Patrick Holmberg
What motivates some but not others?
Jim and Kim Overton support CLU’s mission and the tradition of Lutheran education.

Jim Overton’s parents and grandparents supported California Lutheran University from its founding as California Lutheran College. Jim helped his older sisters Tina and Becky move into their freshman dorm rooms in 1966 and 1968, respectively. Since then, as CLU has continued to grow, so has the Overtons’ involvement.

This past year, Jim became a member of the Board of Regents, Kim became a member of the Kingmen Shakespeare Company Advisory Board, and they both became members of the Orville Dahl Society.

On March 25, the entire Overton family helped the University honor Jim’s mother, Naomi Fredrickson-Overton, with the dedication of the Fredrickson Family Early Childhood Center.

“My grandparents and parents instilled in our family how important it is to preserve Christian values, especially Lutheran ones. Kim and I support CLU because it is part of the 500-year-old tradition of Lutheran education. We support CLU’s mission of being a university that encourages critical inquiry into matters of faith and reason while delivering an education with Christian values.”

“We have included California Lutheran University in our estate plan because when we pass away and are long forgotten, CLU will still be working to expand and deepen the minds of students. We encourage you to consider a gift to CLU in your will or trust. It’s a wonderful way to reach out at the end of your life to deliver a meaningful contribution.”

The Orville Dahl Society was established to honor those who provide for the University in their estate. It was named in recognition of CLU’s founding president, Orville Dahl, who gave life to CLU (then CLC). As envisioned by Dahl, a key element of fulfillment of our mission is the continued growth of the University’s endowment. Jim and Kim share that vision.

The Orville Dahl Society gives everyone the opportunity to carry on Dr. Dahl’s work. Membership in the society is open to all who have made some form of estate or deferred gift commitment of any amount to CLU. If you believe that you qualify for membership in the Orville Dahl Society or would like information on how to become a member, please call the Office of Estate and Gift Planning at (805) 493-3166 or visit our website at www.callutheran.edu/giving.

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Although change can be sometimes risky and always challenging, four alumni found that taking the path least travelled refocused their lives for the better.

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The experience and knowledge that CLU was looking for in a new Dean of the School of Education matched perfectly with the background of George Petersen.

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**T**he Rev. Alexia G. Salvatierra, Executive Director of Clergy and Laity United for Economic Justice of California (CLUE-CA), was selected as the first recipient of the California Lutheran University Peace Prize. The Peace Prize recognizes the contributions of an individual or organization in the region whose service to humanity builds the foundation for peace and justice in the world. Salvatierra’s organization, CLUE-CA, is a statewide alliance of interfaith groups and religious leaders helping low-wage workers in their struggle for a living wage, health insurance, fair working conditions and a voice in the decisions that affect them. Salvatierra accepted her award and was guest speaker during the University’s Martin Luther King Jr. service on Jan. 19, which celebrated the life and legacy of the late civil rights leader and Nobel Peace Prize winner.

Before joining CLUE, she started a gang-prevention program for at-risk immigrant youth as a pastor in Fresno. In Oakland, she integrated her congregation with block parties, a community computer center and a garden where the elderly taught at-risk youth to grow produce. In 1998, she became the founding director of the Berkeley Ecumenical Chaplaincy to homeless, a program that was replicated in six other cities. She has also worked on projects in the Philippines, Central and South America, and Northeast Africa.

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Farewell to the Chicken Coops

During the Christmas break, two of the old chicken coops, E and G buildings, came face to face with a bulldozer. The bulldozer won as the photo clearly shows. Offices and classrooms were relocated to the new Swenson Center for the Social and Behavioral Sciences. F Building continues to house art classrooms, faculty offices and a sculpture studio.

Renowned Psychiatrist First Culver Lecture Series Speaker

The founding father of the psychiatric rehabilitation field was the first speaker in a new endowed lecture series at California Lutheran University. Dr. Robert Liberman, a distinguished professor of psychiatry at the UCLA School of Medicine, discussed “The Social Brain: How We Can Use It in Health and Disease” at the free public lecture in February. Liberman, a relentless advocate for providing patients and their families with access to the most effective treatments, has designed novel and successful therapy programs for people with schizophrenia and other disabling mental disorders.

The programs have been translated into 24 languages and used on every continent. The lecture was the first in a series established by the estate of Paul and Eleonora Culver of Lake Sherwood. The endowment will support guest lectures, seminars, undergraduate research opportunities, and other social and behavioral science programming in the Swenson Center. Liberman also held seminars on “Stigma and Criminalization of the Mentally Ill” and “Recovery from Madness” for students who were selected as Culver Scholars.

Artificial Neural Networks in Biological and Environmental Analysis by Grady Harshman (Chemistry) provides an in-depth and timely perspective on the fundamental, technological and applied aspects of artificial neural networks. Presenting the basic principles of neural networks together with applications in the field, the book stimulates communication and partnership among scientists in fields as diverse as biology, chemistry, mathematics, medicine and environmental science. (CRC Press/Taylor & Francis LLC, 2010)

Underlying Promises by J.T. Ledbetter (English, emeritus) is set among the farms and small towns of the American Midwest. The poems describe, through the eyes of a child and the lens of memory, the complexities of life, death and rural family life. (Lewis Clark Publishers, 2010)

A Tale of Two Queens by Michael A. Ehrman offers a definitive look at the state of school leadership in the United States and provides a detailed picture of the men and women leading the nation’s schools. Based on a representative sample of school leaders nationwide. (Rowman & Littlefield Education, 2010)


Dutiful Daughters by Linda Lee Wheler (T.C. ’86) tells the story of Noorah, a young woman in Saudi Arabia who is content with her life as a student surrounded by a loving family. But marriage awaits her beyond the walls of academia. And Noorah feels far from ready to leave home and start a family of her own. (Dorrance Publishing Co., Inc., 2010)

The best-selling body of work by boys’ love manga creators is set on the grounds of a California college campus. In the divine struggle between good and evil, humans are hardly noticeable to the malf’akhim. But when an ancient seal is broken, beings from dimensions beyond the balance of holy and unholy erupt from the earth. Amidst the earthquakes and interdimensional intruders, the students and staff of California Hills University step across the boundaries of their knowledge and faith, revealing their true natures as the night erupts in earth and blood. (Apex Book Co., 2011)

Boys’ Love Manga: Essays on the Sexual Ambiguity and Cross-Cultural Fantasy of the Genre is an easy-to-read picture book of 26 healthy snacks for children. Parents can prepare these snacks in less than five minutes. With the childhood obesity epidemic on the rise, this is a must-read for all parents. (Summerland Publishing, 2010)

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Recently published books authored or edited by CLU faculty and alumni.

Pastels by Patricia Dickson (Patricia Swenson ’75, M.A. ’79, Ph.D. ’84) is a compilation of haiku poems selected from four decades of the poet’s writings. In her foreword, Dickson writes, “As pastels are to the full spectrum of color, haiku can be to the myriad of poetry forms: a finite portion chosen to illuminate the infinite.” (Frothing Line Press, 2010)

Walking with Eleus: poems on the death of Eleus by Taylor Graham (Judith Taylor ’66 Graham) includes a short biography and 24 poems dealing with the life of a man who studied 50 languages while working the forge, struggling to promote peace in a time of Civil War, and served as Consular Agent at Birmingham, England, under President Lincoln. (Hot Pepper Press, 2010)

An Agreement with Hell by Dru Pagliassotti (Communication) is a paranormal horror story set on the grounds of a California college campus. In the divine struggle between good and evil, humans are hardly noticeable to the malf’akhim. But when an ancient seal is broken, beings from dimensions beyond the balance of holy and unholy erupt from the earth. Amidst the earthquakes and interdimensional intruders, the students and staff of California Hills University step across the boundaries of their knowledge and faith, revealing their true natures as the night erupts in earth and blood. (Apex Book Co., 2011)

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California Lutheran University’s first water fountain powered solely by solar energy was unveiled on Dec. 15 in front of E Building. Students in Robert Rumer’s introduction to engineering class designed and constructed the fountain, which features a handcrafted waterwheel that uses hydropower. Carnegie-based SolarWorld USA donated a top-of-the-line 245-watt module for the project.

The fountain, which was later disassembled to make way for the demolition of Building 5, will be reassembled and installed in the newly landscaped area where the building stood.

The landscape fountain is the latest green project undertaken by the CLU community, which is committed to reducing its carbon footprint and to finding sustainable solutions to environmental challenges. As a result of the fountain construction, Rumer has received several inquiries from groups and individuals looking for assistance on solar projects.

Students who study overseas come back with new ideas about themselves, their goals and the world,” said Loberg. “Their experiences will help me excel by allowing me to experience another culture firsthand.”

Nationally, the number of American students studying abroad is on the rise. CLU is keeping pace with that trend through the newly endowed scholarship and several external and partner-affiliate grants that have recently been awarded.

Four students received Benjamin A. Gilman scholarships to study in Argentina, Indonesia and South Korea this spring. The awards, sponsored by the Bureau of Educational and Cultural Affairs of the U.S. Department of State, require a “follow-on” project upon completion of the academic program.

The Los Angeles Chinese Consulate awarded comprehensive scholarships four CLU students to study in China—one for a semester and the other for a full academic year. Three students were awarded Ernst Mach scholarships for study in Graz, Austria. “Students who study overseas come back with new ideas about themselves, their goals and the world,” said Loberg. “Their experiences influence their decisions for the rest of their lives.”

Donations to the Paul Wennes Egertson Memorial Fund or the John and Janet Beck Science Scholarship may be sent to the CLU Office of Advancement, 60 W. Olsen Road #1600, Thousand Oaks, CA 91360.

Stories Continue to Intrigue Bestselling Author Lisa See

Lisa See, New York Times bestselling author, lectured and signed copies of her books during a recent appearance at CLU. See has always been intrigued by stories that have been lost, forgotten or deliberately covered up. In her latest novel, Dragon Bones (2005), the author delves into the forgotten history of two sisters who leave Shanghai in 1937 and go to Los Angeles in arranged marriages. It is a story of immigration, identity, war, love and sisterhood.

Her first work, the critically acclaimed memoir On Gold Mountain: The One Hundred Year Odyssey of My Chinese-American Family (1995), traces the journey of her great-grandfather, Fong See, who overcame obstacles at every step to become the 100-year-old godfather of Los Angeles’ Chinatown and the patriarch of a sprawling family.

See’s other novels, which include Flower Net (1997), The Interior (1999), Dragon Bones (2003), Snow Flower and the Secret Fan (2005) and Poison in Love (2007), have all received praise and awards for their excellence.

In Memoriam

The Rev. Dr. Paul Egertson, bishop emeritus of the Evangelical Lutheran Church in America Southwest California Synod and a longtime member of the California Lutheran University religion faculty, died Jan. 5, 2011, in Thousand Oaks. He was 75. Egertson, who joined the CLU faculty in 1984, was a compassionate man well known in the church as an excellent theologian and great teacher. He garnered widespread national attention as an advocate for full inclusion of gays in the life of the church and the ordination of gay and lesbian candidates for ministry. The policy change he tirelessly advocated finally occurred in 2009. Egertson served as an ELCA pastor for 21 years, leading congregations in Holyoke, Calif., Las Vegas, Nev., Lakewood, Calif., and North Hollywood, Calif. He was elected bishop in 1994. A graduate of Pepperdine University, he received his master’s in divinity in 1985 and his doctorate from Claremont School of Theology. He is survived by his wife, Shirley, a former teacher at CLU’s Early Childhood Center; six sons; 12 grandchildren and three great-grandchildren.

N. John Beck, a member of CLU’s Board of Regents for 20 years, died peacefully Jan. 8, 2011, in his hometown, Calexico, Calif. He was 85. Beck provided support and leadership in countless projects throughout the life of the University. In addition to serving as board chair, he was chair of the Academic Affairs Committee and of the search committee that elected Jerry Miller as president. He played a leading role in several capital campaigns and was one of the staunchest supporters of establishing the University’s NPR station, KLCLU. Beck’s commitment to service extended to his community as well. He was a member of the San Diego City Council, past president of the Society of Automotive Engineers, a major supporter of the Boy Scouts and an active member of St. Mark’s Lutheran Church in Chula Vista. CLU recognized his outstanding stewardship to the community, church and University by presenting him with the Distinguished Service Award in 1996. Beck, who earned a master’s degree in engineering from the California Institute of Technology and a doctorate from the University of Wisconsin, distinguished himself equally in his professional career. After working for several large companies, he founded BHM Inc., which manufactures diesel fuel-injected engines, and a BHT subsidiary, Servojet Electronic Systems. Passionate about ecology and the global environment, in 1992, he started Clean Air Resources, which develops and installs devices that convert diesel into virtually zero-emission, natural gas-powered engines. In 2004, he and his wife, Janet, endowed a science scholarship, with the goal of it becoming a scholarship in engineering physics. Survivors include his wife of 64 years, two sons, five grandchildren and 10 great-grandchildren.

Helmut Hauegger, a founding faculty member of California Lutheran College, died Feb. 2, 2011. He was 88. A resident of Thousand Oaks for 50 years, Helmy, as he was known on campus, was a gifted history professor and academician. Before heading west to join the CLC faculty in 1961, he taught at Luther College and Wittenberg University. After three years at CLC, he moved to California State University Northridge where he remained until his retirement in 2004. His undergraduate education was interrupted by service in the U.S. Army during World War II, but he later completed his bachelor’s degree and Ph.D. in history at the University of Wisconsin and a master’s degree at University of Maryland. He was preceded in death by his wife, Annie, and is survived by his brother, Erwin, and son, Tom.

Over the Top! Alumni Board Campaign Passes $1 Million

M ore students will be able to live out the University’s mission to educate leaders for a global society thanks to the CLU Alumni Board’s ambitious fundraising campaign. During CLU’s 50th anniversary celebration, the board raised an unprecedented $1 million to enable more students to become engaged world citizens.

The Study Abroad Endowment Fund will generate up to $55,000 a year for study-abroad grants and will dramatically increase the number of students who can afford to take advantage of the University’s study-abroad opportunities, such as the study abroad program,” said Dana Briggs, a junior criminal justice major who is studying at Southern Cross University in New South Wales. “Learning is the main reason I am here and, in my opinion, traveling is the ultimate learning experience. I feel that study abroad will help me excel by allowing me to experience another culture firsthand.”

The Top Alumni Board Campaign Passes $1 Million

Sun Powers New Fountain

Luke Robinson, a freshman bioengineering major, explains how the solar-powered fountain works at a dedication ceremony in December.
Sports News

Women’s Swimming & Diving
With a team roster that featured no seniors and only one upperclassman, the Regals welcomed several young and talented members to the squad in this season.

Freshman diver Sheyenne Machida highlighted the Regals’ performances at the SCIAC Championships taking second place on the one-meter springboard.

Freshman Shelby Brooks set CLU records in both the 100-yard and 200-yard backstroke events at that meet, with fellow newcomer Kelli Miller earning a top-five finish in the 200-yard breaststroke.

After winning the final four regular season conference contests to earn a spot in the SCIAC Post-Season Tournament for the fourth straight season, the Kingsmen fell in the semifinals to Redlands by a 68-58 score.

Senior Greg Grimm earned first team all-SCIAC honors and became the 24th Kingsman in program history to score 1,000 points in a career. He led the conference averaging nearly 20 points per game in conference games and was named SCIAC Male Athlete of the Week (Dec. 6-12).

Men’s Swimming & Diving
During the regular season, the Kingsmen earned four conference dual wins, equaling the most in the program’s eight-year history and repeating last year’s performance.

Freshman Conrad Sheffer highlighted the CLU performers at the SCIAC Championships with his top finish coming in the 400-yard individual medley as the runner-up. In only his first year, Sheffer is either the sole or co-owner of seven school records.

Junior teammates Jake Kaija and Grant East each set two individual school records at that competition.

East was also named SCIAC Male Athlete of the Week (Jan. 3-9).

Women’s Basketball
The season was highlighted by a five-game win streak capped off with a 66-61 victory over then-No. 24 Calvin on New Year’s Eve.

Despite a four-game conference win streak and winning three of their last four games, the Regals finished one win shy of a berth into the SCIAC Post-Season Tournament.

Sophomore Starla Wright earned first team SCIAC honors for the second straight year after leading the Regals averaging 1.2 points per game. Sophomore teammate Brianna Parker received second team recognition for back-to-back seasons.

Men’s Basketball
Win number two of the season was career coaching victory number 400 for CLU Head Coach Rich Rider who amassed his total while at the helm of the Chapman and Cal Lutheran programs.

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Freshman Conrad Sheffer highlighted the CLU performers at the SCIAC Championships with his top finish coming in the 400-yard individual medley as the runner-up. In only his first year, Sheffer is either the sole or co-owner of seven school records.

Junior teammates Jake Kaija and Grant East each set two individual school records at that competition.

East was also named SCIAC Male Athlete of the Week (Jan. 3-9).

Women’s Swimming & Diving
With a team roster that featured no seniors and only one upperclassman, the Regals welcomed several young and talented members to the squad in this season.

Freshman diver Sheyenne Machida highlighted the Regals’ performances at the SCIAC Championships taking second place on the one-meter springboard.

Freshman Shelby Brooks set CLU records in both the 100-yard and 200-yard backstroke events at that meet, with fellow newcomer Kelli Miller earning a top-five finish in the 200-yard breaststroke.
Newsworthy

CLU Among Top Athletic Schools
Following the completion of the fall athletics season, CLU ranked No. 25 in Division III in the Learfield Sports Directors’ Cup Standings. The standings are based on points awarded to team finishes of respective schools in each of the 18 selected sports—nine men’s and nine women’s—throughout the year.

Cal Lutheran leads a group of four Southern California Intercollegiate Athletic Conference institutions that earned points during the fall season. Claremont-Mudd-Scripps was ranked 49th, Redlands 77th and Whittier 180th.

CLU currently sponsors six of the seven fall programs recognized with three of the six earning 139 points. Volleyball garnered the most, 25 in Division III in the Learfield Sports Directors’ Cup Standings. The standings are based on points awarded to team finishes of respective schools in each of the 18 selected sports—nine men’s and nine women’s—throughout the year.

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Motivation vs.

How to achieve one and avoid the other

By Fred Alvarez

It’s deep into a Friday evening just before the holidays and much of Cal Lutheran University has gone dark for the weekend.

But not the Forrest Fitness Center. The place is buzzing with energy as dozens of student-athletes lung and lift their way through intense workouts that crank up the heat in the state-of-the-art sports facility.

Somewhere amid this swirl of athletic endeavor, Patrick Holmberg is applying his sweet science. Holmberg, 32, is CLU’s strength and conditioning coach. But really he is much more than that. Moving among basketball players and track runners, he is a master motivator – part coach, part cheerleader and part exercise guru.

He guides athletes through weight training and flexibility workouts, supplying high-fives and words of encouragement as they build power and agility. He preaches the gospel of injury prevention, and provides exercise regimens designed to keep athletes healthy and performing at peak levels.

He speaks with authority. And he knows what he’s talking about.

Less than a decade ago, Holmberg was the starting point guard for CLU’s basketball squad and at that time dedicated himself to the study of athletic performance. He earned a bachelor’s in kinesiology from CLU in 2003 and a master’s in exercise science from Cal State Northridge two years later.

Holmberg recently completed his doctorate in higher education leadership at CLU, penning his dissertation on the relationship between self-determined motivation and athlete burnout.

What Motivates Some But Not Others?

Fueled by a lifelong love of athletics, Holmberg said he chose the research topic because he had long wondered what motivated some individuals to pursue sports while others were content to sit on the sidelines.

As he reviewed literature on the subject, he came across articles on athlete burnout, and with further exploration began to see a correlation between that syndrome and one’s motivation to compete in sports. That subject has consumed him for the past three years.

Like researchers before him, Holmberg found that athletes who engage in sport for sheer love of the game are less likely to experience burnout, while those who lack desire to play are more likely to do so.

But Holmberg’s research took that basic understanding a surprising step forward, exploring a motivational middle ground once thought to be a predictor of athlete burnout.

Within that middle ground, Holmberg found a level of motivation – called autonomous extrinsic motivation – in which athletes are motivated to play sports for external reasons, yet have integrated those reasons into their personal value systems.

Those athletes, like those who play for love of the game, are more inclined to invest themselves long-term in athletic endeavors and less likely to experience burnout, Holmberg concluded.

His research – which included an extensive study involving 600 student-athletes in seven sports at 10 West Coast universities – produced breakthrough findings.

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Holmberg said his goal is to present his research results, along with the implications of his study, to athletic administrators, trainers, coaches and others who work with student-athletes so that they might be better able to recognize the signs and symptoms of burnout, and adjust training regimens and coaching styles to reduce the likelihood of losing athletes to that condition.

“Too often, the term ‘burnout’ is used as a colloquialism to represent a vague and misunderstood phenomenon,” said Holmberg, who successfully defended his dissertation in February. “Drawing from the results, I’d like to educate those individuals responsible for the health and well-being of student-athletes about this condition so they can better serve this population.”

Holmberg was the epitome of the student-athlete at CLU. He played basketball for three years and as a sophomore helped lead the Kingsmen to a SCIAC championship and an appearance in the NCAA tournament for the first time in nearly a decade.

After earning bachelor’s and master’s degrees, Holmberg returned to CLU in 2006 as an adjunct faculty member in the Exercise Science Department. He also began working with the men’s and women’s basketball teams as the strength and conditioning coach. Fast-forward three years and Holmberg would begin working in that same capacity with CLU’s two-time conference-championship football teams.

Just recently, he was put in charge of strength and conditioning for the University’s entire sports program, a move that puts CLU on the cutting edge of NCAA efforts to expand strength and conditioning opportunities for Division III athletes.

“What a powerful message he brings home to our students,” said CLU basketball coach Rich Rider, who has watched Holmberg blossom from student-athlete to teacher, coach and scholar.

“Here is a young man who not only played sports, but who attacks these academic subjects with research and a tremendous body of knowledge,” Rider added. “He is a strong role model for all of our student-athletes, and they are sold on the program because they see the results.”

Holmberg is quick to point out that the results aren’t necessarily about building superior athletes.

Preventing Injury

In recent years, he has shifted his emphasis in the weight room from enhancing player performance to injury prevention. Again, he knows what he is talking about. Holmberg injured his knee at the end of his junior season at CLU, and then blew it out altogether at the start of the next season, forcing him to miss his entire senior campaign.

He believes proper training could have prevented his injury. And he’s right. Holmberg, confident in his conviction that his most important job as a trainer and coach is to keep athletes in action by reducing the likelihood of injury.

Count junior point guard Meaghan Goodenough among the converted. Knee injuries have marred her basketball career, dating back to her playing days at Simi Valley High. But each time she has come down, she has devoted herself to rehabilitation through strength training and conditioning.

The hard work has paid off. She started all 25 games for CLU as a freshman and sophomore, and this year serves as a team captain and leads the squad in assists.

“I swear by this stuff,” said Goodenough, cooling off after a strenuous conditioning workout under Holmberg’s watchful eye.

“Coach Holmberg motivates each one of us; he makes us mentally and physically stronger,” said Goodenough, a senior guard who is currently second in the SCIAC in assists.

The hard work has paid off. She started all 25 games for CLU as a freshman and sophomore, and this year serves as a team captain and leads the squad in assists.

Strength and conditioning coach Patrick Holmberg '03 instructs student-athletes senior Jordan Barta (l), sophomore Jayvaughn Nestles, senior Brittany Clark and junior Meghan Goodenough.
Sometimes, change occurs almost as an evolution, a natural flow of events, as in the case of a successful marriage and family therapist, who became aware of a need in the mental health profession and set changes in motion to help fill that need.

Sometimes, change is thrust upon us and can wreak havoc with our lives. When a human resource specialist found herself among the unemployed, the challenge seemed overwhelming. But in the ensuing months, she became aware of a need she shared with her fellow job seekers beyond finding work. Meeting that need helped her move on with her life.

Sometimes, we realize that life isn’t quite what it should be, and we set about to make it better. For example, the corporate executive who felt the need to spend more time with family and less time commuting to work or the full-time working mom who wanted to spend more time at home with her daughter.

Whether it happens to us or we make it happen, change can be good. For these four newly re-energized CLU alumni, the transition to a new direction, a new career, a new business started with a first step – embracing the changes that would lead them down more fulfilling professional paths.

Putting a Positive Spin on Mental Health

As a licensed marriage and family therapist, Noah Rubinstein ’94 believes that therapy has great powers to heal. Unfortunately, it can also do harm. Over the last 20 years, Rubinstein has provided counseling and consultative services in a variety of settings including private practice, mental health clinics, residential treatment centers, emergency shelters, hospice organizations, home-based therapy programs, summer camps and schools.

Having heard a few too many stories about therapists treating clients as flawed, deficient, unlovable, or worse, Rubinstein launched GoodTherapy.org, an online mental health directory designed to help people find practitioners who view and treat their clients as fundamentally capable and proficient human beings.

“Our experience is that nearly everyone has an innate capacity to return to their loving and happy self if they put in the time and energy, and have a good therapist to help guide them,” said Rubinstein, who lives in Olympia, Wash., with his wife, Charlene (Koutchak ’93) and their two sons.

The difference between Goodtherapy.org and other online directories is the requirement that listed therapists adhere to healthy elements of therapy including practices that empower and engage clients as collaborative partners in the healing process. Launched in 2007, the site currently has 6,000 registered members in 27 countries and receives 1.2 million therapist searches each month.

Committed to helping people gain a better understanding of what constitutes healthy therapy, GoodTherapy.org is also a resource for blogs, online workshops and book recommendations.

Helping Others Find their Calling

After losing her job in March 2008, Thousand Oaks resident Lauren Godfrey ’85 found herself navigating a mid-career job search in a brutally competitive job market. As the months passed, she met more and more people out of work due to recent changes in the economy and felt that the typical networking events weren’t addressing the harsh realities that she and others were experiencing. The anxiety, loss of self-esteem and financial setbacks that come with a prolonged job search make it difficult to maintain a positive and upbeat attitude – the kind of attributes that employers are looking for.

With the help of Steve Herder, her pastor at Ascension Lutheran Church, Godfrey started a job networking and support group that addresses the emotional, mental and spiritual wellness that is vital to finding new employment. The Vocare Networking and Support Group, which meets bimonthly, has attracted help from clergy and pastoral representatives, financial and legal advisors, psychological counselors, mortgage and foreclosure specialists – all of whom provide their services on a sliding scale or pro bono basis.

“1 see a lot of people that keep falling short in securing a job because of a missing certification or qualification, and they’re in the agonizing position of either paying the rent or mortgage, or paying for that training. It’s a vicious cycle and just a little bit of help can change the game,” Godfrey said.

After 21 months in transition, Godfrey landed a job as a Lutheran Engagement Specialist with Thrivent Financial for Lutherans, a position she sees as her true calling.
Mark Howe ’88

From Corporate to Coffee

A few years ago, Mark Howe ’88 set out to make a change. He had a lucrative job and 20 years in corporate finance, but the commute and the long hours were getting to him. It was just too much time away from his two daughters.

Longing to open his own business, Howe had his eye on a vacant storefront near his home in Moorpark. He felt the area was in need of a good coffee shop and while doing research on various franchises found one that spoke to his heart. Not long after, Java Kai was born.

Howe had spent some time in Hawaii as a child, so he liked the idea of bringing a little “island attitude” to his California neighborhood. And so, paying tribute to Hawaii, family and the “best darned” coffee you’ll find on the mainland, Howe and his wife, Sandy, opened the doors of Java Kai.

According to the proud owners, Java Kai is the only place in town where you can get a cup of 100 percent Kona coffee – coffee grown only in Hawaii and considered to be among the world’s finest. For those who don’t like coffee, Howe can serve up a Lava Lust, Molokai Mango or Hula Hula smoothie to suit your mood. Java Kai recently celebrated its second anniversary.

“It’s been an extremely challenging but very rewarding experience,” said Howe. “I love the atmosphere, and meeting and talking to new people every day.”

Marketing Makeovers

Michele (Thompson ’02) Rivard

Marketing Makeovers

Michele (Thompson ’02) Rivard of Glendora was a full-time working mom with a healthy freelance marketing business on the side. The configuration left little time to be a mom, and her freelance business was doing well. So Rivard decided to give up her day job in order to spend more time with her daughter. Soon after that, the market crashed and all of her freelance clients closed, merged or simply cut their marketing budgets leaving her without an income.

But Rivard, now the mother of two daughters, knows a bargain when she sees one. While at a garage sale, she came across a sturdy antique secretary’s desk in need of a little TLC. She bought it for a steal, painted it, added some inexpensive hardware and sold it on Craiglist for a $100 profit.

“I could hardly believe it,” Rivard said. “It got me thinking that we have a need right now for some extra income and that this might be a good way to fill the need. Each week since then, I continue to be in shock at the treasures I find for next to nothing and the HUGE profits that I make turning them around on Craiglist and Ebay.”

With a few months of trial and error under her belt, Rivard is learning the finer points of pricing, inventory management and consumer demands. Utilizing her network of buyers and sellers, she has partnered with another mom-friend to start a business helping other people sell dusty and neglected items for stellar profits. The tagline for the new business called Mommy Pickers is “Making yard sale leftovers a one of a kind treasure.”

Embracing Change

BRIAN STETHEM ’84

COURTESY OF VENTURA COUNTY STAR

javakaicoffee.com

glendoratreasurehunter.blogspot.com
The Right Combo

New dean and School of Education are perfect match

By Carol Keochekian ’81

It was something akin to a perfect storm — all the right elements coming together at the right time and in the right place.

However, it wasn’t the weather that led to the naming of George J. Petersen as Dean of CLU’s School of Education. It was ability and experience intersecting with an opening at the University that produced the ideal results.

“It was a perfect match,” said Leanne Nelson, Provost and Vice President of Academic Affairs, when asked about Petersen’s appointment. “The School of Education is very complex,” she explained. “We wanted a leader who could manage the wide range of programs, who could strengthen our partnerships with districts and provide a vision for the SOE.”

Petersen filled the bill perfectly. He had the experience, managerial know-how, credentials and charisma to succeed. He was attracted to Cal Lutheran because of its size, reputation, location, and especially its mission and vision, which aligned with his own professional and personal belief system.

CLU was also a place where Petersen could apply his extensive experience and expertise. Prior to coming to CLU, he had been a public school teacher, administrator, university professor, chair of the Department of Graduate Studies at California Polytechnic State University San Luis Obispo, and co-director of the University of California Santa Barbara and Cal Poly Joint Doctoral Program in Educational Leadership.
Leadership Expertise

Much of Petersen’s scholarly research has focused on the executive leadership of district superintendents, their beliefs, roles and work in the area of instructional leadership and policy. His work has been widely published and is internationally recognized for its quality and impact.

Because of his considerable interaction with superintendents and school boards, Nelson sees Petersen as a “very good fit” to expand partnerships with school districts – a goal the new dean shares.

The School of Education already has demonstrated success with professional development, research and service at several local schools. Petersen notes, and these relationships have improved CLU’s presence and reputation. The dean plans to build on these successes and envision the SOE continuing “its exemplary efforts in community outreach in order to serve the educational, social, emotional and professional needs of the citizens of California.”

Petersen believes the SOE can be a leader in the preparation of professional educators and practitioners by focusing on improving the quality of its faculty, student success and the development of partnerships with local schools.

Petersen expects the SOE to be a leader in preparing professional educators for the challenges of the classroom and for the complex and often unfriendly economic conditions they will face. He foresees partnerships with local schools, area school districts, local organizations, state agencies and alumni. He foresees CLU expanding its reach to encompass entire districts, working with counselors and administrators as well as teachers from elementary school through high school.

Tough Times for Public Schools

With public school budgets being slashed, negative media reports, and parental and governmental expectations growing, Petersen is taking the helm of the SOE at a difficult time. Yet, he remains optimistic that despite difficult constraints, dedicated school personnel are working very hard throughout the country to make education as good as it can be.

“The SOE must educate students as best we can for future educational roles despite this economic downturn and unfavorable environment,” he said. “We must encourage our students and make them aware that they are highly trained and qualified to be effective teachers, leaders and counselors.”

“The level of care among SOE faculty is something I haven’t experienced at any other institution,” he said. “They are student focused, put students first and focus their research on improving practice.”

Scholar and Author

A scholar at heart, Petersen is the author or co-author of three books and more than 100 book chapters, professional articles, research papers, monographs and commissioned reports. He earned a doctorate and master’s degree in educational policy, organizations and leadership studies from USC and a bachelor’s degree in philosophy from the Pontifical University of St. Thomas Aquinas in Rome, Italy.

The new dean has held faculty and administrative positions at the University of Evansville (Indiana), Bowling Green State University (Ohio), the University of Missouri-Columbia and Cal Poly San Luis Obispo. From 2000-2004, he also served as the Associate Director of University Council for Educational Administration (UCEA).

The recipient of numerous awards for his leadership, scholarship and service to the field, Petersen began his career as a high school social studies teacher and was named one of 100 Outstanding First Year Teachers by the American Association of School Administrators. He also served as the recipient of the Region XIII Education Professor of the Year and 2008 UCSB Distinguished Alumni Award.

When Facebook just isn’t enough ...

Let us know your good news, so we can share it with the CLU world! And when you do, send us your high-quality, high-resolution family photos as well. We’ll either put them in the magazine or post them on the alumni website. Send photos to alumni@callutheran.edu.

Judith (Taylor) Graham. Placerville, Calif., published Waking with Elihu: parents on Elihu, Burnet, the Levied Blacksmith under her pen name of Taylor Graham. The book is available on Amazon.com and has been featured as part of Central Connecticut State University’s Burnett bicentennial celebration. Judith volunteers with the California Rescue Dog Association and El Dorado County Search and Rescue.

James Ware, J.D., Mountain View, Calif., became chief judge of the Northern District of California in January. He had been a U.S. District Court judge in San Jose since being appointed to the federal bench in 1990 by former President George H.W. Bush. Previously, he served as a Santa Clara County Superior Court judge for two years and practiced law in Palo Alto, specializing in civil rights and discrimination cases. He was honored as CLU’s Outstanding Alumnus in 1989.

Allan Bliss, Auburn, Calif., teaches forensics, biology and chemistry at Foothills High School in Sacramento. He has traveled to Italy, Hong Kong, Alaska and the Cayman Islands and would like to fish for salmon in Puget Sound. He has a daughter in college.

Alumni Notes

45 Year Reunion

OCT. 28-30

YEAR

Makenna.

enjoy camping at Mt. Rainier with Ethan and Burgwald with Oliver, born June 2009.

when Facebook just isn’t enough ...

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Class Representative

Linda (Galindo) Harris
linda@amourworldwide.com

Martty (Ronning) Schwall
mrgordon@verizon.net

Class Representative

Ruth Ann Johnson
rug@21s.com

Barbara (Mys) Rothchkan. Irvine, Calif., retired as an elementary school principal in 2004. For the past four years, she has served as President of the Newport-Mesa Schools Foundation, raising funds for the “Giant’s Teacher Program.” She is also director of Area XV of Delta Kappa Gamma. She has received numerous awards including the California Retired Teachers Association Martin P. Matthiesen Award, Association of California School Administrators Robert E. Kelly Award for supporting retired teachers, and the PTA Honorary Service Award for supporting education. Barbara has a 3-year-old grandson.

Class Representative

Judy Halweg
jdhalweg@aol.com

Carol (Grimstedt) Cockrell. Kalispell, Mont., retired as Executive Director of Buffalo Hill Terrace retirement community in December. She had been in the position since 1998. Her husband, the Rev. Gary Cockrell, Executive Director of Flathead Lutheran Bible Camp since 1980, will retire this spring. Their plans include a trip to Mérida, Mexico, and spending time with Carol’s mother in California. The couple has four sons and five grandchildren.

Class Representative

BRIAN STETHEM ’84
BIRTHS
Collin Forde Blacker on Nov. 12, 2010, to Noelle (Forde) '02 and Casey Blacker.
Niko Augustus Chelko on May 15, 2010, to Sharon (Matchuga) '92 and Alan Chelko.
Abigail Jenner Francis on June 2, 2010, to Jenifer (Ledesma) '05 and Anthony Francis.
Parker Grays Fredericksen on Oct. 26, 2010, to Summer (Bagley) '01 and David '01 Fredericksen.
Eloise Mae Hicks on Dec. 16, 2010, to Angela and Samuel '05 Hicks.
Parker Robert Hudson on Oct. 6, 2010, to Tara and Ed '05 Hudson.
Cade Aleksander Maupin on Jan. 16, 2010, to Tara and David '02 Maupin.

MARRIAGES
Casey Anderson '08 and Mike Calkins '08 on Sept. 6, 2010.
Jennifer Griffin, M.S. '10 and Stephen Vannell on July 24, 2010.

DEATHS
Lynn Joseph Courter Jr., MBA '79, on Sept. 6, 2010.
Marsha Lynn DuVivetz, MBA '93, on Nov. 18, 2010.
Jean M. Karambelas, M.S. '81, on Jan. 13, 2009.
Janet Louise (Freels '75) Kohlmeier on Nov. 26, 2010.
Kathryn Sue Lewis '84 on Dec. 8, 2010.
Gloria Petit Longo, M.A. '74, on Nov. 26, 2010.
Jean M. Karambelas, M.S. '81, on Nov. 18, 2010.
Jack A. Stone '74, MBA '92, on Oct. 18, 2010.

DEPARTMENTS
Admissions

Athletics
Lynn Joseph Courter Jr., MBA '79, on Sept. 6, 2010.
Marsha Lynn DuVivetz, MBA '93, on Nov. 18, 2010.
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ALUMNI NEWS

Class Representative
Gerry Price
doodsoff@aol.com

Class Representative
Jim and Judy (Wacker) Day
ruins@in3link.net

Charles Branham, Bainbridge Island, Wash., retired in 2005 after 35 years in the Ventura (California) Unified School District teaching science at the high school and junior high level. In 2007, he retired from Old Creek Ranch Winery in Oak View, Calif., where he was a vintner for 28 years. He now volunteers as a mediator resolving citizen disputes. Jim and Judy (Wacker) Day, Lake Havasu City, Ariz., and eight other CLU alumni traveled to Europe last fall where they saw the Oberammergau Passion Play. Both Jim and Judy are active in their church and are CLU convocators. Jim also volunteers with the Lions Club, Lake Havasu Chamber of Commerce, London Bridge Days, and the K-12 Foundation. Judy substitutes teaches, baby-sits and is Financial Director for the local Thrivent chapter.

Marlene (Miller) Rossi, Thousand Oaks, Calif., retired in 2009 after 36 years with the Conejo Valley Unified School District. She plans to travel.

Bruce and Susan (Kriz) Ward, Circle Pines, Minn., are “appreciating the unexpected, perfect miracle of following Bruce’s recent heart attack. He is Director of Training for PACIFIC Analytical, a national environmental testing company, and Susan is a Svaraq®-yoga instructor. They enjoy visiting their daughter in Australs and son in California.

Barbara (Hockenberry) Dallenger, Rioja, Calif., has worked for the City of Rialto for almost 30 years. For the last 15 years, she has been in charge of the city’s environmental programs and recently was placed in charge of daily operations for the Municipal Airport. Her husband, Allan Dallenger, owns a computer consulting business, specializing in small networks. They have two sons and a 3-year-old grandson.

Catherine Mervyn (M.A.), Oxnard, Calif., has published several books. Her latest, Open and the Open Door and Monkey in a Cage, is available through RoadDog Books.

Daniel Oroz (MBA), Santa Barbara, Calif., is vice president emeritus at Santa Barbara City College. He retired in 2000.

Deborah (Martin) Wilson, Ventura, Calif., is retired from banking and volunteers with Caregivers of Ventura. She has a son and a 2-year-old granddaughter.

Class Representative
Paula Morgan-Martin
loatchewhoisdoing@gmail.com

Robert Turzina, Picabo, Idaho, manages a fly-fishing shop and builds custom fly rods.

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Class Representative
George Carganilla
gcj684@gmail.com

Mary Stain-Webber
mswebber@relcom.org

Cynthia Bididdacomb, Los Alamos, N.M., is an office administrator with Trinity on the Hill Episcopal Church.

Tom and Bonnie (Pinkerton) '79 Priddick. Yostta Linda, Calif., are active in a local fine arts group. Tom has been in charge of several dinner theaters and Bonnie has served as music director for many shows. Both have performed in shows, as well. Bonnie also sings with the Musica Sacra Singers and the Pacific Chorale.

Lynn (Richardson) Youngren, Moorpark, Calif., is artistic production and personnel manager of the Los Robles Master Chorale, a 90-voices community choral ensemble serving Ventura and western Los Angeles counties.
50th Birthday

Gathering in Olympia, Wash., to celebrate 50th birthdays are 1982 alumnae Karen (Johnson) Ciesierka (l), Joy (Robeder) Kiszla, Susan (Wulff) Hood and Lynne (Fredson) Byrnes.

Class Representative Jon Backstrom
backstrom@yahoo.com

Dottie (Roman) Starling
dietiesling@yahoo.com

Marty Rouza (M.P.A. ’89), Moorpark, Calif., retired as Chief Deputy of the Ventura County Sheriff’s Department in January after 32 years with the department.

Cheryl (Staley) Silva, King City, Calif., is a first-grade teacher at Del Rey Elementary. She has three grandchildren under the age of 2.

Class Representative Rhonda (Finikoff) Durand
rdurand@hsdnet.org

Daniel Cravioto, M.D., Santa Barbara, Calif., is an orthopedic surgeon who volunteers with Bridges of Hope and Project Medishare.

Last September, he went on a medical mission trip to Haiti with Project Medishare to treat orthopedic injuries from the January earthquake. He has two teenage daughters.

Diane Bannerman Juracek, Ph.D., Lawrence, Kan., is a senior administrator at Community Living Opportunities Inc., a not-for-profit agency and is hospital administrator for the Ventura County Medical Center and Santa Paula Hospital. He serves on the Board of Directors for both the Ventura County Medical Resource Foundation and the Livingston Memorial Nursing Association.

Class Representative Mark Marius
mariusmm@msc.com

Marguerite ( Climado) Wolfe
geertm@cox.net

Lance Koelkebeck, APO, is a lieutenant commander in the U.S. Navy.

Rob Selby, Camarillo, Calif., is a benefits advisor with Benefitwise Insurance Services in Carpinteria.

Class Representative Anna Christianson
achristenson@juno.com

Lorena Caulfield, Newbury Park, Calif., teaches sports medicine and athletic training at Newbury Park High School. A certified athletic trainer, Lorena started the program in 2007 after spending nearly 10 years trying to get the classes approved.

Class Representative Jeff Aschbrenner
mjsudbrenner@calstatebmo.edu

They call them the kinesthetically gifted—those CLU athletes, the women and men who have made a difference on the playing field, bringing fame and distinction to the University.

Come celebrate their induction into the Alumni Association Athletic Hall of Fame. Reception at 5:30 and dinner at 6:30 in Lundraing Events Center.

SAVE THE DATE

2011

ALUMNI NEWS

28 CLU MAGAZINE

Gather together for the 2011 Alumni Association Athletic Hall of Fame Induction Ceremony

SEPTEMBER 17, 2011

BECOME A PART OF THE CLU SPORTS LEGACY

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Save the Date

2011
Josh Green, Vermillion, S.D., received a master’s degree in sports psychology from Minnesota State University and is now an assistant women's soccer coach at the University of South Dakota. His wife, Mandy, is the head coach.

Rosaciea Magaña, Oxnard, Calif., is a teacher at Parkview Elementary School in Port Hueneme. She has three sons, ages 17, 11 and 8.

Kimberly (Brown) Piddington, Ozark, Mo., is a fifth-grade English teacher with Springfield Public Schools. She won first place in the 2010 Pikes Peak Writers Fiction Contest in the Children’s category ages 8-12. Her book, Momma Don’t Own a Machine Gun and 8.

Rosa Carbajal (T.C. ’97), Camarillo, Calif., is a special education teacher with Portview School in Port Hueneme. She has three sons, ages 17, 11 and 8.

Desta (Ronning) Goehner, ‘96, and Stephanie Hanke with son Troyer.

Amy Walz, Indianapolis, Ind., is Director of Sports Ministry and Recreation at Southport Presbyterian Church.

Dianna (Hobring) Frahlich, ‘97, and Eric ‘98 and Stephanie Handke with son Troyer.

Tom Berckes, ‘95, is the Choir Director for Westminster Church. He volunteers as a tour guide at the local museum and had a wonderful time on his travels to Italy, Romania and Hawaii.

Rosa Carabial (T.C. ’97), Camarillo, Calif., is a first-grade bilingual teacher at Parkview School in Port Hueneme.

Amy Walz, Indianapolis, Ind., is Director of Sports Ministry and Recreation at Southport Presbyterian Church.

John “Tony” Borrego, San Marino, Calif., is an attorney with Winston & Strawn LLP in Los Angeles. He also is an adjunct associate professor of law at Southwestern Law School where he teaches an upper division course in Corporate Mergers & Acquisitions.

Cort Bucher (MBA) New York, N.Y., is Chief Operating Officer and Chief Innovation Officer of Blue Global Media, a customer acquisition and performance marketing company. Cort founded and ran two companies, Baby Bambu and GlooMedia, and previously held senior management positions with two McGraw Hill groups and Medical Networks.

Jeff Shea, Thousand Oaks, Calif., is a captain and 8 and 5.

Jennifer (Brudnicki) Parmenter, Bedford, N.H., earned an MBA from Norwich University in 2009.

Irene (Tyrrell) Moyer, San Marino, Calif., is an organic food certifier for California Certified Organic Programs with the Ventura County Food Certifier for California Certified Organic Programs. She earned her master’s degree in an organic food-related program from Tufts University.

Jamie (LaCascia) Shea, Thousand Oaks, Calif., is a special education teacher with Parkview Elementary School in Port Hueneme.

Jennifer (Brudnicki) Parmenter, Bedford, N.H., earned an MBA from Norwich University in 2009.

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Teaching the Holocaust, 2011

By Sigmar J. Schwarz, Ph.D.

Written in memory of Bishop Paul Egerton who passed away Jan. 5. He made so many of our hearts sing the songs of inclusion and of the “courage to be.”

Each fall semester, I have the privilege of teaching a course titled “The Holocaust in Literature and Film.” Martha Markman, professor emeritus of English, created this course and nurtured it for many years until her retirement. Her strong, humane spirit still inhabits it and continues to inspire my own teaching and learning. As we enter the second decade of the new millennium and my 39th year of teaching at CLU, I reflect a lot on what I have learned.

The enormous body of work across virtually all disciplines that comprises Holocaust studies tries to come to terms with a human context forever changed after 1945. Whether it is Quentin, Arthur Miller’s protagonist in After the Fall, or the array of characters in Albert Camus’ The Plague, or a host of other literary points of reference, including many eloquent survivor stories, the inherent post-Holocaust question always goes something like this: Who are we as human beings and what shall we become and based on what, how that we know more comprehensively than ever before that we are both a dangerous and a glorious species?

One of my favorite responses to such an impossible question comes from Kurt Vonnegut. In his poignant, funny, horrifying World War II anti-war novel, he asks a question of the reader: “What does one say to a Holocaust?” The reply is the song of a bird, “Po-tee-weet,” which surgery, nor is there a language to measure the human suffering and transformation, perhaps even a kind of illumination, which Holocaust studies openst. It requires and therefore teaches empathy.

The late Piri Bodnar, mother, wife, author, instable reader, Holocaust survivor, was a great friend of CLU. If there was ever a person who embodied the best in us and made it visible as a teaching for our students over many years in many classes, it was Piri.

And it is always Piri who whispers the third lesson, a kind of chant really, that still reveals her to me, bent over a table at Barnes and Noble, reading Tibetan Buddhism: Wake up. Be grateful. And it is always Piri who whispers the third lesson, a kind of chant really, that still reveals her to me, bent over a table at Barnes and Noble, reading Tibetan Buddhism: Wake up. Be grateful. Be humble. Be kind.

I have been stunned by the window into all human suffering and transformation, perhaps even a kind of illumination, which Holocaust studies opens. It requires and therefore teaches empathy.

Empathy for the reality, the anguish of others, walking within the spaces that are not ours, to be active healers in the world wherever prejudice animates it, and writing their hydra-like heads—that is the mandate of teaching the Holocaust and of ceaselessly learning from it.

Sigmar J. Schwarz, a past Woodrow Wilson Fellow and NDEA Fellow, is a professor in the English Department. He is interested in non-Western and minority studies and currently teaches a seminar in non-Western writers. He emphasizes the African-American, Chicano and Native American “voices” in his writing and literature courses.
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