LEARN & INVEST FOR TOMORROW
Essential financial choices in college

PRESIDENT OF
CITIBANK CALIFORNIA
AND HER TEAM
Support Menlo College in
Financial Literacy
INNOVATION

REBECCA MACIERA-KAUFMAN,
PRESIDENT OF CITIBANK
CALIFORNIA
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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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.

Menlo College is regaining its reputation as one of the 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 critical thinkers, strategic communicators and team players, who can flourish, thrive and lead in the workplace. 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.

Our Mission

A Message from the Publisher

For years, Menlo College has been nestled in the dynamic evolution of Silicon Valley. Now, however, with the rollout of new programs in accounting, finance and marketing, Menlo’s WASC accreditation solidly in place, and the recent recognition as one of The Princeton Review’s “Best in the West,” it’s clear that Menlo is striding confidently into the future of global business education as a key partner.

In this issue of the Menlo Advantage, President Haight and Provost Kelly share their plan to pursue AACSB accreditation. Through an array of brilliant professors and course offerings in an innovative, real-world environment, Menlo will build a highly competitive, 21st century academic program.

We are very proud of our cover story, which highlights the launch of a powerful new partnership between Menlo College and Citi—the Learn and Invest For Tomorrow pilot program (LIFT). Garnering the accolades of valuable political leaders, Silicon Valley executives, and the regional community for its forward thinking, this financial literacy program will set the stage for high school seniors and college freshmen.

Of course, there is Dorothy’s book of memoirs, Thinking of You, rich with pictures, stories, and Menlo history as only Dorothy can deliver. We recently discovered boxes of Tobin trip slides in perfect condition that will help embellish her narrative. Dorothy will open with a brief history of San Francisco in the ’30s and ’40s as she experienced it, followed by stories of the students, faculty and events that provided the cornerstone for the College, and its future. This charming publication will be completed this summer.

This Menlo Advantage highlights the variety and quality of a Menlo College education from entrepreneurship, internship, faculty, and alumni profiles to athletics, art programs, and student achievements. One of the most delightful stories we have had the privilege of featuring is the Bill Fletcher ‘42 interview.

Please join us in celebrating the past with Dorothy, the present in the pages of this magazine, and what will prove to be the most dynamic future that this beloved institution in Silicon Valley could have ever imagined.

With warmest regards,

Catherine Reeves
Vice President for External Affairs

ABOVE LEFT: Catherine Reeves, VP for External Affairs, one of the panel judges in “Tour de Chef 2010” savours Menlo’s cultural richness.

PHOTO: KIERSTIN GEE ’10
The Next Move is Yours...

by Dr. G. Timothy Haight, President, Menlo College

Last fall Menlo College introduced new programs in accounting, finance, and marketing. This rollout followed recognition by the Princeton Review of Menlo College as one of its “Best in the West” academic institutions. Not surprisingly, our applications for fall 2010 have increased by more than 100% from just a year ago. Coupled with last fall’s record student retention rate of 82% from the spring term, the hottest seat in town may be in Menlo College’s Class of 2014.

These new majors complement the existing programs in marketing communication, sports management, international management, MIS, media management, and our bachelor degree in psychology. Thus, these additions provide students with an array of programs that will lead to many career opportunities and an exciting future. To be sure, cutting edge programs are vital to the success of our students. Just as important is having the faculty with the drive and capabilities of delivering a relevant and highly practical curriculum.

Despite these difficult financial times, I am thrilled to say that Menlo College is continuing to recruit and retain an outstanding faculty. While most colleges and universities have cut back on faculty hiring, Menlo College has been busy identifying and attracting the best faculty available, thus adding to an already world class faculty. This spring alone we will be recruiting faculty members for positions in accounting, real estate, finance, marketing and management. With careful fiscal planning and resource stewardship, Menlo College remains strong and well positioned.

Faculty selection is the most important task at hand. Not only must we identify highly qualified faculty members who are active scholars, but we must select faculty who have a passion for teaching and are fully committed to working with our students inside and outside of the classroom. Ask our students what stands out the most, and they are likely to tell you it is the special relationship with the faculty and staff.

With our WASC accreditation solidly in place, Menlo College’s biggest challenge on the horizon will be to attain a second accreditation from The Association to Advance Collegiate Schools of Business (AACSB). This is the gold standard for business schools. In fact, only three private colleges on the Peninsula are accredited by AACSB: Stanford, Santa Clara, and USF. Menlo College intends to join this elite group.

This spring, Menlo College’s Accreditation Plan was accepted by AACSB. Our plan addresses the 17 standards required by the Association, and our strategies for meeting them. We are hard at work focusing upon each of these standards to ensure that Menlo College is in compliance. Once AACSB is satisfied that we meet the requirements, a peer review team consisting of business deans from member institutions will visit our campus to verify that we are in compliance. Although the entire process from beginning to end usually takes approximately 7 years, we are pursuing accreditation aggressively with the goal of achieving full accreditation by spring 2012.

As I enter the pinnacle of my time here at Menlo, I am solidly committed to accomplishing this goal—a goal that has eluded this College for more than 50 years. I am confident that this worthy pursuit can be close to completion during my next two years as your president. This will be a difficult task, but it is not impossible. It will take a focused team approach and the support from our alumni and friends. Once we capture AACSB accreditation, Menlo College will be well down the road of once again becoming a preeminent business school. Please join us in this most worthy endeavor.

Executive Speaker
GARY KREMEN
Founder of Match.com

Founder of Match.com Gary Kremen joined students, faculty, and staff for the 2010 Executive Speaker Series on April 15. As an entrepreneur, inventor, executive and investor, Gary Kremen has over twenty-five years experience with emerging growth companies and developing information technology. His latest endeavor is Clean Power Finance. “Gary Kremen is an incredible guy. He left our students inspired and informed about entrepreneurship,” said Hanna Malak, Student Body President. Look for more about Gary and other business speakers in future issues of Advantage.

Barry Adelman, Executive Vice President for Dick Clark Productions will speak in the Fall.
I think you will all agree with me that it is an exciting time to be a part of Menlo College. As we celebrate Menlo’s wonderful success over the past few years, and look forward with great promise to the future, the Board of Trustees is working to make sure that Menlo College continues on its trajectory to becoming an AACSB-accredited and highly renowned business school, known around the world as Silicon Valley’s Business School. Thanks to the leadership of President Haight, Provost and EVP Kelly, the team of leaders they have assembled, and our excellent and dedicated faculty and staff, we are well on our way to achieving that status.

As we get ready to take on the next set of challenges, we are adding new Board members who bring the talent and experience we need to work with President Haight to fulfill Menlo’s vision. We are fortunate to have retained past Chair Charles “Chop” Keenan ’66, on the Board moving forward, and we welcome James “Jim” Rea ‘67. We also want to acknowledge two long-serving and dedicated Board members, Tom Escher ’69, and Roxy Rapp ‘59, who have each given us nine years as members of the Board. Their dedication to, and support of, Menlo College through these times of great transition is to be commended. Although their service in their respective roles is over, we look forward to keeping them engaged in the future of Menlo in other important and significant ways. We’ll also be welcoming a number of new Board members this summer who will be featured in the fall issue of the Menlo Advantage.

We have many things we want to accomplish this year, but one of our key goals is to instill the excitement and energy we feel about Menlo College in the hearts and minds of alumni and friends of Menlo. We thank President Haight and his team for creating this energy and look forward to a great year ahead. The future is bright. Go Oaks!
Preparing Yourself for a Recessionary Job Market

When Will Bernstein graduated from Menlo College in 1992, the unemployment rate among young college graduates (age 25 and under) was 10.9%. Compare that to the current rate of 10.6% for 2009-2010 young college graduates and one thing is clear—students can learn a thing or two from Will about how to find a job in a difficult economy. On February 4 in Florence Moore Auditorium, Will provided over a hundred Menlo students with a road map to finding a job in a challenging employment market during the 2nd Annual Career Conference. He offered his audience three things in his keynote address “Preparing Yourself for a Recessionary Job Market”: (1) Mental preparation for the challenges ahead, (2) Tools to be successful in their career acquisition campaign, and (3) A six month agenda to help graduates succeed in their jobs.

Will had a dream job in tech sales lined up at Apple upon graduation. Thirty days before he was set to start work, Apple issued a hiring freeze and all new hires were released. He worked part time at a health club before landing a job in advertising sales at The Peninsula Times Tribune. Will shared his approach to finding a job during a recession, “You need to assess, accept, and create a plan of action.”

First and foremost, Will advised students to decide what industry they want to enter and pick the top five companies they’d like to work for and put them in priority order. Next, he suggested they research positions at that company which are realistic for a new graduate to hold and visualize themselves in that position. Finally, Will advised the students to “stand out.”

Hiring managers have databases filled with resumes. Many of these databases use OCR technology which scans for frequency of target words in a resume. If a resume has a high enough frequency of these key words, it gets pulled. If a resume is below the threshold, it remains unseen in the database. Will believes the key to getting an interview and landing a job is to have personal contact with the company and hiring manager. To this end, he recommended that graduates use automated phone attendants or social networking sites like LinkedIn to identify hiring managers. Once you have a name, you can call managers directly and hand deliver resumes to the target company. He stresses the importance of dressing appropriately in addition to researching the company and the manager thoroughly.

Will spoke at great length about how graduates should create an agenda to help them move up in the company very quickly. He recommended that employees learn their job exceptionally well. They can do this by studying the corporate culture of their employer. They can also observe the power structure in place at the company. The CEO could be the power player in the company, but it could also be a Vice President or other executive. Employees also need to be on the lookout for a mentor, or mentors, within the company. A mentor should be someone who loves teaching and is willing to teach. This mentor holds power within the company and isn’t a “risky star.” Take six months to observe the corporate culture. Keep your eyes and ears open and your mouth shut. Most importantly, stay out of office politics. For good measure, arrive before and leave after your boss and dress like your boss (don’t outdress your boss, keep your attire on the conservative side).

Finally, Will advised the students that every good plan has a “Plan B.” He recommended low-level jobs that pay off in experience, working in a small business or warehouse to gain exposure to management viewpoints, working in tech support to build customer relations skills, taking a volunteer position with an organization, or getting involved in politics. Even though it’s an employer’s market out there, Will Bernstein infused the student body with enthusiasm for their future career prospects and provided them with an organized roadmap they can follow to achieve their career goals.
In an effort to address the severe lack of basic financial literacy—particularly among young and low-to-moderate income (LMI) populations—Menlo College and Citi announced an innovative financial education pilot program to help prepare students for the many financial decisions they face in their lives, including one of the most important: whether or not to attend college.

Through the program, called “Learn and Invest for Tomorrow,” Menlo College is offering two six-week courses to high school seniors from nearby Woodside High School. The course—taught on campus by Menlo College professors and Citi executives—under the leadership of Donna Little, Associate Professor of Accounting and Finance—provides participants with the basics of financial literacy, including budgeting and saving behaviors, banking products and services, using credit wisely, and recognizing and avoiding predatory lending and investment schemes.

The course is also open to Menlo College freshmen to help ensure they succeed in their pursuit of a college degree and make more informed financial decisions as they grow in their careers and their lives. Students who complete the course, including those from Woodside High School, earn one unit of college credit.
Community Leaders Praise LIFT

In addition to the lessons in financial literacy, the Woodside High School students receive valuable exposure to the college experience, helping them make a more informed decision when considering what to do after graduation—and ultimately increasing enrollment in postsecondary education. Upon completion, the project will serve as a model for implementation in high schools and community colleges in the Bay Area and beyond.

Menlo College President G. Timothy Haight said, “The past eighteen months have demonstrated the need for all Americans to be financially literate. Making the right financial choices will determine whether one will achieve financial independence. We are very proud to have Citi join us in this unique pilot program, ‘Learn and Invest for Tomorrow,’ to prepare students in navigating their financial future.”

“We are thrilled to partner with Menlo College in this innovative program,” said Rebecca Macieira-Kaufmann, President of Citibank California. “Financial literacy and a college education are integral to a successful and enriching life, and we strongly support Menlo College’s effort to increase awareness of and access to both.”

The program promotes personal financial literacy among the participants and encourages them to share what they’ve learned with their families.

Hanna Malak, President of the Menlo College Student Government Association, said, “On behalf of Menlo College students, I am excited that this program is going to be provided at Menlo. It will benefit my generation immensely because we face such challenges in financing our education due to the crisis in the economy. At this stage in my life, financial guidance is difficult because I’m on my own and I am financially responsible for the first time in my life. Financial literacy is something that everyone—particularly students—should understand. I think that we are very fortunate to have Professor Donna Little instructing this program because of her experience, expertise and dedication to teaching.”

Menlo College and Citi have prepared a program that will equip you with the skill and understanding to keep your financial situation on an even keel.”

Senator Leland Y. Yee, Ph.D.
Assistant President pro Tempore California State Senate

“...a critical step in helping families enhance financial stability.”
Fiona Ma, Majority Whip,
Assembly District 12

“Helping young adults learn life skills, and to make informed decisions about financial matters will benefit all of us.”
Ira Russkin, Assemblymember, 21st District

“The vision for this initiative could not be more timely...”
Dr. Russell Hancock, President & CEO
Silicon Valley Joint Venture

“In these recessionary times, it is important that people learn essential financial management skills.”
Loretta Doon, CPA, CEO, Cal CPA Institute

“...poised to become an effective tool for combating chronically unbanked or underbanked households.”
Greg Munks, Sheriff, Redwood City

“..The LIFT program material and financial literacy in general is an essential component of all levels of education...”
Reynaldo E. Arellano, CPA, PFS
Chief Financial Officer
ABS Learning Systems, LLC
A Group Effort

Helping Students Learn and Invest for Tomorrow

“I send my best wishes on this new collaboration and the future success of the LIFT Program.”

Barbara Boxer, United States Senator

“I’m proud to represent Menlo College.”

Anna Eshoo, Member of Congress

TOP: Catherine Reeves, Vice President for External Affairs | James Kelly, Ph.D., Provost | Donna Little, Associate Professor of Accounting and Finance | G. Timothy Haight, D.B.A., President

MIDDLE: The Citi team (left to right): Jenny C. Flores, Citi Community Relations Manager, Northern California Division | Rebecca Macieira-Kaufman, President of Citibank California | Robert Shoffner, Regional Manager, Senior Vice President Commercial Banking | Gina Doynow, National Community Relations Director | Cheryl Evans, Regional Director of Community Relations, Western Region | Scott Stokes, Area Director, Executive Vice President, San Mateo/Northern Santa Clara | Stacy Sechrest, Office of Financial Education | Robert Julavits, Citi Public Affairs

BOTTOM: The Sequoia Union School District team including Superintendent Patrick Gemma (right)
THE 6TH ANNUAL

Business Plan Competition

The 6th Annual Business Plan Competition, hosted by the Entrepreneurship Society, was a big success! Students, faculty, family and friends came to watch four teams compete in the final competition, which was judged by Gary Kremen, founder of Match.com and Clean Power Finance; John Lee, Director of the Entrepreneur Services Group at Silicon Valley Bank; and Diane Toale, founder of California T-Shirt Company. Richard Lee, a junior from South Korea, won first place and $1,000. We can’t divulge too many details because his Internet company is still in “stealth” mode, but we can confirm that he is discussing series “A” financing with several local venture capital firms. Good luck, Richard!

Sara Simonsen and Joey Swink, two freshmen from Hawaii, won second place and $800. Their company, Digital Marine Dreams, will provide underwater photography services for marine based tourism.

In third place were Pasquale Giannotta and Cody DeNoyelles. They won $600 with College Dropouts, a company that will rent appliances and entertainment “essentials” to college students. (Note: The judges unanimously agreed that that the name should be changed!)

Finally, Hotspot, an entertainment venue for 18-32 year olds proposed by Scott Haneberg and Estevan Marquez, earned fourth place and $400. Professor Leslie Williams, faculty advisor to the Entrepreneurship Society and Director of the Center for Entrepreneurship, said “the business plans and presentations were so thorough and well-done. The faculty and I are super proud of these students.”

audi Arabian international legacy student Suliman Olayan’s friendly, dynamic, sincere and respectful attributes translate well across all cultures. He has the ability to immediately engage those who meet him in meaningful dialog in several languages.

Recently, a friend of the College had the occasion to leave the International Student Office at the same time as Suliman. On the way out, Suliman shared stories in French of his Menlo experience with the visitor. Upon returning to the office the visitor commented, “What an impressive young man!”

Of recent note was his compelling address on behalf of the international students at Commencement 2010. He is carrying on the tradition of his father, Khaled Olayan who graduated from the Menlo College’s School of Business Administration in 1970.

After graduating, Suliman will apply the business principles he learned at Menlo in a U.S. internship in the international banking industry. We look forward to hearing about this capable young man’s worldwide contributions.
Default-Bet Anomaly: Firms Over Countries

Control of Stuyvesant Takes Center Stage

DowAdvance of 23.88 Points Ends a Deep Three-Day Skid
Michael Tomars ’87

When Michael Tomars ’87 was twelve years old, his uncle took him to the Pacific Stock Exchange (PCX) where he witnessed the excitement and frenzy of trading on the equity floor. With enthusiasm, Michael declared that when he grew up, he wanted to work at the PCX. Nearly a decade later, Michael achieved his youthful aspiration and began a 16-year career with the PCX before joining the U.S. Securities & Exchange Commission (SEC).

Michael’s post-Menlo career began when he impressed a newly elected government official at a Town Hall meeting by quizzing him relentlessly about the S&L crisis. He attributes his outspokenness, in part, to his Menlo education. Referring to lessons learned in Professor Craig Medlen’s classroom, Michael said he was taught “Don’t accept the status quo. Ask questions.” At this meeting, Michael’s penchant for inquiry and fascination with the banking crisis turned into an instant job offer. As a field operator, Michael was tasked with recruiting and managing 40-plus precinct directors in Monte Sereno, Los Gatos, and Saratoga.

Michael was successful as a field operator, and through connections he made at that job, he was recommended for the Pacific Stock Exchange in 1988. Although there was no official job posting, Michael arrived for his interview, was given a fractions test and offered a job as a Market Quote Terminal Operator.

During his tenure at the PCX, Michael was promoted to Listing Analyst. In this position, it was Michael’s responsibility to lead a massive effort to delist securities that were noncompliant with regulatory requirements. Always possessing a strong moral code, Michael states that “you can’t be afraid to do the right thing.” He viewed his job delisting noncompliant companies as a way of serving investors and promoting responsible capital formation. Michael believes it’s crucial for the business world to focus on what it means to be ethical. His personal philosophy is to promote general welfare and enhance one’s own position but not at the expense of others.

Over the next 16 years, Michael received six promotions, working his way from the trading pit to an upstairs office where he served as Vice President of Shareholder & Registration Services, Marketing Administration & Research. When asked what career advice he’d give to students entering the workforce, Michael says, “Never think the job is beneath you. You can’t manage something you haven’t done yourself.” Michael thinks this approach makes for a more successful manager.

Michael is also an ardent traveler and photographer, venturing to Fiji, New Zealand, Japan, India, Bora Bora, and the Cook Islands. During a trip to New Zealand in 1992, Michael had an epiphany. He was touring the New Zealand Stock Exchange and asked to be shown the trading floor. He was told that the stock exchange had abandoned the traditional trading floor model in favor of a screen-based system in 1991. Michael realized he was looking at the future of the stock exchange—screen-based, floorless trading.

Back at the PCX, screen-based trading was delayed by a membership reluctant to embrace change. Michael acknowledges that it can be easier to innovate in a smaller setting than in a larger one, where political streams have many currents. “Change in financial markets will happen all the time,” Michael explains. “In business you need to be proactive and not wait for something to break. If you don’t fix it, it will fix you.” Michael envisioned floorless trading would come to the PCX, and eventually it did. When PCX was purchased by Archipelago Holdings in 2005, it was clear that the PCX would be the first exchange to trade both equities and options on a fully electronic platform. As a result, the floor community dissipated quickly. Michael is thrilled by the progression of technology in the markets. As he puts it, “I still can’t believe it happened in my lifetime.”

In 2005, Michael joined the SEC. Michael’s previous interaction with the SEC included serving as liaison for the PCX during three SEC inspections and various sweeps of listings areas under his direction. The mission of the SEC is to protect investors, maintain fair, orderly, and efficient markets, and facilitate capital formation. Says Michael, “As more and more first-time investors turn to the markets to help...
secure their futures, pay for homes, and send children to college, the investor protection mission is more compelling than ever.”

Indeed, ethics has always been a strong theme in Michael’s life. He likes to discuss the importance of ethics in business school. “Always think you can do better. We need more of a focus on what it means to be ethical in business. Try to align your goals to promote general welfare and enhance your own position through positive actions. Remember to practice the right things every day.”

For Michael, Menlo provided him with a great foundation for his career. “Menlo is about turning a good student into a great student.” He cites small class size as a key factor in his education. “You can’t go to class without being prepared. You knew you were going to be called on, so you had to do the work.”

At Menlo, Michael was involved with Delta Mu Delta and Alpha Chi. He helped to create a speaker program and newsletter at Delta Mu Delta. When he perceived a need in the Menlo community, Michael sought to provide something to fill that need. As a graduating senior, Michael received the College Medal, which recognized his achievements as a scholar, peer advisor, and friend to the Menlo community.

Nowadays, you can find Michael continuing to identify and fill needs in the community—be it as an SEC accountant looking after the needs of the investor, as a homeowner serving on the board of his homeowner’s association, or as a Menlo alumnus giving back his time and talent to the College. And down the road, even public office is an option for Michael. In the meantime, he continues to cultivate hobbies he’s had since he was a child—everything from piano, organ, musical theater, music composition (he copyrighted his first song, a ballad, in 1989), travel and photography. What’s next? Only time will tell.
Planting for the Future

It must be Spring! Provost Jim Kelly is "planting" for the future.

If you know me at all and you’ve been to the campus during the past three years, you know that two of my passions are gardening and growing Menlo College. In fact, building a business school is like planting a garden.

I’d like to think that as we progress we are bringing “brightness” and dimension to the campus each spring with the ever-growing, rich array of brilliant and colorful new professors who join our faculty—in the same way we carefully embellish our landscape with dazzling assortments of flowering plants and bulbs.

We are thrilled this year to welcome four new faculty: three in marketing and one in finance. We expect them to be part of producing an excellent crop of student outcomes in the coming academic year. Please drop by for a visit!

Provost Jim Kelly

Dr. Stephanie Dellande, Associate Professor Marketing
Dr. Stephanie Dellande, Professor of Marketing, joins Menlo College from the University of New Orleans. She also taught at the Argyros School of Business & Economics at Chapman University and at the University of Central Florida. Dr. Dellande’s primary research is in the area of consumer behavior in compliance dependent services, i.e., how people act when they use self-policing programs such as weight loss, prenatal care, renal disease care, and tax preparation, among many others. She received her Ph.D. in Management from the University of California, Irvine, an MBA from the University of California, Riverside, and a BS in Medical Technology from Loyola University, New Orleans, Louisiana.

Dr. Fabian Eggers, Assistant Professor Marketing
Dr. Fabian Eggers comes from San Jose State University where he was a Visiting Professor in the College of Business, Department of Marketing and Decision Sciences. He has taught courses in entrepreneurial marketing, strategic planning and management, and small company growth and marketing. He continues to work with the University of Liechtenstein. He has started two businesses and consulted on startups in Liechtenstein. His article, “Grow with the flow—entrepreneurial mar-keting and thriving young firms,” will appear in the Journal of Entrepreneurial Venturing. His doctorate is in Entrepreneurship from Leuphana University of Lüneburg, and his MBA in Management/Marketing is from the University of Hamburg, Germany.

Dr. Dima Leshchinskii, Assistant Professor Finance
Dr. Dima Leshchinskii comes from the University of Maryland. He also taught at the Lally School of Management of Rensselaer Polytechnic Institute, Troy, NY and the HEC School of Management, Paris, France. An expert in venture capital and valuation, his article “VC Funds: Aging Brings Myopia” with Eugene Kandel and Harry Yuklea was published by the Journal of Financial and Quantitative Analysis. He was chief economist for Grizzly Peak Group LLC, Emeryville, CA and senior econo-mist for Cornerstone Research, Inc., Menlo Park, CA. His Ph.D. in Man-age-ment (Finance) is from INSEAD (Institut Européen d'Administration des Affaires or European Institute for Business Administration), France.

Dr. Deborah Brown McCabe, Associate Professor Marketing
Dr. Deborah Brown McCabe comes from the W. P. Carey School of Business at Arizona State University. She taught marketing, research methods and business communications in the U.S. She was a Visiting Professor in the International Master’s in Marketing program at Thammasat University, Bangkok, Thailand. She has worked with Aetna Casualty and Surety, AT&T, Andersen Consulting, the FDIC, the National Hispanic Chamber of Commerce. She was a founding partner of Gallegos, Brown, Silvey and Associates, an organizational development training, and consulting firm. Her doctorate in Business Administration with an emphasis in Marketing is from Arizona State University.
Dr. Douglas M. Carroll
Professor
Mass Communication
Dr. Carroll published an article, “Commercial Programming at a Single-Sport Cable Channel: Strategies and Practices at Golf Channel,” in the International Journal of Sport Communication, 2 (2009): 484-499. Results indicated that Golf Channel has a cluttered environment, a contraindication of advertising effectiveness. He has worked to provide internships with SportVision, a Silicon Valley high tech company that provides televised sports enhancements, such as the yellow line in football games and the K-Zone in baseball. His Radio Management class creates programs for KMXX radio station on Channel 81 of the campus TV system (http://kmxx.menlo.edu)
Kate Mills
Adjunct Instructor
English

Kate Mills was a presenter at the Northern California Writing Centers Association Conference on February 6. In her presentation, “The Influence of the Grammar and Rhetoric of the First Language on a Second Language,” Mills explained that the errors in grammar and rhetorical form in international student papers are not random. Often, neither the student nor the tutor recognizes that these “errors” are made by using the rules of the first language when writing in the second. Mills used examples from her sixteen years working with international students to demonstrate techniques to assist the tutor in recognizing and helping the student to avoid confusing the rules of two languages. Included was a discussion of the cultural values inherent in grammar and rhetoric.

Dr. Jeremy Neill
Assistant Professor
History

Last summer, Dr. Neill participated in a round table discussion on world history training and education at the World History Association meeting in Massachusetts, co-hosted by Salem State and the Peabody Essex Museum. His recommendation: “If you visit Boston, take the train to Salem. It’s full of museums, ranging from the Peabody Essex, with a huge collection related to the old clipper ship and whaling trade, to the Salem witch museum—full of objects related to the witch trials—not to mention great seafood.” Last fall, he presented a paper at a gathering of top scholars in British and Imperial history at the North American Conference of British Studies meeting in Louisville, Kentucky. This summer he will be in San Diego and London.

Dr. Derek Stimel
Assistant Professor
Economics

Dr. Derek Stimel and co-authors presented “Case Use in Economics” in a teaching innovations conference in Atlanta, GA in January. The work will be published in Teaching Innovations in Economics, edited by Michael Salemi and William Walstad. The Committee on Economic Education of the American Economic Association awarded Dr. Stimel a certificate of achievement. Last fall, he wrote an article examining an online game from the San Francisco Federal Reserve’s website that was published in the Mountain Plains Journal of Business and Economics. His article, concerning the use of video clips in international management was published in the 2009 International Conference of Education, Research, and Innovation.

Dr. Marilyn Thomas
Professor
English

In May 2009, Dr. Thomas led ten students on a tour of Spain, France, Monaco, and Italy. They visited the Olympic Stadium, the Barri Gotic, a medieval cathedral, Gaudi’s unfinished Sagrada Familia, his Casa Mila, and his Parc Guell in Barcelona. In France, they toured the medieval fortified town of Carcassonne. They visited Roman ruins in Nimes: the Maison Carree, the Roman arena, the Roman aqueduct, the Pont du Gard. They visited Monaco. They saw Prince Rainier’s palace and the casino. They visited the incredible Leaning Tower of Pisa and explored the Baptistry. In Florence, they saw Michelangelo’s David. They visited the Sistine Chapel and St. Peter’s Basilica. A midnight stroll to the Trevi Fountain completed the holiday abroad.

Michael Pauker
Artist in Residence
Fine Arts

Michael Pauker has shown his artwork in several exhibitions over the past year, including the Coos Bay Art Museum, Coos Bay, OR, Cabrillo College, Aptos, CA, and the Marin Museum of Contemporary Art, Novato, CA, where his piece was awarded an Honorable Mention.

Dr. Leslie Sekerka
Associate Professor
Organizational Behavior and Psychology

As advisor to the Ethics in Action Club, Dr. Sekerka has engaged the entire campus in scientific research. Students have helped craft a study better understand the role of social self-conscious emotions in ethical decision making, with a focus on corporate social responsibility (CSR). Her curriculum benefits from a diverse range of guests, including PTSD experts and acclaimed management scholars and practitioners. Her work appears in top tier journals, including an 8-year study with the U.S. Navy, culminating in an article, “Hierarchical Motive Structures and Their Role in Moral Choices,” in the Journal of Business Ethics. Her applied research advances CSR with a focus on stimulating sustainable innovation. CONTINUED ON PAGE 18
Students Earn Over $2,000 in New Capstone Course

That’s real money we’re talking about. In a new capstone course, launched Fall 2009, fifteen students started 16 Entertainment, a for-profit events company providing exciting activities for local young adults. Through strategic reinvestment and good stewardship of the company’s resources, they were able to parlay a start-up loan from the College of just $150 into well over $2,000 in revenue and nearly $1,800 in profit, which was donated to charity.

But it wasn’t just one big party. The course, taught by Professor Leslie Williams, was designed to integrate concepts from all business disciplines. Professor Williams guided the class through the process of business creation, execution and management, but the students—Julian Baldaccini, Deborah Bekowies, Christopher Calabrese, Christopher Douglas, Achsah Forcieri, Aram Hava-Salan, Said Karimzad, Jennifer Lovewell, Stefano Mangano, Gleb Matsulevich, Adam Montez, Brian Phillips, Erik Schneider, Todd Steiner and Jordan Winssinger—were responsible for planning and running the venture.

During the first 6 weeks of the semester, students brainstormed and researched market opportunities, chose the best idea, drafted a business plan and pitched the concept to the Administration. They then organized themselves into functional departments—complete with CEO, President, Vice-presidents of Marketing, Operations, Finance and Human Resources, and staff—and for the balance of the semester focused on managing resources, people, and customer relationships.

After returning twenty-five percent of profits to the MGT 201 Capstone Fund to support the continued operation of the course, the class donated the remaining $1,325 to the international medical humanitarian organization Doctors Without Borders.

Congratulations, 16 Entertainment!
A paper by Cheryl S. Collins, Technical Services Librarian, and Dr. William H. Walters, Dean of Library Services, was recently accepted for publication in *The Serials Librarian*. The study, “Open Access Journals in College Library Collections,” examines the extent to which undergraduate colleges provide access to Open Access (OA) journals through their catalogs and websites. Although OA journals are freely available on the web, they remain hidden to many students and scholars unless they are included in the bibliographic databases and catalogs that provide access to the scholarly literature.

Dr. Mark J. Hager
Associate Professor of Psychology

Raechelle Clemmons
Chief Information Officer

Dr. Mark Hager co-authored the article, “Faculty & IT – Conversations and Collaboration” for the *EDUCAUSE Review* with Raechelle Clemmons, Menlo College’s Chief Information Officer. Dr. Hager is also co-editing a special edition of the journal, *Reflections – Narratives of Professional Helping* with Dr. Jennifer Bellamy of the University of Chicago. Their topic is “Mentoring Experiences of Social Workers and Social Work Faculty.” He presented the paper “Interdepartmental and Interdisciplinary Collaboration: Learning About Teaching and Learning” for the Allied Academies Educational Leadership Internet Conference.

Dr. Soumendra De
Professor of Finance

Dr. Jan Jindra
Professor of Finance

Finance faculty members Dr. Jan Jindra and Dr. Soumendra De have introduced four new courses to the finance curriculum: Derivatives, Entrepreneurial Finance, Financial Institutions and Markets, and International Finance.
On an extraordinary afternoon in March, Menlo College alumnus Wilfred “Bill” Fletcher ’42 carefully retraced his younger years and his passion for contemporary and modern art with Darcy Blake, Director of Communications, Marketing and Public Relations, and Catherine Reeves, Vice President for External Affairs, when they visited his home and two small, private galleries in Southern California.

His dazzling collection of works by such artists as Sam Francis, David Hockney, William Wiley, Christo and treasures including rare books, works on paper, sculptures, glass and ceramic collectibles graced every square inch of space, reflecting his gifted eye for color, design and balance. As the afternoon light was captured through carefully placed objects bringing life to the room and conversation, Bill remembered:

“I was born in 1922 in Boise, Idaho, and spent my childhood there. My father, Daniel Steen Fletcher, had a petroleum distribution business, and in the early days he delivered product by horse and tank wagon. The business expanded and thrived, even during the Depression years of the 1930s, to include service stations and bulk plants in California, Washington, Oregon, and eventually a refining plant in California. I finished high school in Los Angeles in 1940, and then enrolled at Menlo College.”

Bill continued, “The campus was pastoral–almost like being on a farm. It was the early ’40’s, and I had come from Los Angeles at a time when Hollywood was really booming. Now I was out in the country, surrounded by big estates, quiet roads and some very beautiful landscapes. It was quite a change. The nation was still suffering deeply from the Depression, but I had an inquiring mind and I was ready to learn, focus and discover. We were taught discipline at Menlo. We were an all men’s school then, and we had to wear a coat and tie to dinner.”

Bill built very close relationships with the faculty at Menlo. The close relationships with his teachers are where he learned to study–yet he still found time to explore San Francisco. On the weekends he would drive his green Mercury convertible coupe to the mountains to ski with friends. In addition to his growing love for skiing and some regional exploring, Bill’s interest in classical music, art and literature developed while at Menlo. “I remember Mrs. Kratt, the president’s wife, taught the Music Appreciation class,” Bill mused, “and I enrolled in the course and participated in Glee Club.”

Bill finished two years at Menlo, followed by a year of academic study at Stanford, then two years in the U.S. Army Air Corps, and another year at Stanford. After Stanford, Bill went to work for the family business where he later became the Purchasing Agent and Secretary-Treasurer at his family’s refinery and company headquarters in Carson, CA. It was during his career at the refinery that Bill developed an interest in and avocation for drawing. His passion for art, skiing and exploring continued as he spent time between L.A. and Sun Valley, Idaho, but he did not begin his personal art collecting until the late ’70s. “My mother, Marie Davis Fletcher, is really the one who inspired my love for art during my childhood. My mother collected antiques and my grandmother was a painter. I remember when the Boise Art Museum was built. The new Director of the then-fledgling museum was a close friend of my parents. I watched with great interest as the museum was established over the years through its acquisition of unique collections.”

Bill continued, with a twinkle in his bright blue eyes, “I think I might describe the building of my own collections over the past 30 or so years within a process you might call “search and discovery—the opportunity to explore, discover, acquire, own and enjoy. My favorite piece of art is always the last one I purchased.”

Bill’s interest in contemporary art was kindled when he brought one of his antiques to the L.A. County Art Museum to learn more about it. The director of the Museum mentioned that contemporary art was becoming more recognized in art circles and his remark sparked Bill’s interest in the genre which became the focus of his lifetime passion.

During his travels between California and Idaho, Bill began his serious collecting when he acquired a print in 1979 at the Ochi Gallery in his hometown of Boise. Bill’s education...
in contemporary art was subsequently chiseled by Denis Ochi, a gifted art teacher at Boise College who studied at UCLA. This was a period when public appreciation of contemporary art blossomed and new artists were discovered. “Denis really stirred my interest, and I learned as I went along. I'm still learning,” Bill reflected. “With no formal art education, I had to rely on instincts and good teachers.” Bill told Denis he didn’t know much about contemporary art but was intrigued. A Ron Davis print titled, “Pinwheel, Diamond & Stripe,” was his first purchase. Bill began to follow and purchase some of the then-new artists who, in time, became many of today’s leaders in modern and contemporary art. His collection today includes such names as Charles Arnoldi, Guy Dill, Sol LeWitt, Wayne Thiebaud, Ed Ruscha, Jasper Johns and Richard Diebenkorn (who attended Stanford at the same as Bill during the early ‘40s.)

If you ask Bill to what he attributes his successes, he’ll tell you he was in the right place at the right time. With his inquiring nature and desire to learn, Bill possesses an innate ability to recognize artists who later become famous and, consequently, collectable. As he follows his instincts, he continues to assemble an exquisite collection of great works of art.

To share his love of art in his home-town, Bill has donated an enormous collection of his art to The Boise Art Museum. Starting in 1984 with his first contribution of a graphite drawing by Maynard Dixon titled “Old Apache Woman,” he has given over 120 works of art to the Museum in a collection, Wilfred Davis Fletcher Collection.

Bill is also planning to honor his alma mater and his legacy at Menlo College with a donation of rare books. With this tribute to the education and guidance he received in the beginning of his visionary development while at Menlo, he hopes that other students may follow in his footsteps and gain inspiration from the books and the story of his personal quest for the greatest find.

Karen Wilberding-Diefenbach, “Vento II”, oil on canvas

OPPOSITE: ART DETAILS:
1 Raymond Saunders, “Remembering and Then Forgetting,” painted collage on wood
3. James Gleason, Untitled #2, charcoal and pastel on paper
4. Joel Shapiro, “Boat, Bird, Mother and Child,” pastel on paper
5. William T. Wiley, “Canister Under the Banister,” oil on canvas
6. Unknown Artist, Cambodian stone sculpture, Khmer period, 11th Century, Fragment of Arm and Untitled Glass Vessel
7. Michael Beck, “Naval Maneuvers,” oil on canvas
Artistic Talent
by Joel Blake ’12, Menlo College student

Menlo College, Silicon Valley’s business school, is known for producing many successful business and communication graduates. While economic and business classes are essential to each student’s education, there is a rush at the beginning of each semester to reserve spots in all of the available art classes.

“Our art class is one night out of the week, but it gives me a chance to relax and ease my mind,” said Amanda Vegas, a student in Michael Pauker’s Beginning Drawing class. “It’s definitely a stress-relieving activity,” she said.

“In the 1950s, Judge Russell, the passionate founder and much-loved teacher of the Menlo College School of Business Administration observed that since students primarily focused on business they had little opportunity to network with others,” recalls Dorothy Skala, an 83-year-old Menlo staff member who has worked at the College for 54 years. Russell realized that he needed something to round them out (“so they wouldn’t be boring at parties,” laughed Dorothy) so he hired Professor Patrick Henry Tobin in 1957. Tobin immediately introduced the students to a world of art, music, travel, and history. His lectures and tours are legend. Today, the tradition of the well-rounded student at Menlo College continues with the Outside the Box, Inside the Frame art series and field trips to concerts, Artist-in-Residence Russell Hancock and other cultural events and programs.

Many of Menlo’s students take advantage of Outside the Box, Inside the Frame art. The art series was created to display the talented works of the art students as well as enrich the campus with beautiful art.

The program, created in 2008 under the leadership of Ann Haight, has hosted several art exhibits on the Menlo campus. The most recent exhibit, which opened on March 12, 2010 transformed the hall in the Administration Building into an elegant walkway of Menlo’s finest art works. The grand opening included a competition offering the winning artist a purchase prize. Not only did the artwork add to the campus environment, but it displayed some of the students’ range of talent as well.

Talent is what teachers Michael Pauker and Mark Wagner hope to develop.

“If a student enjoys drawing, I want to open them up to new ideas about what they are doing,” said Pauker. He says creating conceptual art from scratch is what it’s all about.

“It all starts with interest, either you have it or you don’t,” Pauker said.

Becoming an artist is not all fun and games. “To create great art, students need to respect the fact that it takes a lot of practice and hard work,” said Pauker. “It’s a balance between work and fun.”

When asked what the key attribute of a successful artist is, he paused for a moment and then firmly replied, “Confidence. It requires great deal of confidence for an artist to reach a highly successful level.”

Pauker has been teaching for two years at Menlo, but he has also been teaching part time at West Valley College in Saratoga and Skyline College in San Bruno. He has previously taught art classes at Stanford, Santa Rosa Junior College, and at the California State Arts and Mental Health Program. Many of Pauker’s works are part of permanent collections throughout the United States. He has works displayed in the New York Public Library, and in the California Palace Legion of Honor. Currently Pauker’s focus at Menlo is teaching a beginning drawing class.

“I want my students to be able to measure and observe objects, then recreate them within their original proportions,” said Pauker.

Art terminologies and basic drawing techniques are some of the things which Menlo’s drawing class students have been learning. Currently the students have been working on “value, or light and darkness,” says Pauker.

“Art is what makes us human, it is a form of appreciating the world through our senses.”

~Michael Pauker, Adjunct Professor of Art

The students had previously been assigned to make a themed piece working with value. The piece was to include two figures and a landscape, and the assignment required that they use charcoal.

Getting her hands dirty with charcoal has never been a problem for Amanda Vegas. Her piece was selected as the runner up in the art exhibition’s competition. The winner was Amanda’s sister Alisha, who took first prize with her collage piece. According to Amanda, Alisha created the piece in a previous semester’s art class with Mark Wagner. The school ended up buying the winning collage from Alisha for one hundred dollars.

Pauker spoke highly of both Vegas sisters’ pieces. “I absolutely loved Amanda’s charcoal drawing,” said Pauker. “Both of the sisters work tremendously hard, and they do a great job of balancing work and fun in the class.”
ABOVE: Ann Haight, chairperson of the Menlo College Art Committee and committee member Priscila De Souza prepare to hang “Untitled” by Nate Faygenholtz in an exhibition featuring works by students.
RIGHT: Artist-in-Residence, Michael Pauker hangs a collage.

ABOVE: Amanda Vegas, runner up in the “Works by Students” juried art exhibit with her art, “Just Hanging Around”
LEFT: “Untitled” by Brigid Yu won Honorable Mention in the “Works by Students” exhibit
LOVE?
SUCCESS!

know what women want...
“A rich life has many dimensions.”
Russell Hancock, President and CEO of Join Venture:
Silicon Valley Network, and Artist-in-Residence at Menlo College

“I thought the winner (Alisha) deserved it, and not just because she’s my sister,” said Amanda.

It is clear that there is some family talent however, as this is Amanda’s first art show. She admitted that she was rarely involved in drawing before Menlo’s art class gave her the opportunity to draw. Her sister Alisha has been in several art classes before at Menlo, and she continues to sharpen her artistic abilities.

“This was my first time in an art show,” said Amanda. “After working in class and seeing my work in an exhibit, it has given me more motivation and inspiration to continue drawing,” Amanda added. “I was really impressed with the whole event.”

Pauker agreed with Amanda, stating that art class provides students with an excellent means of escaping regular types of classes to develop or discover a skill they might never have known they possessed. “Art is what makes us human, it is a form of appreciating the world through our senses. It can be relaxing and fun at the same time,” said Pauker.

While Menlo College prides itself in Business Management and Communication, it also develops students with skills of all kinds. Art provides students with an ability to express themselves in creative ways. Menlo is committed to producing well-rounded individuals who will be successful in their careers after the graduate. Art series such as Outside The Box, Inside the Frame, add yet another dimension to Menlo’s multi-talented students.

Michael Pauker
Appointed Artist-in-Residence

Menlo College is pleased to announce that Michael Pauker has accepted a position as Artist-in-Residence. In addition to painting, Michael works with collage, drawing, and mixed media. He has a working studio at the Cubberley Community Center in Palo Alto. He has exhibited his work in many venues, including galleries and museums in Japan, Costa Rica, and Spain, and is represented locally by Dolby Chadwick Gallery in San Francisco. His work is part of permanent collections at The New York Public Library and the Achenbach Foundation at the California Palace of the Legion of Honor in San Francisco.

Ann Haight, Chairwoman of the Menlo College Art Committee said, “After success with our Plein Air event, we realized the potential for expanding our art community. Michael’s connection with the local art community has helped us bring recognition to our art shows. He has been instrumental in assisting with exhibits and events that feature the work of local artists, faculty, staff, and alumni. Our arts involvement has generated enthusiasm within the College community, and we have introduced the outside community to our beautiful campus. Recognizing his ability to enhance art appreciation, we know that we can accomplish great things with his guidance as an Artist-in-Residence!”

Michael received a BFA at State University New York (SUNY) at Purchase and an MFA at Mills College, in Oakland, focusing on printmaking and painting. Currently, he teaches several art classes at Menlo and he teaches part-time at West Valley College in Saratoga, Skyline College in San Bruno, and Stanford Continuing Studies and the Cantor Arts Center at Stanford in Palo Alto. Previously, he taught at Santa Rosa Junior College and the California State Arts in Mental Health Program.

As Artist-in-Residence, Michael hopes to expand his role with the art committee by become proactive in developing gallery recognition for the College’s art shows. “Even though Menlo is a business school, creativity is central to education,” said Michael.
Reconnect

The Menlo Reconnect project is a great way to connect with classmates and reminisce about the past and share information about our lives. Personally, the project was a beneficial experience that re-kindled my bond with Menlo.”

~Jim Smith ‘63

The Offices of Information Technology and Alumni Relations paired up this spring to bring you the new and improved Menlo College Email Service, hosted by Google. This new platform provides significant benefits to the alumni email service Menlo offers. The new features include enhanced privacy, spam-filtering, access to Google Docs and Calendar, and over 7 GB of storage space.

With our new Google services, we are establishing online interest groups to connect you to alumni who share your interests—sports, Professional Studies Program, Sacramento Alumni, etc. If you have an idea to launch an interest group of your own, please contact us we can include you on our site and help you draw in interested members.

Michelle Pualuan
Director of Alumni Relations
(650) 543-3740
alumni-information@menlo.edu

Reading the names of alumni for the Reconnect Project brought back wonderful memories of you. I enjoyed talking to the alumni heading up their classes and I hope you respond to them.”

~Dorothy Skala
Director Emerita of Alumni Relations
Making Connections

John Rooke ’88

For John Rooke, life is about making connections. A native of Portola Valley, John attended St. Francis High School in Mountain View, CA, where he cultivated his love of soccer. It was through the game of soccer that John met Dr. Carlos López, President Emeritus of Menlo College. Señor López recognized John’s potential when John was working as a coach at a summer youth soccer camp. Before the summer was over, John was on his way to Menlo with a scholarship in hand.

While at Menlo, John majored in Mass Communication with an emphasis in sales and marketing. Although John preferred the position of goalkeeper, he found himself playing a field position until 1981 when All American David Mann left Menlo. John enjoyed participating in soccer at Menlo. It provided him with an opportunity to enjoy a lifelong passion, be part of a team, and contribute to the College. On the field and off, John was closely mentored by Señor López (1932–2009).

John maintained a lifelong connection with Señor López and his family. In 2009, John and a team of alumni organized the 1st Annual Señor Carlos López Memorial Soccer Tournament at Menlo. Over 100 alumni, family and friends of the López family came to Menlo to play a match and raise a glass in tribute to Señor López. The 2nd Annual López Soccer Tournament is scheduled for Saturday, September 18, 2010 at noon on Wunderlich Field.

From 1980 to 1986 while at Menlo, John established a core nucleus of friends who remain his best friends today. In 2002, those friends demonstrated their deep connection to John by travelling from all over the world to attend his 40th birthday party, organized by the Rooke family. Over 200 of John’s loved ones—many of them Menlo connections who travelled from Europe, Canada and across the country—packed into the garage of his family’s home. John’s sister Ann handed him the garage door opener, and John was greeted with the warmest birthday wishes and memories to last a lifetime.

One of the surprise birthday party guests was Kathy Coffey, a former girlfriend John dated while at Menlo. They reconnected at this party and in 2005, John and Kathy were married. Today, they are the proud parents of Dee Dee (6) and Keely (4). John’s wife and daughters were on hand to cheer him on as he played goalkeeper at the 1st Annual López Soccer Tournament. Not surprisingly, John says “Outside of my marriage and kids, my greatest memories are Menlo memories. And a lot of those took place on the soccer field.”

John also credits Menlo College journalism professor Bob Stiles as well as Charles Warner, Director of the Mass Communication Program as being two key people involved in his personal and professional development. Of Bob, John recalls, “He was an idealist and a perfectionist who required the best of himself and those around him.” Charles Warner refused to award John’s degree until he mastered the requisite calculus skills, and mentored him until he succeeded. In 1988, John received his B.A. in Mass Communication in front of his very proud parents, Linda and Jim.

In December 1986, John joined his father Jim in the family business, Rooke & Associates, which he parlayed into a partnership at San Francisco Reps, a food service equipment manufacturer serving equipment consultants, restaurant equipment dealers, and end users. John enjoys his job a great deal, especially all the contact he gets to have with people on a daily basis.

Although John is pleased with his academic achievements at Menlo, he values his connections more. “The piece of paper is very important but it doesn’t guarantee your success,” John explains. “Life,” he says, “is who you are surrounded by.” Judging from his 40th birthday party, John epitomizes the very definition of success that he embraces and he will always be surrounded with family and lifelong friends.

2nd Annual López Soccer Tournament

September 18, 2010

Wunderlich Field • 12 Noon
Joy Branford ’05 inspired a room filled with students and staff at the annual Women’s Luncheon on March 24. As the guest speaker, Joy addressed the audience and shared her story of overcoming challenges to achieve her goals.

Originally from St. Lucia, a small island in the Caribbean, Joy just missed getting admitted to the University of the West Indies Open Campus, the only university on the island. Joy applied to international schools but financial limitations prevented her from going to college in England, where she’d been admitted.

Joy spoke of her dedication to obtaining an education. She credited her resilience with helping her to persevere against the challenges that came her way. Joy decided to move to New York, where her mother lived. She was accepted at Marymount Manhattan College. As she began taking classes, Joy found a job working in fashion management in Manhattan, the capital of the fashion industry.

While working in fashion management, Joy met a mentor—a man from Silicon Valley who graduated from Stanford University and owned his own business. He spoke highly of the Bay Area and offered Joy a place to stay while she got settled with a job and school. Joy arrived in San Francisco with $200 in her pocket and immediately began looking for a job and at schools.

Joy found a job in a clothing store and was admitted to Menlo College. Unfortunately, because not all of her credits would transfer to Menlo, Joy had to delay her start at Menlo by a year and take classes at Foothill College. Once at Menlo, financial pressures forced Joy to switch from the day program to take classes at night in the Professional Studies Program.

Joy acknowledged all the support she received from her Menlo professors, “If I was having a rough time with work, I could talk to my professors. They were so accessible.” She also credits Menlo with teaching her skills that were applicable to what she was doing in her job. “I worked hard and had the right attitude. No one gave me favors,” she commented. “You don’t need favors just because you’re a woman. Women can do their own work.”

This can-do attitude helped Joy to be successful at Menlo. She was on the Dean’s List each semester and graduated in 2005 with a major in Business Management and a minor in Human Resources. She went on to pursue her Masters in Human Resources and graduated with Honors from Golden Gate University in 2008.

Joy has been active in the Menlo College alumni community—in PSP reunions, networking events, the Alumni Association, and as an invited guest speaker. She expresses gratitude to the school and the professors who helped her find her way and acted as mentors. Speaking to a room filled with current Menlo students Joy advised them to “pay it forward.” Joy said, “When we’re given gifts, it’s important for us to give back.”
Class Notes

by Dorothy Skala

Hello again. Recently, we sent out a questionnaire and received such wonderful responses, I decided to use them for my notes. Email me at dskala@menlo.edu, because we are always interested in what you are doing. AND, if you are in the neighborhood, come to campus. We’ll do a walk-around!

1940

James Fletcher ’42 writes he is retired and trying to grow old gracefully. Fred Field ’48 says he would love to hear from some of his classmates—especially those who have hung on as long as he has—over 80 years. Richard Hart ’48 retired from teaching at Cabrillo College in 1995. He and his wife are active in art and musical events in Santa Cruz County. Richard’s father, Hutson Hart, taught at Menlo for many years. Edgar Baume ’49 is retired and living in Costa Mesa, California. He worked for 5 years with San Mateo County Social Services, 13 years with the Boy Scouts of America, 18 years with New York Life Ins. Co and completed 20 years with the US Army and California National Guard. Richard Morrow ’49 retired after 30 years with San Luis Obispo High School. He is now volunteering as administrative assistant with the Cal Poly Baseball team. Dan Young ’49 is now retired after a career in international tourism which took him to Washington DC, London, and Australia. He lives part of the year in Sydney and part in California.

1950

Harry Laufman ’51 (harrylaufman.com) designed and built the Aircar Mass Transportation System. Daniel Bancroft ’52, after 10 years as a credit analyst and 40 years as a stockbroker and financial advisor, is now retired and publishing a broker guidance newslet-

IN MEMORIAM

Dr. William Kupiec L&S ’56
Terrence Malo
Memorial Service
June 19, 2-4 PM, Russell Center

ter. He is the father of 5 children and several grandchildren and he is doing volunteer work. Robert Bennett SBA ’54 writes he and his wife are enjoying a relaxed life and trying to stay healthy. John Sencerex SBA ’55 also early SBA, has been retired for the past 15 years and is enjoying his grandchildren. There are 7, ranging from 5 to 23 years. Doug Walker ’55 is almost completely retired after 31 years in the collegiate admissions profession. He spent 10 years at Stanford, the last 5 as Director of Freshmen Admissions, and 17 years at Menlo as Dean of Admissions and golf coach. In 1993 he became a PGA golf professional until his retirement. He still works two days a week at the Half Moon Bay Golf Links. He and his wife are also travelling. Al Cheney ’56 writes he and his wife have been married for 55 years. They met while he was at Menlo. He has many great and wonderful memories of his time here. John Moller ’56 is retired from the Dept. of State, Foreign Service. He was active in the US Coast Guard Auxiliary for 20 years. George Read ’56 retired from the University of Hawaii School of Medicine as an emeritus professor of pharmacology. Says he is being dragged into old age, kicking and screaming. Joe Gannon SBA ’56 is living in Hawaii with wife Bev. They own three restaurants, all of which are run by Bev. He has been retired from show business for over 6 years. Joe knew the Kingston Trio from Menlo and was their first agent. Anthony Hunter SBA ’57, who retired in ’07 from real estate residential sales is involved with civic organizations and is a volunteer driver for the American Cancer Society.

1960

Tom Turner SBA ’61 has been retired for 15 years. He plays a lot of tennis and volunteers as a handyman for those in need. Scott Heldfond ’63, Director, NASDAQ OMX Insurance Group, Commissioner of Health Services, City and County of San Francisco, sits on various boards of directors in the U.S. and India. Joe Legallet SBA ’63 plays golf, tennis, skis, hikes in the Sierras, and travels. He tends to 18 grandchildren. William Massey SBA ’64, a realtor in Menlo Park has been married 45 years, he is also a grape grower in Lodi. Rich Clause SBA ’67 is president of RLC Inc. Asset Liquidation and Management Services. Bill Dunlap ’69 is a partner in a general contracting company. Bill’s dad graduated from Menlo in ’34 and is a Hall of Fame member.

1970

Dell Gray SBA ’71 is CEO of Roseburg Clinic in Oregon. He is still committed

Continued on page 33
Dear Friend,

I may not have been Mother Teresa, but there were more than a few of you alums I mothered during your years at Menlo College. Then the time came for each of you to say goodbye, leaving with your finest gift—your Menlo Advantage.

Every day I am told by at least one of you how your time at Menlo changed your life. Now this is your opportunity to give back to Menlo. Big things are happening, believe me, and we need you now. It’s time to invest the way others invested in you.

Tim has done a great job and the SBA is back. It is Silicon Valley’s Business School, just named “Best in the West” by The Princeton Review!

If you help Menlo today, I will be grateful. A gift of $500 or more means you will receive a keepsake book of my memoirs in the fall, loaded with pictures and memories.

Join The President’s 21st Century Club by giving $1,000 or more and you will be invited to my special book signing party in the fall aboard alumnus (’69) Tom Escher’s Red and White Fleet ship as we sail the San Francisco Bay. You will get your signed copy and a photo taken with me as well! I am not a writer but I have done the best I can to recall practically everything you may have forgotten. It is my way of saying thanks for your friendship and support during the past 54 years I have worked at Menlo College. Let me know if I have left anything out and please write me on the enclosed envelope.

Love,

DOROTHY SKALA
to Rotary which started at Menlo. He has been married over 34 years. Charles Brumder SBA’72 is the father of 5 girls, 2 married, 2 in college, and one at home. His small company is on the ground floor in hybrid drives. Irene Gilbert ’73 is an attorney and currently working for a mortgage banking company in Marin County. She would love to hear from her classmates. Edwin Benson SBA’73 returned from Iraq after a four-year assignment. He is now retired again. Barbara Sarpa SBA’74 is very proud to say she was the third woman to graduate from Menlo. She is not going to retire and loves working part time as an accountant for a start up company.

Eduardo Calvo SBA’78 is practicing law in Guam with a firm that has offices in San Francisco and the CNMI. See his website, www.calvoclark.com

1990
John Dawson ’91 is working in the funeral industry and learning to be a stand up comedian. Adrienne Bulkey Collet ’93 had her second child and loves being a stay at home mom.

Kirk Maloney ’95 launched his own business in 2008. He is also quite active in sports. Greg Smart ’98 is chairman of the San Fernando Hybrid Alliance, CFO Origin Studio Group, CFO Ingenuitor Inc., and several others. Athens Arquette ’99 is serving as Vice President of Arquette Properties, specializing in residential sales and property management.

2000
Eileen Baldecchi-Carter ’00 is living in Reno, working as marketing director of Moana Nursery, finding time to camp and hike. Anita Ghai ’01 manages the research department for the San Francisco Bay Area at CB Richard Ellis, the largest global commercial real estate firm. Jennifer Long ’02 is living in Reno and working as an Executive Casino Host. Simon Wooley ’03 started a company in ’01 to merge environmental issues with business to help solve global concerns. Elizabeth Logan Fyfe ’07 is building a home-based business with network marketing and health products. Claudia Jara ’08 is working as a recruiter for Yahoo. She is getting married in May 2010. Lori Palazzolo’09 is expecting baby #2 in December and hoping Menlo will offer a graduate program in the near future.

EDITOR’S NOTE: Provost Jim Kelly states that Western Association of Schools and Colleges (WASC) is sending their team for a visit in this Fall to review our structural change proposal to offer master’s degrees in the future.

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The great turnout at the Menlo College Golf Tournament on April 23 included (left to right) Michael Geitner ’06, Fernando Flanagan ’04, Keana Noa ’07, John Lawrence ’05, Bryan Lohman ’06, Frank Borba ’04, Brandon Springer ’04, and Jason Passanisi ’04.

Continued from page 31

Christian Martinez ’11, Harry Whelan ’10 and Al Bannout ’11 are making good use of educational resources. Harry’s father is former trustee Gabe Whelan ’70.

PHOTO: KIERSTIN GEE ’10
ATHLETICS

10th ANNUAL Golf TOURNAMENT

APRIL 23, 2010 • BURLINGAME

Nate Jackson ’02, Myron Zaccheo, Justin Stenger, Scott Richards ’02 (on the ground)

(Standing) Chris Scully ’95, Sherrat Reicher ’95, (Seated) Greg Lindberg ’93, Dane Opplinger ’94

Tilton Quon, Kevin Wess, Daisy Borba ’89, Brady Walsh

PHOTOS: TONY CUNHA
Jason Moorhouse ’11
Awarded J. Jasmine Goltz Scholarship

Jason Moorhouse ’11 is the 2009-10 recipient of the J. Jasmine Goltz Endowed Scholarship. He received the Most Improved Award and the Coaches’ Award for exemplifying the qualities of a winner on and off the field. Jason became an Honorable Mention All-American, finishing in the Top 8 at the NAIA Wrestling National Championships, and was a NCWA/NAIA Academic All-American.

Why wrestling? Jason emphatically states, “Wrestling forces you to work hard, to be dedicated, to be committed, to sacrifice a lot. You use those same skills in life. Work hard, raise your kids to the best of your ability, do your best at your job.”

When he writes his senior thesis in Psychology, it may be on mental toughness, having a mindset of knowing you can do it. “Apply yourself, knowing you can do whatever it takes in the easiest and hardest of circumstances. It’s a learned trait, going through struggles and adversities in your life. Being stubborn is the start of mental toughness, but knowing when to apply it goes back to common sense, knowing and deciding what to do without having to think about it.”

“People have helped me, and that’s why I want to help others by going into law enforcement.”
“Coach Imwalle has been a model of success during his time at Menlo College. Bill has been a consummate professional and ultimate team player. His presence on the volleyball sideline will be sorely missed and never forgotten.”

Keith Spataro, Athletic Director

“I’m so proud of the job that Bill has done during his 10 years at the helm of the Volleyball program. With Bill’s amazing volleyball knowledge and love of the game he took a once struggling program and returned it to the glory days it had seen in the late 1980s. Bill would say that he could not have attained this success without his dedicated and hard working assistant coaches, Stephanie Moreno, Dave Faz and Greg Lara.”  Kathy Imwalle
decade of dominance was plenty for Bill Imwalle. After leading the Menlo College volleyball program through the finest 10-year stretch in its history, the legendary leader of the Oaks volleyball program announced his retirement following his team’s second consecutive California Pacific Conference title and fifth in six years.

Imwalle built one of the region’s most powerful NAIA programs while being named Cal Pac Coach of the Year four times. Under Imwalle, Menlo compiled a 144-87 record for a .623 winning percentage. The Oaks competed in the NAIA Tournament each time they finished at the summit of the Cal Pac standings and won 71-of-72 conference matches over their five title-winning seasons. During the 2009 season Menlo won the first ever Cal Pac Tournament.

In addition to the stunning success Menlo volleyball achieved since Imwalle’s arrival in 2000, a bounty of Oaks student-athletes earned individual honors at the conference, regional, and national level. Imwalle’s teams garnered 37 All-Cal Pac honors, nine Cal Pac Player of the Year awards, nine NAIA Academic All-Americans, two NAIA All-Americans, and numerous American Volleyball Coaches Association All-Southwest Region selections.

While Imwalle cemented his coaching legacy at Menlo, he arrived on campus with an equally impressive pedigree as a player. Imwalle was a two-year starter at Long Beach State, helping the 49ers to a runner-up finish at the 1970 NCAA Tournament prior to graduating with a degree in history. He later excelled on the beach volleyball circuit, winning four tournaments and being named a “Legend of Beach Volleyball” for the 1970s. He would go on to attain All-American status in 1992 when his Masters-level team captured the United States Volleyball Association title.

“Coach Bill will be remembered for his coaching antics during games and at practice, for what he let his players order for dinner at the Cheesecake Factory, for everything he’s said on road trips (I was always in his van!), but most of all I will remember Coach Bill for the great person, coach, mentor and friend that he is. He will always have a special place in my heart for the rest of my life!” Kari Shimomura 2002-2005

“Coach Bill had such a great sense of humor! He just clicked with us Hawaii girls from the moment we arrived at Menlo. It’s been such a pleasure playing for such a knowledgeable coach and being a part of the CAL PAC Championship team 2003-2006. Just for the record, everytime we scrimmaged Coach Bill during practices, we beat him! I heard he was amazing on the court back in his day, but he couldn’t show us up too much [we were still in our prime]! It’s been great Coach! Congratulations on your retirement!” Sanoe’ Eselu-Ilooa 2003-2006

“Coach has been a huge part of my life during my four years at Menlo. He and Aunty Kathy were like Ohana (family) for not only myself but for all of the girls on the team. I enjoyed playing under coach and his expertise and knowledge is why the program is so successful today.” Christa Hewett, Libero 2004-2007

“Coach Bill has always been nothing but enlightening, whether it was about volleyball or WWII, he was able to keep us laughing and keep us working. I am very happy that I was able to play for this man for all of my four years at Menlo, even though he was stubborn and sometimes angry :) He was the reason I came to Menlo College. He truly is worthy of his many Coach of the Year awards and I wish he was sticking around to earn some more, but Bill Imwalle left sand as a legend, and will leave Menlo as one as well.” Sarah Poole 2006-2009

“Of all the coaches I have had over the years Coach Imwalle stands out as being the most passionate, determined and committed. Volleyball, Menlo College and its players will miss a great asset and friend. I thank Coach for renewing my love of the game.” Brooke Richardson Baumann 1999-2001
Coach Allen is a man who can say so much without saying anything at all and if I could gain the amount of expertise, knowledge, and talent about wrestling that he holds in just his pinky finger, then I would be able to wrestle with my eyes closed, my hands behind my back, and still be able to win the Olympics. I’ll miss you coach.” Jacque Davis ’11 (left)

Coach Allen has supported our dreams in both our Academic and Athletic careers, which we cannot thank him enough for. I will miss him and his words of wisdom greatly. Jerk Smash!” Rebecca Medeiros ’10 (right)

Coach Allen is an amazing man, father, and most of all coach. Over the past four years, he has influenced, encouraged and helped shape me into the woman that I am today. Through the sweat, blood and tears, Coach Allen has been there for me with wrestling, school and especially my life. I am so grateful that I was able to be a part in his coaching career let alone his life.” Monique Cabrera ’09

Eddie Robinson said, ‘Coaching is a profession of Love. You can’t coach people unless you love them.’ Anyone who had the pleasure to be coached under Coach Lee Allen knows this to be true!” Becky Tavera ’06
Lee Allen started setting trends on wrestling mats as a teenager, and to the benefit of a horde of wrestlers, has never stopped. While Allen will never walk away from wrestling, the man at the forefront of the women’s wrestling movement has chosen to retire as the Oaks head coach. He hands the reins of the program he built to 2008 Olympian Marcie VanDusen, the country’s first female college wrestling head coach.

“Women’s wrestling is a sport that is slowly but steadily growing. This would not be the case if it were not for people like Lee Allen,” Menlo College women’s wrestling alumna Carla O’Connell said. “Coach Allen is one of the pioneers of women’s wrestling. He took a program from nothing to a full squad that is recognized and respected by its counterparts.”

“I’ve known Lee for 21 years and he is an inspiration to many young coaches. He was a pioneer in the sport of women’s wrestling and his tenure is unmatched. He has done so much for us, and I wish him the very best.”

–Keith Spataro, Athletic Director

Stepping into the position vacated by Allen will be anything but easy to do considering his career accomplishments. Allen is a wrestling legend who was a two-time Olympian himself before spending nearly 50 years as a coach and leading the movement to legitimize women’s wrestling as a recognized sport. As the leader of the Oaks women’s wrestling program since its inception in 2001, Allen coached four national champions and 26 national place-winners. He was also named 2009 Women’s College Wrestling Association Coach of the Year.

“Coach Allen was not only about making successful athletes, but successful people,” said O’Connell. He always made our academics a priority. He was like a father to all of us and we couldn’t have asked for a better coach.”

In his days as a wrestler, Allen competed for the U.S. National Team at the 1956 Melbourne Games and again at the 1960 Rome Games. He again represented the U.S. at the 1961 FILA World Championships in Yokohama, Japan. Prior to his stint as a member of the national team, Allen was the second four-time state champion (1949-52) in the history of Oregon prep wrestling—never losing a match—and a star at the University of Oregon.

It’s hard to define what it’s like to have a coach who also happens to be our dad because Dad has coached us since we were 9 years old (Sara) and 6 years old (Katherine). Unlike other players, for us it is hard to separate family and sport because we have an emotional connection to him,” Sara and Katherine Fulp-Allen said about their father Coach Lee Allen. Lee coached both of his daughters on the Menlo College Women’s Wrestling Team. Katherine, a 2010 grad, will join Sara on the National Women’s Wrestling Team in Colorado Springs, CO.

Sara: I’ve been in Colorado Springs, CO for 3 years now, training for the Olympics in 2012. Dad comes to the tournaments and we talk regularly. Dad’s the type of coach who is laid-back and isn’t forceful. He lets you establish your own goals for the sport. Some athletes can’t find the want or need to go on with their sport. If you don’t have the desire within yourself, you don’t succeed with your sport. Dad can’t give a wrestler desire because that has to come from within you, but he works through it with you.

Katherine: A quiet presence is what Dad has. He has empowered us to be independent athletes. He has trained us to feel free to seek advice from others and to move on with our plans. Dad follows up on his students to find out what they are doing beyond their years at Menlo. We’ve had so many athletes live with us. My parents have opened their home to the athletes they’ve mentored. What I like the most about Dad is that he never gives up on people.

Sara and Katherine started attending wrestling practices as children wearing water shoes stuck to their feet with duct tape. They remember their makeshift shoes were always falling off as they played at practices. The fun of swinging ropes and playing are their first memories of the sport they love. Although their dad may be retiring from full-time coaching, the Fulp-Allen daughters don’t think it is the end of Coach Allen’s involvement in wrestling. “He’ll stay connected with wrestling,” they stated with confidence.
Adam Koontz Throws a First

“It took a lot of hard work all season long, and I couldn’t have done it without my teammates making great plays for me.”~Adam Koontz
The closer one is to making history, the harder it becomes to achieve it. Realization alone grips too tight, shaking the foundation that turns the dream of every pitcher into an achievable reality for a special few. Each pitch is a battle between the effortless explosion of forward motion and the mind which sends the wrong signal to the wrong muscle at the wrong time…. And right there, on the brink of immortality, is when one of the most elusive of baseball’s fluky perfections ends with a base hit.

Oaks junior Adam Koontz won his battle with greatness, however, throwing the first no-hitter in modern Menlo College baseball history on April 20 in a 15-0 victory at Occidental College. The junior right-hander powered his way to the seven-inning no-no to put a near-perfect finishing touch on a spectacular first season as an Oak.

Koontz was in fine form entering his epic performance against the Tigers, who managed just three base runners in the game. After Occidental’s first batter of the game reached on an error, Koontz allowed just two batters to reach base the rest of the way on leadoff walks in the fourth and sixth innings. Seven of the 21 outs Koontz recorded came via strikeout while—as is the case in every no-hitter—one special defensive play saved the no-hit bid when sophomore shortstop Chris Mazza ranged across the infield grass to make a bare-handed pickup and throw to first for an out.

While unexpected, Koontz’ no-hitter came during a dominant stretch to end the season. Over his last six appearances—all starts—Koontz posted a 5-0 record with a 1.83 earned run average in 39.2 innings pitched. Opponents managed just eight earned runs on 25 hits during the stretch while Koontz struck out 32 and walked 15. In his previous outing, Koontz had pitched a complete-game shutout against No. 2 Chapman.

On the season, Koontz had a 3.25 ERA and a 2.5 strikeout-to-walk ratio. He is just the third Menlo pitcher to win eight games in a season and moves into the top 10 in ERA, innings pitched and strikeouts.

Not to be outdone, senior Brian Priestley also had a stellar campaign on the mound. The lanky left-hander posted a 5-4 record that tough luck hindered, but led Oaks starters with a 3.13 ERA, 83.1 innings pitched, and four complete games. Priestley ranks in the top 10 in four Oaks single-season records and five career records.
Honors Convocation 2010

KATHERINE FULP-ALLEN

~Recipient of The Board of Trustees Award, Menlo College's Highest Honor~

This award is given to a graduating senior. Through the outstanding demonstration of scholarship, leadership, and service, the individual who receives this award truly embodies the mission of the college. This year's recipient, Katherine Fulp-Allen, exemplifies the characteristics one envisions in a student athlete. In her four years at Menlo College she has amassed a 3.8 GPA on a four point scale while majoring in Finance, one of the most challenging disciplines offered. In her entire academic career she never received a grade lower than B, and that only rarely. In athletics she led the women's wrestling team and won her second Women's College Wrestling Association national championship in her weight class during her senior year. Katherine was also President of the Entrepreneurship Club and was instrumental in organizing the annual Business Plan Competition. Katherine Fulp-Allen is a scholar, an athlete, a leader, and a wonderful person all wrapped into one.
Deborah Pólack ’08 received the Wall Street Journal Award from Professor Donna Little
Latoya Haywood ’10 received the Liberal Arts Award from Professor Mark Hager
Shandara Gill ’10 received the Mass Communication Award from Professor Doug Carroll
Andrew Stevens ’11 received the Don Jordan Award from Professor Jeremy Neill
Mike Liguori ’11 received the Al Jacobs Award from Lowell Pratt
Paloma Robirosa ’10 received the Richard F. O’Brien Award. Dawn Yules praised her achievement.
Kerilyn Yadao ’10 received the Golden Oak Service Award from Professor Donna Little
Deborah Bekowies ’10 received the Collis Seere Award and Judge Russell Award from Coach Fred Guidici
Gary Nelson ’10 congratulated by President Tim Haight on his Menlo Spirit Award
2010 Valedictorians

Ms. Jacquie Szalata ’10
Jacquie graduated with a B.A. in Liberal Arts and a concentration in Psychology. During the time she attended Menlo College she received all A grades. She worked as a research assistant with Dr. Leslie Sekerka in the Menlo College Ethics in Action Center and her research was accepted for the Undergraduate Research Poster Session at the 2010 California Cognitive Science Conference.

Ms. Deborah Black ’10
Deborah graduated with a B.S. in Management and a concentration in Finance. In her time at Menlo College she received all A grades with the exception of one A-. One of Deborah’s notable achievements was her summer internship in Australia in the area of Finance. She also served as the President of Alpha Chi honor society.

Edith Besze ’10
Edith, a Professional Studies student was born in Romania. She learned growing up under a communist regime that everything can be stripped away from you, but what you have learned and mastered is yours forever. With a family to raise, she achieved her dream through dedication, perservance, and confidence.

Graduated with Honors

Elham Aslanij**
Deborah Bekowies***
Deborah Black***
Jefferson Bradshaw*
Mindy Chang**
Angelique Cuevas**
Heather Emmert***
Jeffery Freund*

Katherine Fulp-Allen**
Kierstin Gee**
Shandara Gill* 
Nicholas Gohn**
Katelyn Guild***
Gleb Matsulevich*
Tom Nakayama**
Brian Priestley**

Paloma Robirosa**
Hilary Sluis**
Brittany Stankovic*
Jennifer Szalata***
Stephanie Williamson**
Angela Woerz*
Monica Yuan*

* Cum Laude 3.5–3.69 GPA
** Magna Cum Laude 3.7–3.98 GPA
*** Sum Cum Laude 3.99–4.0 GPA
Getting ready for a full-time career takes far more than going to school. Enriched classroom learning that applies in a “real world” context, team and leadership skills gained through extracurricular activities, and on-the-job training through internships are important parts of job readiness. Knowing that graduates with work experience on their resumes are more successful in landing jobs, we asked five Menlo College seniors about their internships and how these opportunities might influence their career choices.

Deborah Black ’10
Intern, Financial and Energy Exchange (FEX), Sydney, Australia

I worked for a startup derivatives exchange* called The Financial and Energy Exchange (FEX) reporting to the head of Corporate and Business Development. I had assignments from the Executive Director, CFO, COO, and office manager, and also worked with people from the subsidiary, Mercari, an electronic OTC market regulated by the Australian government. FEX is developing a suite of services for the Asian energy markets.

I conducted research on different types of derivatives contract specifications, market trends, and the other products exchanges. Additionally, I was responsible for preparing a daily analysis for coworkers on international news sources pertaining to FEX.

I attended many internal and external meetings. One experience that stood out for me was a meeting that included representatives of the Reserve Bank of Australia (the Australian Central Bank) regarding new financial regulations that President Obama was also considering, and how that would in turn affect the Australian markets.

Finance 2 was beneficial in helping me understand financial terms. The course taught me where to start researching information and how to use Excel for graphs and formulas. The Entrepreneurship Class prepared me for writing a business plan, and it was helpful when I edited the company’s website and wrote documents.

Originally I had wanted to work for one of the financial giants of Silicon Valley, but after working at a start-up with a much smaller workforce, I changed my perspective. I now want to work for a company where I feel valued and have relationships with coworkers. It also reinforced my decision to concentrate in finance because I enjoyed my daily tasks.

Being a part of the Menlo College Entrepreneurship Club was excellent because it helped me to be confident...
When speaking in front of very successful business people. It also taught me how to work well with people as a team. The experience I gained through the Club, presenting to a venture capitalist, helped me to be self-assured when I worked with executives during my internship.

Applying what I learned in school to projects made me realize how much of what I learned was very useful. I was surprised at how much I learned on the job about finance; people in the company took time to teach me and to explain processes in detail. Also, I learned the importance of building relationships, making it easier to complete each task, and making the internship a memorable experience.

My advice to students is absolutely take an internship! It directed me to know that I am offering people a healthier option. My internship was at SCAR Sports, a for-profit LLC. They do marathon races and gain revenue by charging an entry fee and sponsorship fees. Some of my internship tasks were familiar to me. I worked for the owner of the company and his assistant. We did two-day registration campaigns for the customers (runners) and were also involved on race days.

Business Ethics and Sports Management are the two classes I would say helped me the most. Ethics are key in working with customers in general. Since the internship was dealing with athletes and other sports-related companies, the content in Sports Management was key.

I had worked in customer service and special event coordinating before this internship, so I was prepared for the workload. However, the surprising real world part I was most shocked with was the actual willpower of the runners and the variety of people involved in the sport.

The internship was a key part of broadening my experience within the sports industry. I was able to learn how a company works from the ground up, something that only a trusted few experience within the walls of any company.

I’m currently a senior sales director for LUCI, www.myLuci.com, a company that sells a smoking alternative to help people avoid the hazards of other smoking choices. Our product is a pure vapor electronic cigarette that is sold online and at various locations globally. Entrepreuner magazine said that once in a decade a product comes around that is a guaranteed product and LUCI is one of those products. My career is profitable, and it is fulfilling to know that I am offering people a healthier option.

My advice to students is don’t think of your internship as a job without pay, but rather as a new contact for the future. You are helping the company be successful, and the people in the company will want to do the same for you if they see competence and production in your work. Going back to them for an investment in a future project is easier if you have made them money first or helped them properly.

Jarett Magazine ’10
Intern, SCAR Sports, LLC

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Paloma Robirosa ’10
Public Relations/Marketing Intern, Benefit Cosmetics, San Francisco, CA

I go to the Benefit Cosmetic office on Market Street in San Francisco twice a week for a total of 10 hours per week. I work in the marketing and public relations departments with six other people (three from each department).

I participated in a Valentine’s Day mailing campaign in which we sent out postcards with a promotion and a game to every Benefit Cosmetics store and stand in the United States.

Currently, I am working on a campaign designed to promote the new Benefit products that will be released this spring. We are sending out products, with their corresponding press releases, to magazine and newspaper writers and editors.

The two courses that directly contributed to my internship are Public Relations and Marketing Communication writing. In addition, the literature courses I have taken at Menlo also contributed directly to my work success by helped me to improve my writing skills.

Probably what surprised me the most about this “real world” experience is the fact that people act and work together in a very professional way. I really appreciate this, since I had a different experience when I worked in an advertising agency in Argentina where I come from.

“...absolutely take an internship!
Deborah Black ’10
In my job as Resident Assistant, I learned about working as part of a team. Also, as a leader, I developed more self-discipline.

I think this internship has given me a general snapshot of what work in PR and marketing consists of, and what work you are expected to do. This has been very helpful because you never know if you like something until you do it. I definitely like this field of communications, but I am also willing to explore other industries where marketing and public relations are used.

My advice would be that students should apply everywhere, insist, and never give up!

Vinnie Levine ’10
Management Trainee Intern,
Enterprise Rent-a-Car, Palo Alto, CA

Working at Enterprise has been a great experience this past year. I work in the retail department; we are responsible for renting the cars to customers. Throughout the day I participate in many different tasks: sales, marketing, customer service, accounting, and everything you would normally do in business. There are five of us at my branch, and we usually work with 10-20 customers each in an average day. It’s a fast pace. We’re dealing with credit cards and insurance, and multi-tasking while communicating with customers.

The Senior Capstone course at Menlo gives a first-hand perspective on how to run your own business. The Marketing Research course helps you learn the techniques of marketing, and it also helps you understand how to work with and understand customers. My basic Finance course helped me with expense reconciliation and understanding common business terms.

The interview was a 3–4 week process including one phone interview and two face-to-face interviews. Enterprise provides the same training for interns that it provides for all entry level positions.

For three years I played football as a linebacker and I was captain of the team. Sports experience definitely helps me at work because I learned about working on a team. Just like in football where you rely upon your teammates, at work you rely upon your fellow workers by getting to know them and building trust.

Kierstin Gee ’10
Marketing Associate,
Uforia Inc., Redwood Shores, CA

My internship with Uforia Inc. during fall semester helped me secure a full-time job with them after I graduated.

My duties include communicating with marketing partners (gaming news websites, review sites, client download sites, etc.), designing and executing marketing campaigns, managing the online community via their forums, managing their social media websites (Twitter, Facebook, etc) and doing some minor design work (creating costumes and character designs. I get to work with Photoshop again! Hooray!).

[EDITOR’S NOTE: Kierstin also interned in Menlo’s Communications office, photographing for publications, website and Facebook. Her talented Photoshop skills were used on many photos.]

I report on user trends which includes how many have signed up, how many log on per day, and how much they spent. It’s definitely a lot of work! I’m working on a marketing campaign for our new game, Camon Hero.

Taking Internet Marketing (I believe it’s MGT137) helped a lot with giving me ideas on how to cater these campaigns for a web-based business. Strategic marketing and regular marketing also helped me with marketing theory.

Try to get your hands in everything in the business process so you understand the operations better and network! Go to focus groups (which is how I got my first internship with another company.)

“...never give up!”

Paloma Robirosa ’10
For the past three years, Kerilyn has managed the SERV office, creating opportunities for student volunteers to be engaged in service to the community. Through Relay to Life and the annual Garfield Middle School visit, among others, Kerilyn’s passion to help others was developed. Kerilyn received the Golden Oak Service Award for the past 2 years and was awarded one of the first LeaderShape Summer Institute Scholarships last year. With her engaging and warm smile, her creative, kind and reliable spirit, Kerilyn Yadao is an extremely committed young woman and a credit to Menlo College.
The 19th Annual Menlo College Lu’au was great fun with great food and dancing. Sponsored by the Hawai’i Club, the Lu’au is a time-honored tradition that demonstrates that “Aloha” is more than greeting—it’s from the heart. This year’s theme was “E Ola Mau Ka Hawai’i” (Hawai’i will live forever). Live music was provided by The Puli Trio, featuring J.D. Puli ’10, Alike Souza and Ikaika Blackburn.

Student dancers trained and practiced diligently since fall to present a wide array of dances from the Hawaiian Islands, as well as Maori, Fiji, Rapa Nui and Tahiti.

Mark Mizoguchi, Hawai’i Club President, felt blessed. “The Lu’au goes beyond just the members of the club; it has become a school-wide event. Students, faculty and staff all lend a hand in producing this wonderful event. It is our pleasure to share our culture, food, and true spirit of ‘Aloha’ with the school and community.”
E Ola Mau Ka Hawai‘i
ABOVE: Drake Medeiros ’13, Damien Girard ’11, Kaimi Haina ’13

RIGHT: Kupono Hong ’13, Kamalu Kaina ’12, Cory Arashiro ’12

BELOW: Kaimi Haina ’13, Kamalu Kaina ’12
COMMENCEMENT 2010
COMMENCEMENT 2010 on May 8 included keynote speaker Dr. Jane Shaw, Chairman of the Board for Intel Corporation, and honorary doctorate recipient Bob Lurie, Chairman of the Board of the Lurie Company. Their speeches were inspirational and the welcome words by the students and alumna were poignant. Thank you to all those who contributed to this beautiful ceremony. We are proud to include the Class of 2010 in our 83-year legacy.

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

WELCOME
Kathy Brown Alves ’72, Menlo College Alumni Association
Katherine Fulp-Allen ’10, Board of Trustees Award Winner
Kerilyn Yadao ’10, Golden Oak Recipient
Suliman Khaled S. Olayan ’10, on behalf of international students

PRESENTATION OF FACULTY AWARDS
Dr. James J. Kelly,
Provost and Executive Vice President for Academic Affairs

VALEDICTORIANS
Jennifer Jacqueline Szalata ’10
Deborah Black ’10
Edith Besze ’10 (Professional Studies Program)

COMMENCEMENT ADDRESS
Dr. Jane Shaw,
Chair of the Board, Intel Corporation

PRESENTATION OF HONORARY DEGREE
Dr. James J. Kelly,
Provost and Executive Vice President for Academic Affairs
presented Honorary Doctoral Degree to
Mr. Robert Lurie ’46,
Chairman of the Board, The Lurie Company

PRESENTATION OF CANDIDATES FOR BACHELOR’S DEGREES
Dr. James Woolever, Dean of Arts and Sciences and PSP
Dr. Dale Hockstra, Dean of Academic Affairs and Business
Dr. Mark Hager, Faculty Senate President
Back: Richard Edward Nicholas III ’10, Landon Gottlieb ’10, Front: Jason Logan ’10

Mary Robins | Kerilyn Yadao ’10, Golden Oak Recipient and Katherine Fulp-Allen ’10, Board of Trustees Award Winner

Valedictorian Edith Besze ’10 | J.D. Puli ’09 | Gabriella Giron Palomo ’10 | Suliman Khaled Olayan ’10, speaker on behalf of international students

Representing the Alumni Association, Kathy Brown Alves ’72

Brian Phillips ’10

PHOTO: DOUGLAS PECK PHOTOGRAPHY
On April 17, students embarked from the Port of Oakland on a yacht, Fume Blanc Commodore, sailing underneath the Bay Bridge near Alcatraz and the Golden Gate Bridge. PHOTOGRAPHER: BRIAN UY ’12
Business affects every part of your world no matter what your interests may be. Want to speak your mind, be recognized, go places and make a difference in society? You will be doing business! Whether you want to invest, communicate, build, create, sell, travel or lead, a foundation in business will help you get there. At our recent commencement, our keynote speaker, Dr. Jane Shaw, Chairman of the Board for Intel Corporation spoke about the value of being “well-rounded” in the business world. At Menlo, we concur.