management
My most awesome Menlo moment: The petting zoo in the quad.

Savannah Dunaway
Pomona, California
Major: Marketing Communications
My most awesome Menlo moment: One day where a bunch of people just hung out at the pool and ended up throwing each other in.

Katrina Smith
San Jose, California
Major: Business Management
My most awesome Menlo moment: I planned the Operation Christmas Child event for 20 kids from third world countries.

Soumya Mathew
San Bruno, Marketing
Major: Marketing
My most awesome Menlo moment: The first week of school after summer break. The campus is filled with enthusiasm, laughter, energy, exciting events and new faces.

Katie Lathrop
California City, California
Major: Sports Management
My most awesome Menlo moment: Meeting people, becoming an ambassador and learning about leadership opportunities.

Terrah Yevilov
Mission Viejo, California
Major: Psychology and Accounting
What I love about Menlo: There is something for everyone. Clubs, sports, and leadership opportunities.

Jordy Pascual
Moorpark, California
Major: Accounting
My most awesome Menlo moment: First time I stepped on campus.

Chelsey Salinas
Salinas, California
Major: Entrepreneurship
My most awesome Menlo Moment: Making some of the best friendships and all the adventures that come along.
Student Ambassadors Welcome Visitors

Back row:
Shakila Caldwell
Oakland, California
Major: Psychology
My most awesome Menlo moment: Meeting friends and starting the dance club.

Taylor Castle
Carey, Idaho
Major: Marketing/Entrepreneurship
My most awesome Menlo moment: Singing “Don’t cha” by the Pussycat Dolls in the Tavern on Karaoke night.

Kevin Tso
Pacifica, California
Major: Accounting
My most awesome Menlo moment: Having a pool tournament with UC Davis on behalf of Menlo College.

Brittany Elizabeth Bean
Sacramento, California
Major: Psychology
My most awesome Menlo moment: The Freshman Retreat where I got to know my peers and build relationships.

Sam Tongo
Manila, Philippines
Major: Marketing
My most awesome Menlo moment: The petting zoo during finals week was a total de-stressor!

Brenda Rivera
Bay Point, California
Major: Accounting
My most awesome Menlo moment: All the friends I made on campus.

Saron Tesfaye
Ethiopia
Major: International Business
My most awesome Menlo moment: Hanging out with friends and meeting new people everyday, and karaoke nights.

Andrea Stephanie Mendez
Antioch, California
Major: Entrepreneurship
My most awesome Menlo moment: Getting to meet all my close Menlo buddies on the new student retreat.
Calling on 85 Artists to Create a Timeline for 85 Years

If you were asked to create an artistic rendition for one year out of the past 85, how would you do it? Menlo College is showcasing artists who will do just that in a unique timeline of art that will exhibit in March 2014.

To celebrate its 85th anniversary, Menlo College is inviting artists around the world to participate in a show that takes a look at the past 85 years through art. Artists will be assigned a year randomly when they register for the show. No two artists will have the same year. The art can be a cultural, historical or personal interpretation of the events of that year, and either global, regional or local. “The Menlo College Art Committee is excited about the concept of this show,” said Linda Smith, the College’s Associate Dean of Library Services, and Co-Chair of the Art Committee. “The element of surprise and the challenge of representing a year are creative incentives that we think will inspire artists from all over the world.”


For more information and to register:
www.menlo.edu/85years
or email:
artcommittee@menlo.edu
No task is too big when done together

Top, (L TO R) Nadia Le’i ’13, Joedee Lowell ’13, Alyssa Rodeheaver-Nojima ’14

Middle, (L TO R) Sheila Garnace ’16, Nadia Le’i ’13, Kaimi Haina ’13, Kalino Grace ’13, (TOP) Sherylyn Sabado, ’13

Bottom, (L TO R) Kaimi Haina ’13, Mitchell Gavin Parubrub Lum ’13, Brandon Bell ’16, Greig O’Connor ’13

PHOTOS: MAX HOSTER ’15 AND HALEY HERYFORD ’15
ACADEMIC EXCELLENCE

Top, Donovan Bonner ’14 and Carlie Belmodis ’14 received their O’Brien Awards from Dr. Stephanie Dellande.

Right, Gabriel Deol ’16 and Jessica Rossi ’16 received their O’Brien Awards from Dean of Arts & Sciences, Dr. Marilyn Thomas. Dr. Thomas also presented awards in remembrance of two Menlo colleagues, to Charnae Dickson ‘13, right, Don Jordan Award Recipient and Jessica Syracuse ‘13, below right, Al Jacobs Award Recipient.

PHOTOS: JIO CASTRO

RICHARD F. O’BRIEN AWARDS
Classes of 2013–2016

The Richard F. O’Brien awards are given annually to two students from each class who best exemplify the true spirit of the Menlo campus through all-around excellence. Recipients are recognized as classroom leaders and active contributors to the campus learning community.

DON JORDAN AWARD

Don Jordan was a Professor of History and Humanities for 18 years and Vice President of Academic Affairs at Menlo College. This award goes to a Humanities or History major student with high academic and leadership potential.

AL JACOBS AWARD

Al Jacobs was a Professor of English and Mass Communication at Menlo for 35 years. This award goes to a student with outstanding abilities in writing, literature, film and communications.
Jose Chacon '13
Psychology Award Recipient

Jose Chacon, recipient of the 2013 Psychology Award, sets high standards for himself both in class and in his co-curricular life on campus. Jose is a strong student-athlete on the Men’s Wrestling Team, receiving Daktronic’s NAIA Scholar Athlete award. Jose is also caring and compassionate. He looks after junior students and athletes, making sure they adjust to college and their roles as student-athletes. These qualities served him well during his internship year as a Campus Peer Counselor, where he expanded on his communications and counseling skills and helped his peers understand the roles alcohol and other substances have on risky behaviors and decision-making. Jose’s senior thesis was a deeper analysis of drugs and crime, An Exploratory Analysis of the Drug Crime Nexus and Relevant Drug Policy.

Jose sets and achieves high standards. As a senior in psychology, Jose distinguished himself as the top student in the challenging Senior Thesis sequence of Empirical Research Methods and the Thesis writing project. He also helps his peers aspire to similar lofty goals. He often leads discussion topics in class and facilitates his peers’ understanding of complex theories or analyses. Jose is not afraid to ask challenging questions of faculty and students, and he expects equally thoughtful responses.”

Dr. Mark Hager, Associate Professor, Psychology

Stephanie Wertz ’13
Mass Comm Award Recipient

Mass Communications continues to be an evolving field, forever changing our world. Instantaneous worldwide connections offer the potential to improve the lives of everyone… everywhere. Stephanie Wertz, recipient of this year’s Mass Communications Award, has demonstrated a remarkable proclivity for success in this field. As a natural communicator, she has accomplished a great deal and has taken full advantage of opportunities at Menlo College. Whether it has been in producing radio programs or writing research reports, this student takes the word “commitment” seriously and consistently produces terrific work. Her leadership and talent have also added to the success of women’s volleyball, as a member of our winning team that took us forward in competition for the national title. She is aiming toward a career in radio where her professional success will undoubtedly be achieved. Given that facial expressions typically communicate more than even words, this gal always has a smile on her face, which predicts a joy-filled future. I’m delighted to announce that this year’s Mass Communications Award goes to Stephanie Wertz.”

Leslie Sekerka, Associate Professor of Management, and Director, Ethics in Action Research & Education Center
Coleman Cox is a TOP student, athlete, and leader both in and out of the classroom. His quiet leadership skills are tremendous,” said Associate Professor of Management Leslie Sekerka. “He leads by example, rising to every occasion with learning and performance success, encouraging others to follow suit. He’s dedicated, diligent, and focused.” Baseball Coach Stefan McGovern said, “Coleman is a very good defensive shortstop, a devoted team guy and he is a great influence for our younger players.” Accounting Professor Jack Klingler added, “It is very impressive how he is able to handle a demanding athletic schedule and still perform at such a high level in his studies. It is not surprising that he already had a permanent job position at Ernst & Young when he graduated. I am sure he will represent Menlo very well.”

“Ululani Reyes is an outstanding student leader,” agreed Dean of Student Affairs Yasmin Lambie-Simpson and Softball Head Coach Michell Vlahos. “Ulu has written the weekly campus newsletter for two years, while co-managing the student union, and completing her internship as a peer counselor. She is thoughtful of others, focused on what is best for our community and willing to go the extra mile or two to make it all happen,” said Lambie-Simpson. Vlahos added, “Ulu inspires a love for Menlo College that we hope all of our student-athletes will have. We have been lucky to have such a person be a part of our softball team.”

Kristina Roome, two year transfer student and Women’s Soccer team member, has been on the Dean’s List each semester and has a cumulative GPA of 3.7612. She earned her degree in business with a major in marketing. Kristina played middle position on the soccer team where she was named 1st team all-conference in 2011. Coach Myers says that “Kristina has always been determined to be successful on and off the field. All the team looks up to her as a student-athlete leader.” Congratulations, Kristina!

Jan-Niklas Erasmy, two year transfer student, Valedictorian, and Men’s Soccer team member, has earned a perfect 4.0 cumulative GPA during his two years at Menlo. He has also been a Dean’s List member in each semester. He earned a degree in business with a major in finance. Jan-Niklas was a strong midfield player. Coach Mike Keller credits Nick’s technical abilities and his short and long range passing distribution for starting many attacks for the team. He was a key player in the team’s two playoff games and played nearly every minute of each playoff game. Congratulations, Jan-Niklas!
WALL STREET JOURNAL AWARD

This award is given annually to a Management Program student who demonstrates outstanding scholarship.

Anthony Bernard ’13
Wall Street Journal Recipient

Outstanding scholarship is something that certainly can be measured numerically... and this year’s recipient crushes that metric.... his GPA is north of 3.8. But what’s so impressive about this young man is how he goes about it.

Our world today is full of what I would call self-promoters. Sometimes, you go to work and there are so many people beating their own drums that you think you work in the percussion section of a marching band.

Not this guy.... he just quietly excels at everything he does. You want someone to run a ski club trip with 30 students and a couple of goofy professors? .....he’s your man. Need a fashion show put together to demonstrate how you “dress for success”? ....get him to do it. Need funds raised for Breast Cancer.... good idea to have him work on it.

This year’s recipient is the kind of guy you are dying to get into your organization. He gets things done and he gets them done well. And instead of spending time telling you how well he did the last job, he just asks you for another.

No surprise to me that he came back from his Ernst & Young internship this summer with a permanent job offer... folks love having guys like him in their organization.”

Anthony stands out in our accounting program because of his high academic achievement, successful internship, and positive influence on campus. He is an active participant in student life, helping others, and setting an amazing academic example with great humility and gratitude. He will be greatly missed, but we look forward to his continuing success and involvement as an active Menlo alum.”

Donna Little
Associate Professor, Accounting

Anthony Bernard ’13
Wall Street Journal Recipient

Jack Klingler
Professor, Accounting
Steven Schaub ’13, Judge Russell Award Recipient

“This Convocation award is in honor of John D. “Judge” Russell, a business-law professor who served Menlo for more than 50 years as both a member of the faculty and director of our School of Business. Judge was known for exercising his character strengths, which is a major determination in how we select our annual winner. This year’s winner, Steven Schaub, displays consistent intellectual fortitude. As a top academic performer, he repeatedly made Dean’s List. And, like Judge, our award winner created campus activities that reflect a commitment to our extended community. By that I mean really helping us cultivate a broader sense of self. Working with students, faculty, the administration, and Bay Area leaders, Steven passionately produced events that integrated Menlo with the local business community. As a builder of campus groups like Rotoract and the Ethics in Action Club, along with establishing unique activities, such as the Hunger Banquet, he staged events designed to help us be more aware of what we stand for, and care about, encouraging our desire to be compassionate. Steven has been indispensable in his work here on campus, providing invaluable support to staff and administrators alike. He consistently helped bring out the best in all of us, truly making Menlo shine. As a young man who works hard to exercise his values on a daily basis, this year’s winner represents the spirit of the Judge Russell Award. Perhaps most importantly, we have observed Steven harness the power of resilience to build strength from adversity, weaving performance success with a sincere mindfulness of others. The faculty and administration were therefore delighted to recognize Steven Schaub as this year’s Judge Russell Award recipient.”

Leslie Sekerka, Associate Professor of Management, Director, Ethics in Action Research & Education Center
The Golden Oak Service award was presented to Greig O’Connor ’13 (center) by Instructor Frances Turner (left) and President James J. Kelly at Honor’s Convocation.

Greig O’Connor ’13
Golden Oak Service Award Recipient

Greig O’Connor was a four-year starter for the Menlo College football team as a defensive lineman. He was honored at the All-American Bowl and was named Daktroniks Academic All American for two years in a row. He was also involved in Residence Life as the Head Resident Assistant. In 2012, Greig received the Terry Welton Award as Resident Assistant of the Year. He has been the Hawai’i Club president for three years, during which time he created a sense of community among Hawai’ian students. In his role of organizing the Lu’au, he was in charge of budgeting, production, and operations of Menlo’s largest student-run event. After graduation, Greig will work as a web marketing assistant in San Francisco. He also plans to pursue a career in Event Marketing, and eventually apply for graduate school to obtain his MBA.

Greig is extremely thankful for the love and support that he has received from his family and friends. They have been there from the beginning and never stopped believing in him. He would like to especially thank his parents, Racheal and Greig O’Connor, and his younger brother Rocky. He is also very appreciative of the support from professors, coaches, and the residential life team, who encouraged him to develop into the leader he is today.

Golden Oak Service Award
This award is presented to the student who has exemplified the true spirit of scholarship and volunteerism through his or her service to the Menlo College community.

“The Menlo College experience is a pure blessing. I am mentally, physically and socially prepared for all challenges coming my way. I wish my fellow graduates the best of luck in their futures, and I encourage them to never stop pursuing their dreams, and to be all they can.”

Greig O’Connor ’13
When Soumya Mathew fell in love with her job working in the Student Affairs Office at Menlo College, she decided to get her master’s degree in higher education administration.

“The NASPA conference in Hawai’i crystallized what I want to do,” said Soumya. After a flurry of graduate school applications, followed by several acceptances from other universities, she decided to attend Loyola University Chicago. When she arrives there, she will work as an assistant resident director while she pursues her degree.

Soumya has had plenty of experience as a resident assistant at Menlo College. She was RA for three years and Head Resident Assistant (HRA) for her final year. She has participated in Leadershape, attended freshmen retreats, worked on the fashion show, and many other events.

“The interaction between students and their RAs is important. RAs can help students shape their experience at college,” said Soumya. “Equality, inclusivity, and social justice are my core values,” she continued. “Through a career path such as the one I am pursuing, I can make a difference in students’ lives.

“I’ve made life-long connections with the staff at Menlo College. They are just like a second family, my ‘go-to’ people for everything. For instance, I’ve known Dr. Marianne Marar since my freshman year. Her class opened my eyes to the world, and I’ve carried what I learned in her class throughout my years at Menlo. I’m finishing her diversity class now, and my discussions with her on social issues have helped me to shape how I want to be as a leader.”
Katrina Smith ‘13
Board of Trustees Award Recipient

Katrina Smith was born and raised in San Jose, California. She has spent most of her life dancing on stage and performing all over the nation. When she graduated from Valley Christian High School where she was lieutenant of the competitive dance team, Charis Dance Company, she found a new passion at Menlo College, and began her journey to achieve a Bachelor’s Degree in Business Management.

Katrina’s life exemplifies helping others and initiating positive change. When she is not attending classes, she represents the student body as President of Student Government. Together with her Student Government teammates, she has planned, organized, and executed Homecoming activities, Tavern Nights, and the annual Mystery Dance. Katrina is also the founder and Vice President of the Venture Christian Club. There are over 50 members in the club. In addition to meeting weekly for Bible studies, they host Operation Christmas Child where they fill shoeboxes with hygiene items, school supplies, socks, and candy. These boxes are sent all over the world to needy children for Christmas through Samaritan’s Purse.

After graduation, Katrina will continue her volunteer role as Community Relations Team member with Operation Christmas Child. She will also be working as the new Office Manager at the local family-owned Café Borrone, where she will do bookkeeping, human resources, and public relations. After a year, she plans to attend graduate school.

Katrina thanks her parents Ray and Connie, her younger sister, Victoria, and friends for their support. She feels blessed to have been able to attend Menlo College and is honored to be this year’s recipient of the Board of Trustees Award. She appreciates the amazing guidance from her professors and professional staff who have supported and encouraged her to always strive for excellence. Finally, she congratulates the class of 2013. Go Oaks!
Graduates (left to right) include Kainoa Keanaaina, who sang the National Anthem; Greig O’Connor who spoke on behalf of Pacific Islander students; Kaimi Haina, who sang in the choir and is a hula-dancer extraordinaire; Adriana Garcia, who played softball for three years; Joedee Lovell who was instrumental in the Hawai’i Club and Lu’au; Marcus Alvin, a middle linebacker on the football team; and Carlos Rivas-Cortez, an R.A., and hula dancer. PHOTOS OPPOSITE AND ABOVE: ANDREY POLIAKO
Jed York, San Francisco 49ers CEO, delivered the keynote speech at Commencement on May 11. The College’s ties to the 49ers can be traced back to 1946 when the football team’s summer training camps were held on Menlo’s campus.

York shared his personal experiences with an enthusiastic crowd and described his road to success, as well as the obstacles he faced along the way. He emphasized that graduating seniors should focus their work on what they’re passionate about and that they should treat failures as lessons, not hindrances. He also underlined the importance of persistence and encouraged the graduates to make their dreams become a reality.

“The story of Jed York’s entrepreneurial efforts in turning around a major sports team at the beginning of his career was an inspiration for students and the community,” said President James J. Kelly. “He met with formidable challenges in building the SF 49ers and in creating his own identity in sports management, especially coming from a family who owned the business. He described his experience with humor and humility. We are honored that he shared his insights with the students and community at Menlo College.”

“In the 1940s, the 49ers’ practices were quite open, and we shared facilities, so we were thrilled when players like John Henry Johnson would give our players playing tips,” recalled Chuck Shea, Menlo College alumnus and five-sport, stand-out athlete. He remembers practicing football at Menlo College 1954–1955 while the 49ers practiced in the adjoining field.

Jed York became CEO of the San Francisco 49ers in 2010. His promotion of Trent Baalke to General Manager and the hiring of Jim Harbaugh as Head Coach put the 49ers back in the playoffs after a ten-season hiatus. York spearheaded a successful ballot measure for the first LEED certified NFL stadium in 2010. He secured financing in 2011 and obtained $200M of NFL support for the Santa Clara stadium in February 2012. York graduated from Notre Dame with degrees in Finance and History. He sits on the boards of Tipping Point Community and the Commonwealth Club.
The 49ers have roots at Menlo College. We started our original practices on these fields and that is special to me. When I look at what can I impart to you who have many opportunities in front of you, I want to boil it down to three simple things.

1. **Pursue something you’re passionate about.**
2. **Embrace a culture of failure.**
3. **Persevere.**

When my grandfather’s parents came over on a boat to the USA from Italy, their daughter was one-year old. My great-grandmother was pregnant with my grandfather and they wanted to set a better life for their kids. On that journey, her husband passed away, and she was left with a child and a baby on the way.

Some might look at that and say, “We made the wrong decision. We should have stayed at home with our family.” But my great-grandmother remarried, they had four more kids, and their son, my grandfather ended up going to Notre Dame, the first in his family to go to college. He started with a small construction company, building homes in 1933.

Several years later World War II broke out, and he saw the suburbanization of America. At that time most people lived in the inner cities where the shopping and commerce were. He decided to build an enclosed shopping center that ended up becoming the shopping mall. He built ninety of them.

This decision allowed him to pursue his other passions. He loved sports. He bought the San Francisco 49ers in 1977. For those of you who don’t know his son, my uncle Eddie [DeBartolo] ran the 49ers, and won 5 Super Bowl Championships. Pretty successful. If you remember my uncle, he was a little passionate about the 49ers. He had a little bit of fire in his belly. That created one of the greatest teams in the history of professional sports.

Where does that leave a kid like me who has extremely high bars that have been set by his family and who grew up with a lot of wealth and opportunity that few people have. I didn’t want to be a rich kid who didn’t do anything with his life. I wanted to follow my passion—my family and sports. I became the CEO of the 49ers when I was 28 years old.

What happened? We hired Coach Jim Harbaugh from Stanford. We put together a team that had a good foundation. The team competed for the NFC championship in our first year and competed for the Super Bowl in our second year. We went from being the laughing stock of the NFL to one of the teams that folks look at and say they run their thing pretty well. This is a model you might want to replicate. That is very important. When you are faced with these tough choices, don’t be afraid to fail.

Even being down 28-6 in the Super Bowl—when there’s hundreds of millions of people watching you and your team; the lights go out; somebody hits pause on one of the worst moments of your life. Not really a good feeling. Not quite sure how its going to play out. What happened was we had one of the best quarters in that half of football that anybody’s ever seen. Unfortunately, we came up a bit short.

But we’ve embraced each other and said we’re going to keep on competing for Super Bowls and we’re going to win Super Bowls. We’re going to come together as a group. We understand that we took some chances. We didn’t quite reach our goal this year but we will reach it many times. We’re going to make the Bay Area and all 49ers fans proud.

You have an unbelievable opportunity right now to do whatever you want. Your vision is completely wide open. Take a chance. Don’t be afraid to fail in the decisions you are going to make, whether it’s the job you’re going to take, where you’re going to live, asking that cute guy or girl out, doing something that’s just spontaneous. They might say no and it might blow up, but that’s ok. Embrace that culture of failure; persevere through those tough times and just follow your passion. Congratulations, everybody.
Valedictorian Jan-Niklas Erasmy delivered his speech. \textit{(left to right)} Executive Vice President of Finance Steven Weiner, President Kelly, Alumnus Tony Borba, Dean of Students Yasmin Lamble-Simpson, Athletic Director Keith Spataro, Director of Development Bill Hopkins, Dean of Academic Affairs Dale Hockstra, Professional Studies Program valedictorian Karin J. Sligar, and Dean of Arts and Sciences Marilyn Thomas

Yuliya Son spoke on behalf of international students

Menlo College chorus, directed by Kathryn Latour

Banners

- Psychology–Jose Chacon
- Liberal Arts–Ululani Reyes
- Mass Communications–Stephanie Wertz
- Professional Studies–Linda Newton
- Business Management–Jordan Shiffler
Lorenzo Lato, a business management major from Milan, Italy, receives his diploma from President James J. Kelly at Commencement. PHOTO: ANDREY POLIAKOV

Next page, Joey Swink '13 at Apollo Night PHOTO: JIO CASTRO
In the quote above, Manchen Lu was referring to the Chinese Traditional Culture Festival that she and Asian Club members shared with the community in April.

Festivals are an important part of maintaining China's history and culture, both traditional and modern. The Asian Club celebrated the festival with a display of craft-making including paper-cutting, mask-making, tea preparation, and other activities that are important in Asian culture.

Manchen's quote is a reminder of how important it is to sustain Menlo College's tradition of providing students with a premiere educational foundation. Bequests and other planned gifts have a profound and lasting impact on Menlo's ability to educate students, to advance our academic programs, and to strengthen the College's traditions for future generations of students.

If you haven't considered a planned gift and would like to do so, please contact the Office of Advancement at 650-543-3935. We are here to assist you with gifts made through wills, living trust, and other planned giving opportunities.
CONGRATULATIONS TO OUR 2013 GRADUATES