

## Entertainment, Health Care Execs are Honored Alumni

*James Berk, Brad Bowlus, Michael Klausman Recognized by Alma Mater at Annual Tribute*

At a gala Renaissance Hollywood Hotel dinner on May 12, Cal State Northridge's 2007 Distinguished Alumni Awards were presented to three alumni whose achievements have placed them at the summit of the entertainment and health care industries.

Honored were James Berk, chief executive officer of Participant Productions; Brad Bowlus, president and chief executive officer of PacifiCare Health Systems' Health Plan Division; and Michael Klausman, senior vice president of CBS Corporation West Coast Operations and Engineering, and president of the CBS Studio Center.

James Berk (*Music, '81*) has served as chairman and CEO of Gryphon Colleges Corporation, and as president and CEO of both Fairfield Communities, Inc., and Hard Rock Café International. He also led the Save the Planet Foundation, Hard Rock's humanitarian arm, and was the founding executive director of



James Berk

the National Academy of Recording Arts & Sciences Foundation.

Under Berk's leadership, Participant Productions has produced such films as the Academy Award-winning "An Inconvenient Truth."

Beginning as a high school music teacher, Berk became in 1990 the youngest principal in Los Angeles Unified School District history, at Hamilton High School.



Brad Bowlus

Brad Bowlus (*Accounting, '78*) oversees PacifiCare Health Systems' Health Plan Division performance. He has served as president and CEO of PacifiCare of California, PacifiCare Washington and PacifiCare Dental and Vision. Previously, the executive spent 14 years with WellPoint Health Networks, Inc.

In 1975, Bowlus was a member of Northridge's NCAA Division II title-



Michael Klausman

winning swim and dive team, finishing second in the 50-meter freestyle and setting a NCAA record in the 400-meter freestyle relay.

Michael Klausman (*Biology, '74*) began at CBS Studios as an usher, working on such shows as "The Mary Tyler Moore Show." He eventually became vice president and general manager of CBS/MTM Studios at the CBS Studio Center, Studio City. A year later, he became president of CBS Studio Center. In 2001, he was promoted to the position of CBS Television senior vice president, West Coast

Operations and Engineering, and continues as president of the CBS Studio Center.

Klausman's role in establishing a relationship between CBS Studio Center and CSUN's Department of Cinema and Television Arts (CTVA) has led to the teaching of numerous CTVA classes at the Studio City location. ■

## Campus Mourns Death of Former President James Cleary

*Respected Educator Presided Over University's Evolution from Small to Major Urban Campus*



James W. Cleary

Members of the Cal State Northridge campus community gathered for a May 22 public memorial for James W. Cleary, who led Cal State Northridge as president from 1969 to 1992. Cleary died April 28 in Boise, Idaho, where he retired with his wife, the late Mary Cleary.

Among the many joining President Jolene Koester at the memorial were a number of officials who served during the tenure of the former president.

"President Cleary began his appoint-

ment at a pivotal time in the history of the university," said President Koester. "During the late 1960s, Cal State Northridge experienced many of the same major upheavals and changes occurring at other universities and across the nation. Through his leadership and commitment to working in partnership with faculty and students, President Cleary brought stability to the university during difficult times."

In tribute to Cleary, the county Board of Supervisors on May 1 adjourned briefly, ordering that a memorial tribute be forwarded to the Cleary family.

A widely traveled and respected educator, Cleary in 1986 was chosen by the Exxon Education Foundation as one of the nation's 100 most effective college presidents. In 1974, he was given the "Key to the City of Los Angeles" by then Mayor Tom Bradley for his community involvement.

The former president came to what then was San Fernando Valley State College, during a period when unrest roiled over ethnic studies programs and the war in Vietnam. He broadened campus diversity and equity by advancing the efforts of such programs as EOP and the Departments of Chicana/o Studies

and Pan African Studies.

Northridge had only about 20,000 students and 59 degree programs when Cleary arrived, but counted more than 30,000 enrolled students and 90 degree programs by the time he retired.

Cleary was the prime organizer and first chairman of the Tri Valley Alliance for Education, served as president of the American Association of State Colleges and Universities (AASCU), and led CSUN missions to

China that resulted in the creation of the campus' China Institute.

In lieu of flowers, gifts honoring the Clearys may be sent to the California State University, Northridge Foundation, 18111 Nordhoff Street, Northridge, CA 91330-8296, with the notation: "James and Mary Cleary Memorial Fund."

Cleary is survived by daughters Colleen and Janet, and two granddaughters. A third daughter passed away in 2000. ■



### Community Connection

By Judy Nutter, Director of Community Relations

Last month, I told you a bit about Cal State Northridge's Community Service Learning (CSL) program. This month, let me introduce you to Veronika, an at-risk young woman who came to CSUN three years ago and became involved in CSL through the Mentoring to

Overcome Struggles and Inspire Courage (MOSAIC) program.

Veronika is now a graduating senior who will attend USC's graduate program in social work. Like Pablo, whom I introduced last month, Veronika learned and Community Connection continued on page 3.

# Charles Noski to Receive Honorary Degree

Actor Marin, Beverly Hills Mayor Delshad, California Community Foundation's Hernandez to Speak at CSUN



Charles Noski

Retired AT&T Vice Chairman Charles Noski, who earned both his bachelor's and master's degrees from Cal State Northridge, will receive an honorary Doctor of Humane Letters during the university's College of Business and Economics commencement ceremony for 2007.

Other luminaries participating in May 29–June 1 Northridge commencement festivities include actor/art collector Richard "Cheech" Marin, a CSUN alumnus; Jimmy Delshad, newly elected mayor of Beverly Hills and also an alumnus; and this year's Honors Convocation speaker, Antonia Hernandez, president and CEO of the California Community Foundation, one of the region's

largest philanthropic organizations.

An estimated 9,823 candidates for degrees—about 7,900 bachelor's and 1,923 master's—are eligible to take part in the 2007 ceremonies, starting with the May 29 convocation with 1,800 invited students.

"We are extremely proud of our graduates and equally proud of the distinguished alumni who are returning to their alma mater to participate in commencement," said CSUN President Jolene Koester.

Noski (*Business Administration*, '73, *Accounting*, '95) serves on the executive committee of the university's "Imagine the Arts" campaign. He is a member of the Cal State Northridge Foundation board and is a longtime supporter of the institution.

The university's highest alumni honor, the Distinguished Alumni Award, went to Noski in 2002.

In 1973, Noski joined the accounting firm of Deloitte & Touche, where he became a partner in 1983. Later, he became the firm's national industry director for services to the aerospace and defense industry. He joined Hughes Electronics Corporation in 1990 as corporate vice president and controller, serving as the company's chief accounting officer.

In 1992, Hughes named Noski corporate senior vice president and chief financial officer. In 1996, he was elected vice chairman, and later became the company's president and chief operating officer.

Noski joined the AT&T Corporation

in 1999 as its senior executive vice president and chief financial officer. In early 2002, he was named vice chairman of the board. He retired from AT&T later that year. In 2006, Noski was inducted as an inaugural

member of the Financial Executives International Hall of Fame.

He currently serves on the boards of Microsoft Corporation, Morgan Stanley and Air Products and Chemicals, Inc. ■

## CSUN Commencement Schedule

### Honors Convocation

Tuesday, May 29, 6 p.m., Oviatt Library lawn;  
California Community Foundation President/CEO Antonia Hernandez, speaker

### College of Social and Behavioral Sciences

Wednesday, May 30, 8 a.m., Oviatt Library lawn

### College of Science and Mathematics

Wednesday, May 30, 4 p.m., University Club lawn, Nordhoff Street and Zelzah Avenue

### Mike Curb College of Arts, Media, and Communication

Wednesday, May 30, 6:30 p.m., Oviatt Library lawn

### College of Humanities

Thursday, May 31, 8 a.m., Oviatt Library lawn;  
actor/art collector/alumnus Richard "Cheech" Marin, speaker

### College of Engineering and Computer Science

Thursday, May 31, 4 p.m., University Club;  
Beverly Hills mayor and alumnus Jimmy Delshad, speaker

### College of Health and Human Development

Thursday, May 31, 6:30 p.m., Oviatt Library lawn;  
alumna Mercy Siordia of Kaiser Permanente  
receives career recognition

### College of Business and Economics

Friday, June 1, 8 a.m., Oviatt Library lawn;  
retired AT&T executive and alumnus Charles Noski receives honorary doctorate

### Michael D. Eisner College of Education

Friday, June 1, 4 p.m., University Club

# Vance Peterson Named to Lead University Advancement

Southern California Native Brings More Than 30 Years of Experience to Division

President Jolene Koester has announced the appointment of Vance T. Peterson as Cal State Northridge's new vice president for university advancement, an administrator with more than 30 years experience who formerly headed the leading international advancement association in education.

Peterson—a Southern California native who also has held senior advancement positions at UCLA, USC and Occidental College—is expected to start by early July. His academic background includes a Ph.D. from Stanford University in higher education administration and policy analysis.

"We are very fortunate to have found such a distinguished and experienced candidate," President Koester said in announcing the appointment. "Dr. Peterson is impressed by the quality of our institution and is committed to bringing us to a new level of excellence in our fundraising and other advancement efforts."

In his new position, Peterson will oversee the university's current "Imagine the Arts" fundraising campaign to support the upcoming construction of a new regional performing arts center on campus. He also will serve as president of the California State

University, Northridge Foundation.

"I have long been impressed with Cal State Northridge and the impact it has made on Southern California and beyond," Peterson said. "My family and I are thrilled to be returning to the Los Angeles area. I look forward to building on the solid foundation of the past and helping the university continue its upward trajectory as a vital center of intellectual, social, and cultural excellence."

Peterson currently is vice president for advancement at the Culinary Institute of America, the world's premiere culinary college with campuses in Hyde Park, New York, and St. Helena, California. He previously served from 2000 to 2004 as president of the Council for Advancement and Support of Education (CASE), the leading international association for advancement professionals in education.

President Koester said Peterson brings to Northridge extensive knowledge and experience in all aspects of university advancement. Northridge's University Advancement Division includes the departments of alumni relations, community relations, development, public relations and strategic communications, governmental affairs and special events.



Vance T. Peterson

In her announcement, President Koester said Tom McCarron, executive director of The University Corporation, will continue to serve as advancement vice president until Peterson's arrival. The president also commended former division vice president Judy C. Knudson for her years of service to the university.

Peterson began his career from 1974 to 1977 as a tenure track assistant professor of higher education and director of the Center for the Study

of Higher Education at the University of Toledo. He also currently is a visiting professor of higher education at the University of Pennsylvania, where he teaches advancement in the executive doctorate in higher education program.

Peterson's other past positions include serving from 1996 to 2000 as president of Sierra Nevada College, Nevada's only four-year private college; and from 1989 to 1996 as vice president of institutional advancement at Occidental College.

During the late 1970s and 1980s, he held a series of senior communications and fund-raising positions in the Los Angeles area, serving at UCLA as associate provost for development in the College of Letters and Science (1984–89), and as director of campaign operations for The UCLA Campaign (1982–84); and at USC as executive director of university relations (1980–82) and director of academic relations (1977–82).

Peterson holds an A.B. in English Literature from Occidental College and an M.S. in Government and Business Administration from The George Washington University. He is married, is a U.S. Navy and Navy Reserve veteran holding the rank of captain, and has three daughters. ■

# Forecast: Valley Emerges as Vibrant Regional Job Center

*Population Climbs at Moderate Pace; Housing Prices Flatten Out and Hold Steady*

The San Fernando Valley's future continues to look bright as it transitions from a bedroom community into a vibrant job center, supplying workers for jobs outside the area and drawing businesses and workers to the region.

At the Economic Summit in Universal City, sponsored by the Economic Alliance of the San Fernando Valley and Cal State Northridge, the highly anticipated findings of the San Fernando Valley Economic Forecast were presented by economist Daniel Blake, director of CSUN's San Fernando Valley Economic Research Center.

"The forecast's more moderate growth rates for population and employment may provide local planners and policy makers with some breathing room and an opportunity to update the Valley's infrastructure to deal with the levels of activity we now have," Blake said.

Among the projections for the Valley economy:

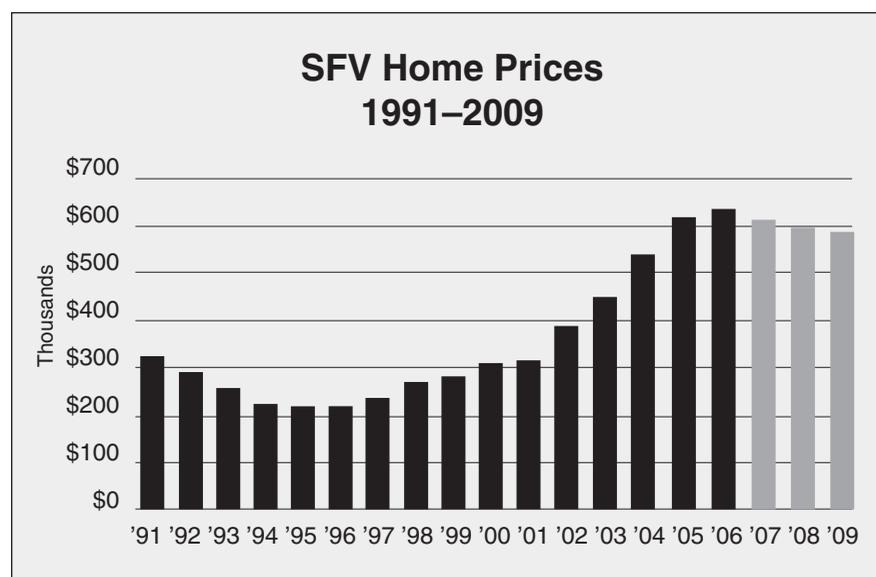
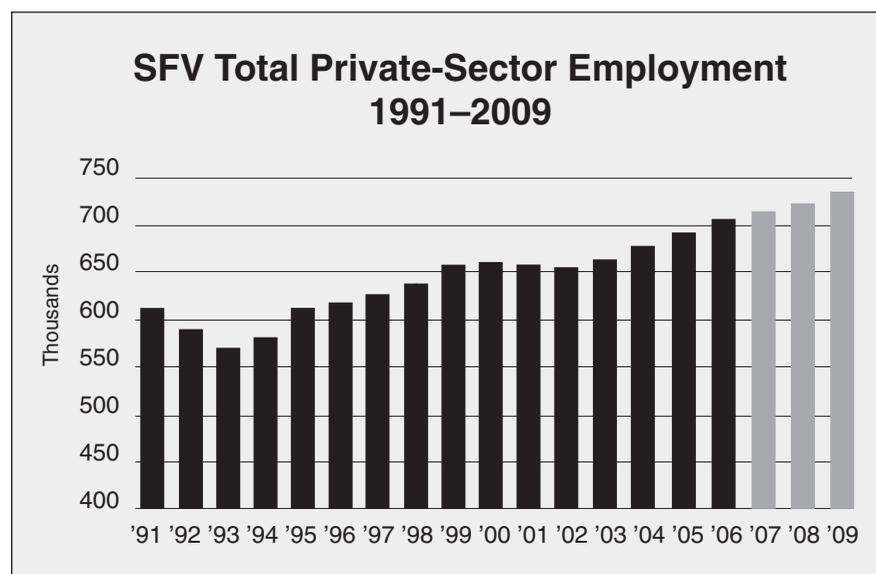
## Job growth

The Valley's economy continues to expand but has switched from the post-2001 recession "recovery mode," in which the Valley gained more than 25,000 new jobs from 2004–2005, to a period of more "sustainable growth."

Forecasters predict that the Valley's private sector will add 10,800 jobs, up 1.5 percent, in 2007. It should add somewhat fewer in 2008, up 1.4 percent with 9,700 jobs.

## Average salaries and total earnings

Workers' fortunes are expected to improve early in the forecast period as average wages and salaries for private sector employees grow at a rate of 6.5 percent in 2007. After accounting for inflation, however, the 6.5 percent increase translates into a 2.9 percent growth in average paycheck purchasing power, which will continue to grow over the period but at a subdued 1.5 percent rate.



"Still, these projected growth rates reflect a respectable accumulation of real paycheck purchasing power during a period of normal and sustained growth," Blake said. "The higher wages, combined with expanding employment rolls, will create a rising real income pool for the Valley and an attractive environ-

ment in which to develop and expand local businesses."

## Consumer spending

The forecast calls for inflation-adjusted retail sales growth to seek a moderate expansion path, averaging 1.5 percent in 2007 and ticking up to 1.7 percent in both 2008 and 2009. This real

purchasing power gain facilitates new retail outlets and the expansion of existing ones. The average growth rate also matches the average job growth rate projected for retail establishments over the same period.

## Population and net migration

The Valley's population will continue to grow during the forecast period, though at subdued rates relative to the earlier part of the decade. Population growth should remain at 0.8 percent throughout the forecast period, adding about 15,000 people annually.

The slower population growth is explained by less in-migration to the Valley as housing prices and traffic congestion have increased. "The density of the population will rise both in terms of persons per square mile and household per square mile, but at a slower pace," Blake said. "The increasing densities will continue to present new pressures and challenges for the Valley's infrastructure."

## Real estate

Median home prices are expected to go flat after years of double-digit appreciation, as home building catches up and population growth slows. Housing prices will remain fairly steady throughout the forecast period.

"A housing bubble is not in the picture at the time, but dramatic increases in the Notice of Defaults and Foreclosure rates are sounding some alarm bells," Blake said. "The sub-prime mortgage market meltdown is still playing out."

The high price of housing encourages continued residential building at a measured pace. Limited space for development and rising construction costs push the mix of new residential units strongly in favor of condominiums and apartments, though single-family units continue to make a strong showing.

Forecast copies are available at CSUN's San Fernando Valley Economic Research Center, (818) 677-7021. ■

## Community Connection...

*Continued from page 1.*

benefited from MOSAIC, assuming leadership roles in managing the program and mentoring others. Along with the president of CSU Channel Islands and the founder of the Bonner Foundation, she recently served as a service-learning expert at a conference in Washington, D.C.

One of Veronika's projects involves young artists who were caught up in "tagging," or graffiti. With the help of grants that she personally secured, the artists are now putting their talents to better use. They have held a successful art show and are planning to produce T-shirts and other clothing items displaying their artwork. Veronika

plans to shepherd their small business, developing it into a sustainable program that she will head.

Casey, the third CSL student I got to know, has as much passion for the mission of another organization, JusticeCorps, as Pablo and Veronika do for MOSAIC.

CSUN provides JusticeCorps with volunteer staff for legal aid centers, serving low income and English language-challenged populations. Given the courts' high caseloads, the volunteer assistance helps keep the system flowing.

Student volunteers are trained to provide legal information to individuals who have no attorneys, and to help them fill out court

paperwork. Their work is overseen by attorneys or trained supervisors.

The students, who must commit to 300 volunteer hours per year, perform vital services in family law and housing cases involving divorce, restraining orders, child custody and eviction. Half work out of the downtown courthouse in Los Angeles, and half out of the San Fernando and Van Nuys courthouses.

Casey, a community college transfer, discovered the JusticeCorps program at CSUN, where he began to see the need for equal opportunity and the importance of legal aid clinics. His work with JusticeCorps has given him the confidence to pursue a career in

law; he currently is writing an article for the California Courts Review on his experience with the group.

It was certainly my pleasure to meet these three students and hear the stories about how our CSUN community service programs have inspired them to bring purpose and hope to other young people in our area, while building bright futures for themselves. These students and the programs are outstanding examples of how Cal State Northridge is meeting the needs of its surrounding communities.

This is my last article until September, so have a great summer... ■

# Students, Entertainment Pros Interact at CSUN Conference

The creative and high technology side of the entertainment industry was well represented at Cal State Northridge's May 5 Entertainment Arts Conference, featuring one-on-one interaction between students and key industry professionals.

Video game director Cory Barlog of Sony Computer Entertainment America kicked off the day's events with screenings of the "God of War II" game. Barlog was animation director on the first "God of War" game—winner of Best Game of the Year—and was lead 3D computer animator on "X-Men" fighter games and feature films such as "Mighty Joe Young."

Discussions also were led by cinematic animator and CSUN animation student Artak Avakyan ("God of War II"), video game world creator/level designer Tyler Chiochio ("Saboteur," "Pandemic") and lead 3D CG animator Mark Farquhar (Sony Pictures Imageworks' "Surf's Up" and "Open Season," and Pixar's "Toy Story 2").

Panels on Key Art movie poster design, moderated by art professor



Video game director Cory Barlog discusses the "God of War II" game with an attentive audience of Cal State Northridge students.

Paula DiMarco, included The Refinery Creative art directors Joshua Ecton—a CSUN graphics alum—and Michael Valle, as well as Photoshop World Guru Award winner Tomasz Opasinski, senior art director of Crew Creative Advertising, and multiple award winner Allan Taylor, CEO of AT DESIGN.

Students learned about animation story writing and pitching from CSUN animation alum Hadley Hudson of Radar Cartoons, developer for Cartoon Network Europe; and television cartoon writer Craig Miller ("Curious George," "Smurfs," "GI Joe"). Composer Dan Schatzberg, a CSUN music student who has composed for the television libraries of the "Dr. Phil," "Entertainment Tonight" and "Rachel Ray" programs, premiered his re-scoring of the "Spiderman 3" trailer.

Organized by Entertainment Industry Institute director Mary Ann Trujillo, the event was sponsored by the institute and the Mike Curb College of Arts, Media, and Communication. For more information, contact Trujillo at (818) 677-2221. ■

# Former Matador Dons Dodger Blue as Head Athletic Trainer

Baseball is in full swing, and Cal State Northridge alum Stan Conte is right in the middle of it as director of medical services and head athletic trainer for the Los Angeles Dodgers.

A Dodger since October 2006, Conte (*Health Science/Physical Therapy*, '78) has come "full circle," returning to Los Angeles after 15 years with the San Francisco Giants.

"I love being back in L.A.; it's a new adventure for me and my wife," said Conte. "We were married while I was at CSUN, living in our first apartment in Tarzana. Now the kids are grown and we're back living in



Stan Conte

an apartment again. My wife thinks it's pretty romantic."

At CSUN, Conte took physical therapy and anatomy classes. He vividly recalls professor Roxy Morris as "an icon" in the physical therapy department. "She must have made an impact on me because I still remember her now, 30 years later," he said.

After graduation and four years as a physical therapist in the Army, Conte opened a private practice in Northern California, eventually specializing in sports medicine. A number of Giants players also frequented his clinic, and Conte joined their organization in 1993.

"It's kind of an interesting thing to have been with the Giants for so long and now to be with the Dodgers," said Conte. "There's quite a rivalry between the two organizations, and though I'm not a part of that rivalry, people think I've defected to the other side. I have a couple of neighbors in Northern California who won't talk to me!"

The medical department's role is key to Dodger success, Conte said. "I'm not a passive participant. I'm here to help this organization reach the ultimate pinnacle. And in baseball, that's the World Series." ■

—Erin Richard

## Calendar

The A.S. Ticket Office in the University Student Union sells tickets to many events on campus, except for some held by outside groups. The Ticket Office is open from 10 a.m.–6 p.m. Mon.–Fri. For prices not given, call (818) 677-2488. **To park on campus for performances, athletic events, lectures and other activities, guests must purchase a \$4 parking permit.**

### Alumni Events

For info or to RSVP, [www.csunalumni.com](http://www.csunalumni.com) unless otherwise noted.

### Business Alumni Reception

Wine, cheese and networking. CSUN alum Kurt Rayners, Regency Lighting executive, speaks on developing business teams. Tue., June 5, 5:30 p.m.

University Club (Orange Grove Bistro) RSVP: [rsvp@csunmbaa.org](mailto:rsvp@csunmbaa.org) Alumni Association members free Non-members \$5

### Hollywood Bowl Alumni Night

Fourth of July fireworks spectacular in salute of the American cowboy. Guest artists: Riders in the Sky. Wed., July 4, 5 p.m. picnic, 7:30 p.m. showtime Hollywood Bowl 2301 N. Highland Ave., Hollywood Info: Cheryl McMillan, (818) 677-2137 \$39

### Ventura County Mixer

Networking for Conejo and Simi Valley Alumni Chapter business alumni.

Wed., July 18, 6:30 p.m.

Alessio's Restaurant 3731 E. Thousand Oaks Blvd., Westlake Village Info or RSVP, Dan Anderson, (805) 557-0565

### Art and Exhibits

For gallery info, call (818) 677-2156. Main gallery hours: Mon. through Sat. 12-4 p.m. and Thursdays noon–8 p.m. Admission is free unless specified. For library exhibits, call (818) 677-2285.

### Women in Music

Featuring women composers and performers. Curated by music graduate student Serena Vaquilar. Exhibit runs through June 1. Oviatt Library, main lobby



### ▲ Faces of Tientsin, 1946

Counseling services professor emeritus Harold Giedt's photographs, taken as a Marine lieutenant in Tientsin, end of World War II. Presented by the Oviatt Library's Old China Hands Archive. Exhibit runs through Aug. 1 Oviatt Library, second floor



### ▲ Celebrating Comics

Development of comic books from 1930s to 20th Century. Exhibit runs through Aug. 3. Oviatt Library, Tseng Gallery

### Bianchi Planetarium

For ticket info, (818) 677-2488 or visit [www.csun.edu/physics/planetarium](http://www.csun.edu/physics/planetarium). Telescope viewing follows second show.

### "Spring Sky Show"

Fri., June 15, 7:30 p.m.

### "Summer Sky Show"

Fri., June 29, 7:30 p.m.



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