

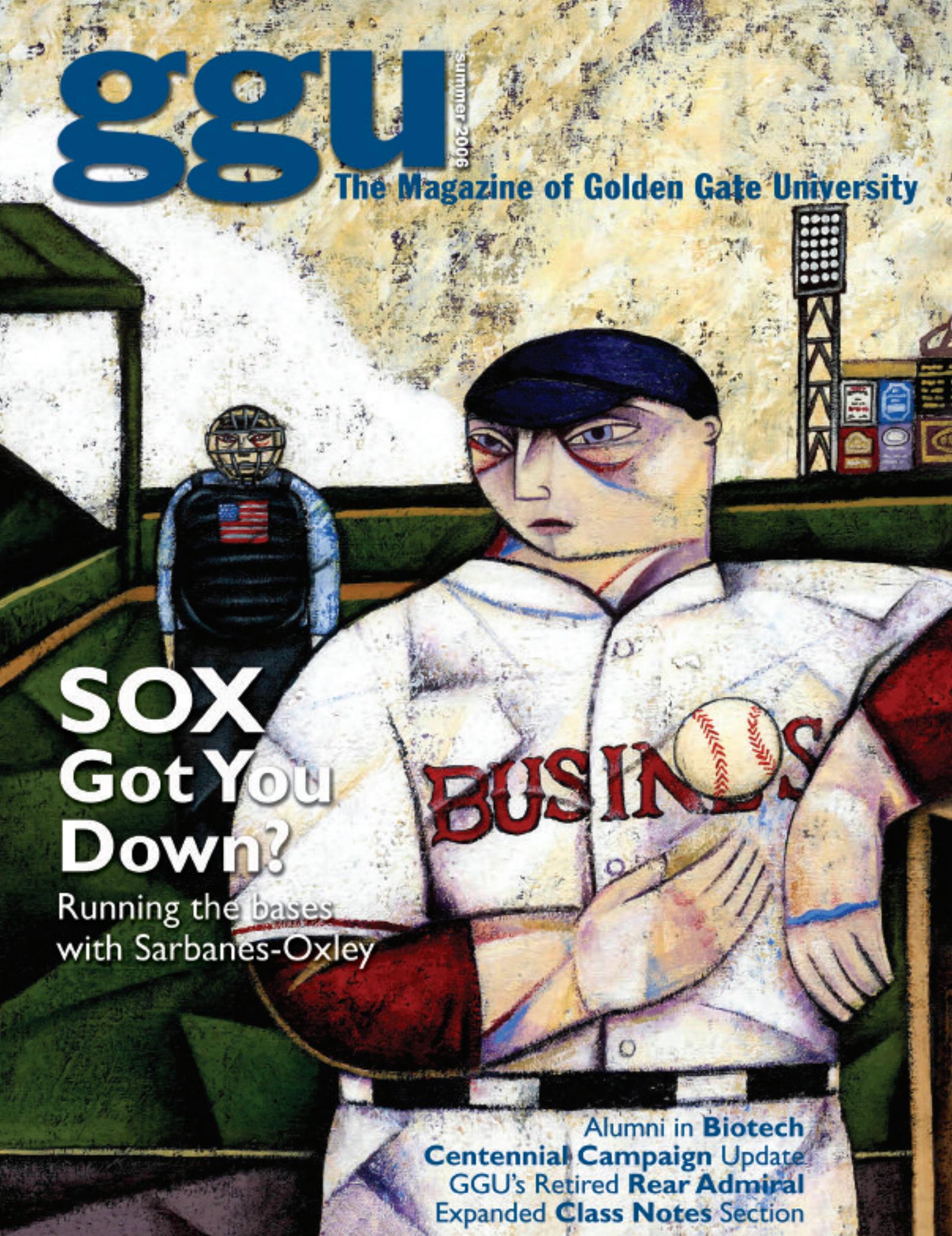
ggu

The Magazine of Golden Gate University

Summer 2006

SOX Got You Down?

Running the bases
with Sarbanes-Oxley



BUSINESS

Alumni in Biotech
Centennial Campaign Update
GGU's Retired Rear Admiral
Expanded Class Notes Section

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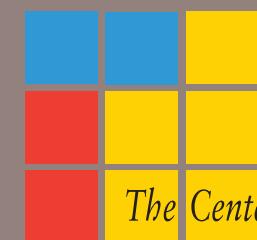
“I believe GGU produces as fine an attorney or accountant or businessperson or manager as any university in California. GGU gave me the tools to succeed as a public defender and in my current position.”

Kevin Allen (JD 97)

Director, Office of Citizen Complaints
City and County of San Francisco

For more than a century, Golden Gate University has provided a quality professional-practice adult-learning experience in Northern California. GGU has given many people such as Kevin Allen the opportunity to change their lives and advance their careers. GGU is still that place, helping adults work, learn and succeed.

To continue to deliver on our heritage and our promise, we must invest in our future. To learn more about *The Centennial Campaign for GGU*, please visit www.ggu.edu/campaign, or call 415-442-7820.



The Centennial Campaign for GGU

Work. Learn. Succeed.

Photo: Kent Taylor

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Is Sarbanes-Oxley leveling the corporate playing field? Or is the now-four-year-old law driving businesses out of the game?



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Is biotech still the next big thing? Three GGU alumni have been there, done that and stayed for coffee. Meet Robin Allgren, Nancy Briefs and Jeff Jones



Cover illustration by Paine Proffitt

july**8 Alumni Day at the Ballpark**

The annual Alumni Day at the Ballpark: Root for the Oakland A's to beat the Los Angeles Angels of Anaheim at McAfee Coliseum in Oakland. Barbecue at 4 pm; game at 6 pm. Register online at www.ggu.edu/alumni/upcoming_events. Info: Lenore Junker, 415-442-7824 or ljunker@ggu.edu.

21 Nagel T. Miner Benefactor Reception

A reception for benefactors of the Nagel T. Miner Scholarship. Info: Debra Holcomb, 415-442-7829 or dholcomb@ggu.edu.

august**8 Tax-Expert Lecture**

"Tax Issues Around Investment Instruments" (one hour CPE/MCLE). 536 Mission St., 12-1:30 pm. Info: Joel Segovia, 415-442-7880 or jsegovia@ggu.edu.

september**19 Tax-Expert Lecture**

"Wealth Transfer Tax Planning" (one hour CPE/MCLE). 536 Mission St., 12-1:30 pm. Info: Joel Segovia, 415-442-7880 or jsegovia@ggu.edu.

22 Tax Career Fair

Recruiters from government and Bay Area accounting firms will be on campus to recruit GGU tax students and alumni. Info: Amy Jaffe, 415-442-7863 or ajaffe@ggu.edu.

[calendar]**29 Accounting Career Fair**

Recruiters from government and Bay Area accounting firms will be on campus to recruit GGU accounting students and alumni. Info: Amy Jaffe, 415-442-7863 or ajaffe@ggu.edu.

october**6 GGU at the Bar**

GGU School of Law reception at the State Bar of California Annual Meeting. Salon 205, Monterey Marriott Hotel, 350 Calle Principal, Monterey, 5:30-7:30 pm. Info: Andrew Kaufteil, 415-442-6602 or akaufteil@ggu.edu.

18 2006 Alumni Awards Luncheon

The annual celebration of alumni and awardees. Info: Lenore Junker, 415-442-7824 or ljunker@ggu.edu.

november**18 Law School Class Reunions**

Classes of 04, 01, 96, 91, 86, 81, 76, 71, 66 and earlier. World Trade Club, One Ferry Plaza, San Francisco. Info: Andrew Kaufteil, 415-442-6602 or lawalumni@ggu.edu.

december**13 Bridge Society Luncheon**

Our annual reception for those who have included GGU in their estate plans. Info: Elizabeth Brady, 415-442-7813 or ebrady@ggu.edu.

[from the top]**GOLDEN GATE UNIVERSITY****Golden Gate University
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**Why Accreditation?**

GGU has been and remains fully accredited. The accrediting body is the Western Association of Schools and Colleges (WASC), Commission for Senior Colleges and Universities, which accredits public and private senior colleges and universities in our region. WASC is one of several regional accrediting associations that, in the

WASC's mandate is to evaluate the university's progress against findings from previous visits (such as issues of regional activities, planning, governance, the use of adjuncts, etc.), compliance against WASC standards and the status of assessment activities.

In contrast with WASC's past approaches, there is now a focus on educational effectiveness more than on educational inputs, and that shift in approach is well-suited to a review of GGU.

We are now on a cycle of review that starts with an institutional proposal for evaluation, moves on to a review of our institutional capacity to deliver quality programs and concludes with a review of our educational effectiveness.

On May 15, we submitted our institutional proposal outlining how we intend to make use of our ongoing

strategies and planning to complement our requirement for review by WASC. Barbara Karlin, our vice president of academic affairs, is leading a broad group of GGU colleagues through this important process.

Measuring educational effectiveness is extremely challenging — how to know what part of our educational processes and delivery leads to true learning across a large and diverse student body. We, along with hundreds of other institutions, are learning as we go about this task. We are creating learning objectives for both academic programs and individual courses and learning how to build appropriate measurement instruments.

This work means much more to us than remaining accredited, though that's a critical goal. It means we will be able to know how well we do our jobs, to know just what our students learn and to attest to prospective students and employers alike just how valuable is a GGU education.

United States, serve as authorizing bodies for granting institutions permission to offer degrees and vouchsafe to the federal government the integrity of institutions, enabling them to offer federal financial-aid assistance to students. Unlike the practice elsewhere, where government ministries of education grant operating charters to universities, here peer evaluation is used instead. The WASC visitors are all volunteer academic administrators with considerable knowledge about university policies and practices. Several colleagues at GGU (myself included) serve on WASC teams for other schools, and we find it helpful to both the schools being visited and to our understanding of good university practice.

As reported in the fall 2005 issue of **ggu**, Philip Friedman will retire as president of GGU in 2007. The search for a new president has begun, with Curtis Burr, chair of the GGU board of trustees, leading the search committee. Information about the search process and progress will be continually updated on the GGU website. Please visit www.ggu.edu/presidentialsearch to learn more.

Photo: Gene Daley

Philip Friedman, PhD
President



Loyal Subjects

Here are two things you may or may not know about me: I am a big sports fan, and I am extremely loyal.

Here's why this is important: When I commissioned the illustration for the cover of this issue, I knew it would be baseball-oriented, because our cover story compares Sarbanes-Oxley, the business-regulation law, to instant replay in baseball (see page 14 for more on that). I do not have particularly strong feelings about instant replay in baseball, though I wholeheartedly support it in football.

Anyway, the illustrator loves sports. Great. Never dawned on me that he would present me with a baseball player with a big B on his hat. Stands for the "Business team," of course. OK. Well, not OK. The B looked an awfully lot like the B of a real baseball team that I despise.

Here's one more thing you may or may not know about me: I was born in the Bronx. That makes me a NY Yankee by birth. I have an official away jersey that I wear because, living in San Francisco, I am part of the away team. Needless to say, the hat was redrawn.

Perhaps that explains the inordinately high value I place on loyalty. It's probably the quality I value most in people. And, I'm happy to say, it's a quality that is in strong supply at Golden Gate University.

I have yet to ask an alumna or alumnus to help us here in the Office of University Advancement and gotten a "No." It's pretty much always: "I'd be happy to." Witness those alumni starring in our "Succeed" series that appears on the inside front cover of each issue of the magazine. The subjects don't need the notoriety, believe me. But they are happy to participate because they are loyal to their alma mater and the students — past, present and future — it serves.

This is what ensures the success of this magazine, of the campaign, of the university. It's loyalty, plain and simple. And that's a pretty good thing. Unless, of course, you happen to be from Boston...



Lauren Hauptman
lhauptman@ggu.edu

P.S. Recent issues of **ggu** magazine are now viewable on the GGU website. Please visit www.ggu.edu/alumni/alumni_magazine.

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Facilities Master Plan Updated, Progressing

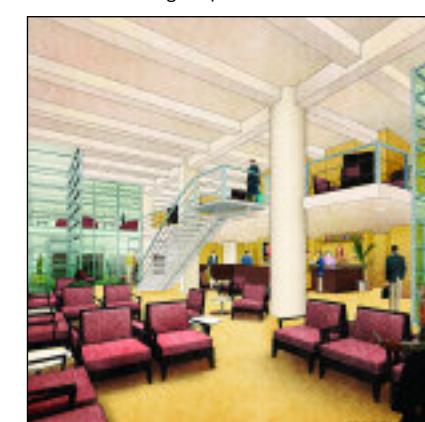
As part of *The Centennial Campaign* for GGU's initiative to upgrade the university's learning environment, the San Francisco campus has seen a few changes recently — and it's about to experience more. In 2000, the university set a nine-phase Master Plan for its San Francisco properties. Phases 1-3 of this plan, a partial modification of 536 Mission St., were completed in 2002.

Phase 4A, increasing the law-school library's shelving space, has also been achieved. Slated to begin construction later this year is Phase 4B: the transformation of storage spaces at 40 Jessie St. into a state-of-the-art student-centered facility.

"[The 40 Jessie St. building] is being developed with today's needs and design technology in mind," said Mike Koperski, director of business services and facilities at GGU. "This facility will provide the infrastructure and amenities to support the one-stop-shop initiative our student-support units are emphasizing. This includes a welcoming and more integrated environment for our students when they register for class, apply for financial aid, buy their books and supplies in the bookstore, or take advantage of any of the other support services we provide. It truly is being



Renderings of plans for 40 Jessie St.



designed as a destination center for the entire university community."

Funding for the critical 40 Jessie St. upgrades, with a projected cost of \$20-\$22 million, will come from a combination of debt financing and donations to *The*

The 40 Jessie St. project is part of the campaign's Learning Environment Initiative, which seeks to raise \$16 million.

2006." Koperski expects the work to last about 17 months.

"Buildings and structures do play an important role in support of a community by providing a sense of place, articulating an identity and making it easier to connect, innovate and create," said Jeff Bialik, GGU's CFO and vice president of operations. He added that, upon completion of the 40 Jessie St. building, the offices of admissions and student affairs, registrar, student accounting services and financial aid will all be relocated there from 536 Mission St. A student gathering space and bookstore will be built on the first two floors of the new building. Coffee and limited food services will also likely be offered.

"The focus with 40 Jessie St. is on students," Koperski said, "and on making their entire registration process as seamless as possible. We're trying to give our students a more streamlined experience. We've started some of this at GGU already. ... We're going to take this to the next level when we open the doors at 40 Jessie." —Anna Payawal-Scanlon





Tax School Expands MS Program

Following the successful completion of its ninth full-time nine-month MS in tax program in April, the School of Taxation expanded the program by adding a second full-time section.

According to Mary Canning, dean of the School of Taxation, the demand is there — from both prospective students *and* employers. "We have built an incredible construct by bringing in tax professionals to mentor and teach our students from day one," Canning said. "Our students are usually hired within three months of starting their program. We have a 100 percent placement rate of eligible students. The demand from employers for our students is so high that I had some really disappointed employers this past year, because we didn't have enough employees for them."

Word of mouth from tax professionals nationwide is fueling the demand for GGU tax grads. Opening the second full-time section, which begins on July 31, is also part of an effort to expand the geographical scope of the program by targeting students from outside the Bay Area.

Moving to and living in San Francisco for school can be financially overwhelming, so to help recruit students from throughout the United States, an endowed scholarship fund is being set up, with a minimum of \$100,000 in gifts needed during the coming year. "We will be offering a combination of full and partial scholarships to out-of-state students who have demonstrated outstanding accomplishment through participation in tax-competition challenges, or through academic excellence and professor referrals," Canning said.

The **GGU Event Calendar**, a new Web application that promotes upcoming events and important dates in one centralized location, debuted this spring on the GGU website.

Alumni can easily learn about and RSVP to upcoming events at <http://events.ggu.edu>. From there, users can search for events and important dates by keyword, date and audience (student, faculty, alumni, etc.). If you have any questions about the GGU Event Calendar, please contact Michael Aires, Web information manager, at maires@ggu.edu.



Made in Taiwan

Following a conference in Hanoi, Vietnam, Kerry Curtis, chair of the Ageno School's Department of Marketing, and his wife, Lynn, were hosted in Taiwan by a group of GGU doctoral alumni.

During the past 10 years, GGU has produced quite a few doctor-of-business-administration alumni. Some of them have stayed in the United States, but at least 10 of them are now working as professors

in the business schools of various Taiwanese universities. They have stayed in close touch and form an unofficial Taiwanese doctoral alumni association.

The group gathered from various locations around Taiwan for a reunion dinner. Since all of them had had at least the quantitative research methods class from Curtis, they hosted the Curtises for dinner, seeming to bear no grudge about all the regression analysis and research designs he had forced them to do.

Pictured: Rear, I to r: David Kung Liang Wang (DBA 04), Robert Chi-Lin Lee (DBA 95), Summer Shyan Jong Shiah (DBA 06), Fisher Chia-Yu Chen (DBA 99), Maliya Kuo (DBA 02), Judy Chin-Yun Hua (DBA 03; with her baby girl), Mindy Min-Li Yao (DBA 04), Yaonan Lin (DBA 05). Front, I to r: Heng-Chih Chou (DBA 99), George Ming-Hong Lai (DBA 96), Kerry Curtis, Lynn Curtis.

Faces

GGU faculty & staff changes

Ageno School of Business

Kerry Curtis became chair of the Marketing and Public Relations Department; Steve Hawkey was named director of the Financial Planning Department; and Bill Moore became chair of the Finance and Economics Department.

Rick Dawe (PhD 93) was named director of undergraduate operations management programs, while William Wagstaffe was named director of graduate operations-management programs.

School of Law

Jill Goetz joined the School of Law as director of publications and media relations. She has worked at UC Berkeley, Cornell University and Ithaca College.

School of Law is February Favorite

GGU law students have been excelling in a variety of venues, from the conference room to the courtroom. In February, GGU students won third place, overall competition, at the 2006 Stanford Invitational Mock Trial Competition.

Later the same month, GGU made a historic showing at the 2006 National Environmental Law Moot Court Competition at Pace University School of Law in White Plains, NY. Environmental moot-court team members beat out a third of the 72 competing teams to advance to the quarterfinal round. This marks only the second time GGU has advanced to the quarterfinals in the competition's 18-year history.

School of Law students also swept the awards at the February regional conference of the American Bar Association (ABA) Law Student Division, 14th Circuit. The meeting was held at the University of the Pacific McGeorge School of Law in Sacramento. GGU received two Bronze Keys for overall highest number of students who are ABA members and largest increase in ABA membership among students, and a Silver Key, the circuit's highest student honor for the most involved ABA representative in the Law School Division 14th Circuit. —Jill Goetz

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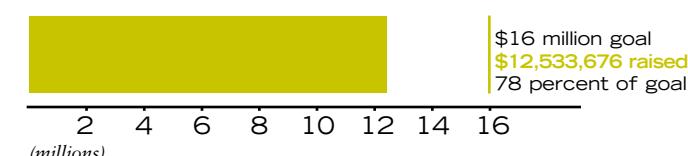
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By the Numbers

Thanks to our lead givers, we have already raised \$26.7 million, which is 76 percent of our goal of \$35 million. Our progress by initiative, as of April 30, 2006:

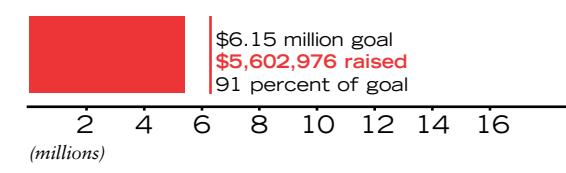
1. Learning Environment



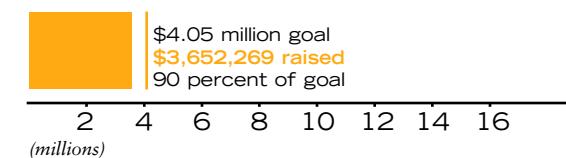
2. Technology



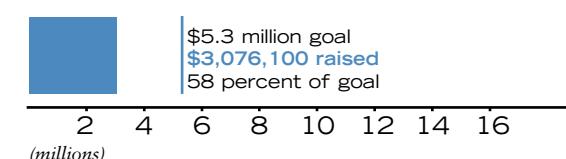
3. Scholarship



4. Teaching and Learning



5. Endowment



“I t was instilled in me that service is important: service to people, service to your country. I always felt — as corny as it sounds — I was helping to save the world for democracy,” reflects retired Rear Admiral John Bitoff (MS 85, LLD 89) on his 34-year naval career. “And as it turns out, I really believe I was. It was my generation that brought the wall down in Berlin and saw to the end of the Soviet Union. I always felt I was doing something important.”

Bitoff’s work with the Navy took him around the world, implementing the Confidence and Security Building Measures in Europe and the ground-breaking Intermediate-Range Nuclear Forces (INF) treaty with the Soviet Union in the late 1980s, commanding all combat-logistics ships in the US Third Fleet during the first Gulf War, and leading the Navy’s rescue and recovery operations following California’s Loma Prieta earthquake. Among many other honors, he was twice awarded the Defense Distinguished Service Medal, the highest peacetime defense decoration for military officers.

Bitoff, who grew up in Brooklyn, wasn’t always headed toward a military career. His father had played baseball with the Brooklyn Dodgers and the NY Giants before becoming a police officer and investigator. “He was a great, big, good-looking guy, and when he walked into the room, you knew he was in charge. And, of course, I admired him immensely. He was my hero. I thought he saved the world from criminals. And I wanted to be a police officer — I wanted to be just like my dad.”

When Bitoff told his father he was going to follow in his footsteps as a police officer, he wasn’t happy. “He got terribly upset,” Bitoff says. “He said, ‘You have got to get an education. If you want to do that later on, then that’s your business. But you need to get an education.’”

“The second thing I had an interest in is the sea,” Bitoff recalls. “As a little boy, I read all these books — *Two Years Before the Mast*, *Don Winslow of the Navy*, *Don Winslow of the Coast Guard*

and the Charles Pease stories in the *Saturday Evening Post*. I used to read all that stuff.”

Meanwhile, his mother encouraged him to go in another direction: Bitoff attended New York’s High School of Performing Arts. Possessing a deep, commanding voice, “I was told by some of my teachers that I should look into radio or the blossoming television industry as a news anchor. But I was very immature, and that didn’t sound exciting to me.”

Bitoff attended the Maine Maritime Academy, graduated in 1958, and planned only to serve his three-year military obligation afterward. But a few months before his obligation was complete, he was called in to see the captain of the ship. “When you’re a junior officer, the last person you want to talk to is the captain of the ship,” Bitoff says. “He had me sit down, gave me a cup of coffee. I’m a nervous wreck. And I’ll never forget what he said to me: ‘You’re good for the Navy, and the Navy is good for you. And you need to think that over.’ So I said, ‘Well, I’ll take another tour.’ And I just continued on and never looked back.”

Looking at some of the experiences Bitoff had as a young officer, it’s not difficult to see why. He went on an Antarctic expedition and took part in an “amity tour” of Africa and the littoral countries in the Indian Ocean, touring Albert Schweitzer’s hospital in Gabon. He was assigned to a flagship on the French Riviera (“I’d never had steak tartare in my life, I’d never had escargot, I’d never had salade nicoise . . .”), and escorted the “drop-dead-gorgeous” daughter of an oil-company

executive to Winston Churchill’s birthday party: “All of a sudden, I feel this presence next to me. And this woman looks at me and says, ‘Lieutenant, you have not asked me to dance.’ It was Princess Grace,” who later introduced him to the legendary Churchill.

While a midshipman, Bitoff met Maureen, a student nurse whose cousin a classmate was dating, “but she didn’t like me.” About five years later, Maureen apparently changed her mind, as she contacted the classmate to ask about John’s whereabouts (he was stationed on a ship in Norfolk, Va.).

Retired Rear Admiral John Bitoff welcomed women to the Navy, danced with Princess Grace, commanded thousands of sailors, implemented treaties with the Soviet Union and other countries, and oversaw rescue and recovery during the Loma Prieta earthquake, among so many other things.

But has he told you about his granddaughter?

They were married in 1964 and had a daughter, Elizabeth, three years later.

Bitoff attended the prestigious National Defense University (Colin Powell was his classmate and friend), graduating in 1976. He held positions in the Office of the Secretary of Defense and the Office of the Chief of Naval Operations, among others, rising to captain and moving from the Pentagon to Naples, Italy, to Dam Neck, Va., where he assumed command of the Fleet Combat Training Center in 1983. He was responsible

Photo: Kent Taylor

for all activities at this master training base for the US Atlantic Fleet, directing a staff and student body of 7,000 personnel.

While commanding this base, Bitoff discovered that several universities offered courses there — including Golden Gate. “I realized it was an opportunity that wouldn’t happen again. I wanted to learn more about the business end of running the base, and I wanted more interface with women, and I knew I was coming up on a labor-agreement negotiation, so I decided to go for the MBA program.”

As commander, Bitoff felt a bit intimidated about attending classes. After all, he was a lot older than most of the other students, who “were either Navy civilian employees or people who were all junior to me. So I said, ‘I’ve got to hold up my image here in these classes. I don’t want to be seen as lackluster.’”

Bitoff appreciated the dedication of his fellow students. “This was a group of people who were not fooling around,” he says. “They knew this might be their only opportunity. And the dog never ate their homework, they

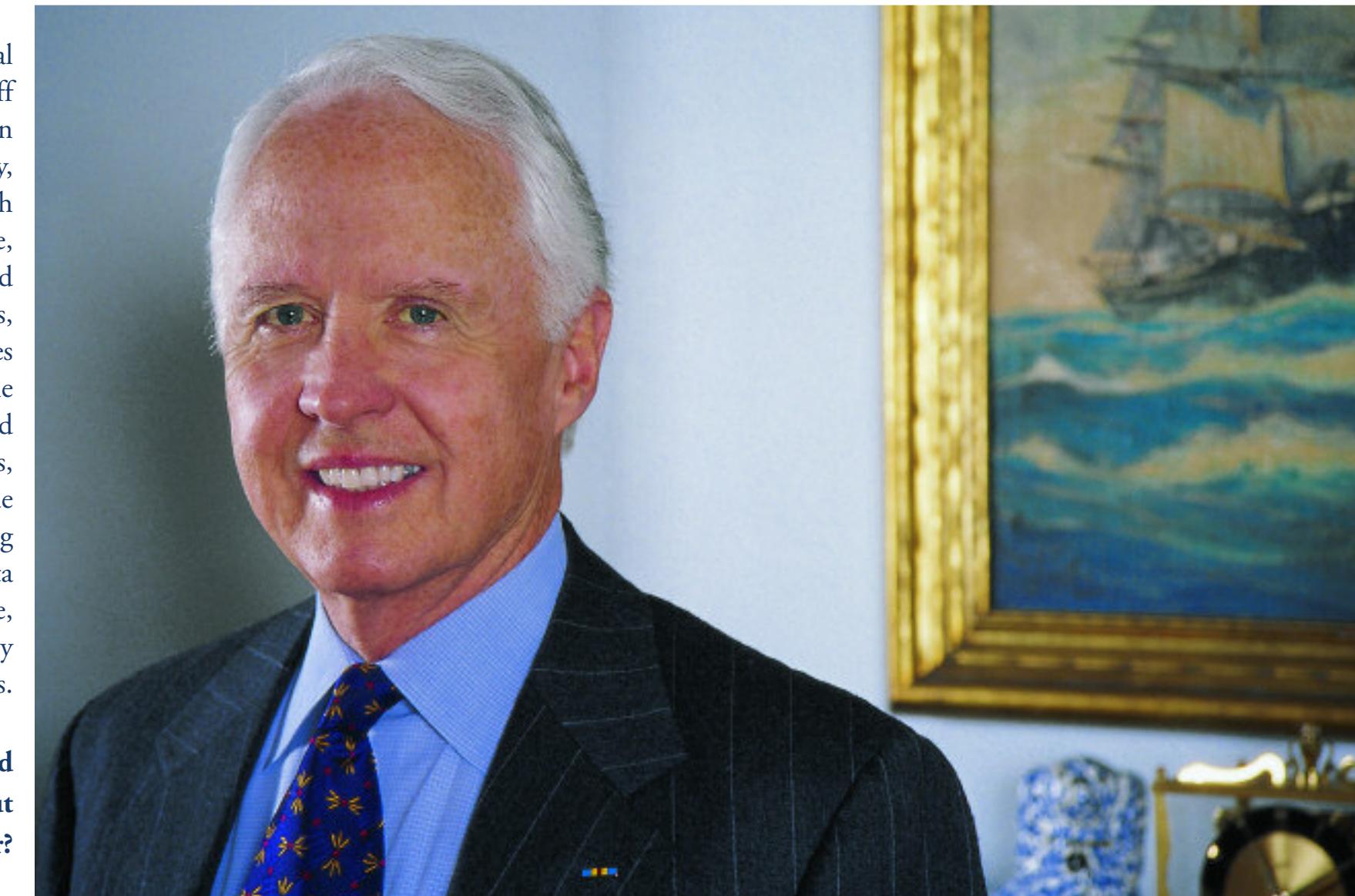
were never late, they were diligent in carrying out their course requirements.”

He particularly remembers a course in which the professor brought in women executives for role-playing exercises. “It was terribly interesting, especially for someone like me who had passed through the gates when the rules were different. I don’t know how else I could have gotten that type of experience.

“You have to realize that the military, up till a few years before that, was primarily a male bastion,” he explains. “When I came to

IN THE NAVY

by Melissa Stein



command this base, it was the first time in my working life that I'd had routine interface with professional women."

Bitoff believes this aspect of his GGU education was instrumental in a later task: being the first to implement the "Women at Sea" program in the US Third Fleet, which integrated women into the all-male unit. "I will tell you that it was a very successful endeavor," Bitoff says.

While in the midst of his course work, Bitoff was tapped to be executive assistant to the commander in chief of all US Pacific forces, headquartered in Hawaii. "This was just a dynamite job for a Navy captain. It meant that I was the primary assistant to the four-star admiral who commands everything in the Pacific — Army, Navy, Air Force, Marine Corps. So then I had this terrible dilemma: I couldn't finish the MBA course." But with some previous graduate study he'd done at the Catholic University of America, he had enough credits for a master's degree in human-resources management; he graduated from GGU with honors in July 1985.

Only a couple of months later, his boss was selected to be chair of the Joint Chiefs of Staff, and Bitoff accompanied him to Washington. In November of that year, Bitoff was selected for admiral.

"In the military, being selected for admiral or general is a bit like being selected to be the president of General Motors," he says. "When I was selected, we had only 200 and some-odd admirals. I don't think you have a right to think you're good enough to be selected." He served a year before being sent to Stuttgart, Germany, to be responsible for politico-military and strategic planning for the senior US commander in Europe, where he worked on the INF treaty and Stockholm Accords.

His next assignment as commander of the naval base in San Francisco saw him coordinating all US Navy activities in Northern California until his retirement from the military in 1992. In 1989, GGU chose Bitoff for an honorary degree.

Looking back on his career in the Navy, Bitoff credits his leadership principles to his father's advice on the day he graduated as a midshipman in 1958. "I'll never forget this as long as I live," he recalls. "He was looking at my diploma and commission, and he said, 'I want you to remember two things: Don't ever forget where you came from, and always take care of your men.'

"These two things served me extremely well. I never looked down my nose at the sailor cooking the meal or cleaning the serving trays or the sailor down in the bilges, and I had enormous respect for how hard that work was, how important it is. And taking care of your men — later it became 'taking care of your people,' but then it was 'men' — I did it by second nature, and I found that, to a large extent, my success in the Navy had a lot to do with the people who made me look good. I understand that."

In 1992, Bitoff was ready to move when San Francisco's newly elected mayor, Frank Jordan, urged him to stay on as director of emergency services. "I told my wife, 'You've been a good soldier, and you've gone everywhere.' As an admiral, we once moved three times in one year. So I said, 'OK, this is your nickel.' My wife said, 'I'd like to stay here for a while, it's a beautiful place.' So we stayed."

Bitoff admits that he found his peripatetic military lifestyle challenging. "I moved a zillion times and, yet, moving has always been traumatic for me. I get into a place, and I grow to like it, and I meet people. My wife says that she can't go anywhere with me that somebody doesn't know me," he says. "The one real regret I have in my career is that I was gone so often that I didn't see my daughter walk. I didn't hear her say her first real conversational words. It broke my heart every time I had to leave her."

In San Francisco, Bitoff put together a command center from scratch, coordinating all protective and relief services. "I think if I were in the civilian world, I would have been a start-up guy," he says. "In the Navy, I used to get sent to what I call broken units; I didn't know why I couldn't get a unit that was just first-rate."

Apparently, I had a reputation for going into dysfunctional organizations and fixing them."

He held that position through 1997, when he became executive director of maintenance and operations of the San Francisco Unified School District. He also serves on several boards, including the Salvation Army and the First Responder Foundation.

Somehow Bitoff finds time for tennis every Saturday, attending the ballet, shooting trap and skeet, bicycling, cross-country skiing and reading ("If books were a sign of wealth,



1. On the bridge of his first command, the USS Delong, 1965

2. Receiving his fourth award of the Legion of Merit from Adm. Charles Larson, commander in chief, US Pacific Command, 1991

3. Presenting a souvenir book of photographs to the Soviet admiral aboard the Soviet Icebreaker Volga, 1990

4. With Gen. Colin Powell and Marshall of the Soviet Union Mikhail Moiseyev, 1990

5. On the balcony outside his office on Treasure Island, 1990

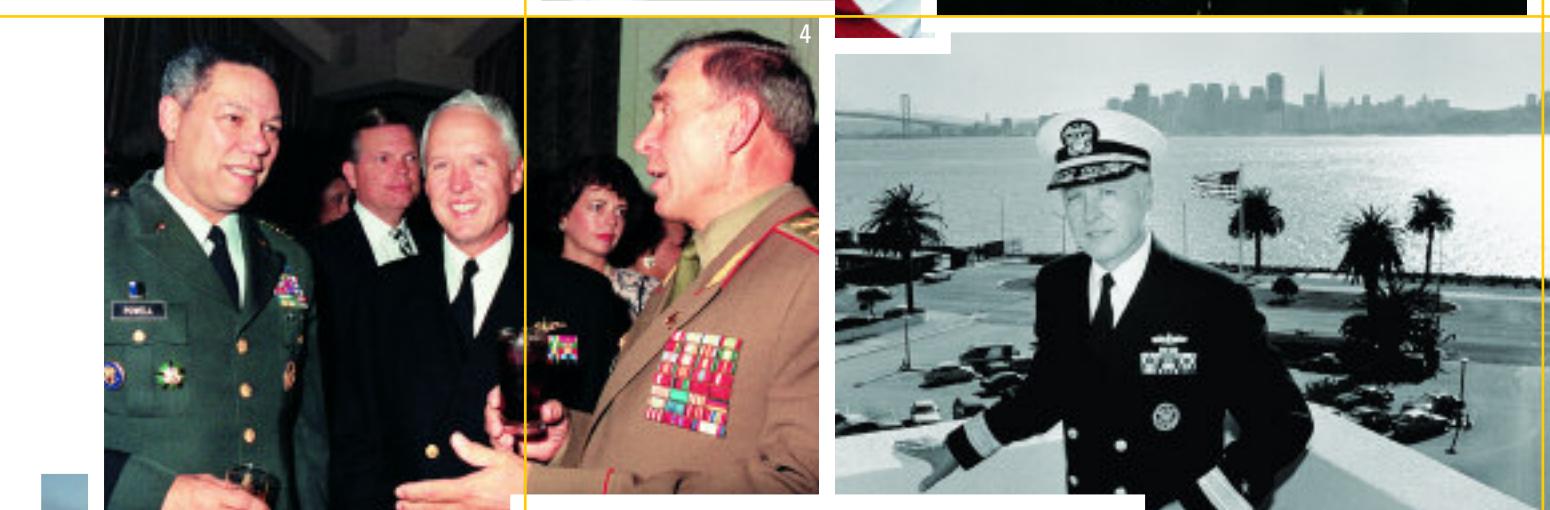
6. With Maureen, after bearing the Olympic torch across the Golden Gate Bridge on its way to the 1996 summer Olympics in Atlanta

7. Being "piped over the side" at his retirement ceremony, 1991

8. With San Francisco Mayor Art Agnos aboard an aircraft carrier during Fleet Week, 1989

9. Receiving an honorary doctor of laws degree from Dr. Otto Butz, then-president of Golden Gate University, 1989

10. In Stuttgart, Germany, on the staff of the US commander in chief, Europe, 1987



I would be a millionaire"). And then there's his five-year-old granddaughter, who is his favorite topic and the new center of his entire universe. ("She's a genius. And a tough cookie. We say she's either going to the White House or the Big House.")

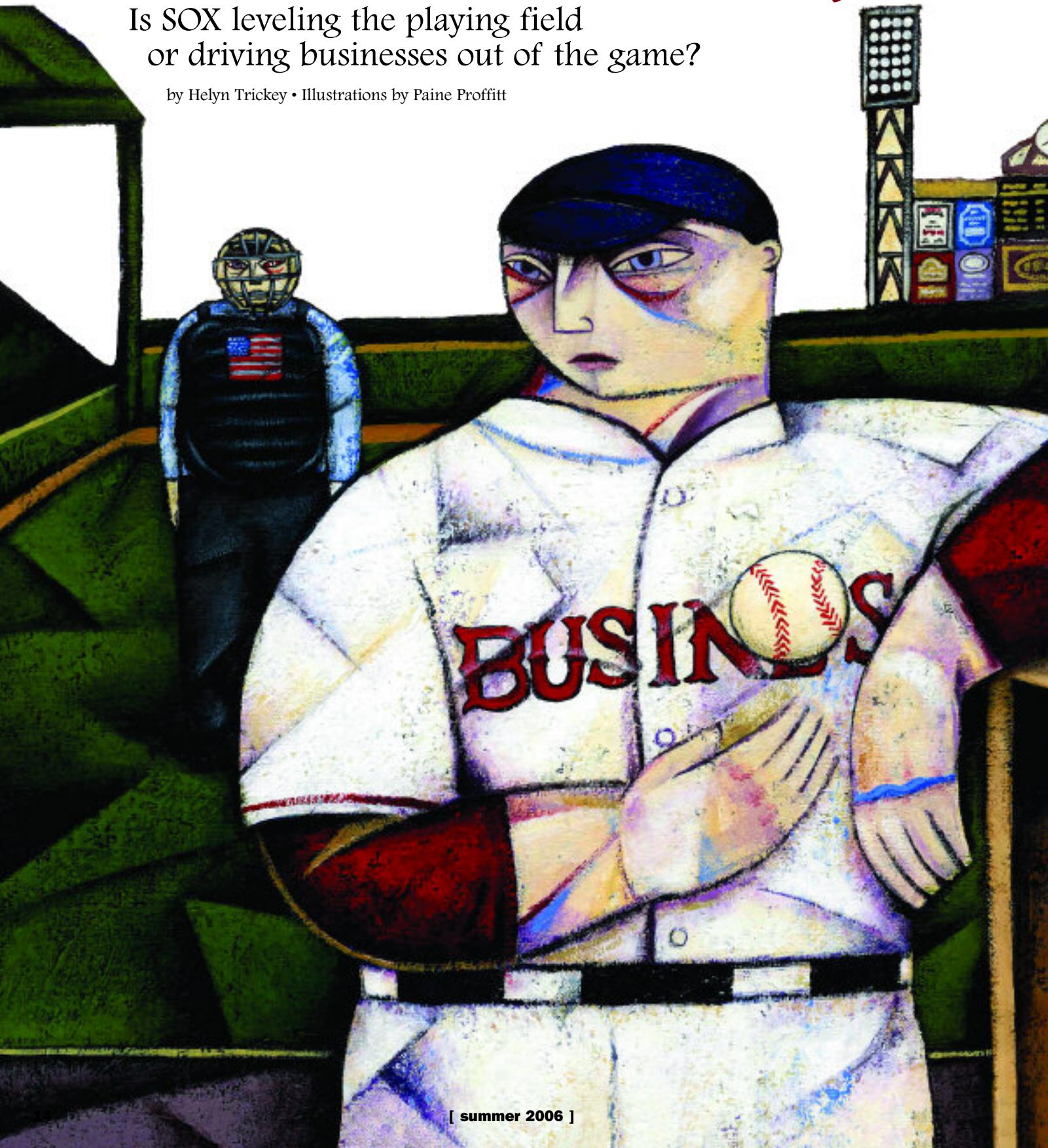
Even given his extraordinary accomplishments, John Bitoff simply cannot imagine retiring. "Everybody says, 'When are you going to quit, when are you going to retire?' And I say, 'I run on high-test gasoline. The idea of not doing anything — frankly, it frightens me.'"



Running the Bases With Sarbanes-Oxley

Is SOX leveling the playing field
or driving businesses out of the game?

by Helyn Trickey • Illustrations by Paine Proffitt



[summer 2006]

I

t's unmistakably American: the roar of the crowd, the sticky Cracker Jacks and the smell of hot dogs, the batter testing his swing on deck, the sharp cry of the umpire calling a strike, the collective groan from the bleachers. And then there's the new American tradition: instant replay.

OK, it's not *quite* a tradition yet, but the pressure is on Major League Baseball to adopt instant replay to keep a stern eye on only-human umpires. Of course, some baseball enthusiasts bemoan a high-tech solution to those heart-pounding close calls. "I'd rather have a human error — no matter how glaring — than a technical correction. And I'd much rather have the opportunity to argue forevermore the propriety of calls," writes one blogger on Major League Baseball's website.

In some ways, the Sarbanes-Oxley (SOX) Act of 2002 is the equivalent of instant replay for American businesses. And just as some baseball enthusiasts balk at the idea of high-tech monitoring on the field, many American companies bemoan the close inspection, rigors and, especially, the costs that accompany SOX. Smaller public companies — those with less than \$25 million in public float and revenues, fewer than 500 shareholders of record and \$10 million in assets (according to the Securities and Exchange Commission [SEC]) — are particularly vocal about the effect SOX may have on their bottom lines.

Bob Greifeld, president and CEO of NASDAQ, agrees that SOX squeezes smaller companies off base more often than their larger counterparts. "As the CEO of a US stock market, I am in frequent contact with a broad spectrum of business leaders, many of whom list on our exchange. When it comes to SOX, their message is clear: The burden

of compliance is onerous, the cost is significant, and it falls disproportionately on smaller companies that are least able to pay," he said in an opinion piece that ran in *The Wall Street Journal* earlier this year.

Balls and strikes

But not everyone is calling foul when it comes to the heavy federal regulation. Terry Connelly, dean of GGU's Edward S. Ageno School of Business, believes SOX has helped clear the field of misleading financial disclosures and accounting tricks that, before SOX, made playing ball in the corporate world a messy and dangerous undertaking.

"In the big leagues, there's going to be SOX instant replay," Connelly says. "It's about getting the calls right, financially." And calling strikes and balls correctly in the business world has never been more critical than in the aftermath of corporate financial scandals such as Enron, WorldCom and Arthur Andersen.

In June 2002, the draft of legislation that would become SOX was languishing in the US Congress despite a number of high-profile financial scandals, including Enron. But when news of WorldCom's \$3.8 billion accounting restatement broke in late June, the far-reaching legislation got renewed backing; it was signed into law in July.

Not since the Securities Acts of 1933 and 1934 had there been such extensive legislation governing corporate and financial markets.

"[SOX] is a monumentally intrusive statute," Connelly says. It sets the bar higher on standards of conduct for publicly traded companies. For instance, SOX mandates that corporate boards, directors and officers may not "fraudulently influence, coerce, manipulate or mislead" their auditors. And the legislation has teeth. SOX empowers the SEC to temporarily freeze the pay of corporate officers, and it can banish

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"unfit" officers and directors, as well.

SOX also established a new oversight board for accounting firms that levies tight quality-control inspections and has a disciplinary process

for firms that stray from the board's standards. SOX also helped erase the fuzzy lines between accounting firms and corporations. Now, accountants working

on a company audit cannot provide other services to that same client that may be seen as a conflict of interest, such as designing and implementing financial information systems.

"Clearly the auditors — if Arthur Andersen is any indication — blew it," says David E. Hardesty (BA 79, MBA 85), a GGU adjunct professor and author of the book, *A Practical Guide to Corporate Governance and Accounting: Implementing the Requirements of the Sarbanes-Oxley Act*.

"The auditors took their eye off the ball big time," he says. Before SOX came in to play, many accounting firms were shifting their focus away from traditional auditing services and spending much of their time and energy on other services such as consulting, according to Hardesty. "It's pretty clear that auditing in the big firms became the poor stepchild. The real money was made in consulting services." While the bean-counters turned away from the books, busying themselves with other more lucrative work, corporate accounting scandals mounted in the field.

The roar of the crowd

The intent of SOX was pretty simple. This legislation is meant "to protect investors by improving the accuracy and reliability of corporate disclosures," President George W. Bush said as he signed SOX into law.

Interpreting SOX, however, has been anything but easy. In fact, the ins and outs of the federal regulation are so complex and costly that bashing the law has become somewhat trendy.

"I have been a sometimes lonely but consistent supporter of the principles of Sarbanes-Oxley, despite the crescendo of corporate criticism it has engendered," Greifeld wrote. He says he expected the disdainful chorus of anti-SOX criticism to quiet after the initial sticker shock of the broad legislation wore off. Instead, Greifeld says, the grumbling is growing even louder. "Anguish over SOX in this country is not abating; if anything, sentiment has hardened, and the perception gap ... is now wider than ever," he wrote.

"2004 was the first big year of SOX, and by all accounts it was a disaster," Hardesty says. "Nobody knew what they were doing ... everybody's got a learning curve. Everybody is going to step back and find a better way to do it."

Much of the disdain targets the high cost of implementation. According to the Small Business Administration (SBA), public companies spent \$1.1 trillion in 2004 to meet US government compliance regulations. In 2006, businesses are predicted to shell out a combined \$6 billion to comply with SOX, according to AMR Research Inc.

Section 404, a portion of the SOX legislation that requires companies to hire independent auditors to analyze the effectiveness of their internal control systems, particularly those that produce the financial statements, has proved to be the stickiest and most expensive part of compliance. And while small public companies have, so far, been exempt from Section 404 compliance, first-year costs associated with the infamous 404 for companies with average revenue of more than \$5 billion dollars was, on average, \$4.36 million. Additionally, the bills were nearly 40 percent more than companies had anticipated spending, according to a Financial Executives International survey of 217 large businesses.

Section 404 is expensive and laborious, in part because it requires independent review of internal company processes, Hardesty explains. Imagine tracking a transaction from the checkout counter all the way to the company-approved financial report. There is a host of procedures, checks and balances, and computer systems that come into play and can muddle the process if they're not all handled correctly.

The problems grow exponentially, Hardesty says, when accountants tackle the books of a giant company. "Back in 2002, the system WorldCom used to control their financial statements made it easy for company management to hide an \$8 billion error that the auditors (Arthur Andersen) did not catch," he says. "The bankruptcy court said this company's internal controls were so bad that it was difficult for anybody to see [the error]. But that was just the way business was done. They were a wheeler-dealer firm, acquiring companies so fast that they didn't have time to integrate the auditing accounting [systems] of the companies they acquired. Section 404 makes companies keep the accounting clean," Hardesty says.

Playing small-ball

The mid-field debate over whether small public companies should be held to SOX Section 404 compliance standards or be given a reprieve rages on. The SEC heard the cries of smaller companies and responded by stalling the compliance deadlines for companies with market caps of less than \$75 million until mid-2007. And the SEC Advisory Committee on Smaller Public Companies is currently taking public comment on its recommendation to roll back SOX internal-control rules for companies with market caps of less than

\$750 million, according to Glass, Lewis & Co., a San Francisco-based investor-research firm in a study released this year.

Greifeld agrees with the advisory committee's recommendations. "SOX is important; by and large, it works," he wrote. "We have had three years to assess its strengths and problems. Perhaps 90 percent of the complaints have their genesis in 20 lines of text. We lay the widespread misperception about the cost and difficulty of compliance at the feet of the famous Section 404. So the time has come to address those 404 concerns without diluting the essential investor protections that are the true legacy of SOX."

"Small businesses have fewer people, and if you think of internal controls as a segregation of duties, then it is much harder for them to turn to someone in the company and instruct them to do another task," says Jim Schwartz, chair of the Accounting Department in the Ageno School.

Connelly agrees that some of the Section 404 requirements can be too onerous for smaller businesses to shoulder. "You call balls and strikes the same in minor leagues as in the big leagues, so you still have the same rules, but in terms of ... testing internal controls, you've got to have different norms," he says. Perhaps smaller companies should be required to run the same internal control tests, but do it fewer times a year than their larger counterparts, Connelly suggests.

Hardesty points out that some of the Section 404 financial burdens for smaller companies may come from gathering independent experts. For instance, a small high-tech nanotechnology firm may have a great deal of trouble finding an independent accountant for its SOX-required audit committee who is an able accountant and knowledgeable about the nanotechnology business. A professional with that unique skill set will, most likely, be expensive. It's far easier, Hardesty explains, to find an independent accountant to sit on your audit committee if you are a large corporation in a mainstream industry such as manufacturing. Consequently, Hardesty believes Section 404 may never be workable for small companies.

"It is easier for bigger companies [to comply with SOX] because they've already got many of the controls in place," Connelly says. "Many of them have said, 'Hey, this is good for us.' For them, a million-dollar differential may be a rounding error ... but for a little software company ... the million dollars is a bigger problem. It's a big deal!"

And the argument that the cost and trouble of complying with SOX may keep some companies from going public? "So what," Connelly says. "There are some companies that shouldn't have been publicly traded in the first place, and maybe it is not such a bad

result if companies cannot afford to have regular accounting ... maybe they shouldn't be public."

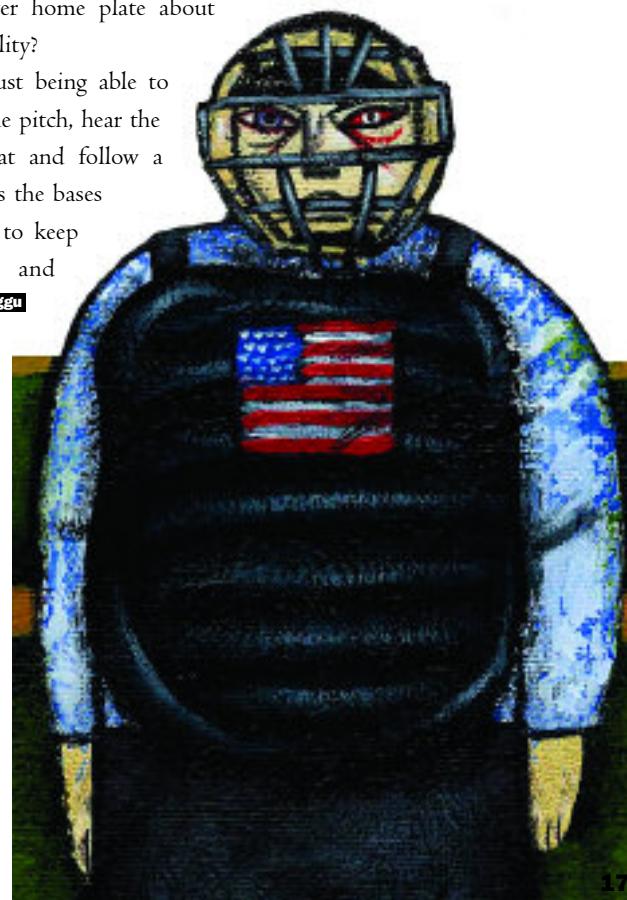
At least one study echoes Connelly, agreeing that small businesses must adopt stringent internal controls if they are to become trustworthy to investors. "The need for effective internal controls at small companies cannot be overstated," said Glass, Lewis & Co. in its report. Historically, most financial-restatement problems happen in smaller companies, it reports. "In effect, small companies often grow faster than their internal control systems are able to handle. So we end up with large companies that have material weaknesses in their controls," the study says.

"You wouldn't want life without SOX," Connelly says. "But like all forms of structural relief to scandals, there are bound to be certain parts of the act, in terms of regulation, that need to be dialed back." According to Connelly, SOX ushered in a historic cleanup of financial information that has helped public merger-and-acquisition transactions go forward. "There's this sort of financial-reporting amnesty that has created a scenario where it is possible for companies to put their financial houses in order. It's been a boon to investors," he says.

So, pass the Cracker Jacks. Instant replay may irk some die-hard baseball fans and irritate a grumpy umpire or two, but in the corporate big leagues, do we really want to risk the triple threat of creative accounting, sloppy internal controls and improper auditor/manager relationships? Do we really want to argue nose-to-nose over home plate about CEO responsibility?

Sometimes just being able to see the arc of the pitch, hear the crack of the bat and follow a player as he runs the bases is the best way to keep the field even and ready for play. **ggu**

"In the big leagues, there's going to be SOX instant replay. It's about getting the calls right, financially."



Biotech Talk

Is biotech still the next big thing?

Ask three GGU alumni who have been there, done that and stayed for coffee

by Melissa Stein • Illustrations by Cindy Revell



Whether it's genetically modified soybeans or laundry-detergent enzymes, DNA fingerprinting or home pregnancy tests, biotechnology is all around us. And it's big business. According to Ernst & Young, as of 2004 there were 1,444 US biotech companies boasting market capitalization of \$311 billion and revenues of \$46 billion — up from \$45 billion and \$11 billion, respectively, a decade ago. "Biotechnology is one of the most research-intensive industries in the world," reports the Biotechnology Industry Organization, citing expenditures

of \$17.9 billion on R&D in 2003. And the Pharmaceutical Research and Manufacturers of America (PhRMA) estimates total biopharmaceutical industry R&D at more than \$51 billion for 2005.

Stem-cell research, genome mapping, plant-made pharmaceuticals, robotic surgery — what once seemed like science fiction is fast becoming science reality. Enormous strides are being made every year in health care, agriculture, industrial processes and environmental applications, revolutionizing the way we live.

We spoke with three dedicated biopharmaceutical and medical-device industry execs who truly put their hearts in their work, improving health and well-being worldwide by discovering and implementing novel applications for emerging technologies.

Robin Allgren

After earning her MD and PhD from Stanford, Robin Allgren (MBA 95) had a hard time deciding between clinical practice and laboratory research: "When I was looking at what I wanted to do moving forward, neither of those things seemed to be quite the ideal niche for me. I didn't necessarily want to give up one or the other."

A mentor suggested the pharmaceutical and biotech industries. "That was a career path I wasn't really familiar with, but based on his recommendation, I talked with some people in biotech companies. One thing led to another,

and I ended up being hired by one of them." In 1991, she started at California Biotechnology (later Scios) as an assistant medical director, and has been in the biotech field ever since.

Allgren stayed with the company for about eight years, working her way up to senior vice president of clinical research. "Biotechnology was great because it was a mixture of clinical medicine and basic research, but also the business side of product development: How do you take a promising potential product and figure out how to make it into a real therapeutic as quickly as possible and with a limited amount of money? What are the best questions to ask, and studies and clinical trials to do, to get the answer? That was an interesting combination of challenges."

While working at Scios, which provided funding for educational advancement, Allgren took a few health-services management classes at GGU's Los Altos site. "Once I got into it, the additional courses looked interesting, as well, so I decided to complete the whole MBA program. I didn't see the program as a distraction from work; it was really helping you to get to know your work better," she says. "For example, in a course on medical marketing, we had to put together a marketing plan for a product, and I picked a product from work. It was an opportunity to network with marketing people in my company I wouldn't normally have thought to sit down with. And the ideas that came out of the project I ended up using in work down the road."

Allgren found that learning how to perform a strategic assessment of products and projects — their strengths, opportunities and weaknesses — was particularly applicable to her work in the biotech field: "You might



have several potential projects on the table but would only have the money to do one, so you'd have to do a critical analysis to determine which one to take forward."

After leaving California Biotechnology, she became vice president of clinical development and medical affairs at drug-delivery company SkyePharma and then San Diego-based medical-device company Innercool Therapies, moving on to biopharmaceutical company Ansata Therapeutics as senior vice president of product development in 2004. She has been involved with a nasal insulin product, as well as products for acute renal failure and congestive heart failure. At Ansata, she focused on developing a topical drug for dermatologic use, overseeing it from the point it left initial research through pre-

"Biotechnology was great because it was a mixture of clinical medicine and basic research, but also the business side of product development."

In 2005, Allgren launched Breakthrough Biodevelopment, an independent consultancy specializing in clinical development and regulatory affairs. She appreciates having "the ability to work on what I like to when I want to work on it" and feels "it's important to have time to spend with my family and to get involved in other activities — ballet or the

opera. I used to be very into square dancing; I also like to travel. We just got back from Vietnam and Cambodia; last year we went to Bolivia and Peru."

Allgren finds her work rewarding on many levels. "It's fun to go into work thinking you're working on a new medicine that can help people live longer or feel better," she says. "And it's also fun because you're on the cutting edge of what's happening in research or medicine. Often you're interfacing with medical experts worldwide who are helping you design your clinical trials. Biotech is always challenging. There are always new drugs and new therapeutic areas, new things happening that make it an adventure."

Nancy Briefs

"When I was in elementary school," Nancy Briefs (MBA 96) recalls, "my grandfather passed away of a heart attack. He lived next door, and I remember saying to people, 'I'm going to fix broken hearts.' Honestly, I was a young girl, and I can't say I had a dream of being a heart surgeon or cardiologist, but I wanted to make a difference so that maybe people could live a little longer."

Briefs is making that difference as founding CEO of New Hampshire-based Percardia, a medical-device company working on a novel approach to treating patients suffering from chronic refractory angina. "These are patients who have had previous interventions — bypass surgery or stents (a device used to prop open an artery) — and despite all these procedures, they haven't been able to solve their chest pain or angina. What it means for them on a daily basis is a limit to their activities: they can't walk up the stairs, or it may limit their ability to work, to really be active or enjoy life without pain," she says. "Our vision was to develop a new approach to do bypass percutaneously by putting a stent through the heart wall and sourcing blood from the left ventricle. This procedure allows these often-chronic angina patients another chance to get oxygenated blood to their heart muscle."

Briefs "grew up in a small-town Midwestern community in the great state of Kansas." ("Did you see my little red slippers?" she jokes.) After receiving her undergraduate degree at Emporia State University, she worked for a division of Pfizer in Minneapolis-St. Paul. Her first medical-device job was at American Edwards (now Edwards Lifesciences) in Cleveland, in the cardiovascular field. Her career took her to the Boston area, then to San Francisco in 1982.

While in the Bay Area, Briefs enrolled in GGU's MBA program in marketing and finance. "I thought it was important for working in Silicon Valley at the time — it's such a competitive arena," she says. "In order to sharpen my skills and really prepare myself to be a CEO — which was always a professional goal — I needed to have that academic credential. I'd really grown up in the medical field, and I wanted to get a broader view of the business world."

At GGU, Briefs found "the students were incredibly bright, and the instructors were knowledgeable in the field but also had a very good blend of practical real-world experience. It gave me a base of understanding different business models and ways to build value and companies. Having my MBA has been very helpful to me along the way."

Briefs, who now has more than 25 years of experience in the medical-device industry, launched Percardia in 1998; it's her third successful venture-backed start-up.

"When you're starting a company like this, you want to develop something that meets an unmet clinical need. The most important thing for me throughout building the company has been to try to focus on creating value for every constituent. What I mean by this is not only getting value out of the technology but also making sure that everyone who has a relationship with the company gets some value: employees, the scientific advisers, our partners and vendors. We have been able to accomplish a significant amount by building a solid team where every party sees some value in the transaction," she says.

Prior to Percardia, Briefs helped develop products and raise financing for companies including Vista Medical Technologies, Stryker Corp. and Target Therapeutics. She was awarded the 2003 Ernst & Young New England Entrepreneur of the Year Award for Emerging Companies, and last year was elected chair of the Medical Device Manufacturers Association.

Along with finding the science and technology "incredibly stimulating," Briefs explains that "for me, and probably many people in the field, it's this continual passion or desire we have to be involved in something that provides benefit or improves [humanity]. I grew up with the core values or beliefs in hard work, integrity and making a difference in people's lives. All those things I'm able to accomplish here at Percardia. Besides, of course, still making my parents

"When you're starting a company like this, you want to develop something that meets an unmet clinical need."

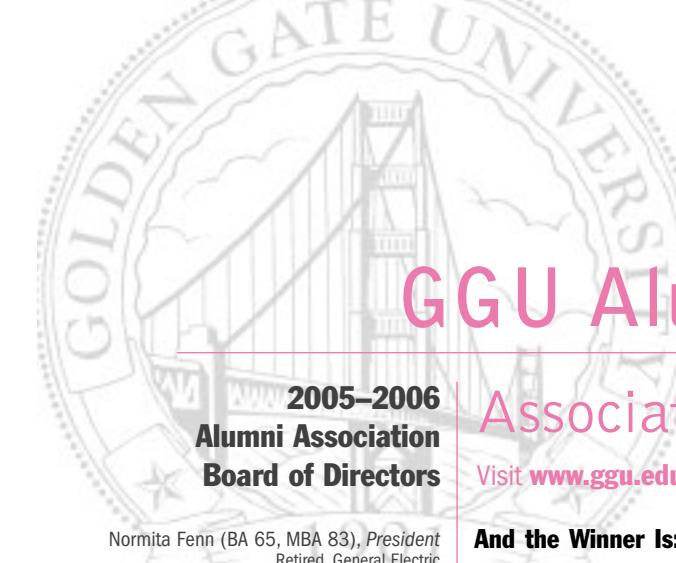
proud of me," she says with a smile, "it gives me a lot of personal satisfaction."

Jeffrey Jones

"The medical-device industry as a whole improves the human condition," says Jeffrey Jones (MBA 86), who has been in the industry for 18 years. "We develop new products that treat previously untreatable problems."

As chief operating officer of Reliant Technologies, which makes medical lasers for aesthetic applications, Jones is responsible





"You're working with the latest high-end technology, so you've got to learn all the time."



for day-to-day manufacturing operations, product engineering, quality assurance and regulatory matters. Reliant's Fraxel laser is used worldwide "to resurface the skin and get rid of wrinkles, all pigmented lesions including melasma and atrophic scars such as surgical scars and acne scars. ... A lot of people are walking around with severe acne scars and, as a result, have severe psychological scars," Jones says. "We can basically erase their acne scars and improve their psychological well-being."

Though Jones comes from a "medical family" (his mother was a registered nurse, one sister is a nurse-anesthetist married to an anesthesiologist, and another sister is CEO of a medical-device company) and always

wanted to be involved in the medical industry, he started out on a different path.

After graduating from the US Military Academy at West Point with an engineering degree, he had a five-year obligation with the military. While on active duty in Monterey, Calif., he decided to go for an MBA, with the

The fact that Golden Gate had a lot of [teaching sites] allowed me to finish my degree in Los Angeles when I got off active duty down there," Jones also appreciated the practical approach offered at GGU. "The guys who taught me were experts in their field. They had real-world experience," he says.

When he finished his military duty, Jones flew all over the world selling and installing in-flight entertainment systems used by large airline companies such as Boeing and Lockheed. He then worked for Hughes Aircraft Co. for a few years as a project engineer and "manager of receiving test and test engineering," building tactical display systems for the Navy. In 1988, he took a position at Coherent Medical Group in Palo Alto, a leading manufacturer of ophthalmic and surgical medical lasers, and stayed there for eight years.

"That's where I learned about the medical-device industry. I made every type of laser used in medicine today: eye lasers, surgical lasers and cosmetic lasers. We treated millions of eyes for diabetic retinopathy, glaucoma, cataract surgery and the Lasik procedure," along with applications in prostate surgery and orthopedic surgery. One novel development was adapting a telecom-industry fiber optic into a medical device to treat kidney stones noninvasively.

In 1996, Jones moved to Boston Scientific Corp., a cardiac-catheter and capital-equipment business, and then Lumend, an interventional cardiology start-up, before joining Reliant in 2004.

Jones finds the sheer diversity of the medical-device industry stimulating: "Doctors may get stuck in a rut because they have to specialize. Being in the medical-device industry, you can switch horses more easily." He also relishes the key challenge inherent in the field: "You're working with the latest high-end technology, so you've got to learn all the time. By keeping your eyes open, going to trade shows and being aware of what's going on, you can learn about new technologies driven by other industries and translate them into medical devices to help solve untreatable medical problems."

photo: Kent Taylor

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Association News

Visit www.ggu.edu/alumnievents for more news and events

And the Winner Is: Celebrate the achievements of GGU alumni and other members of the GGU community at our annual luncheon on Wednesday, Oct. 18, 2006, at The Palace Hotel in San Francisco. We will present the Alumnus/Alumna of the Year, Amicus, Community Service, Distinguished Service, Volunteer of the Year and Rising Star awards. A reception kicks off the festivities at 11:30 am, followed by the lunch and program at noon. Alumni-award winners are announced in August. Watch for your invitation in the mail. Read more about the alumni awards and past awardees at www.ggu.edu/alumni/annual_alumni_awards.

GGU Hits the Road: We've made a concerted effort to reach out to alumni outside of San Francisco, including regional receptions and events in New York, Boston, Washington, Seattle and Silicon Valley during the past year. Hundreds have turned out to hear updates on GGU and to meet each other. Additional events are being planned, and we hope the next time we are visiting your area you will accept our invitation.

Psychology Alumni Reunion: Psychology Department Chair Dr. Kit Carman Yarrow and Ageno School Dean Terry Connelly co-hosted GGU's first psychology alumni reunion.



Alumni Association board members Sara Larios Mitchell (MA 98) and Angie Neale (MA 03; pictured, left) worked to ensure invitations reached more than 200 graduates. Sixty alumni and guests attended the reception in GGU's sixth-floor atrium lounge in San Francisco. Dr. Joseph Coyne (pictured, right), who has taught 30 consecutive semesters and nearly every graduate since the program's inception in 1994, received a certificate of appreciation.

Save the Dates: Join us for the annual GGU Alumni Day at the Ballpark tailgate party and baseball game on Saturday, July 8, 2006, to watch the Oakland A's play the Los Angeles Angels of Anaheim at McAfee Coliseum. Also be sure to check the website for the date of the annual Alumni Association Planning Retreat. Visit www.ggu.edu/alumni for more details.

Benefits & Services

Join the GGU Alumni Association and reap the following rewards:

- Free Membership
- Online Alumni Directory
- **ggu Magazine**
- Tuition Discounts
- Counseling Center
- Career Services
- University Library Access
- MBNA/GGU Visa Card
- Patelco Credit Union
- Geico Auto Insurance

For full information about these and other Alumni Association benefits, visit www.ggu.edu/alumni/alumni_benefits_and_services.

Lenore McDonald Junker
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415-442-7824
fax 415-882-1660
e-mail: alumni@ggu.edu
www.ggu.edu/alumni

1900

Paul C. Ligda (JD 61) was named Attorney of the Year by the Solano County (Calif.) Bar Association in January 2006. He was the first public defender of El Dorado County (Calif.) and worked as a deputy district attorney in Santa Clara County (Calif.).

Allen E. Sommer (JD 68) is the presiding workers' compensation judge in Oakland. E-mail: pwcj29@sbcglobal.net.

1970s

William R. Haerle (JD 72) is associate general counsel and director of government relations for AMD in Sunnyvale, Calif. E-mail: bill.haerle@amd.com.

Marvin A. Remmich (MBA 72) was appointed to the California State University, East Bay's Educational Foundation board of trustees. He is the founder of RAM Properties in Danville, Calif. E-mail: marvin@marvinremmich.com.



We Luv Brownies

They say if you put your heart into something, you will succeed. Aundrea Lacy (MBA 05) took this advice to, well, heart.

Luv's Brownies, Lacy's San Jose-based Internet bakery, started in a GGU classroom and, this year, celebrates 10 years of business.

"I remember the day my MBA instructor, Dr. David Palmer, told me to start my business. He said, 'If you don't do it, someone else will, and you will always wonder what you could have done with your passion.'"

Lacey, a former model, television journalist and corporate marketing executive, started baking brownies for friends and, with her professor's support, began her Internet bakery as a class project for her GGU MBA program.

The Bay Area native also credits her time at GGU for helping her to develop Luv's "unique selling proposition": Home of the Original Heart-Shaped Brownie.

"Heart-shaped brownies are such a simple concept, I couldn't believe no one had branded them before," she says. "But after spending hours in the library running searches on similar products, I knew my product was original." When she first started Luv's Brownies, it was the only online bakery on the Internet, she adds.

"GGU was huge in my success," Lacy says. "It gave me a gateway to Dr. Palmer, helped with resources for getting my business going, and it gave me a scholarship — that made all the difference."

She started working at night in a local bakery to learn about the business; she still bakes her cookies in that same bakery today, avoiding the overhead cost of owning her own space and equipment. And her business is thriving.

In case you're wondering, Luv is the name of Lacy's childhood doll. The entrepreneur/baker has published a book that is a sort of self-help guide for those thinking about starting their own business. It's name? What else: *Luv Story*.

University Info

San Francisco

Golden Gate University
536 Mission St.
San Francisco, CA 94105
415-442-7000
800-GGU4YOU
www.ggu.edu

Ageno School of Business:
415-442-6500

CyberCampus:
415-369-5250

School of Law:
415-442-6600

School of Taxation:
415-442-7880

University Advancement:
415-442-7820
University Library:
415-442-7242

Los Angeles

725 S. Figueroa St., Suite 1550
Los Angeles, CA 90017
213-623-6000

Monterey Bay

500 Eighth St.
Marina, CA 93933
831-884-0900

Sacramento

2595 Capitol Oaks Dr., 2nd Floor
Sacramento, CA 95833
916-648-1446

San Jose

50 Airport Parkway, Suite 150
San Jose, CA 95110
408-573-7300

Seattle

1425 Fourth Ave., Suite 404
Seattle, WA 98101
206-622-9996

Walnut Creek

One Ygnacio Center
Second Floor Annex, Suite 20
1990 N. California Blvd.
Walnut Creek, CA 94596
925-296-0900

1900s

William M. Gwire (JD 74) of Gwire Law Offices, was named by *Worth* magazine as one of the top 100 lawyers in America serving high-net-worth individuals and families. E-mail: wgwire@aol.com.

Timothy H. Stearns (JD 74) is mayor of Mt. Shasta, Calif. He previously served on the Mt. Shasta City Council for seven years. E-mail: timstearns@sbcglobal.net.

Laura Stevens (JD 74) won a case about employment discrimination, which was featured in the *San Francisco Daily Journal*.

James A. York (BA 76) retired in December 2005 as undersheriff of the Napa County (Calif.) sheriff's department, where he spent his entire 28-year law-enforcement career.

Roger F. Allen (JD 77) is a mediator and arbitrator with Erickson, Arbuthnot, Kildugg, Day & Lindstrom Inc. in Oakland. E-mail: rallen@eakdl.com.

Christine Coward Dean (MPA 77) retired from the coroner division of Contra Costa County (Calif.), where she has served for 32 years. She was the county's first female jail commander and female police chief. Dean headed the coroner investigation that led to the arrest of convicted murderer Scott Peterson in 2004.

Paul W. Brydon (MBA 78) left Verdugo Hills Hospital of Glendale, Calif., to join Northridge Hospital in Northridge, Calif., as vice president and CFO. E-mail: pbydon@charter.net.

Lisa R. Dummer (JD 78), secretary of Transgender San Francisco, was first runner-up in the Ms. Transgender San Francisco pageant held on Jan. 21, 2006. E-mail: destinee382436@yahoo.com.

Heinz Hubler (MPA 78) retired as director of community services of Monterey Peninsula College in Monterey, Calif., after 25 years, to become a professional photographer. E-mail: myworld4u@yahoo.com.

David M. Livingston (MBA 78, DBA 01) hosts *The Space Show*, a talk-radio show devoted to space commerce, tourism, development and science. E-mail: dlivings@davidlivingston.com.

Daniel Medrano (BA 78) is a certified master peace officer living in San Antonio, Texas. Medrano retired from the US Army as chief warrant officer in 2003 and works as a pro-

fessional criminal investigator for the Bexar County (Texas) district attorney's office. E-mail: dm1960@grandecom.net.

Michael L. Sarina (BS 78) is vice president of finance at Pac-West Telecomm Inc. He was formerly CEO/COO at Mobex Communications Corp. E-mail: msarina@earthlink.net.

Richard L. Devenport (BA 79) is the program manager of Cisco Systems Inc. in Spokane, Wash. E-mail: rdevenpo@cisco.com.

Anne E. Bouliane (JD 80, LLD 00), a San Francisco Superior Court judge for more than 15 years, was profiled in *The Recorder* for her distinguished service.

Charles R. Hendricks (JD 80) is a real-estate developer and president of Sugar Magnolia Inc. in Savannah, Ga. E-mail: crhinsavannah@gmail.com.

Diana R. Taylor (JD 80) has been practicing family law in Eugene, Ore., since 1999.

James A. Tiemstra (JD 80), formerly a partner and chair of Miller, Starr & Regalia's bankruptcy practice group, opened his own firm in downtown Oakland. E-mail: jat@tiemlaw.com.

Henry R. Veldman (MPA 80) was appointed to the town council of Woodway, Wash. He had served on the planning commission since 1999. E-mail: henry@wwmedgroup.com.

Gail Dekreon (JD 81), a judge with the San Francisco Superior Court, presented the California oath at GGU's swearing-in ceremony in December 2005 at the Ninth Circuit Court in San Francisco. E-mail: gail@dekreon.org.

Richard M. Sakoda (JD 81) is the CEO and general counsel of Sino-Hawaii Association of Businesses and Manufacturers Inc. in Honolulu. E-mail: richardsakoda@aol.com.

David A. Scarborough (MBA 81) co-authored the book *Mandatory Marketing: Small Business Edition*; customers pay what they think the book is worth. E-mail: wings24@sc.rr.com.

Cheryl F. Leff (MBA 82) has been a business and computer consultant and Web and database designer in the Bay Area since 1998. She writes a monthly column for *Prosper Magazine*

in Sacramento. E-mail: prosperganda@better-businesswebs.com.

W.S. Thomas (LLM 82), a partner at Morgan Lewis & Bockius in San Francisco, was listed in *The Best Lawyers in America* in 2006, and was named by *Worth* magazine as one of the top 100 lawyers in America serving high-net-worth individuals and families. E-mail: wthomas@morganlewis.com.

Thomas M. White (MPA 82) is the program manager/vice president of AOC Applied Technologies in Arlington, Va. E-mail: mcleantmw@aol.com.

Lawrence M. Boesch (JD 83) joined Linda Kramer (JD 86) and her daughter, Deborah Kramer-Radin (JD 94), at Kramer Law Firm, an estate-planning and probate-litigation firm in Los Altos, Calif. E-mail: boesc@pacbell.net.

Patrick J. Coughlin (JD 83), an attorney with Lerach, Coughlin, Stoia, Geller, Rudman & Robbins in Los Angeles, was listed in the *San Francisco Daily Journal* Top 100 for his work in securities litigation. E-mail: patc@lerachlaw.com.

Jeffrey S. Drabin (JD/MBA 83) is a senior attorney with the Department of Child Support Services in Modesto, Calif. E-mail: jdrabin@stancodcss.org.

Robert E. Kroll (JD 83) designs and sells custom furniture and conducts coaching for parents who are unable to work collaboratively. E-mail: berkeleylawyer@idiom.com.

Daniel M. Linchey (JD 83), an attorney with Goldberg, Stinnett, Meyers & Davis, conducted an MCLE on "Procedural Changes Under the Bankruptcy Reform Act" for the Bar Association of San Francisco. E-mail: dlinchey@gsmldlaw.com.

Daniel Dell'Osso (JD 84) joined The Brandi Law Firm in San Francisco. He specializes in automobile crash-worthiness cases. E-mail: ddo@brandilaw.com.

Matthew P. Guasco (JD 84) was featured in the *San Francisco Daily Journal* discussing mediation and what it takes to be a professional neutral. E-mail: guasco@sbcglobal.net.

[alumnews / class notes]

Roger L. Kemp (MPA 84) spoke at the University of California about his latest book, *Cities and the Arts: A Handbook for Renewal*. E-mail: rlkbsr@snet.net.

Carol A. King (JD 84), a judge with the federal immigration court, presented the federal oath at GGU's swearing-in ceremony in December 2005 at the Ninth Circuit Court in San Francisco. E-mail: carol.king@usdoj.gov.

Charles E. McCannon (MBA 84) is the chief medical officer of the Harford County Health Department in Bel Air, Md. E-mail: charlesmccannon@comcast.net.

Peter A. Meshot (JD 84) was named a partner in McDowell, Meshot & Shaw's Sacramento office. E-mail: pmeshot@mcdowelllaw.com.

Tony Ghisla (MBA 85) was promoted to chief credit officer at Exchange Bank in Sonoma, Calif.

Barry P. Gorelick (JD 85), formerly of Furtado, Jaspovice & Simons, opened his own firm in Oakland specializing in workers'-compensation law. E-mail: barry@bpgcomp.com.

Karen H. Lipney (JD 85) is assistant executive director of the American Federation of Television & Radio Artists. E-mail: ondina@pacbell.net.

Samuel E. Weiss (MPA 85) left the Police Academy at Central Arizona College to become the manager of work-force development for Maricopa Integrated Health System. E-mail: sweiss3373@cox.net.

Robert E. Williams (MPA 85) is the deputy inspector general for investigations at the Los Angeles Unified School District's Office of the Inspector General. E-mail: bob.williams@lausd.net.

Tova L. Zeff (JD 85) is a business representative with the American Federation of Television & Radio Artists. E-mail: tlz1@mindspring.com.

George D. Goforth (MPA 86) is vice president of property management at Phillips Edison & Co. in Cincinnati. E-mail: ggoforth@phillipsedison.com.

John C. Laumann (MS 86) is the director of US international tax and audits for Xilinx Inc. in San Jose. E-mail: corptax@alumni.ggu.edu.

Keith Reyen (JD 86), an attorney with Oium Reyen & Pryor in San Francisco, was featured in *The Recorder* for his representation of the defendant in *Rosen v. The Regents of the University of California*. E-mail: keith@oiumreyen.com.

C. Zadik Shapiro (JD 86) was honored by *The Recorder* for his volunteer work bringing the Legal Advice and Referral Clinic (LARC) to Bayview-Hunters Point in San Francisco. E-mail: zshapiro@justicemail.com.

Aleeta M. Van Runkle (JD 86), chief of neighborhood and community services for San Francisco's city attorney's office, was quoted in the Oct. 21, 2005 edition of *The Recorder*.

Christopher H. Weed (MBA 86) was a panelist in a forum of the Financial Planning Association of San Joaquin Valley (Calif.) as part of its annual "Planning Pays Off" personal-finance presentations and workshops. E-mail: cweed@pacbell.net.

Ralf Ritter (MBA 87) opened his own consulting firm, Paragon Sino-Swiss Ltd., in Shanghai, China. E-mail: ralf.ritter@paragon-sinoswiss.com.

Mary L. McKittrick (BS 88) is an engineer for Alltel in Little Rock, Ark. E-mail: m_mckittrick@juno.com.

Christi A. Olson (MS 88) published a book on leadership for library professionals titled *Winning With Library Leadership*. She was named chair of the Organization Development Network and is a managing partner at consulting firm AvidWork Inc. E-mail: christi.olson@mindspring.com.

Douglas L. Rappaport (JD 88) presented "Ethics in Everyday Criminal Defense Practice" at GGU's 2006 "Beat the Clock" MCLE seminars.

Rickey T. Rhodes (MBA 88) was named vice president and IT manager at Community Business Bank in West Sacramento.

Kevin C. Smith (MPA 88) earned a graduate certificate in academic advising from Kansas State University. E-mail: ksmith1274@woh.rr.com.

Jackson R. Gualco (MBA 89) was elected to the board of trustees of the University of California, Davis, Foundation. E-mail: jackson_gualco@gualcogroup.com.

John E. Harding (JD 89) serves as president of the East Alameda County (Calif.) Bar Association. E-mail: jharding@hardinglaw.com.

Ryan K. Mau (JD 89) joined Fotouhi, Epps, Hillger, Gilroy LLP as senior counsel for the Northern California office. E-mail: rmau@fe-law.com.

Marie C. Shadden (MPA 89) was awarded Department of Homeland Security certification by the National Association of Forensic Examiners. She received EPA training from the Water Environment Federation. E-mail: m_shadden@bellsouth.net.

Blaine W. Beyer (MBA 90) is relocating from Cleveland with his spouse of 16 years after accepting a federal civil-service position at the aviation depot at the US Coast Guard Base in Elizabeth City, NC. E-mail: bbeyer@neo.rr.com.

Daniel G. Cooper (JD 90), an attorney with Lawyers for Clean Water, married Martha Page Wanning on Sept. 24, 2005. E-mail: cleanwater@sfo.com.

Kean J. Decarlo (MBA 90) was promoted to officer at the IP law firm of Needle & Rosenberg PC, in the mechanical patent practice group. Decarlo previously worked as a pilot for Delta Air Lines and the US Air Force.

Ron M. Del Pozzo (JD 90) is a judge with the Santa Clara County (Calif.) Superior Court.

Dexter K. Lee (MBA 90) is the principal consultant of Oracle USA Inc. in Pleasanton, Calif. E-mail: dexterlee@alumni.ggu.edu.

Amanda D. Manning (MPA 90), a nutritionist, launched Carolina FoodPros, promoting heritage foods, cooking traditions and artisan products from South Carolina.

[alumnews / class notes]

Charles E. Nichol (JD 90) led an MCLE for the Bar Association of San Francisco titled "Options in Immigration Litigation." E-mail: chasnic9@hotmail.com.

Thomas B. Bauckman (MPA 91) is the principal program analyst of CACI International Inc. in Arlington, Va.

Anthony P. Haley (MPA 91) is a program coordinator for WorkNet Pinellas in Clearwater, Fla. E-mail: cane98@hotmail.com.

Suzanne L. Hanson (BA 91) is a case manager for SunPlus Home Care in San Ramon, Calif. E-mail: tangerine75@aol.com.

Michael J. Loughran (BA 91, MPA 95), a peace officer with the Napa County (Calif.) sheriff's department for 28 years, was appointed undersheriff in 2005. E-mail: loughran@co.napa.ca.us.

Daniel J. Lucas (MPA 91) retired as captain of the Tampa (Fla.) Police Department after 30 years. E-mail: lawmanluke31@hotmail.com.

Vitalis N. Ugochukwu (MS 91) was appointed supervising auditor-appraiser II in the business, personal property, marine and aircraft division of the Alameda County (Calif.) assessor office in Oakland. E-mail: vugochukwu@aol.com.

Alvaro A. Espinoza (BS 92) relocated to Orange County, Calif., to join Sunon Inc., where he was named regional sales manager for Latin America and the Southwest. E-mail: alvaresp@yahoo.com.

Douglas R. McCauley (MPA 92) served as a chair of the National Council of Architect Registration Boards for 2004-2005. E-mail: doug_mccauley@dca.ca.gov.

Gregory J. Oliver (JD 92), a lead attorney for Tuolumne County (Calif.), is running for Tuolumne County Superior Court judge.

E-mail: esquire@goldrush.com.

Helen L. Santana (JD 92) heads the Law Offices of Helen Santana in San Francisco. E-mail: helen.santana@libertymutual.com.

Frank B. Beuhler (JD 93) manages the Richardson Bay Sanitary District in Marin County, Calif.

Amanda Bevins (JD 93) married in 2000 and had a child in 2003. She made partner at Gagen, McCoy, McMahon & Armstrong and practices criminal defense. E-mail: aib@gmmalaw.com.

Rod Fliegel (JD 93), a partner at Littler Mendelson, authored "Meal Break Violations Held to Shorter Statute of Limitations" in the *San Francisco Daily Journal*. E-mail: rliegel@littler.com.

Claudia L. Galvan (MS 93) is the corporate product manager for globalization at Adobe Systems in Santa Clara, Calif. E-mail: cgalan@adobe.com.

Tarey Read (LLM 93) opened a sole general practice, primarily in Marin and Sonoma counties. E-mail: housecalllawyer@comcast.net.

Jessica Rudin (JD 93), a partner at Long & Levit LLP, led an MCLE seminar titled "Fee Agreements: Is it Time to Revise Yours?" for the Bar Association of San Francisco. E-mail: jrudin@longlevit.com.

Diana M. Shera Taylor (JD 93) was sworn in as a judge with the St. Helens Municipal Court in Oregon. E-mail: taylrlaw@crpvd.net.

Jennifer I. Wyllie-Pletcher (JD 93) was noted in the *Los Angeles Daily Journal* for the domestic-violence course she taught at GGU School of Law. E-mail: jwpletcher@yahoo.com.

Yoncha L. Kundupoglu (JD 94), an associate in the Los Angeles office of Hogan & Hartson, was featured in the *National Jurist* for her expertise in IP law. E-mail: ylkundupoglu@hhlaw.com.

Jong A. Lee (MBA 94) is a doctoral candidate in management studies at the Judge Business School at the University of Cambridge in England.

Brooke Oliver (JD 94), a San Francisco trademark attorney, was featured and quoted in the *San Francisco Chronicle* for her handling of a noted trademark case. E-mail: brooke@artemama.com.

Claire Z. Thorp (JD 94) is director for the southwest region of the National Fish and Wildlife Foundation. E-mail: claire.thorp@nfwf.org.

Take Your Cues

Michael J. Maslak (BS 75, MBA 77), CEO of North Island Credit Union in San Diego, was named Executive of the Year for 2005 by the Credit Union Executives Society (CUES).





Scholarship Convergence

They come from Monterey, Sacramento, San Francisco and all GGU teaching sites, as well as CyberCampus. They are earning business, law and taxation degrees. They are working, learning and succeeding. They come to say thank you. They are the 2005–2006 GGU Scholarship Recipients.

The fourth annual Scholarship Reception drew more than 100 students to meet and personally thank their scholarship benefactors. Held each February, the event celebrates the accomplishments of our students and the generosity of GGU's scholarship donors. Student speakers Charlotte Taylor and Sonia Contreras (BS 96, MA 06) shared their appreciation and talked about how GGU has changed their lives. —Debra Holcomb

Photos by Charlotte Fiorito

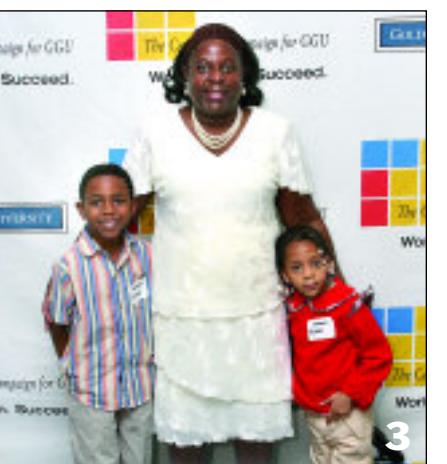


1 Recipients of the Aroline and Jerome Adams Endowed Scholarship with GGU president Phil Friedman (third from right). **2** George M. Cooley Endowed Scholarship recipient Contreras. **3** Camille Scholarship recipient Taylor with her grandchildren.

4 Recipient Soo Ryun Hyun (front row, center) surrounded by the committee for the Nagel T. Miner Endowed Scholarship for International Students.

5 Carl Gellert and Celia Berta Gellert Foundation Scholarship recipients with John J. Fitzpatrick (MBA 77; center). **6** Ian Hansen (student), Frederick W. Bradley (JD 66), Bruce M. Lubarsky.

7 Dr. Kenneth Housoulder Endowed Scholarship recipient Claudia Montano with Friedman.



Hyeong A. Kwon (MS 95) relocated to his home country of Korea in 1996 and is the president of KCI in Seoul. E-mail: hakwon@kci.co.kr.

Daniel Pickard (JD 95) practices international trade law and was named partner at Wiley, Rein & Fielding LLP in Washington, DC. E-mail: dpickard@wrf.com.

Jason Robman (JD 95) is counsel for Navigant Consulting in San Francisco. E-mail: jrobman@comcast.net.

Curtis F. Christy-Cirillo (JD 96) was noted in the *San Francisco Daily Journal* for winning a suit for the city against a building-permit expeditor.

Monica Knutsen de Figueroa (BS 96, MS 99) is the cultural-affairs adviser for the American Embassy in Oslo, Norway. E-mail: monicaknutsen@yahoo.com.

Jose Montalvo (JD 96) is an attorney with Cesari, Werner & Moriarty in San Francisco. Montalvo and his wife, Maggie, have two children.

Laura M. Petty (JD 96) is a deputy public defender in Siskiyou County, Calif.

Brian Soriano (JD 96), a GGU adjunct professor and senior associate at San Francisco's Goldstein, Gibson & Harris, coached the GGU mock trial team to victory at the 2005 San Francisco Trial Lawyers Association.

James E. Downey (MBA 97) wrote three articles published in the Vacaville (Calif.) Chamber of Commerce newsletter, *Comments*. E-mail: jdowney@castles.com.

Nathaniel P. Ford (AA 97) was appointed to head the San Francisco Municipal Transit Agency (MTA). He previously served as general manager and CEO of the Metropolitan Atlanta Rapid Transit Authority. E-mail: nford@itsmarta.com.

Cynthia Frierson-Mitchell (MPA 97) is a financial-aid counselor for California Institute of Integral Studies in San Francisco. E-mail: cdfmitchell@hotmail.com.

Jeffrey J. Greene (JD 97), a partner with DLA Piper Rudnick Gray Cary in Seattle, was named

a "rising star" by *Washington Law and Politics* magazine. E-mail: jeff.greene@dlapiper.com.

April Reid (JD 97) is a practicing personal-injury attorney, concentrating on motor-vehicle accidents in the Bay Area.

Linnea Sosa (JD 97) is assistant vice president and trust officer for Mechanics Bank. E-mail: linneasosa@aol.com.

Andrew L. Stevenson (JD 97) is an attorney for the Law Offices of Helen Santana, the San Francisco field office of Liberty Mutual. E-mail: andrew.stevenson@libertymutual.com.

Dirk J. Beijen (MPA 98) retired from the San Francisco Police Department; he now teaches at the Life Learning Academy High School and serves as a San Francisco juvenile probation commissioner. E-mail: dbeijen@alumni.ggu.edu.

Carrie S. Bourdeau (JD 98) was promoted to assistant general counsel for the Clark County (Nev.) School District. E-mail: carrie_bourdeau@hotmail.com.

Falgoon V. Desai (MS 98) is the senior operations analyst for Genentech in South San Francisco. E-mail: falgoondesai@yahoo.com.

Sheila Flanagan (JD 98), an attorney specializing in occupational and environmental disease, was named a partner of Burnham Brown in Oakland. E-mail: sflanagan@burnhambrown.com.

Layne K. Friedrich (JD 98), an attorney for Lawyers for Clean Water, was quoted in the *Contra Costa Times* about the "Baykeeper" lawsuit in Richmond, Calif. E-mail: layne@lawyersforcleanwater.com.

James Harrison (JD 98), an attorney in Sacramento, was quoted in *The Recorder* for his involvement in a constitutional-law case concerning airport identification. E-mail: jph@well.com.

Jennifer M. Keith (JD 98), formerly a managing attorney of Bay Area Legal Aid, joined Berra, Stross and Wallacker, a family law firm in San Mateo, Calif.

How to Gift Back to GGU

How was your education paid for? Did others help you with a scholarship funded by alumni? The GI Bill? Subsidy from your employer, friends or family?

Won't you reach out to help educate up-and-coming generations? It's hard to imagine a charitable gift that has a more far-reaching, positive effect than an investment in education. There are so many ways to give — and make a real difference.

Annual Gifts

Consider being an annual giver, and help close the gap between tuition and the actual cost of educating students. Use a check or credit card to make your monthly, quarterly or annual gift to the President's Fund. Make your check out to GGU, or call to make a gift by credit card.

Recurring Gifts

Monthly gifts charged to your credit card or electronically transferred from your bank account provide an easy and convenient way to give, while keeping GGU's fund-raising cost low.

Matching Gifts

Match your gift through your company. You may be able to double or triple your gift by including a matching-gift form from your human-resources department along with your contribution.

Stock Gifts

Save on capital-gains taxes, and make your contribution with stock or mutual-fund shares instead of cash. If you have appreciated securities worth more than you paid for them, you gain a charitable deduction for the full fair-market value of the shares and avoid capital-gains tax. It is simple to do; just call for instructions.

Bequests

Include Golden Gate in your will or estate plan, and leave a legacy of education to future generations. Request information on making gifts of life insurance, retirement-plan benefits, stock, property, cash or through a charitable trust.

Endowments

Establish a permanent fund in memory or honor of someone special. An endowed fund can be set up during your life or through a bequest for a wide variety of purposes.

You may now give online by credit card at www.ggu.edu/giving. Questions on how to give? Visit www.ggu.edu/aboutgiving, call 415-442-7820, or e-mail alumni@ggu.edu. Please send contributions to Elizabeth Brady, vice president of university advancement, Golden Gate University, 536 Mission St., San Francisco, CA 94105. 415-442-7813, fax 415-882-1660, ebrady@ggu.edu.

[memoriam]

Casper Weinberger (LLD 71) former trustee

Former GGU trustee and US Secretary of Defense Caspar Weinberger died on March 28, 2006, in Maine. He was 88.

An adjunct professor in the GGU School of Law in the 1950s, Weinberger served on the GGU board of trustees for more than a decade, beginning in 1959; he was given an honorary degree by GGU in 1971. Weinberger graduated from Harvard Law School, practiced with Heller, Ehrman, White and McAuliffe in San Francisco, and held several state and national government positions, culminating with his appointment as secretary of defense under President Ronald Reagan. Weinberger also served as general counsel and a director for Bechtel in San Francisco and, later, chair of Forbes Inc.

Frank M. Hagan (BS 46) died May 1, 2005.

Carl O. Otterberg (MBA 50) died Aug. 11, 2005.

John D. Maness (BA 51) died Oct. 14, 2005.

Theodore Stratigos (BA 51) died July 6, 2005.

Frank H. Abbott (BA 52) died June 30, 2005.

Henry M. Sante (BA 52) died Jan. 3, 2006.

James N. Crittenden (JD 60) died May 14, 2005.

Luis Morales (MPA 66) died Nov. 30, 2005.

Robert G. Kalinin (MBA 67) died July 14, 2005.

Savas Araboglou (MPA 72) died Jan. 15, 2006.

Helen Shapiro (JD 72) died Oct. 30, 2005.

Richard W. Smith (MBA 72) died Aug. 22, 2005.

Kim Kruglick (JD 74) died Oct. 28, 2005.

Michael B. Murray (JD 74) died Nov. 25, 2005.

Arnold M. Beyer (MPA 76) died Nov. 25, 2005.

Kenneth D. Allison (JD 79, MBA 84) died June 7, 2005.

Helen D. Howard (MPA 79) died Dec. 3, 2005.

Lynn B. Ingraham (MPA 81) died Dec. 5, 2005.

William H. Judson (MPA 82) died Oct. 22, 2005.

Charles G. Garrison (MBA 83) died March 5, 2005.

Patricia Wizeman (JD 84) died May 16, 2005.

Julie Ann W. Rogers (JD 86) died Jan. 31, 2006.

Robert R. Jones (DBA 91) died Aug. 5, 2005.

Brian K. Landeck (MS 98) died March 4, 2005.

Andrea T. Lowe (MA 98), a GGU adjunct professor and former executive director for INROADS/Northern California Inc., is director of community affairs for Turner Construction. She has a 17-month-old daughter. E-mail: taelowe@aol.com.

Glenn A. Rose (JD 99) is an immigration attorney with The Rose Firm in San Francisco. E-mail: garose67@aol.com.

2006

Juan C. Araneda (JD 00) is an associate with Long & Levit LLP in San Francisco, practicing in employment, insurance and professional liability. E-mail: jaraneda@longlevit.com.

Judondi Bolden (JD 00) opened her own law firm in Oakland, where she specializes in landlord-tenant law. E-mail: judondi@aol.com.

Mary K. Chung Hayashi (MBA 00) was endorsed by the United Farm Workers of America for a seat in the California State Assembly in the June 2006 election.

Emile A. Davis (JD 00), a plaintiff-side employment attorney, was named partner at Winer, McKenna & Davis in Oakland. E-mail: emiledavis@johnwiner.com.

Cherie L. Evans (LLM 00) opened Evans & Rosen in San Francisco, a law practice advising nonprofit organizations on tax exemption, tax planning and corporate-governance matters. E-mail: cherie@evansrosen.com.

Masood A. Khan (JD 99) was named vice president of The Greenspan Co. Adjusters International in South San Francisco. E-mail: m.khan@greenspan.com.

Hector R. Martinez (JD 99) is an attorney with the Law Offices of Mallison & Martinez in Lafayette, Calif. E-mail: hectorm@mallison-law.com.

Adrienne M. McMillan (JD 99), of San Francisco Superior Court's ACCESS Center, was honored by *The Recorder* for assisting in the launch of the Bayview Legal Advice and Referral Clinic (LARC) in Bayview-Hunters Point in San Francisco. E-mail: amcmillan@sfc.org.

Margaret M. O'Dowd (MS 99), formerly a tax professional with General Electric Corp. for 20 years, is now an attorney with the Law Offices of Julia P. Wald in San Rafael, Calif., practicing estate planning, probate and trust administration, and conservatorships and guardianships. She was honored by the San Francisco Bar Association for her homeless advocacy. E-mail: peggyodowd@aol.com.

Michelle D. Jew (JD 00) is working as a contract attorney following the birth of her son, Shane Asher Esters, on Oct. 15, 2005.

Andrea K. Leisy (JD 00) became a partner at Remy, Thomas, Moose and Manley LLP in Sacramento, specializing in the California

Environmental Quality Act and other land-use and environmental matters. E-mail: aleisy@rtmmlaw.com.

Page A. Tyran (JD 00) opened her own family-law practice in Napa, Calif., after working four years with the Napa County Department of Child Support Services. E-mail: pagetyran@alumni.ggu.edu.

Liz A. Villanueva (JD 00) is a mentor at the US Department of Labor. She was elected vice president of public relations of Labor Toastmasters and received the Competent Toastmasters Award. She got married in 2004. E-mail: villanueva.elizabeth@dol.gov.

Robin R. Wahl-Nesbitt (JD/MBA 00) supervises the legal compliance group in the Scottsdale, Ariz., office of ING. On Oct. 27, 2005, Wahl-Nesbitt rang the opening bell of the New York Stock Exchange to celebrate ING's initial public offering of its second diversified closed-end fund. E-mail: robin.nesbitt@ingfunds.com.

Sonia M. Agee (LLM 01) was named partner of the tax group at Hoge, Fenton, Jones & Appel in San Jose. E-mail: sma@hogefenton.com.

Wendy R. Bemis (JD 01), a GGU adjunct professor and principal at Bemis & Associates, coached the GGU mock-trial team to victory at the 2005 San Francisco Trial Lawyers Association trial competition. E-mail: wbe-mis@bemisandassoc.com.

Heather E. Borlase (JD 01) is the 2006 vice president of the Bar Association of San Francisco Barristers Club board. E-mail: heatherborlase@aol.com.

Joseph Chianese (JD 01) joined the US Department of Labor, Employee Benefits Security Administration, in San Francisco. E-mail: chianese.joseph@dol.gov.

Christopher A. D'Ovidio (JD 01), a staff attorney with the Conservation Law Foundation in Providence, RI, filed a petition for review in the First Circuit Court of Appeals against the Federal Energy Regulatory Commission. D'Ovidio has a two-year-old daughter, Gracie. E-mail: cdovido@clf.org.

Vade S. Donaldson (JD 01) is an attorney

with the felony unit of the Society of Counsel Representing Accused Persons in Seattle. E-mail: vade.donaldson@scraplaw.org.

Jeffrey M. Ginsberg (JD 01) established Briefs and Motions Inc., a law practice specializing in the preparation of memos, motions and briefs. E-mail: ginsberg@briefsandmotions.info.

Ayanna L. Jenkins-Toney (JD 01) is principal of Law Offices of Ayanna L. Jenkins-Toney, a firm specializing in personal injury, worker's compensation, family law, and landlord-tenant and entertainment-sports law, with offices in San Francisco and Larkspur, Calif.

Hyon S. Ko (JD 01) is an attorney for the Law Offices of Helen Santana. E-mail: sun.ko@libertymutual.com.

Laura M. Langone (JD 01), a director at Genentech in South San Francisco, Calif., has two children: Alexandra Sophia, born on Nov. 7, 2005, and Andrew Christian, born in 2003.

Julie A. Lannert (MS 01) is the wine-programs manager of Copia: The American Center for Wine, Food & the Arts in Napa, Calif. E-mail: julesann16@yahoo.com.

Michael L. Oitzman (MBA 01) is the senior product manager of BMC Software in Sunnyvale, Calif.

Carey D. Sebera (JD 01), former director of pro bono legal services at Bingham McCutchen, is now investigating Sarbanes-Oxley for Morrison & Foerster. E-mail: carey-sebera@hotmail.com.

Barbara L. Singleton (MS 01) is logistics manager at Voxilla in San Francisco. E-mail: barbsingleton@sbcglobal.net.

Michael J. Thomas (JD 01) was a consulting attorney in the *OSYU v. Bikram Choudhury* yoga copyright case, and his article, titled "The *OSYU v. Bikram Choudhury* Copyright Case: Analytical Approaches to Fleshing Out a Paper Tiger," appeared in the fall edition of *IP Law Bulletin*, published by the University of San Francisco.

Steven H. Unger (MS 01) is an informatics scientist at Exelixis Inc. in South San Francisco, Calif. E-mail: steveunger@hotmail.com.

Mary E. Wilke (JD 01) is the vice chair of the real-estate and environmental law barristers section of the San Francisco Bar Association. E-mail: mwilke@edgcomb-law.com.

Tara G. Beer (JD 02) is an attorney for the Law Offices of Helen Santana. E-mail: taragwynnbeer@hotmail.com.

David J. Brillant (JD 02, LLM 04) heads the tax and estate-planning practice groups at Van De Poel & Levy. E-mail: dbrilliant@vanlevylaw.com.

Adriano Hrvatin (JD 02) is an associate with Morrison & Foerster in San Francisco. E-mail: ahrvatin@mofo.com.

Said Tayeb Jawad (MBA 02), Afghan ambassador to the United States since 2003, conducted a week-long speaking tour in California, Ohio and Florida in November 2005. E-mail: ambassador@embassyofafghanistan.org.

Gary L. Johnson (MA 02) is the assistant registrar of the California Institute of Integral Studies in San Francisco. E-mail: gljohns1@alumni.ggu.edu.

Sarah E. Kraemer (JD 02) is an attorney with Brayton Purcell LLP in Novato, Calif. E-mail: sarahk220@cs.com.

Melinda M. Lord (LLM 02) returned to Palo Alto, Calif., after two years in Grenoble, France. She is an attorney for Sun Microsystems. E-mail: mlord84757@aol.com.

Kimberly M. Surratt (JD 02) became a shareholder of Jenkins Law Office PC, with offices in Reno and Carson City, Nev., and San Francisco. Her practice focuses on family law, same-sex parenting and collaborative law. E-mail: kim@jenkinslawoffice.com.

Victoria O. Alexeeva (JD 03) is an attorney for the Law Offices of Helen Santana. E-mail: fadey@comcast.net.

Ingrid Bizel-Bizelot (LLM 03) is an associate at The Schinner Law Group in San Francisco. E-mail: ibizel@sbcglobal.net.

Josephine E. Coronado (MS 03) is the manager for tax projects at Alderwoods Group Inc. in Burnaby, Canada.

[alumnews / class notes]

Rodolfo Y. Duran-Chavez (MBA 03) is a junior partner of AG Edwards & Sons in Walnut Creek, Calif. E-mail: rodolfoyduran@yahoo.com.

David C. Foster (JD 03) joined Medarex Inc. in its Milipitas, Calif., office as IP counsel. E-mail: dfoster@medarex.com.

Julie R. Gosch (JD 03) joined Pierce & Weiss LLP in Los Angeles as an associate.

Yehong Lu (LLM 03) is an attorney with Lawyer's Asset Management Inc. in Oakland. E-mail: yeats_lu@yahoo.com.

Loulena A. Miles (JD 03), a staff attorney at the Tri-Valley Communities Against a Radioactive Environment in Livermore, Calif., was quoted in the *San Francisco Chronicle* about federal energy regulation. E-mail: loulena@trivalleycares.org.

Chandra E. Miller (JD 03) is an attorney for Family Law Center in Sacramento.

Sara E. Kastner (JD 03), a criminal defense attorney with Tamburello & Hanlon, was noted in *The Recorder* for her efforts in establishing the Legal Advice and Referral Clinic in Bayview-Hunters Point in San Francisco. E-mail: serief@hotmail.com.

Rissiane D. Santos Goulart (LLM 03), a professor of international law, relocated with her husband to Brazil. E-mail: lgoulart@hotmail.com.

Jeff B. Stizza (JD 03) is the director of business development for Major, Lindsey and Africa, developing executive-recruiting relationships with in-house counsel at companies in Los Angeles, San Diego, Arizona and Nevada. E-mail: jstizza@mlaglobal.com.

Carlin M. Turner (MBA 03) joined America Print of Santa Rosa, Calif., as vice president of sales. E-mail: carl@americanaprint.com.

Shannon L. Wyman (JD 03) works for AeroSea Corp. in San Francisco. E-mail: shannonwyman@aol.com.

Wenjuan Ye (MBA 03) is an assistant professor in the business school at South China University of Technology. E-mail: wendy0910@yahoo.com.

Sung-Seung Yun (LLM 03) is a professor at Hallym University in Korea. E-mail: ssyun@express56.com.

Jackson Chou (JD 04) is an associate with Taggart & Hawkins in Oakland. E-mail: ez050638@yahoo.com.

Michael DiSimone (JD 04, LLM 05) and **Carolyn Greenwalt** (JD 04) were married Sept. 16, 2005, in Santa Monica, and reside in San Diego. DiSimone works in land acquisitions, specializing in redevelopment projects. Greenwalt works as a tax attorney. E-mail: carolynjoyg@yahoo.com.

Jonathan C. Dunten (JD 04) practices immigration litigation and nationality law in San Francisco and serves as an attorney consultant for the Mexican consulate. E-mail: jonathandunten@excite.com.

Daniel Etoh (LLM 04) is an associate with Amamgo & Associates in Oakland. E-mail: graced80@hotmail.com.

Leigh Fleming (JD 04) accepted a position in death-penalty law with Robert Bryan in San Francisco, Calif. E-mail: leighfleming@aol.com.

Alice Gathogo (LLM 04), a former family-law judge in Kenya, works for Ma'at Youth Academy in Richmond, Calif. E-mail: gathogowa@yahoo.com.

Sean P. Kanousis (JD 04) earned an LLM in taxation from the Boston University School of Law in May 2005 and accepted a job with The Schonbraun McCann Group LLC in New York City. E-mail: seankanousis@hotmail.com.

Yolinda I. Kgakge (MA 04) is the program associate of the Academy for Educational Development in Gaborone, Botswana. E-mail: ykgakge@hotmail.com.

Bruce McCann (LLM 04), principal of B.W. McCann & Associates in Occidental, Calif., which specializes in the grape and wine industries, joined the faculty of Empire College School of Law. E-mail: bwm@sonic.net.

Aicha Mievis (JD 04) is an associate with Armstrong Law in San Francisco. E-mail: amievis@gmail.com.

Phillip A. Murray (LLM 04) is a professor of English at Sierra College and principal of the Law Office of Phillip Murray. E-mail: nonprof-itlaw7@earthlink.net.

Robert H. Patterson Jr. (MS 04) is employed by PricewaterhouseCoopers LLP as a state and local taxation associate in Seattle. E-mail: taxationprofessional@hotmail.com.

Ariella E. Perry (JD 04) is a litigation defense attorney with Philip M. Andersen & Associates in San Francisco. E-mail: ariella_perry@yahoo.com.

Krishna Reddivari (LLM 04) is employed by International Technologies Inc. E-mail: kris.red@usa.net.

Charlotte Rodeen-Dickert (JD 04) welcomed Sonja Marion Dickert on Feb. 7, 2006. E-mail: crodeen@earthlink.net.

Luzius Schmid (LLM 04), a senior attorney at Zurich Global Corporate in Europe, was married in November 2005 in Southern California. E-mail: luzius.schmid@gmail.com.

Edward C. Sidawi (JD 04) was honored by *The Recorder* for his volunteer work in bringing the Legal Advice and Referral Clinic to Bayview-Hunters Point in San Francisco. E-mail: ed_sidawi@yahoo.com.

Anne Tomassini (JD 04) is an associate with Pier 5 Law Offices in San Francisco. E-mail: amtomassini@sbcglobal.net.

Emily Warren (JD 04) is an attorney with the Orly Law Firm in San Francisco. E-mail: warrenemily@hotmail.com.

Heather Alexander (JD 05) accepted a position with the UN High Commission for Refugees in Chad, North Africa, and practices asylum and refugee law as a junior professional officer for refugees from Sudan and the Central African Republic. E-mail: halexander@gmail.com.

Kerri Bandics (JD 05) is a law clerk to District Chief Judge Alexander Karst of the US Department of Labor. E-mail: kbandics@msn.com.

Carole Bosch (JD 05) is an associate with Hersh & Hersh in San Francisco. E-mail: carole_bosch@yahoo.com.

Bryan Doss (JD 05) is an associate with Bemis & Associates in San Francisco. E-mail: bifffm007@aol.com.

Bill Frederick (MS 05) works for Gursey, Schneider & Co. LLP, a CPA firm in Beverly Hills, Calif. He previously built fiduciary tax software at CCH information services for five years. E-mail: billme@gmail.com.

Amy Gruber (JD 05) is an associate with Robers Majeski Kohn & Bentley in Redwood City, Calif. E-mail: amy@jackgruber.com.

Anton Labrentz (JD 05) opened a law office as a sole practitioner, focusing on estate planning, probate administration and litigation in Portland, Ore. E-mail: aj4vp@aol.com.



[alumnews / class notes]

Jessica Loy (JD 05) is an attorney with the Sacramento public defender's office. E-mail: jessicaloy@gmail.com.

Maria Manning (JD 05) is an associate with Kornblum & Associates in San Francisco. E-mail: mariastroh@earthlink.net.

Allyson Massimino (JD 05) is an associate with Chapman & Intrioli LLP in Alameda, Calif. E-mail: allysonmassimino@yahoo.com.

Trevia Stewart (JD 05) is an attorney with the Narayan Law Firm in Burlingame, Calif., a civil-litigation firm that defends personal-injury, employment litigation and product liability, and premises liability cases for municipalities and insurance carriers. E-mail: trevastewart05@aol.com.

Rebecca Warren (JD 05) is an attorney with the Alameda County (Calif.) district attorney's office. E-mail: beccabruin@hotmail.com.

Melinda Watanabe (BBA 05) is a technical-services manager with Edgar Management Consulting Engineers in San Francisco. E-mail: melinda_pol@yahoo.com.

Joshua Watts (JD 05) is an associate with Orrick, Herrington & Sutcliffe LLP in San Francisco. E-mail: joshua.watts@gmail.com.

Stefan Winheller (LLM 05) opened his own law firm in Frankfurt, Germany, and formed a nonprofit corporation called American Friends in Germany, headquartered in San Francisco. E-mail: stefan@winheller.com.

Ian Wood (JD 05) is an associate with Smaha & Daley in San Diego. E-mail: iwood@smaha-daley.com.

Please direct any questions and/or corrections about Class Notes, as well as new Class Notes, to Lenore Junker, associate director of alumni services, at ljunker@ggu.edu or 415-442-7824.

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- Kingsley Lyu, A.B., B.S., M.A., B.D.
Grad. Syracuse and Duke Universities. Taught in Chosen Christian College, Korea and at Duke Univ.
- Frank Yee, A.B., Ph.D.
Univ. of Calif. Former Police Commissioner of China. Taught at Fukien Univ., China.

EVENING CLASSES

- Japanese, Elem. (first section) Tues. and Fri. 7:15 - 9 P.M. Begins Friday, January 22nd. 12 weeks, \$36. \$12 monthly. Chester H. Kim, Instructor.
- Japanese, Elem. (second section) Mon. and Thurs. 7:15 - 9 P.M. Begins Monday, February 1st. 12 weeks, \$36. \$12 monthly. Peter Namkoong, Instructor.
- Chinese, Elem. Wed. and Fri. 7:15 to 9 P.M. Begins Wed. January 20th. 12 weeks, \$36. \$12 monthly. Frank Yee, Instructor. Also, Advanced Japanese and Chinese by Private Instructor.

DAY CLASSES

- Japanese, Elem. Mon., Wed., Fri. 10 - 11:30 A.M. 27 sessions, 9 weeks, \$36. (terms). Begins Wednesday, January 20th. Sung Loo Whang, Instructor.
- Korean, Elem. Tues., Thurs., Sat. 9 - 10 A.M. 27 sessions, 9 weeks \$36. (terms). Begins Tuesday, January 19th. Kingsley Lyu, Instructor. Also, Advanced Study by Private Instructor.
- Chinese, Elem. (Mandarin). Mon., Wed., Fri. 10 - 11:30 A.M. 27 sessions, 9 weeks, \$36. (terms). Begins Wednesday, January 20th. Dr. Frank Yee, Instructor.
- History and Philosophy of the Far East, Mon., Wed., Fri. 9 - 10 A.M. 27 sessions, 9 weeks, \$36 (terms). Begins Wednesday, January 20th. Kingsley Lyu, Instructor.

For Further Information Phone or Call at
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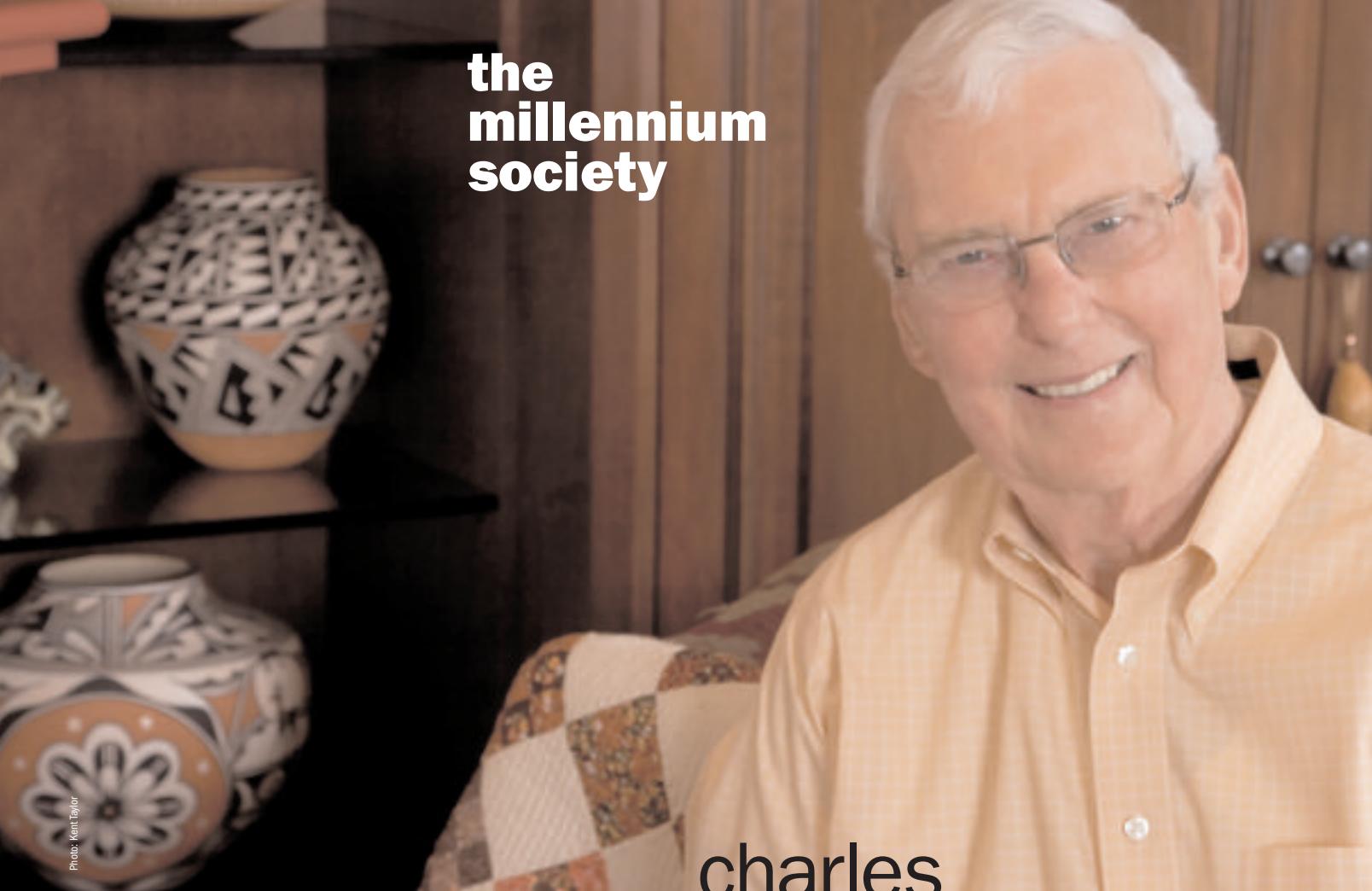
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A founding member of the Millennium Society, Charles G. Steele (BBA 51, MBA 62) graduated from GGU with honors and earned the highest score in the nation on the 1951 CPA exam. After 35 years at Deloitte Haskins & Sells (later Deloitte & Touche), Steele ended his career as CEO of worldwide operations and chair of the board.

"I was a South Dakota farmer and WWII Navy pilot; my Golden Gate education helped me quickly turn my aptitude for accounting into a strong score on the CPA exam — and land a job at a great CPA firm. I followed Dean Ed Kelly's advice to go to graduate school and had a fascinating career in the field of accounting. I have always been grateful to Golden Gate, and I want to give back."

With a contribution of \$2,000 or more, you will become a member of the Millennium Society. Your unrestricted, tax-deductible gift plays a critical role in the success of our academic enterprise. Join Charles Steele and others like him who support the mission of Golden Gate University. Call 415-442-7820 for more information about becoming a member.

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