President & CEO of Joint Venture:
Silicon Valley Network,
Dr. Russell Hancock
with Timely Advice for Students

NOBODY OWES YOU A LIVING
PREPARING FOR LIFE IN A
TURBULENT GLOBAL ECONOMY
Think critically, outside the box.
Strategize and innovate with self-confidence.
Communicate to make connections.
Use your Menlo advantage to change the world.

G. TIMOTHY HAIGHT
President, Menlo College
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The Menlo Advantage, published by the Menlo College Office for Institutional Advancement, brings news of the College and its community to alumni, parents and friends.  

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Previous page and above: Brawner Hall, which opened in 1969, is the center of business education at Menlo College.
Our Mission

Menlo College’s mission is to develop future leaders through a liberal arts-based business education that integrates academic study and fieldwork in a Silicon Valley environment unmatched in its potential for innovation.

Our Transformation

Menlo College is regaining its reputation as one of the most preeminent, small, private undergraduate business management colleges in the United States. With focused leadership and strategic teamwork, Menlo College’s size, and its location in one of the world’s most entrepreneurial and innovative geographical locations, is enabling the College to create a valuable market niche for itself locally—as well as globally—as Silicon Valley’s Business School.

Menlo College is developing graduates who will be entrepreneurial, innovative, critical thinkers, strategic communicators and team players, who can flourish, thrive and lead in a constantly changing global environment. This is being accomplished by partnering with the business community to develop programs that are practical and relevant—providing students with the knowledge, skills and abilities that ensure graduates an effective leading edge in a global business environment where the only constant is change.

Menlo College is reestablishing its international reach. The College is taking advantage of its location by developing business programs that educate the next generation of business leaders in the Silicon Valley, and beyond. Its ultimate goal is to prepare students for “careers that do not yet exist.” Finally, Menlo College is leveraging its newly-established relationships with its vastly successful international alumni base to ensure that its graduates have an in-depth understanding and appreciation of global business practices.

Above left: Catherine Reeves, VP for Advancement (left) with Ann Haight, wife of President G. Timothy Haight and Chairperson of the Menlo College Art Committee.
my charge upon assuming the presidency was to recapture Menlo College’s reputation as a preeminent business school. Indeed, Menlo College’s School of Business Administration (SBA) was considered the jewel of business and management education. Its formula for success was innovative and ahead of its time. First, the College assembled a faculty with substantial business experience that could translate theory into practice. Second, it developed a cutting edge curriculum that exposed students to current business problems and their timely solutions. This combination provided our graduates with the knowledge, skills, and abilities that fully prepared them for a rapidly changing business environment.

At the top of its game in the early 1990s, Menlo College began to lose its focus. The College decided to de-emphasize its most prized program (business education) and sought to develop and offer a smorgasbord of degrees. Although Menlo College still offered an outstanding business education, it was not the centerpiece of the institution. This institutional drift lasted for almost two decades.

Now for the good news: Menlo College has rededicated itself to becoming a preeminent business school. After more than a year developing a new mission and drafting the new strategic plan, the faculty voted to refocus Menlo College as a business school, grounded on a strong liberal arts education base. In January, the Board of Trustees enthusiastically approved the new vision and supporting strategic plan. This is a bold move and will require a united and sustained effort on the part of all of our stakeholders.

Menlo College’s first priority will be to continue to recruit and retain an outstanding faculty. The faculty is at the heart of any great academic institution. In effect, faculty ignites the flames of a student’s passion. If you are an alum thinking back to your experiences at Menlo College, I am confident that you will remember one or two faculty members who had a major impact on your life. The recruitment of faculty for Menlo will continue to be a much more rigorous and arduous process than at many other institutions.

We look for faculty with solid business experience and a passion for teaching. These faculty are in high demand, especially in the business disciplines. Menlo College also seeks faculty who are professionally qualified. Some are non-Ph.D. faculty, but they possess outstanding business experience. Silicon Valley is blessed with a number of very successful entrepreneurs, venture capitalists, and business professionals who are indispensable to an applied business program such as ours. In addition, we are pleased to announce that Menlo College has just finalized and approved new curriculums in accounting, finance, and marketing that will be offered in Fall 2009.

Now that we have secured our WASC accreditation (please see sidebar), a major step in recapturing our position as a preeminent business school is receiving AACSB (Association to Advance Collegiate Schools of Business) accreditation. As stated on the AACSB web site, “AACSB accreditation is the hallmark of excellence in business education and has been earned by less than five percent of the world’s business schools.” AACSB has been providing accreditation is a rigorous assessment of all of the processes within an institution of higher education, and the ways in which stakeholders participate in the academic, financial, and planning aspects of that institution.

Colleges that choose to participate in accreditation must devote significant time and effort to demonstrate ongoing evaluation of and improvement in their educational resources and offerings to provide the best possible outcomes for students.

“Accreditation is one important way in which parents and students can evaluate the quality of an institution when they make their college choice,” said Jim Kelly, Provost and Chief Academic Officer.
The business of Menlo College, Silicon Valley’s Business School continues apace. It is my pleasure to report our significant milestones.

In the teeth of the worldwide economic maelstrom, Menlo College is in excellent financial shape. The College’s two principal revenue drivers are enrollment and endowment. Second semester enrollment declined slightly and we are running a balanced budget. Eighty percent of the endowment has been in short term U.S. Treasury Bills for the last two years albeit at nominal interest rates. The remaining twenty percent is in publicly listed securities and is off 25% year over year. Bottom line, we are in excellent financial health.

The Faculty and Board of Trustees have approved a new Strategic Plan whose major tenet is that Menlo College is a Liberal-Arts–based School of Business. This clarity of purpose throughout the institution signals to faculty, students, prospective students, parents, and the greater community about Menlo College’s unique position in higher education. A focused School of Business sets Menlo apart in this time of specialization. Our commitment to Silicon Valley innovation places us in the forefront of responsive, advanced education. Our foundational courses in accounting, finance, and real estate will be joined by a new freshman first-year experience curriculum. The Menlo business mission shows that it matches the moment with the international financial crises. Menlo has become a North Star to career-oriented students and their parents.

Menlo has received a seven year Western Association of Schools and Colleges (WASC) accreditation. WASC is one of six regional associations that accredit public and private colleges. They set the gold standard for validating college programs and governance. By this process the College is able to manage change through regular assessment, planning, implementation, monitoring, and reassessment. Accreditation is a long and demanding process by which Menlo remains dynamic and forward thinking. This is an innovative era in education. Our challenge is to educate in the myriad ways our students learn. Clayton Christiansen’s Disrupting Class speaks to a “learner centric” approach to education whereby technology helps to facilitate the learning process. How many times have you heard “I did well in English but not in math” or vice versa? The answer lies in teaching subjects in the variety of ways that students learn. Accessing the curriculum in a successful learner centric pedagogy challenges our assumptions about teaching. This is a tricky and evolutionary process. We are well positioned in the heart of Silicon Valley for this innovative era.

Dr. Haight has begun the process for AACSB accreditation for the Business School. This can be a five- to seven-year process. The Board of Trustees is enthusiastic about the validation of our business curriculum. Like the WASC accreditation, ACSCB is about one teacher and one course at a time. The speed of the accreditation process is entirely dependent on our fundraising abilities. Hiring capable educators takes financial resources. The faculty curriculum committee has approved several business concentrations including accounting, finance, and marketing. These concentrations are targeted giving opportunities including termed funds and fully endowed programs. “Termed funds” is fancy language for financially jump-starting a program with a gift over a specific number of years with the expectation that a successful concentration will later merit full endowment. The AACSB accreditation process requires the vision and generosity of our benefactors. Call Dr. Haight to discuss our range of capital needs. They run the gamut from small to significant.

As Menlo transitions to primarily a business school, our story needs proselytizing to academically qualified high school seniors. Our annual budget is 92% tuition driven. The lowest hanging revenue fruit is filling out our 750 student cap. Please chat up our unique business school with potential students, parents, friends, and associates. Sponsoring a full or partial scholarship, with its gratifying lifetime feedback loop, would be icing on the cake.

We are approaching the completion of the successful implementation of the Separation Agreement between the College and Menlo School. The Town of Atherton has approved the parcel map separating the two academic campuses and creating a third parcel, now known as the Menlo Athletic Quad (MAQ), which will be jointly owned and managed. Menlo School received Town approvals for a new gymnasium, performing arts center, and cultural arts center. The gym will be their first project and upon completion will allow the College sole use of the existing Haynes-Prim gym.

Continued on page 47
On April 2nd Menlo faculty, students, and staff heard from Dr. Russell Hancock, President & CEO of Joint Venture: Silicon Valley Network, as part of the College’s Executive Speaker Series.

As Joint Venture CEO Dr. Hancock is many things: institution builder, civic leader, social entrepreneur, and outspoken advocate for regionalism. The organization he heads brings together government and business leaders to identify regional problems and lead projects to solve them. Frequently heard on Bloomberg News, ABC Nightly News, and The Morning Show, he is considered a foremost expositor of the Silicon Valley economy and his interviews are often published in The New York Times and Wall Street Journal. A graduate of Harvard, Dr. Hancock received his Ph.D. in political science from Stanford, where he teaches in the Public Policy Program. Dr. Hancock is also a member of the Menlo College community. A concert pianist, he is a founding member of The Saint Michael Trio, appointed Artists in Residence at Menlo in 2008.

Dr. Hancock’s April 2nd remarks were at once hard-hitting and encouraging, as he coached students on the realities facing job-seekers in Silicon Valley’s turbulent economy. He spoke with Menlo Advantage afterwards:

Menlo Advantage: How do you characterize what’s happening in Silicon Valley right now?

Hancock: We continue to be the world’s most dynamic regional economy, as we have for 60 years. We are export-oriented, innovation driven, and fueled by entrepreneurship. But in 2008, national and global trends caught up with us—and you could even say they overtook us—collapsing national institutions, volatility in the financial markets, and a housing meltdown. All of it has eroded the markets that we serve, and thrown us into a
period of retrenchment. Layoffs are rampant, and we won’t see a surge in job creation anytime soon. But we are continuing to innovate in important new areas like clean technology, and this is where the growth is likely to be.

Menlo Advantage: What role does globalization play in Silicon Valley?

Hancock: It’s the most important thing going on right now! We are the world’s most globalized regional economy, no question. 42 percent of the people living and working in Silicon Valley were born overseas, and the percent is higher in our workforce, especially among entrepreneurs. Our companies are not regional or national entities, they are global entities, even from the time of their inception. This means they are pursuing global distribution schemes, implementing global supply chains, and their HR strategies have become, very pointedly, global.

Menlo Advantage: What do you mean by global strategies?

Hancock: I mean that the workforce of Silicon Valley’s companies is now distributed over the entire globe. It’s a key component of their overall competitive strategy, to have employees on every continent, especially China, Taiwan, India, Eastern Europe, and Israel. These regions are our competitors, but they are also our collaborators, and companies are required to pursue multi-faceted strategies to stay competitive in this new “flat” economy of ours.

Menlo Advantage: So how can Menlo grads navigate their way into this kind of global economy?

Hancock: Well, for sure it helps if you have global sensitivities, if you command a language besides English, if you’ve lived overseas, if you know how to work in teams—especially when your team members are distributed across several time zones. Anybody who brings those skills into the market place will have a leg up, no question.

Menlo Advantage: In your talk you also spoke about important structural shifts in the Silicon Valley economy that change the job picture.

Hancock: Yes, for absolute certain there is a huge structural change going on and it really amounts to a revolution, a change in the model of corporate capitalism itself. I’m honestly surprised people—economist types—aren’t talking about this more, but they surely will. I tell my kids this all the time, that the economy they are entering is not the economy I entered.

Menlo Advantage: How is the economy different?

Hancock: Well, this too is being explained in part by globalization. Remember, these newly emerging technology regions don’t have the same cost structure that we do here. They are low-cost regions, and Silicon Valley will never be known as the “low-cost leader.” And it’s not just labor costs. It’s also that most overseas companies don’t shoulder the same burden for health care and benefits that American companies do. So as a result, we are seeing something very significant in the United States, and Silicon Valley is on the leading edge of it: companies are no longer infatuated with size.

Let me put it this way: in the old days the model was that you were trying to become the next General Motors, or the next Hewlett-Packard, right? You started a company, and then your objective was to scale upwards, becoming vertically integrated and horizontally integrated until you were a behemoth, earning monopoly-style profits.

This is no longer the case. In the face of global competition small is the new big! Companies are trying to stay lean and nimble. They’re focusing on core competencies, and hiving off entire divisions.

Hancock: This is why I tell my kids it’s a different economy for them, and it’s one that has shifted the risks and the burden of security squarely onto their shoulders. In the old model the company would take care of you—you know, the phenomenon of the “company man.” You spent your entire career with one company, and the company played a paternal, protective role in your life. In exchange for your work they offered you many forms of security: mobility within the company, retirement benefits, health and dental, and a gold watch when you retired.

Say good-bye to all of that. Companies today don’t want to add to their head count. They’d rather hire contractors. The way they see it, they need something done, they need a particular function accomplished. Well, rather than bring it in house, they’ll go looking for the best person who can accomplish this discrete task, and contract with that person. It will be a fixed-term contract which dissolves when the task is completed, and companies love it—especially because they’re not paying through the nose for your health care and other benefits.

And by the way, this person, this contractor, can be anywhere. They don’t

Continued on page 47
International Entrepreneur Inspired by the Legacy of His Coach

Enrique Ybarra, left, fights a UCSC player for control of the ball.

Enrique’s executive team at the International Tourism Trade Show in Madrid.

On top of one of Enrique’s buses at the company opening in Marrakech, Morocco (left to right) Enrique, the Minister of Transportation of Morocco, the Minister of Transportation of Spain, the Governor of Marrakech, and the Ambassador of Spain in Morocco.

Enrique with his family at his Menlo College Commencement 18 years ago.

Front Row (left to right) David Johnston, Jason Field, Peter Firmage, Willie Hernstadt, John Fike, Enrique Ybarra-Valdenebro, William Cole, Back Row (Left to Right) Carol Distefano, Herbie Der, Ethan Alexander, Brian Baudot, Lorin Surpless, Grady Trowbridge, Drew Olin, Mark Chocos, Coach Carlos López.
Can a Menlo student find exceptional career success and personal satisfaction through a class assignment requiring student entrepreneurs to create a business plan? If your name is Enrique Ybarra ’91, the answer is a resounding “yes!”

A few months ago, President Tim Haight received an e-mail from an alumnus: “My name is Enrique Ybarra and I am from Spain. I graduated Menlo College in 1991. I am now in Washington DC. Before I come back to Spain Mr. President, if you have 15 minutes for me I would fly to San Francisco to meet you and talk …”

Two days later, Enrique arrived in San Francisco, rented a car, and drove to campus to have a long, private lunch with the president. Embracing warm memories of the Menlo campus and faculty he had not seen in 18 years who had impacted his life, Enrique—in a passionate and animated exchange—told the president how his business plan, written as a class assignment at Menlo College, has evolved into a highly successful and unique international business.

It was his intention, upon graduation, to go to work for Dow Chemical. At the end of his senior year at Menlo, however, while researching and preparing for a class assignment where he was asked to create a business plan, Enrique discovered a large gap in the travel industry: At a time when travel industries like airlines, cruise ships and resorts were going global, there were no international sightseeing tour bus companies.

The first person Enrique brought “on board” as an investor was his father, Ramón Ybarra, whom he calls “the best example to follow in my life as father, friend, and entrepreneur.”

In addition to being persuasive and passionate, Enrique was confident that the plan he created for a tour bus business would prove to be successful. His confidence helped him overcome some initial challenges to bring his vision to fruition. Originally scheduled to debut two motorized trolleys at the 1992 World Expo, delays required Enrique to scrap his plans to ship the buses from Oakland and instead hire professionals to drive the buses to the east coast to be shipped by boat to Spain in time for the Expo. During the Expo, Enrique’s tour bus business was quite successful, but surviving the downturn in the international tourism market which paralleled the global financial crisis of the First Gulf War required flexibility, creativity, and commitment to his vision.

Enrique took time during the financial crisis to research sightseeing companies worldwide. Many of the existing companies in the tour bus sector were local small businesses in need of an experienced company to provide business guidance and acumen. With a new vision for a globalized tour bus industry, Enrique revised his business plan and included four key elements:

- a worldwide brand to create a recognizable company image
- a manual of operations to assure consistent customer experience
- a purchasing center to facilitate vehicle purchases, merchandising, uniforms and language systems
- a commercial center to promote all sightseeing companies under the same brand worldwide

In 1996, Enrique and the UK based company Ensignbus Ltd. formed a joint venture under the brand City Sightseeing. The first City Sightseeing operation was launched in Enrique’s hometown of Seville, Spain on March 26, 1999. Today, City Sightseeing is the premier operator of Open Top Sightseeing Tours worldwide, servicing 85 cities in 21 countries.

Throughout his exciting journey from promising student to successful businessman, Enrique has celebrated his Menlo College connection. He is spearheading the formation of a Menlo College European Alumni Chapter. Inspired by the legacy of the coach who guided him at Menlo, Enrique pitched the idea for a Señor Carlos López Memorial Soccer Tournament, and the idea resonated with the Menlo Community. The first soccer tournament is scheduled for noon on Saturday, September 12, 2009 at Wunderlich Field, followed by a reunion of Menlo Alumni at the president’s home from 2-6 p.m.

Although much has changed for Enrique since his days at Menlo—in addition to running a successful global business, Enrique and his wife Alexandra are raising their 2-year-old daughter Allegra—one thing has remained the same: Enrique still holds the record at Menlo for the most goals scored in a single soccer season—29. The Menlo Community is tremendously proud of Enrique’s accomplishments, on the field, off the field, and in the business arena.

Alumni who are interested in joining the Señor Carlos López Memorial Soccer Tournament Committee, or participating in a European Menlo College Alumni Chapter, can contact Alumni Relations at alumni-information@menlo.edu or 800-556-3656.
Right now you might think there isn’t a thing you can do to contribute to the financial health of the country. You would not be alone in your view. Many people are hunkering down, cutting back on purchases, and hoping for better times.

Spending frivolously isn’t wise; spending wisely, even in these hard times, is the key to turning the country around. Never has a valued business degree been a better long term investment, and never has the need for so many to achieve such a degree been greater. Menlo College needs and wants to help the high-achieving, high-potential students that are seeking a quality, private school education, but simply lack the wherewithal to fund their dreams.

Giving with heart and mind

Scholarships are personal, lifelong gifts that directly connect a student and donor. For example:

Bud Adams, Jr. Endowed Scholarship Fund

Bud Adams, Jr. ‘42, owner of the Tennessee Titans, shows his generosity and support through the K.S. Bud Adams, Jr. Endowed Scholarship Fund established in 2002. Recipients are selected from a pool of students showing financial need, high academic performance, campus leadership, and community service. These awards are of critical importance because they help students who have exhausted all personal, merit, and need-based sources of support. Each year, nearly twenty students benefit from this endowment.

Nathan Ross Jackson Endowed Scholarship Fund

Nathan “Nate” R. Jackson ‘01 and his parents, Ross and Marilyn, established the Nathan Ross Jackson Endowed Scholarship for students who show outstanding, well-rounded leadership in academics, student life, and co-curricular activities. Ross and Marilyn are retired teachers from San Jose, and the entire Jackson family believes in supporting education. They are most grateful for the quality of education that Menlo College offered to Nate. He was an outstanding writer on the campus newspaper, The Menlo Oak, as well as a record-setting football wide receiver who went on to play for the NFL Denver Broncos.

An endowed scholarship, which pays out over the long term to a succession of students, starts at $10,000. Annual scholarships are of varying amounts and are collected each year and paid out each year to one or more students.

Ramleth Family Endowed Scholarship Fund

Menlo College alumnus Geir Ramleth SBA ’87 is currently the Chief Information Officer for San Francisco-based Bechtel Corporation, the largest engineering company in the United States. He established The Ramleth Family Trust Endowed Scholarship for business majors with at least a 3.0 GPA. The scholarship has one final stipulation: the recipient must have shown community service via tutoring, a hallmark of Ramleth’s time at Menlo.

“I got a lot out of tutoring so I wanted the endowment awarded to someone helping another person do well,” said the 48-year old Ramleth, who resides in Menlo Park. “I found during my days at Menlo that tutoring was a tremendous way of studying. You have to be high on the learning curve to do it but the person you’re working with will help you get there. It’s a tremendous study aid and a very reciprocal relationship, one I think which gives a lot of value for the effort.”

“Menlo fit me well,” Ramleth said. “I don’t think I would have gotten as much out of my education if I had gone to a bigger school.”
J. Jasmine Goltz Endowed Scholarship Fund

Menlo College established an endowed scholarship in memory of J. Jasmine Goltz, a student at the College in 1988 and 1989. Unfortunately, Jasmine died from viral pneumonia in 2000, at the age of 29. Jasmine is remembered as a student who had a zest for life and was an independent thinker.

Her parents, Larry and Antonia Goltz, husband, Max Weiner, and many friends and classmates wished to honor Jasmine by helping other Menlo students achieve their educational goals. Continuing freshmen, sophomores and juniors are eligible to apply, and the recipients are selected annually. Qualifying criteria is high financial need for a student who shows great potential and thrives in the personalized environment of Menlo College. Preference might even be given to someone who has a great appreciation for the works of Shakespeare and Jane Austin, Jasmine’s favorite authors.

Larry and Antonia Goltz awarded their endowed scholarship in memory of J. Jasmine Goltz to Jhonny Roosvelth Aranibar Flores ‘07

Al Jacobs Endowed Scholarship Fund

The Al Jacobs Endowed Scholarship Fund has been established to honor the memory of Al Jacobs, a Menlo College professor who passed away in 2008. The scholarship is given to a freshman, sophomore or junior who excels in Mass Communication, writing and performance. The recipient will be nominated each year by English and Mass Communication faculty.

Al Jacobs was instrumental in creating the Mass Communication program. In addition to being a beloved teacher, he was a noted performer in the community, giving poetry and interpretive readings all over Palo Alto and Menlo Park.

“The Al Jacobs Endowed Memorial Scholarship is a wonderful way to have Al’s name and his work honored at Menlo, in perpetuity,” said Donna Little, Associate Professor of Accounting. “Each year the English and Mass Communication faculty choose a student who shows exceptional potential in writing, acting and communication. Need is an important component, as is a zest for learning which Al would have loved.

Our first year’s winner, Erika Smith is a perfect recipient—an enthusiastic actress and engaged in one of Al’s many areas of expertise—voice-overs! I am very grateful for the generous gifts from Al’s family and friends, and I will continue to oversee and grow the fund.”

This year’s recipient, Erika Smith said, “I am very grateful for the award, and especially as a memorial for a great professor who I was not able to meet. I have heard so many great things about him, and I have been told that he had the same fire and spark for acting as I did... So I am honored!”

All of these scholarships can be named for the donor or in honor or memory of a loved one to make them lasting and meaningful tributes. Beyond helping individuals, you will help Menlo College continue to provide valuable degrees as it reaches for preeminence as Silicon Valley’s Business School.

And when the U.S. economy starts humming along again, you can smile knowing that you did your part and then some. Promoting success: it’s just what Oaks do.

Was High School Music[al] to Your Ears?

If high school was the best experience of your formal education before Menlo, then why not help us recruit a student from your alma mater? Your scholarship allows you to enjoy the indescribable satisfaction of helping someone who has traveled a similar path and walked the same hallways.

PHOTO: MARLA LOWENTHAL

Erika Smith, recipient of the Al Jacobs Endowed Scholarship

PHOTO: MARLA LOWENTHAL

Al Jacobs

Larry and Antonia Goltz

PHOTO: MARLA LOWENTHAL

Aranibar Flores ‘07

Never has a valued business degree been a better long term investment

PHOTO: MARLA LOWENTHAL
Jack McDonough Retires with a Parting Message:

Keep Our Street Cred!

...the help extended by older SBA alums proves that caring and well-intentioned mentorships are vastly better than searching online or seeking help from placement agencies.

Menlo grads. It started with a dinner sponsored by a core group of at least 30 alums and faculty, including Frances Mann-Craik SBA’76, Dr. Craig Medlen, former Trustee John Turco, and the venerable “Judge” Russell. As I welcomed the SBA alumni that evening, I could feel the good will and eagerness to help the younger generation of grads. Our SBA alumni volunteered to take grads to lunch for the purpose of getting an idea of the grads’ career interests and then going to bat for them with business introductions.

With all the uncertainty facing these graduates, the help extended by older SBA alums proves that caring and well-intentioned mentorships are vastly better than searching online or seeking help from placement agencies.

Another fine example of alumni involvement with Menlo students is the annual Business Plan Competition, which took place April 17th in Brawner Hall. I believe that the initiative, energy and courage it takes to stand up to knowledgeable business professionals to deliver and defend a favored business idea is a strong indication of one’s readiness for significant career accomplishment and I strongly support it being continued.

During this process of updating Menlo into Silicon Valley’s Business School, we should reinstate the SBA Roundtable and keep the annual Business Plan Competition going to keep our street cred!

After Menlo, a strange thought for me, I will be reacquainting myself with my first love: mountain hiking! I’ll also be traveling to Europe, as I love the people and architecture. I’ll be getting back to painting too... watercolor and pen & ink. Reconnecting with my family in the Boise area will be a priority, as well as spending more time with friends. I’ll be dabbling in real estate and other investment ventures, as well as doing some charity work with Big Brothers and animal shelters.

Well, I've had my turn at bat, and it has been very rewarding. I want to thank everyone who reads this and those whom I've been privileged to know, for your kindness and your devotion to “our cause.”
Anticipation was high when the winner of the 5th Annual Business Plan Competition was finally announced! Out of ten submissions, only five made it to the final round, and only one plan won the coveted first prize and took home a cool $1,200! In fact, this year’s winning plan, presented before an enthusiastic audience in Brawner Hall, received an unprecedented two first place votes from preliminary judges! A big congratulation for this year’s winning plan goes to…

Wait, let’s back up.

The Business Plan Competition is the creation of Jack McDonough in conjunction with the Entrepreneurship Society, to which Jack serves as an advisor. Jack started the competition so that students can showcase what they’ve learned in a competitive process. Each business plan was written by either an individual or a team of students and presented to a panel of six judges: Francis Mann-Craik, Jim Massey, Bob Zider, Roxy Rapp and Keith Kadera. The judges ranked each plan based on its core business idea, whether it followed a successful format (such as Guy Kawasaki’s “The Art of the Start”), and the oral presentation by the plan’s writer(s). Spelling and grammar were also taken into consideration, which proved to be trouble for some plans.

The nail-biting presentations, held on April 17th, each consisted of a five-minute setup, a fifteen-minute oral presentation, and a ten-minute Q&A session with the judges. The presentations of the final five plans to the judges were professionally delivered by the students and greeted with cheers from the energetic audience.

Third place was awarded to Elham Aslani, Deborah Black and Katherine Fulp-Allen for their business plan, “Humanly Defined.” Second place was given to Ricky Grech, Matt Simpson and Nick Von Sonn for their plan, “Grech Athletics.”

The first place business plan, a brilliantly structured concept titled “Alexander Valley Essentials,” was written and presented by Meghan Hulsey. The premise behind her plan was the manufacturing of high-quality soaps and facial creams. The products would be sold in high-end retailers and via the internet.

Jack McDonough commented, “Once again, our students responded to the challenge! The quality of the submissions was quite good and two rounds of judging by SBA alums produced three winning plans. This is another fine example of the high caliber of our Menlo students!”

The Business Plan Competition award ceremony was held on April 29th with the winners receiving cash prizes and personal congratulations by President Haight.
Menlo College mourns the loss of Dr. Carlos López, President Emeritus of Menlo College, who passed away March 5 at his home due to complications from cancer. “We are all saddened by the loss of Carlos, but we are also inspired by his devotion to our students and the Menlo Community,” stated President G. Timothy Haight. The family asks that at this time in lieu of sending flowers, tributes may be sent to Menlo College. Contributions will go towards the Carlos López Endowed Scholarship Fund.
“Carlos was our coach when I was on the 1965 soccer team. Thanks to him, life values he taught us and exposed us to are part of my life and I will always cherish that. You are indeed most fortunate to have had him as your family member—such a special individual. I will miss him, but I have joy with the wonderful memories of Señor López.” MICHAEL LUM L&S’65

“Menlo has lost a great friend and benefactor in the person of Carlos López. Carlos was and will always be one of my favorite professors at Menlo College. He has influenced the lives of countless members of the Menlo community and I was just one among the many. Thank you Menlo College for gifted instructors like Carlos López.” RUSSELL ANDAVALL ’69

“In honor of the Great Carlos López—He was one of the world’s all time best.” PATRICK FAST

“Don Carlos is my ‘American father’. He taught me how to be a better person and how to have a positive influence on the people around me; thus, make them better persons too. This simple philosophy makes the world a better place to live in.” DANIEL REGAS SBA’89

President Emeritus 2004-2006

“Dr. Carlos López has a wonderful personality. He had amazing dinners at the president’s house and always welcomed the women’s soccer team. Best wishes to his family and friends.” EMILY MOORE ’08

“Dr. López was a fabulous person. We will miss him.”
BEN, CAROLYNE, AND MICHAEL COHN

“Carlos was a wonderful gentleman who contributed so much to Menlo College and I know he will be greatly missed.” CAROL C. EYRE

Carlos López (left) at Commencement 2008
Academics in Growth Mode

Dr. Soumendra De
Professor of Finance

Dr. Soumendra De comes to Menlo College from the Schroeder Family School of Business Administration at the University of Evansville. Having taught internationally, his research interests include global capital markets with an emphasis on Asia and Europe. Dr. De received his doctorate in Finance from Southern Illinois University, a master’s in Business Administration from the Indian Institute of Management, and a bachelor’s degree in Electrical Engineering from the Indian Institute of Technology. He was the Institute for Global Enterprise Global Scholar for the 2007-08 academic year at the University of Evansville.

Dr. Jan Jindra
Assistant Professor of Finance

Dr. Jindra most recently has been a Senior Manager at Cornerstone Research. He performed litigation-related applied research in finance and trained new consultants in the areas of securities class action lawsuits. His interests include corporate finance, mergers and acquisitions, valuation, corporate governance, and securities laws. Dr. Jindra received his doctorate in Finance from Ohio State University and a bachelor’s degree in Business Administration from the University of Florida.

Dr. Yao Tian
Assistant Professor of Accounting

Dr. Tian joins us from the School of Business at the University of Alberta, Canada where she taught managerial accounting. Her research interests are in empirical capital market research in the use of accounting and financial information in the stock market, and the quality of earnings and analyst forecasts, management manipulation, and firm valuation. Dr. Tian received her doctorate in Accounting from the University of Waterloo and a bachelor’s degree of Commerce from the University of Saskatchewan.

Jain James Ma
Instructor of Management Information Systems

Mr. Ma taught at Menlo as an adjunct instructor since 2008. Before then he was at the University of Arizona where he taught software design and integration; information systems analysis and design; and data structures and algorithms. He also brings to teaching experience as a scientist, project manager, systems engineer, software and web developer. Mr. Ma will receive his doctorate in Management Information Systems (late 2009) from the University of Arizona. He completed his master’s degree in Computer Science at the University of Texas at Dallas, and his bachelor’s degree in Chemistry at Peking University, Beijing, China.

Dr. David Meader
Assistant Professor of Management Information Systems

Dr. Meader has taught at UC Berkeley, San Jose State University, and the University of Arizona. He has lectured and published extensively in the areas of multimedia conferencing and group systems. He served as Director of the MBA Field Studies Program and MIS Undergraduate Studies at University of Arizona. Principal of Meader Consulting Group, he received his doctorate in Computer Information Systems, a master’s degree in Organizational Psychology, and a bachelor’s degree in Computer Science from the University of Michigan, and an MBA in International Business from the University of North Carolina, Chapel Hill.

As a result of our latest hiring, our students are not only provided with highly-qualified full-time faculty, but also they will have direct access to new research and increased availability of highly-desirable finance and accounting courses taught with a global perspective.

Jim Kelly, Provost
Douglas M. Carroll  
Professor of Mass Communication

Professor Douglas M. Carroll is a member of the North American Society for Sports Management (NASSM) and the Broadcast Education Association (BEA). He is currently working as a review editor for Edwin Mellen Press. He attended the Northern California Symposium on Statistics and Operations Research in Sports. Dr. Carroll is also conducting a content analysis of a single-sport cable television channel. The report is titled *Programming the Single-Sport Cable Channel: Strategies and Practices at Golf Channel*. The MCM 127 Radio Management course presents live radio programs that may be heard on KMXX, Menlo College Radio, Channel 81, Internet streaming from the station website, http://kmxx.menlo.edu. Students in this class have established advertising accounts for KMXX and clients include Park Avenue Salon, Round Table Pizza and the Record Man. The MCM 112 Sports Media class will have a guest lecture from engineers at SportsVision, the leading special video effects designer for televised sports.

John Corbally  
Lecturer in World History

John Corbally is completing the final chapter of his dissertation, *Shades of Difference: Irish, Caribbean, and South Asian Immigration to the Heart of Empire, 1948-1971*, and will finish his doctorate at UC Davis this June. His work compares attitudes toward and living and work conditions of various immigrant groups in postwar Britain. Focusing on the two major cities of Birmingham and London, he explores the live experience of migrants from diverse areas of the British Empire, considering questions of race relations and ethnic identity within the context of the imperial legacy. He will also have his first journal article, *Post-war Immigration to the Heart of Empire; The Jarring Irish* published in the March issue of the *Radical History Review*. He is presently enjoying teaching two classes at Menlo College, dividing his time between Atherton, UC Davis, Las Positas College in Livermore, and Mills College in Oakland.

Stephen Eckstone  
Lecturer in Mass Communication

Stephen Eckstone presented his paper, *New Media and The Y Generation*, at the annual conference of the American Marketing Association and facilitated a workshop on peer-to-peer communication at the national conference of the American Advertising Association. In his capacity as a marketing-communications consultant, he has worked with the San Diego Community College District to encourage community college students to transfer to complete their degrees and with the Coast Community College District to assess the effectiveness of their career and technical programs. In addition, he teaches Radio, Television and Digital Media Advertising and Business-to-Business Advertising in the Department of Mass Communications at San Jose State University. He is an executive member of the San Jose Repertory Theatre Board of Trustees and chair of the education and outreach committee.

Katie Flynn  
Director of the Writing Center

Katie Flynn, Director of the Writing Center, has a short story titled *Honeymoon* in the forthcoming issue of *The Bellingham Review*, Western Washington University’s literary journal.
Dr. Craig Medlen
Professor of Economics

Last November, Dr. Craig Medlen was invited by Dr. Xu, Chairman of the Economics Department, to deliver a lecture at Sun Yat-Sen University, which was ranked twelfth among universities in China during 2008. He presented his article on The Bubble Machine, published in the Journal of Economic Issues, Vol. XLI, Number 1, March 2007. In the article, Medlen argued that the housing bubble was intimately connected to the dot-com bubble of the 1990s. The low new investment prospects inside America expanded the relative valuation of existing capital. In consequence, this higher relative valuation of the existing capital stock drove mergers and share repurchases to the point where such corporate purchases contributed about one-third of the stock expansion of the 1990s. Such equity expansion lowered the cash rate of return on equity and, given a certain risk premium between stocks and bonds, lowered interest rates as well. Since these lowered rates were the primary factor behind the housing bubble, one can understand how low new investment prospects within industry could produce various types of connected bubbles.

Dr. Gary Latshaw
Professor of Math

Professor Latshaw has continued to present to various groups his theories and evidence on global warming. He has been concerned about man’s effect on the climate for the last decade. A couple of years ago he received special training from Al Gore and his Climate Project Organization to give presentations. He recently presented at the Menlo College colloquium, the Stanford Linear Accelerator Center, and other interest groups. He is planning to present at the San Jose Home and Garden Show. Alumni and other interested parties are welcome to contact him (glatshaw@menlo.edu) regarding presentations. Through the Climate Project, he can help arrange for presentations almost anywhere in the country. All presenters are volunteers so there is no charge.

Dr. John W. Higgins
Associate Professor
Mass Communication

Dr. John Higgins has been selected as a Fulbright Scholar, Lecturer/Research award recipient for Cyprus, Spring 2010. The prestigious award, the result of a rigorous international review process, was determined by the Council for the International Exchange of Scholars and the Commission for Educational Exchange Between the United States of America and Cyprus. The program is sponsored by the United States Department of State. Dr. Higgins’ project, “Digital Storytelling as a Method of Self-Reflexivity, Oral History, and Community-Building” involves faculty and students from Turkish Cypriot and Greek Cypriot institutions of higher learning. The Fulbright project is built on Dr. Higgins’ work with Menlo College students in the areas of reflexivity and digital storytelling, as well as his experiences in Fall 2008 while on sabbatical leave in Nicosia as Resident Fellow at Sidestreets Educational and Cultural Initiatives, Ltd. As scholar/artist in residence, he collected research data, gave a lecture, and conducted workshops in digital storytelling in the old Turkish quarter of the city near the U.N. buffer zone. Dr. Higgins, a former professional puppeteer, also provided street puppet performances for the immigrant children in that section of the city.


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“Assemblage+Collage+Constructi on” at the Museum of Art & History, located in downtown Santa Cruz. The exhibition was on view through April 12, 2009. He also exhibited his work in his studio as part of Silicon Valley Open Studios on May 2 and 3, 2009. The studio is usually open to the public from 11am-5pm, located at Studio F-1, 4000 Middlefield Rd, Palo Alto.

Leslie Sekerka
Professor of Psychology

Dr. Leslie Sekerka has advanced multiple projects, as Director of Menlo’s Ethics in Action Research and Education Center. Her work to understand Professional Moral Courage has led to the development of an instrument to measure ‘PMC’ as a workplace competency (publication to appear in the Journal of Business Ethics). She will be the keynote speaker at the Association for Practical and Professional Ethics Conference in March, speaking to a group of global scholars examining virtue ethics in business. Her research to determine how judgments are formed during ethical decision-making has been selected as the keynote address to be presented at the Network Ethics Conference in Lisbon, Portugal later this year. Dr. Sekerka’s research on emotion and attitude formation during organization change will appear in the Organizational Management Journal this spring. Dr. Sekerka’s work has recently been showcased at the Academy of Management and Society of Business Ethics annual meetings, and her studies have been selected to appear in several Positive Psychology Handbooks. She has recently brought a number of guest speakers to Menlo, helping to educate students with management expertise and leadership.

Dr. Marilyn Thomas
Professor of English

Dr. Thomas has spent the first part of her sabbatical in Madison, WI.

Dr. Thomas has had two books published recently: I Sang In My Chains: A Memoir and The Diary: Sex, Death, and God in the Affairs of a Victorian Cleric, both available on amazon.com and authorhouse.com. The latter is about her 6-year search for and finding of a diary in secret code. Dr. Thomas found the diary, decoded it, and learned that its author, a once-famous Victorian, was having an affair with a prominent aristocrat. The book is about the search, how she found the diary, who she met along the way, and what she learned about herself while she investigated the people who made history during that time.

The local cable TV station taped her discussion on both books and she’s also hoping to get an interview on NPR, which will be broadcast sometime in the future, but only in Wisconsin, which is her home state.

In May 2009, Dr. Thomas took a group of Menlo students to Italy, for a cost of $3,200 for ten days visiting five cities: Venice, Florence, Ravenna, Assisi, and Rome, with a day at a school for master chefs where everyone will learn how to prepare an Italian meal.

Dr. William H. Walters
Dean of Library Services

William Walters was appointed in January to a five-year term on the editorial board of Portal: Libraries and the Academy. His recent publications include Geographic information services in the undergraduate college: organizational models and alternatives (Cartographica, 2008), Journal prices, book acquisitions, and sustainable college library collections (College & Research Libraries, November 2008), and Google Scholar search performance: comparative recall and precision (Portal, January 2009). He has recently reviewed papers for Portal, Research on Aging, and the Journal of Environmental Planning and Management.

Anne Wenzel, M.A.
Lecturer in Economics

Adjunct faculty member Anne Ramstetter Wenzel, M.A., gave a presentation on the San Francisco Bay Area Economic Outlook at the January 2009 Silicon Valley Roundtable (SVRT) meeting of the National Association for Business Economics. Ms. Wenzel discussed the strengths and weaknesses of the 9-county Bay Area economy, as well as threats to key industries and the general economic outlook. Ms. Wenzel, who is currently teaching Managerial Economics at Menlo College, is President of the San Francisco chapter of the National Association for Business Economics (NABE) and is currently vice-chair for the NABE Financial Roundtable.
From rising unemployment to falling stock market and housing prices, negative economic news abounds. These bad economic numbers related to the financial crisis and the dizzying spending amounts of policy responses generate anxiety, confusion, and questions. While the financial crisis and its ramifications are complicated, I will focus on one relevant concept: liquidity.

Liquidity is the ease with which an asset can be converted into a form that can be spent. Cash and checking accounts are assets that are already in a form that can be spent, but houses and cars are not. We would say cash and checking accounts are relatively liquid but that houses and cars are relatively illiquid. Liquidity is the grease that keeps the engine of spending running, which in turn drives incomes and the economy.

Liquidity is vital to households and businesses. Households need liquidity to spend on the goods and services they consume or to pay debts. Businesses need liquidity to pay expenses such as wages or fund capital investment projects. The financial system plays an important role in providing that liquidity to households and business through the process of borrowing and lending. Financial institutions such as banks need liquidity themselves just like any other business.

Mortgages are a particularly illiquid asset that banks and other financial entities own. As a result, financial innovations such as Fannie Mae and Freddie Mac, and mortgage-backed securities among others, have developed over time to help transform those illiquid mortgages into relatively more liquid forms. These innovations helped financial institutions keep the grease flowing to households and businesses, especially in the mortgage and housing markets.

Unfortunately, excess grease may have allowed banks to provide too much liquidity to risky homebuyers through sub-prime mortgages, fueled speculators, led to questionable accounting practices by banks, and created an imbalance of supply and demand in the housing market. As it unraveled, the grease stopped flowing and financial institutions were left holding illiquid, so-called “toxic assets.” Financial institutions became unwilling or unable to provide liquidity to households and businesses. Without financial institutions providing this grease, the engine of the economy slows down and in the worst case, can seize up and stop running.

Policymakers are pumping liquidity into the system in many ways. Rebate checks to taxpayers in summer 2008 attempted to add liquidity directly to households. Households chose mostly to save them rather than spend them, so the effect was muted. The Federal Reserve has taken action by reducing the federal funds rate—the rate banks borrow from each other—from over 5% in 2007 down to a range of 0-0.25% today. This action provides tremendous liquidity to banks allowing them to borrow liquidity from each other cheaply. The Treasury department received authority to spend $700 billion to buy illiquid “toxic assets” from banks in order to unclog the system. Difficulties with that plan led the Treasury to quickly switch and simply inject liquidity directly into banks by purchasing bank equity. However, banks have been overall more reluctant to provide liquidity to households and businesses than they had before.

Now, under the argument that the rebate injection was too small (not enough grease), Congress and the President are going to spend hundreds of billions into inject liquidity directly to households and businesses through a stimulus plan. Whether the economic engine revs up again remains to be seen, but it won’t be for a lack of grease.
Overcoming Adversity

by Frances Turner, Lecturer of Management

ine years ago, I was sitting in an exam room enduring a scolding from my doctor. He said to me, “I don’t think you realize just how close to God you came!” I was dumbfounded, not yet fully aware of the impact of his statement, especially since he was usually calm, patient and reassuring. I had fallen asleep the prior evening sitting in a chair. For many, this was an innocent act. For me, it was life-threatening behavior.

My visit to the doctor was to follow up on my recent, ten-day stay in the cardio-pulmonary unit of a hospital. Even though those on that floor received high dosages of medications meant to keep me calm, it never really hit me that I was the youngest resident on that floor, and even though I was aware that my doctor had prescribed new life.

I thought I was getting back on my feet when I landed a marketing consulting project that resulted in a full time job offer to build the firm’s corporate marketing operation. One year later, the owner advised me that he could no longer afford my salary. By now, I had relocated to Virginia. Upon vacating my apartment, my best friend and her husband invited me to live with them for awhile. After four months of residing under their roof, I packed my car and moved to the Bay Area, where I began to build a new life.

So, gone are all those “things” I had acquired. Do I miss them? Sure. Do I plan to reacquire them? Sure, some of them; but I think I have learned a very important lesson: sometimes, a person must be stripped of everything in order to find herself. All that I have recounted occurred over an 8-9 year period. Rest assured there were times when the abyss into which I fell seemed dark and endless. I know that my hardships come nowhere near the pain and suffering of those who lose loved ones suddenly or tragically, who are starving or homeless, or who are struggling to make ends meet in the current economy.

Through all of this, I remember that Mom, always in her pleasant voice, told us that difficulties are a fact of life. Accepting them is not the same as conceding to them. From her point of view, how one deals with them contributes to the strength of one’s character and to the peace of one’s soul. Mom’s mother named her Allegra, inspired by Henry Wadsworth Longfellow’s poem The Children’s Hour in which he refers to his daughter Annie as the “laughing Allegra.” Mom’s name means “happy, joy, cheerful.” Her (and Dad’s) family made it through the Great Depression. With optimism like hers, no wonder she lived to 87! I think I’ll do so, too.
Sean Meyer knew that Menlo College would be the right choice for his future. An avid hockey fan, he was immediately attracted to the Sports Management concentration. Just finishing his freshman year, Sean is already gaining valuable experience as an assistant student manager for the Men’s Basketball team.

Sean says that an important key to making the most of the college experience is “making sure that you have a balanced college life, academics and social activities. A small college like Menlo would be a benefit for that.”

A more personal benefit of Menlo’s small campus is accessibility. Sean was looking for a college where he could get to classes and other facilities easily. He says that Bob Talbott, Director of Facilities, Planning and Operations, made accessibility adjustments to the campus to suit his particular needs.

Sean has made several friends on campus already, including classmates, teammates, and administrators.

“I know the president. I don’t think that would be possible in a big campus.”

“His positive spirit is admirable.”

Bob Talbott, Director of Facilities, Planning and Operations

“I wanted to make sure that Sean would be able to take full advantage of the facilities available to other students. Navigating a campus in a wheel-chair might pose challenges for him that could be adjusted to make his experience easier. I met with Sean and his parents to discuss what considerations needed to be addressed to make this possible,” explained Bob Talbott, Director of Facilities, Planning and Operations at Menlo College.

Rails were installed in the building where Meyer is living, and Talbott ensured that restroom facilities could accommodate him.

Bob couldn’t say enough about Meyer’s unassuming nature.

“Sean’s a good kid,” said Bob. “I don’t think he expects help and he appreciates when you give it to him. His positive spirit is admirable.”
Monique Cabrera overcame her homesickness four years ago by finding ways to serve the campus. Now a senior wrapping up her undergrad education, she is ready to take on the world and feels that “Menlo College has sufficiently provided me with the resources to do so.”

Monique was initially attracted to Menlo for several reasons. She enjoys competitive wrestling, and the College offered the only women’s wrestling program on the west coast. She was also interested in the Business Management program. Another very important factor in her decision to come to Menlo was cost. With a variety of financial aid options and her scholarship, she found that a Menlo education was well within reach. In addition, she appreciates the advantages of a small school. “Classes aren’t too big,” says Monique. “If I have a question my professors never send me to a teacher’s aide. They’re always there.”

Monique has been a member of the Student Government Association all four years. She spent the past year serving as president of the SGA, a seat she describes as “a true honor.” Monique gained a great deal of real-world experience working for Conference Services Director Joe O’Brien. She found this dynamic workplace to be nurturing in her development as a person.

Monique is currently preparing for her Series 6 and Series 63 tests to become a financial representative for First Investors Corporation after graduation.

“Her communication skills and ability to achieve goals by working with others have improved tremendously. This will be a big advantage for Monique as she enters the working world.”

Joe O’Brien, Director of Conference and Event Services
Aaron Kingdom ‘10

Aaron Kingdom of Oakland, California, has high aspirations. Ask him where he wants his degree to take him after his 2010 graduation, and you’re likely to hear some big names—among them an acclaimed video game company that owes its start to Silicon Valley venture capital. “I’d like to do something with advertising and computer information systems and I’m hoping to do an internship in my last year,” said Aaron.

Aaron needed a little help to generate the drive and responsibility necessary for success. He admits that when he first arrived at Menlo, he “had a lot of growing up and maturing to do.”

His professors in Mass Communication helped him shape his plans and develop the ambition to exceed expectations.

Head Football Coach Fred Guidici taught Kingdom to believe in second chances. “Fred Guidici has pushed me to become responsible,” said Aaron. “He connects punctuality and preparedness and promotes doing what is good.”

Aaron is learning leadership firsthand as both a Resident Assistant and a SERV Coordinator, responsible for organizing community service activities for the students.

With three years of experience learning and leading in a variety of capacities—and with the support of his mentors—Aaron has already become the kind of person people can believe in. More importantly, he believes in himself.

“This is a small but interactive school with teachers who care and will push you to become something better in life.”

“a responsible attitude and a passion to do the right thing

Fred Guidici, Head Football Coach

Head Football Coach Fred Guidici was one of the first people from Menlo to meet Aaron. He wanted Aaron on the team for his resolve on the field. However, all the talent in the world still won’t guarantee admission to Menlo.

“We look at academic performance first, and then character, then abilities,” said Fred, adding that student-athletes are students first.

Fortunately, Aaron made the grade, and Fred has seen some positive changes in the past four years, citing a responsible attitude and a passion to “do the right thing.”

He attributes much of Aaron’s development to his role as a resident assistant. Fred sees this growth as an indication that Menlo was a good fit for Aaron, providing an environment in which he was able to succeed and flourish.

“It has been a phenomenal transformation and a great Menlo success story.”
Though she’s still a freshman, Quynh Anh Nguyen is already getting valuable work experience to complement her Marketing Communication studies. Her mother owns a publishing company in Vietnam, and Quynh Anh writes articles for the editorial department. Quynh Anh chose Marketing Communication because, as she puts it, “I’m interested in what interests people.”

A seventeen-unit course load can be demanding, especially since this is only Quynh Anh’s second semester of study, but she has found effective ways to unwind.

She often takes advantage of the piano in the Russell Center Great Room. When she would rather spend some time off campus with friends, she has no trouble assembling a group.

“The Menlo College campus is really cozy,” says Quynh Anh. “Everybody knows everybody else, even if you don’t have class together.”

The coziness extends to the students’ relationships to the teachers. Quynh Anh is currently taking Dr. Leslie Sekerka’s Intro to Psychology course, and Leslie has been so impressed by Quynh Anh that she has selected her to be a teacher’s assistant next year.

Quynh Anh believes that a small school like Menlo College is a good choice for students who want a “one-on-one” learning experience, but she stresses that regardless of the College, hard work and determination are a major factor in a student’s success.

“What really matters in the end is you.”

Quynh Anh Nguyen ’12

Contagious curiosity and a zest for learning

Dr. Leslie Sekerka, Associate Professor of Organizational Behavior

It would be difficult not to notice the rapport that Quynh Anh and Dr. Leslie Sekerka have established in the year that they have been studying together. Leslie says she enjoys having Quynh Anh in the classroom because of her “contagious curiosity and zest for learning.”

In selecting her teaching assistant for next year, Leslie focused not only on academic excellence but an ability to support others in their studies.

“Quynh Anh has demonstrated this skill set in several group projects and in class, where she helped a team of students work together in a very collaborative fashion,” said Leslie. “This reflects academic strength along with leadership and team-building competencies.”
Using their Advantage

“The Menlo Advantage is more than a slogan. It’s a way of thinking that prepares students for careers and opportunities that have yet to be created.” G. Timothy Haight, President

During today’s economic downturn, Menlo College keeps its commitment to students by making its education affordable with generous merit-based scholarships, need-based grants, student loans or campus work-study packages for most students.

In this article, three Menlo students and a recent alumnus describe how they managed studies, campus life and working while in college.

Kerilyn Yadao ’10

Kerilyn Yadao, from Pa’auilo, Hawaii combines her artistic talent with a passion for community service.

“I came to Menlo College because of the low student-teacher ratio. Coming from a small high school, I prefer a close interaction with my teachers. Here at Menlo, my teachers give me the perfect individual attention that I need. I’ve gained more here than I would with 300 other students competing for the teacher’s help. I chose Menlo because I wanted to see something more than Hawaii without losing where I came from. Menlo College has a great Hawaii Club and some of my good friends are from Hawaii. It feels like a home away from home.”

“Since I was 15, I’ve worked to help support myself and my family. I still focus on creating some income. Menlo allowed me to work on campus around my class schedule. As a freshman I worked in fundraising and volunteered in SERV, doing community service. During winter breaks and summers I worked as a waitress back on the Big Island. This year I’m running SERV, which is a little overwhelming but I manage! I also worked as a waitress at a nearby restaurant. In my senior year, I’ll focus on SERV, student government and school. I’ll have just one job, SERV, which I love!”

Shaleia Auld ’11

Shaleia Auld, from Mililani, Hawaii is a sophomore whose quiet leadership style works well as student manager of a dozen development interns.

“My dream is hopefully to one day open my own business, maybe a restaurant, but that may change, so I want to get the skills to create a good business plan to succeed, applying all the financial and management skills learned at Menlo College. Maybe my family would work with me.”

“I’ve worked at movie theatres at home, and now I work in Advance- ment and the Athletic Department. My family’s done so much for me growing up, so now I feel it’s my turn to pay them back, especially my parents. I’m the first one in my family to go to college.”

Professor Donna Little helps Kerilyn Yadao ’10 with a graph. “Professor Little gets you into it,” said Yadao. “She makes you feel like you can do this. She makes individual attention with the teachers. Menlo was perfect for that. We have great teachers here.”
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“Being away from home, I’ve become a lot more independent and mature. Because my parents make a lot of sacrifices, the main reason I am working is to help my parents with other costs besides tuition.” For Shaleia, her decision to tackle accounting and continue her studies in business comes from her strong family ties.

**Gleb Matsulevich ’10 creates solutions for the workplace**

Gleb, originally from Minsk, Belarus, arrived at Menlo College from Leysin American School in Switzerland with a keen interest in gaining a bachelor’s degree in International Business Management.

“Looking at data, I focus on things that I want to see. It’s a mental, psychological trick. If you tell yourself to only see red cars on the street, you will notice only red cars that pass by.”

As a freshman, Gleb carried a full academic schedule, working 20 hours a week in the Advancement, Admission, Finance and Information Technology departments.

Possessing a purposeful curiosity and work ethic, Gleb thrives on finding new uses for theory and technology. During summers he worked in a large European real estate company, where he learned that “making a good decision depends a lot on the way the data is presented.” Gleb brought his knowledge back to campus, devising methods of analyzing fundraising performance. With his intuitive grasp of Excel, he creates pivot tables, plots and charts that are used in monthly reports for strategic planning discussions. He used his Menlo Advantage to create solutions for the workplace.

In his senior year at Menlo, Trevor won six awards. He was President of the “M” Club, winner of the Don W. Baer Award for the athlete who exemplifies the greatest qualities of all around leadership, and was selected for the Richard F. O’Brien Award. He received the highest honor of the College, the 2004 Board of Trustees Award, for his overall contributions to campus and being part of a championship basketball team. Trevor holds the career record of 148 three-point field goals.

“Down Marsh Road to Menlo College, I remember those huge over-arching oak trees extending over the road guiding my path to campus, just like my teammates lining my path onto the court during basketball game introductions. I can still hear the announcer’s voice as I’m taking the court amidst the camaraderie of competition–6’4” forward from Billings, MT, number 42, Trevor Mates!

“After Menlo College, I became a part-time assistant coach for the men’s basketball team and worked for Wells Fargo Financial.

“The knowledge and work ethic gained as a Menlo student allowed me to take a better position as a Relationship Manager within Wells Fargo Bank in San Francisco, managing a portfolio of 300 clients. Soon I was one of the top performing relationship managers in California.

“In 2008, an old teammate and friend in San Diego called me saying he was looking for someone to move into his house overlooking the ocean. I seized this opportunity and negotiated a promotion and transfer within Wells Fargo Bank. As Yogi Berra always used to say, ‘If you come to a fork in the road, take it.’ Every once in a while, you position yourself to take advantage of an opportunity and it’s up to you to either seize it or let it pass you by.”

**Trevor Mates ’05 received the 2004 Board of Trustees Award when he was a student at Menlo College.**

Trevor is a successful Industry Specialist managing a portfolio of Property Managers and homeowners associations at Wells Fargo Bank in San Diego.

A native of Billings, Montana, Trevor’s education included studying abroad at Harris Manchester, Oxford University and traveling through Europe.

He was a Resident Assistant and he also worked as a flag football coach at a local middle school.

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He was a Resident Assistant and he also worked as a flag football coach at a local middle school.
New Orientation Retreat ’09/’10

Orientation Activities will look a lot different at Menlo for the 2009/10 academic year. The Student Affairs office is excited to be coordinating an Orientation retreat for all incoming new students, because of the generous support of an anonymous donor. This overnight retreat will take place at Walker Creek Ranch, a retreat and conference center in Petaluma. Nestled on 1700 acres of rolling hills, this is an ideal location to introduce our incoming class to all that we have to offer for their academic and personal growth. Our Orientation Retreat will focus on team and community building activities allowing students an opportunity to meet future colleagues, staff and advisors in an idyllic spot before the classes start.

This summer, four of Menlo’s student leaders will participate in the LeaderShape training opportunity. LeaderShape is a unique six-day experience of non-stop self-discovery and learning that builds leadership skills. Menlo College has joined a consortium of Bay Area Colleges and Universities to offer this wonderful life changing experience at Dominican University. Athletics, Student Government and Student Affairs collaborated to offer four scholarships to students nominated by faculty and staff members for their leadership potential. Brittany Caoile, Hanna Malak, Gary Nelson, and Kerilyn Yadao will represent Menlo and gather new tools to build upon when they return to campus in the fall.

Honors Convocation

Faculty and families convened on February 27 to celebrate the achievements of our students. A variety of distinctions were awarded for excellence in leadership, scholarship, community service and campus involvement. Dean’s List scholars and candidates for graduation with honors were lauded for their diligence, and academic scholarships were presented in memory of Don Jordan and Al Jacobs.

What made this year unique was that Menlo faculty and staff were able to nominate students for various awards online. After the students were nominated, a committee was assembled to designate the individual honors.

The Board of Trustees Award, given each year to a graduating senior, is the highest honor a Menlo College student can receive. This year, the award went to Monique Cabrera, a wrestler and president of the Student Government Association.

“Monique is an amazing all-around student,” said Yasmin Lambie-Simpson, Dean of Students. “She epitomizes what Menlo is all about. Students like that do really well here.”

Marla Lowenthal, Professor of Mass Communication, Management, and Humanities; Leslie Sekerka, Associate Professor of Organizational Behavior; Yasmin Lambie-Simpson, Dean, Student Affairs, and Dale Hocksstra, Dean, Academic Affairs at the Honors Induction Ceremony.
The Speed Networking event held in the Russell Center on January 22, 2009 was termed by participants as “a complete success.”

The fast-paced mixer was organized by the College to give students and alumni the opportunity to develop valuable career relationships and practice the art of “schmoozing.” Following the “speed dating” format, each student paired up with an alumnus and discussed careers, education and experiences. At the sound of a bell, the students rotated to the next alum and continued the process.

About 40 students and 20 alumni attended the event, and participants said later that they felt it was a valuable experience.

Alumni who would like to participate in other College events should make sure that their contact information is up to date. Please call 650-543-3823 or send an e-mail to alumni@menlo.edu.


Monique Cabrera ’09
Business Major

“The speed networking event was helpful because I was able to network with other employees in the field I am interested in—customer service and sales. I was able to develop opportunities in Merrill Lynch and Wells Fargo due to this event. It was fast paced, busy and energetic, which made it fun and easy to communicate to potential employers. Our MCM120 Public Relations class required us prepare an elevator speech beforehand so I was pretty prepared. I had a resume and my own business cards too! The alums liked the fact that I was vocal and prepared. Next time I’d give the master of ceremonies a mic because the room was so packed, he had to shout above the roar!

Hannah Malak ’12
Business Major

“Overall, this event was a lot of fun and I strongly recommend it to all students because it’s a win-win situation. Attending this event as a freshman was a great opportunity that I took advantage of. I gained a lot from it and, in the future, hope to use the networking that I gained.”

Pascal Niggli ’12
Business Major

“I thought the concept was a really good idea and I had a good time.

James Flores ’11
Liberal Arts Psychology

It was a crash course in meeting alums and networking! As students, we are sometimes scared to go up to alumni but in this event, we were forced to meet them. The timing required us to dazzle them with a 30 second pitch. Before I arrived at the event, I honestly thought we would have more time and we could talk more leisurely. The first time I made my pitch, I took a long time, but then I improved after a few times. Most of the alumni I met referred me to LinkedIn to network with them.”

Continued on page 47
I went to the speed networking event to see what would happen. I just knew that Menlo alumni who had reached high positions would be available for us to practice interviewing with them. The first seat I picked was with Eric Sponburgh, Senior Financial Advisor at Merrill Lynch. One of my questions was, “Are you hiring students for internships”? He said that they were presently hiring students. Suddenly, the conversation was over and I still had many questions left. I had to move to the next alumni interviewer so I decided to revisit Mr. Sponburgh showing him my interest by returning to him. I asked him if they would hire Menlo students. He was impressed that I took the initiative to return to him a second time. He said it shows that I am persistent. He requested my résumé and asked me to call him the next day.

Finally, the interview day arrived! I was professionally prepared. The interview was very informal. He asked, “How do you deal with rejections?” Then we talked about Menlo College and soccer because we are both soccer players and he used to play for the College too. That was it for the interview.

We waited a couple of weeks while upper management processed my application. Finally, I was approved and Mr. Sponburgh sent me an email regarding my starting date.

I have been particularly fortunate to have been assigned tasks which entry level positions don’t normally get. Since I have been working at Merrill Lynch I have been given the responsibility to help with the team’s marketing campaign. I am scheduled to accompany my supervisor on appointments I made for him. I consider myself very lucky because without Menlo College’s networking event I would never have met Eric Sponburgh. This is a great experience for me.

Said’s Internship includes studying online tutorials and working with financial planning tools. “We place interns into two areas: sales and marketing preparing them to be financial advisors; and administrative positions such as database management and mailings,” explained Eric.

“Said has been so impressive, we have hired him to work for us this summer. This internship contributes to a good foundation to start his career!”

Eric Sponburgh ’99 welcomes International Business Management student Said Karimzad ’10 to his internship at Merrill Lynch.

Said Karimzad “a good fit” for Merrill Lynch Internship

by Eric Sponburgh, ’99, Financial Advisor at Merrill Lynch

Said was very persistent and kept calling in and basically bugged me until he got the job. We interviewed many people from Santa Clara and San Jose State University but I wanted to offer a Menlo student the opportunity this time, since I am an alum and I know what a good education Menlo students get,” recalled Eric Sponburgh ’99, Senior Financial Advisor at Merrill Lynch in Menlo Park. As a senior financial advisor, Eric is responsible for managing high-net-worth clients’ wealth and helping them with financial goals and retirement plans. His clients are mainly individuals although he also works with some businesses. Eric majored in business management at Menlo and remembers the close bond he formed with his peers. “I appreciated the one-on-one contact with my professors.”

“Said Karimzad ‘10, International Business Management

Persistence Lands an Internship

by Said Karimzad ’10, International Business Management
A Social Revolution

Michelle Pualuan joins Menlo College as Director of Alumni Relations. She received her bachelor’s degree from Santa Clara University in 1995 and has been working in Alumni Relations and Development at Stanford University’s School of Engineering. Says Michelle, “I’m excited to become part of the Menlo College Community. My goal is to reach, serve and engage all alumni and students and help them build a lifelong emotional and intellectual connection with the College.” Look for great new social networking, professional development and volunteer opportunities to come to Menlo College’s Alumni Relations Program. Michelle lives in the South Bay with her two young sons and a white German shepherd. Although her last name sounds Polynesian, it’s Lebanese in origin and is pronounced “Poo-ah-loo-wahn”.

Generations are joining the Web 2.0 movement and creating complex personal and professional networks online. As we move away from the classic “cover-letter-and-resume” approach to career trajectories into a more dynamic internet-based model of personal branding and networking, the value of Menlo College and its alumni base cannot be overestimated.

In spring of 2009, the Alumni Association Membership Drive was launched with the express purpose of building an organization of over 11,000 alumni dedicated to strengthening the ties between alumni, the community and the college. Together with the Alumni Association board members, Alumni Relations is embracing Menlo’s entrepreneurial spirit and developing programming to provide lifelong resources to alumni, including social events, volunteer opportunities, career seminars, online networking, regional chapters, alumni communications, and strategic partnerships.

A priority of Alumni Relations will be to provide alumni with cutting-edge technology-based webinars designed for career development. Current hot topics include personal branding, speed networking, start-up finance and investor relations. With past experience planning and hosting a 1,000+ person Job Fair, there are plans to develop a similar job fair event tailored to suit the needs of Menlo College alumni.

In addition to career programming, another priority of Alumni Relations is to create strategic partnerships with businesses and the community. There are a variety of projects being considered—ranging from preferred credit union memberships, to travel, recruitment and sponsorships. In addition, alumni volunteer opportunities will help to strengthen Menlo’s ties to the community and continue the Menlo tradition of encouraging philanthropy on and off campus. Some popular volunteer themes are energy conservation, green living, agriculture and the environment.

A third priority is to develop the Menlo Community both on and off campus as well as regionally. On campus, Alumni Relations will do more to engage students and build strong bonds between them and the larger Menlo Community that lasts beyond graduation. A variety of activities will be available to students including movie nights, Alumni Relations hosted events, and student mixers. Off campus, the Menlo Community will be strengthened through the development of the Menlo College Alumni Web site—including easy access to resources, online communities such as inCircle, and monthly newsletters. Regionally, the development of alumni chapters will strengthen relationships among alumni and build a sense of Menlo community where alumni live.

Under the skilled leadership of President G. Timothy Haight, Menlo College is poised to assume the role of “Silicon Valley’s Business School.” There may be no greater cauldron of innovation than the Menlo College campus and the international community it unites. Alumni Relations invites everyone in the Menlo College family to get to know Menlo all over again.
Reunion 1927–1959 on April 25, 2009

Second Row left to right: David Irmer SBA’58, Larry Rogers SBA’59, Alan Tracy ’59, Bob Davis ’51, John Cadrett SBA’51, John Howard SBA’59

Third Row left to right: Jeffrey Gale L&S’59, John Dusel L&S’40, Howard Mason SBA’57

Dorothy Skala ’96, Director Emerita of Alumni Relations; and Jack Hildebrand L&S’49

Above: Leo Cheim Jr. L&S’43, Left: Richard “Dusty” Rhodes SBA’41, Fred Field ’48

Left to Right: Mrs. Fabian, Mr. Claude Gaubert SBA’56, Priscila DeSouza ’08, Michael Fabian SBA’58 and Mrs. Gaubert
Class Notes

by Dorothy Skala

Thanks for your cards, emails and notes regarding my retirement. Please continue to keep in touch and I will too. –Dorothy

1950

Robert Denton ’58 writes that he is a Village Trustee where he lives and is singing in three choirs. He sees his classmate, Tom Moses often as he just moved nearby.

Richard Watkins SBA’59 writes he was has been travelling a lot lately and even toured Dracula’s Castle in Romania. He was interested to read about our Cold Case Files and he sent us three that I did not know about. 1. In 1955-56 two students went across Alejandra where horses were grazing and brought one home. They brought it to Michaels Hall and tied his rein to the door knob of the Chemistry teacher’s apartment. They rang the doorbell and, of course, when he opened the door the horse walked right in to his living room. He does not say what happened next. 2. One night a couple of students from Howard Hall hauled up a bunch of bricks to the Spanish teacher’s front door and, gauging where the teacher’s eyes would be, bricked up the whole door way but left one out so he could see. They rang the bell and when he opened the door, he screamed. 3. In 1958, Mr. Tobin went to pick up his date at her apartment on campus. While he was gone, someone filled his car with paper shreds and it took almost all night to get them all out. Needless to say, no date that night.

Mike McKeon ’59 still remembers the superior integrity and character of his instructors at Menlo. He joined the Navy and spent five years in Asia. Following the military he spent 40 years in banking. He retired from the 9 to 5 world and formed an LLC to underwrite loan participation opportunities for large credit unions located in Seattle, WA.

1960

A great postcard from Dave Sperry SBA’61 and wife Gale – they were cruising Alaska with Bob Cherry SBA’61 and wife, Tay. I always said that the friendships you make at Menlo last forever.

Getting back to our Cold Case Files, Michael Lily ’68 wanted to follow up on the one about statue of the sleeping gaucho and the Burro winding up in front of Mr. Russell’s front door every Monday morning. Guess who moved it there each time from the vet’s office down the street? Yep, Mike Lily, Dave Scott and Lunsford Laverty. The statues were very heavy and they had to use Dave’s car to transport them.

What I did not know was the vet knew where they were each Monday and would call Menlo to have them returned. See, the truth comes out even 40 years later.

John Pratt ’69 writes from Saudi Arabia where he has been with ARAMCO for 30 years. He, too, remembers the committees, clubs and the offices he held at Menlo. He was a counselor living in Douglass Hall as well as a student. John’s daughter is a student at Menlo now. It always makes me feel proud when I see legacy students come to Menlo. This year we have several 3rd and 4th generations.

1970

Bill Dunham, L&S’70, writes from Massachusetts that he is still active in non-profits but taking on less.

He is traveling with the family and urges visits from friends by email or in person. He is out of government, professionally, and he is most proud of the Mass Parks AmeriCorps Program, now in its 12th year. Bill remains active in many other programs. Howard Hartwickson SBA’72 stopped by the office not long ago and I would have recognized him anywhere. He is still a commercial and residential realtor in Turlock, CA. Carl Service SBA’72 wrote a wonderful email about his life, his classes with Prof. Pat Tobin, and his trips with him. He mentioned Tobin’s history of San Francisco which I, as a native of SF, was very interested in also. Ed Maurino L&S’72 writes he played baseball at Menlo and was voted MVP for ’72. His experience at Menlo has been a great help to him.

We saw John Stimpson SBA’74 when we visited Seattle, WA. John was impressed with the President’s message about the future of Menlo. Stay in touch, John.

1980

Charles “Chip” Huggins SBA’80 is the new CEO of Caminar, a non-profit agency providing support for people with diabetes and mental illnesses. Helen Lucine SBA’82 writes she is Sales System Administrator for Netgear in San Jose. She trains 150 sales/marketing personnel who work for Netgear and loves it. Nick Banfe SBA’84 writes he and wife, Kristi travelled to the Wright Flyer at Kitty Hawk. Congratulations on your new addition.

Yosuke Kido SBA’84 joined Toyota Corp. in Nagoya, Japan. He went to Belgium as part of a support group for Toyota European outlets. He is the Senior Executive Coordinator or Global Autoparts, Industrial Materials, and Consumer Products in Durham, South Africa.
Richard Franceschini SBA’86 is Vice President, Production Resources for Warner Bros. Pictures. We had lunch with him on the lot while in Southern California. We will visit him again.

Catherine Pilbos SBA’88 writes she is looking forward to her graduation from Chiropractic School. She loves it but it’s also a little scary. Her sister, Mary Pilbos White SBA’74 was on campus last week and has her law office here in Menlo Park. Glenn Nielsen SBA’89 has been named Chief of Police of Atherton. His wife Yasmine is an SBA grad also. I should also mention that the Sheriff of San Mateo County, Greg Munks ’89 has us covered.

Lysha Tan ’89 received her master’s in Journalism at the University of Colorado. She returned to Singapore and worked as a TV reporter/announcer for the local TV station, then as an associate producer for MTV Asia. She is now a full-time mom in Malaysia.

1990
Please send me your information for the next magazine.

2000
Alec Driscoll ’03 had dinner with six other Menlo alums. It was a great reunion. Alec’s wife is also an alum, Pearl Gallagher ’02.

Fadi Al-Khatib ’03 writes from Saudi Arabia that he enjoyed meeting Tim Haight, our president, on a recent visit over there. Fadi said he had the best memories from Menlo and is very proud of his experience here. His professors helped him a great deal. He has his own real estate office in Dammam. He is also working on a patent. Bruce Hurlburt P5P’04 has been promoted to Parks and Open Space Manager for the city of Mountain View, CA. Jon Von Bronkhorst P5P’06 is the Executive Director of Product Marketing for Seagate Technology’s retail business. He traveled the world and brought many new products to market. Ken Bazan P5P’08 accepted a new position as Information Services Manager for the Sequoia Union High School District. He is working on his online MBA from University of Colorado. Bryon Wesley ’08 is in South Korea teaching English in three schools. He says Korea is beautiful and food is everywhere. The students are eager to learn and very enthusiastic. Asti Merino ’08 is an enrollment advisor at Ashford University in San Diego.

Dear Tim and Ann,

Many thanks for hosting my very successful reunion. The get-together could be classified as a surprisingly pleasant afternoon. Everyone present to whom I spoke, including, of course, the delightful Dorothy Skala and the members of your staff, is in my opinion an asset to Menlo.

The friend of everyone who knew him, Judge Russell, is no longer with us, but he is certainly remembered as the founder and director of the Menlo School of Business Administration, now called the Silicon Valley’s Business School. We thought well of him.

May the next three class reunions this year measure up to the first one!

Cordially,

Dusty Rhodes SBA ’41
Judge of the Superior Court (retired)
Recently we were able to ask Tom Rathman about his new position with the San Francisco 49ers. He has recently signed a multi-year contract to be their running backs coach. A three-year letterman at Nebraska, Rathman rushed for 1,425 yards and averaged over six yards per carry. He was drafted by the SF49ers in the 1986 draft. His 9-year NFL playing career included a season with the Raiders. Prior to beginning his NFL coaching career with San Francisco, the Grand Island, Nebraska native helped rebuild the Menlo College program by serving as the offensive coordinator and running backs coach in 1996.

**Why did you get into coaching?**

“I noticed at the time that I was playing like an “X and O coach” (someone who focuses on strategy). I wanted to help any way I could. Throughout life, I’ve noticed that opportunity presents itself to some people all the time. Others may get the break once and never get it again. I say, if you are presented with a chance, go for it and get it done right now. Always be opportunistic.”

**Why did you choose to work at Menlo College?**

“After playing for the 49ers, I wanted some family time, so I took a job coaching the running backs at nearby Serra High School in San Mateo in 1995. The following year, Doug Cosbie, Menlo College athletic director and head football coach, asked me to coordinate at the College.”

Fred Guidici, Assistant Football Coach and Athletic Recruiting Coordinator at Menlo College said, ”Tom was an energetic, fiery guy fresh out of playing for the 49ers. The Menlo College players really responded to him. The team was 0 and 10 the year before. In one year, Tom turned the team around so that they were 5 wins/ 4 losses after the first year he was running backs coach. The students bought into the coaching team. We had an incredible professional coaching team including Wally Funk and Tony Borba. The senior class kids trusted each other and they believed in the coaches and the direction of the team.”

**What was your biggest obstacle at Menlo?**

“When I started coaching at Menlo College, the football team was not at the top of its game. I began by teaching fundamental football discipline and recruiting good athletes who were good students. In college football, because of the academics, the time you have to spend with students—I think then we had a 2-hour rule—is so small, it is challenging to maximize their potential. I’d be installed on the field holding notes for the plays in front of the huddle. We didn’t have much film on opponents. But we did have a vision of what we wanted in order to develop tough, hard-nosed football players. We held the players accountable 100% of time. We focused on fundamentals, details, and plays. The program has been consistent ever since.”

**You’ve been quoted in other interviews regarding your new coaching contract with the 49ers, that you want your guys to be the toughest group on the field. How will you achieve that?**

“You can’t teach how to be the toughest group but you can emphasize it snap after snap. Eventually, you will get to that position play after play. There is so much work to be done with details, footwork, techniques without even getting to the scheme. There are lots of techniques just in potential progression and protection adjustments.”

**Was this the same philosophy you used when you were at Menlo or did you have other priorities?**

“I have emphasized the same approach wherever I have been. There is an old cliché, ‘you can be the hammer or the nail.’ Personally, I’ll take the hammer.”

Fred Guidici added, “Attitude was and is the number one most important prerequisite for playing football. If you aren’t positive and playing for each other with the right mental attitude, you won’t excel. With the right attitude the goal is to play for each other. If players can’t do that, no matter how talented they may be, they won’t succeed.”

**What is your strategy on how to turn adversity—like Menlo’s poor performance in 1995—into opportunity such as the advantage Menlo created for itself in 1996?**

“You start with an opportunity because you are fielding the team. You look at how you coach on the field, and you develop athletes into fundamental good players. You hold note cards in front of the players and build their confidence. You’re going to have opportunity but it is what you do with it that counts. Coaching can make the difference. You hold players accountable and you emphasize, emphasize, emphasize your points.”

**What will your biggest challenge be in coaching the 49ers?**

“I don’t see anything as a big challenge. I will demand tough physical techniques. Players have to learn to execute the plays. They will learn what I’m teaching quickly on the field.”

Continued on page 45
Menlo College’s athletic programs continue to uphold the longstanding tradition of providing a helping hand to those who need it most. Each of the Oaks 12 athletic programs helps the Peninsula communities that give so much to Menlo College.

The Oaks aim to become positive role models by encouraging children and teens in the surrounding community. Last fall alone, Menlo’s student-athletes donated thousands of pounds of food, raised money for the Autism Society of America, and worked with school-age children through the Boys & Girls Clubs of America and the Bay Area Women’s Sports Initiative.

Oaks student-athletes visit local Boys & Girls Clubs to help tutor and coach local children after school. They use their experience on and off the fields, courts and mats of competition to provide positive examples of what can be achieved through hard work as both a student and an athlete. Menlo also has a strong partnership with BAWSI Girls program, which includes over 1,500 girls and 10 area schools. Athletes mentor and coach girls on an individual level to help reduce obesity while building self-esteem.

During a recent Pack The Gym Night for the Oaks basketball teams, a local Boys & Girls Club had the chance to visit with the teams prior to attending both games and also competed in fun-filled halftime contests.

Last fall, the men’s basketball team ran its ‘Hoops for a Cause’ Basketball Academy to benefit the Autism Society of America. The clinics teach K-8th grade basketball players the keys to success on and off the court while raising money for a worthy cause. The Oaks donated 25 percent of the proceeds from the clinics to the ASA, which totaled $700.

The Oaks worked with both the Cesar Chavez Academy after-school program and College Trak – groups that organize after-school programs for underprivileged youth in East Palo Alto, Calif. – last academic year and also volunteered their time at the Second Harvest Food Bank. The women’s basketball team held a Free-Throw-A-Thon that helped raise money for the Boxes for Soldiers Organization during the same term. The organization, which sends boxes of necessities to American soldiers stationed in the Middle East, received $2,221.50 from Menlo thanks to the efforts of the women’s basketball team.

Menlo’s men’s wrestling team went on its second annual deep-sea fishing trip in September and caught 125 pounds of fish for St. Anthony’s Padua Dining Room in Menlo Park before sunset.

Oaks athletic programs got into the spirit of giving during the Cans Across America event held on the Menlo campus in November. Three teams donated more than the school wide goal of 500 cans with the softball team donating 660, women’s basketball giving 608, and men’s wrestling helping with 526. In all, 1,970 pounds of canned food were donated by Menlo College to Second Harvest Food Bank through Cans Across America. This year Menlo’s Student-Athlete Leadership Council is donating time to help Second Harvest sort food and label packages.

Menlo College student-athletes have helped promote a positive environment wherever they find themselves reaching out to help. They have built a strong foundation that perpetuates a common bond between school and community.
Without a senior on its roster during the 2008 season, there is a team full of reasons for Menlo volleyball to start dreaming of a trip to Sioux City, Iowa, for the NAIA Volleyball National Championships in the fall. However, there are just as many reasons for the Oaks to first celebrate all their accomplishments on the court this time around.

Coming off a disappointing third-place finish in the California Pacific Conference in 2007, the Oaks rebounded in a big way in 2008. Menlo was dominant in capturing the Cal Pac title—its fourth in five years—with an undefeated record, losing just five games in conference play while competing out of conference against some of the top teams in the country. The Oaks have navigated their Cal Pac slate without a loss three times in the last five years, losing just one conference match in their four title-winning seasons.

Head Coach Bill Imwalle added to an already impressive résumé by garnering the Cal Pac Coach of the Year award. Imwalle is 127-77 (.622) in nine seasons at Menlo with the players under his tutelage garnering 32 Cal Pac awards, including eight Cal Pac Player of the Year honors.

Fourth-year assistant coach Dave Faz stepped in ably for a healing Imwalle early in the conference season to help keep the Oaks on the winning track.

A trio of juniors led the way for Menlo on the court, with middle blocker Deborah Bekowies earning her third consecutive All-Cal Pac selection and first Cal Pac Player of the Year award while also being named an NAIA All-American, NAIA-Daktronics Academic All-
American, and AVCA All-Southwest Region. Bekowies was dominant at the net, leading the conference in kills (403), hitting percentage (.358) and blocks (90) while continuing to leave her mark on the Menlo record books. Through three seasons with the Oaks, Bekowies is already the program’s leader in kills and assisted blocks, and is poised to hold school records in total blocks and solo blocks.

Joining Bekowies as First Team All-Cal Pac selections were outside hitter Sarah Poole and setter Stephanie Williamson. A third-year player, Poole finished second in the Cal Pac in kills (273) and blocks (90), and fourth in hitting percentage (.226). Poole is seventh on the all-time Oaks kills list after finishing the season with one more kill than she recorded in her first two years at Menlo combined, third in total blocks, fourth in assisted blocks and sixth in solo blocks. Poole was also an NAIA-Daktronics Academic All-American and AVCA All-Southwest Region selection.

Williamson, who was Honorable Mention AVCA All-Southwest Region, needed little time to become a key player for Menlo upon arrival from Delta College in Stockton, Calif. The junior was first in the Cal Pac in service aces (51) and led the Oaks with 460 assists, good enough for sixth in the conference.

Menlo’s season came to a close in a 25-22, 28-26, 26-28, 25-12, loss at 19th-ranked College of Idaho in the 29th NAIA Volleyball National Championship Opening Round. Had the Oaks won the match they would have been one of 24 finalists taking part in pool play at the NAIA National Championship finals. Bekowies led Menlo with 17 kills and four blocks in the match while Poole added 12 kills and five blocks. Williamson finished with 19 assists.

The Oaks will have an upperclassmen-laden squad returning in 2009. Menlo’s roster will feature eight seniors and seven juniors, most of whom played key roles in 2008. On the season, 12 Oaks players were counted on each time the team took the floor. Of Menlo’s nine losses, five came at the hands of teams ranked in either the Tachikara-NAIA Volleyball Coaches’ Top 25 or NCAA Div. III West Region rankings.

In addition to Fulp-Allen, Carla O’Connell, Ashlee Evans-Smith, Moriah Fernandez, and Brittany Caoile each garnered All-American honors by placing in their respective classes. O’Connell, a senior from Redondo Beach, Calif., placed fourth at 55 kg (121 lbs) by finishing with a 3-2 record; Evans-Smith, a senior from Ukiah, Calif., placed fourth at 67 kg (147.5 lbs) with a 3-2 record; Fernandez, a freshman, was 2-2 at 72 kg (158.5 lbs) to finish in fourth place; and sophomore Brittany Caoile went 0-2 at 95 kg (209 lbs) finishing fifth.

Top-seeded Fulp-Allen was an All-American in each of her first two seasons with the Oaks, but fell short of earning a spot in the championship match. This time around she cruised into the final before pulling out a 1-1, 0-2, 1-1, decision over Oklahoma City’s second-seeded LeAnn Barney.

Fulp-Allen defeated Lindenwood’s Priscilla Caldera, 4-1, 4-1, Oklahoma City’s Mia Province, 7-0, 6-0, and Jamestown’s Tiffany Sliuk, 2-0, 8-0, to earn a spot in the final. Senior Monique Cabrera, sophomore Jacquelyn Davis, and freshman Kayla Garza all competed for the Oaks, but did not place. Cabrera bowed out in the 63 kg (138.75 lbs) wrestleback fourth round with a 1-2 record, Davis reached the 55 kg wrestleback fourth round to finish at 1-2, and Garza went 2-2 at 59 kg (130 lbs) in advancing to the wrestleback quarterfinals.

Fulp-Allen Crowned Champion
Katherine Fulp-Allen became the second Menlo College women’s wrestler — and the second in her family — to be crowned a national champion when she placed first in her weight class at the Women’s College Wrestling Association National Championships on the campus of Missouri Valley College on Jan. 31.

Fulp-Allen, a junior, was also named WCWA Athlete of the Year after winning the 51 kg (112.25 lbs) title, as well as an Academic All-American. Her father, Menlo Head Coach Lee Allen, was named WCWA Coach of the Year after leading the Oaks to fifth place in the team standings. Katherine’s sister, Sara, won three WCWA national titles while at Menlo.

Menlo earned 42 points, behind only Oklahoma City (117), Cumberlands (86), Simon Fraser (73), and Jamestown (46). Host Missouri Valley (24) placed sixth, followed by Missouri Baptist (19), Lindenwood (5), and Wisconsin-River Falls (0).

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Tom Rathmann

What is your advice to anyone who wants to turn things around?

“Approach everything in life with a positive attitude—are you looking at the world with the glass half full or half empty? That tells me a lot about your personality. If you look at things half full you have a brighter look.
Steve Westly Delivers Keynote Address

Steve Westly, founder of The Westly Group, a venture capital firm specializing in green technology, delivered the keynote address at Menlo College’s 2009 Commencement exercise on May 9th.

Prior to founding The Westly Group, Steve Westly served as the Controller and Chief Fiscal Officer of the state of California - the world’s sixth largest economy. As Controller, he chaired the State Lands Commission and served on 63 other boards and commissions, including CalPERS and CalSTRS, the nation’s two largest public pension funds, which together invest more than $350 billion. During his four-year term, Mr. Westly spearheaded innovative tax programs that helped close the State’s budget deficit and also led an effort to commit more than $1 billion to clean technology investments.

Before running for office, Mr. Westly helped guide the online auction company eBay through its period of most rapid growth, serving as the Senior Vice President of Marketing, Business Development, M&A and International. Mr. Westly helped bring eBay to Europe and Asia and developed the marketing and acquisition strategies that paved the path for the firm’s exponential growth.

Mr. Westly holds a bachelor’s degree from Stanford University and an MBA from Stanford’s Graduate School of Business, where he served on the faculty for five years. Mr. Westly and his wife, Anita, run the Westly Foundation, which provides education and health care services for children and underserved communities throughout California. “We were extremely fortunate to have Steve Westly address our students,” said Menlo College President Dr. G. Timothy Haight. “His experience in government spending, entrepreneurship and environmentally-conscious technology make him a timely choice to inspire our students.”

Khaled Juffali Receives Honorary Doctorate

Menlo College proudly conferred upon Khaled Juffali, internationally-respected entrepreneur and civic leader in the Kingdom of Saudi Arabia, an honorary Doctorate in Business Administration at its Commencement exercises May 9, 2009.

"Mr. Juffali is a highly respected, internationally-recognized role model for global entrepreneurs, and we are delighted to present him with this well-deserved honor," President Haight said.

President of the Khaled Juffali Company, and Vice Chairman & Managing Partner of the E.A. Juffali & Brothers Company, Khaled Juffali has, among other entrepreneurs, played a key role in the development of Saudi Arabia. As entrepreneurial, multifaceted international investment companies, Mr. Juffali’s business concerns focus on the creation and incubation of growth business ventures, penetrating industries that include, among others, automotive, petrochemicals, banking, insurance, venture capital funds, distribution, information technology, education, real estate development, biotechnology, and telecommunication.

"Khaled Juffali provides exceptional vision and encouragement to the Kingdom of Saudi Arabia, and beyond. Menlo College is thrilled at the opportunity to honor Mr. Juffali, both personally and professionally, and to recognize his unparalleled contributions, not only to global business and industry, but to the young people of Saudi Arabia."
The Road Ahead
Continued from page 5

accreditation to business schools for almost 100 years. It is interesting to note that in the late 1950s under Judge Russell’s leadership, Menlo College first explored the opportunity to be AACSB-accredited. Although the reasons for not achieving accreditation at that time are not known today, Menlo College must be successful this time if we are to thrive. If he were with us today, I am confident that Judge Russell would be our strongest supporter in this endeavor.

What is needed for Menlo College to fulfill its destiny? An institution’s most important resource is its people. Menlo College needs to invest accordingly. I recall my first meeting with the College’s auditor more than two years ago. After delivering the audit report, I asked the auditor to summarize the financial condition of Menlo College in one word. After an awkward pause, I interrupted and said the word “undercapitalized.”

Menlo College needs our alumni and friends to invest in its future. Menlo College has existed for more than 80 years as a tuition-driven institution. The administration, faculty, and staff have positioned the College to succeed. However, to reestablish ourselves as an outstanding business college, we will need to greatly increase our endowment.

In short, the road ahead—and our destiny—is in your hands.

Significant Milestones
Continued from page 7

A wall between the two academic quads, utility separation, and a lighted high school sports walk connecting their new gym with Cartan Field fulfill the principle terms of the Separation Agreement.

Menlo College is an animated education environment. The energy is palpable. Faculty, students and administrators are fully engaged in perhaps the most intellectually stimulating educa-

Speed Networking
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Amy Cusick ’09
Business Mgt: Finance/Accounting

When Professor Medlen took us to the Speed Networking event, I was excited! (Except I was wearing sweats and a sweatshirt which bummed me out because I wanted to put my best foot forward.)

Once I arrived at the event, I struck up a great conversation with my alumni quickly. Even though I was interested in accounting and finance and some alumni were in public relations, marketing or sales, we conversed on a comfortable, stress-free level. I think it was great practice for interviews and meeting others in the business world.

Each time I sat down with a new person I made sure to look them in the eye, give a firm handshake and get straight to the point. When an alumnus complimented me on my personality, my ability to speak and my conversational command, I was flattered!

The highlight of the event was the encouragement I received from alumni. Whether we are current students or Menlo College alumni, everyone at the event, at one time or another, has similar goals for after graduation—get a great job, rely on our solid education to get us in the door, gain the experience needed to get to the next level. Although this is just the starting point and the job market is scary right now, in one way or another there is a place out there for all of us.

Next page: Artist Nina Lyons describes her technique to Linda Smith, Associate Dean of Library Services and Ann Haight, Chairperson, Menlo College Art Committee.
have to be in Silicon Valley. That’s the other impact of globalization. The company just wants to hire the very best person in the world to do this particular task, and they don’t care where you’re located because we have skype and gchat and email and video-conferencing.

So you can call this new economy an economy of free agents, and in fact the data shows this. We track it very carefully and the firm type that is showing the most overall growth in Silicon Valley is firms with no employees.

Menlo Advantage: How so?

Hancock: Firms with no employees! Imagine! These are consultants that have incorporated with only themselves as individuals. These are sole proprietorships. Or these are two partners, but both of them are owners doing these types of contracts and they don’t have any employees. Just themselves.

Menlo Advantage: People who work in this way have a lot of freedom, but they also face a lot of risk. Is that what you mean by facing up to the new realities?

Hancock: Bingo. What we’re seeing now is work organized differently than before. The 9-5 workday model is out the window, and so is long-term employment and job security. Menlo’s graduates need to be geared up for this new economy—which I stress, is an exciting economy to enter, one characterized by freedom and opportunity.

Menlo Advantage: So what is your advice for Menlo graduates hitting the job market?

Hancock: You have to be good. You have to offer a specialized skill set, a package of tools and special abilities that set you apart. You need a niche strategy. You’re also going to need to be patient. Gone are the days when recruiters set up on college campuses and picked up the graduates, one by one. You have to make your way in this economy, paying dues, starting out as a volunteer, or an intern, proving your value to the organization, building a relationship over time. It’s certainly not a time when you can go in with high demands or expectations.

Menlo Advantage: And what are the most promising areas of the economy right now?

Hancock: The good news is that Silicon Valley’s portfolio is as diverse as it has ever been: biotechnology, nanotechnology, new media and the so-called Web 2.0, software, IT and IT infrastructure, and the exciting emergence of clean technology and the new “green” economy. But don’t forget there are also terrific public sector jobs, and a critical shortage in health care, not to mention the financial sector. Even though it’s a tough economy right now, it’s good timing because we’re going to see a huge wave of replacement jobs created by boomer retirements. Menlo grads are going to be just fine if they’re prepared to work hard.

Menlo Advantage: What’s your final advice for Menlo grads?

Hancock: You’d be surprised how important the basics continue to be, even in this new economy I’m describing. People still need to be able to communicate effectively, and need to be able to write clearly, with analytical precision. It’s astonishing to me how rare this commodity is. And on top of that, you just need to be a good person. Does that sound trite? I don’t think so: when it comes down to the final hiring decision the nod always goes to the person who seems like they’ll be a good colleague: pleasant, hard working, solid, interesting to be around. That will never change.
Left to Right, Sabas Cruz, Jerrod McGrew, Mariano Sanchez and Orie David are some of the 145 graduates from Menlo College’s 2009 Commencement. In our next issue, we will feature more photographs from this great day of celebration.