Alumni, parents, and friends shaping the future of Cal

Meet Cal’s newest generation of innovators

Protecting Berkeley’s endowment

The latest in health research
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Cover image: Featured are words that exemplify the spirit, strength, and opportunity of UC Berkeley, as generated by www.wordle.net, which gives greater prominence to words that appear frequently within text.

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Looking forward, I expect nothing less than greatness in our laboratories, in our classrooms, and in our soaring vision of what a university can be. As you will see on the following pages, the work of our students and alumni is living proof of the magnitude of contributions that Berkeley extends to the people of our state, our country, and the world.

— Chancellor Robert J. Birgeneau

As I mark my fifth anniversary as Chancellor, I am deeply gratified by the opportunity to serve this preeminent university and all of its loyal supporters. We are making great strides with The Campaign for Berkeley, the campus’s $3-billion fundraising effort. Last year was one of our best ever, raising $306.2 million. This notable accomplishment — especially in light of the difficult economic times — is a testament to the steadfast generosity of our donors and alumni, and your commitment to our public mission.

The campus community has begun the fall semester during a period of transition as it adjusts to a significant budget cut from the State of California. This reduction means that Berkeley now receives just one-quarter of its funding from the State, compared to 30 years ago when the State provided more than half of our budget. While our financial challenges will not be resolved overnight, Berkeley is an extraordinarily resilient institution, and I have confidence that our aggressive efforts to increase revenue, create greater efficiencies, and better manage debt will be effective.

I am also confident that Berkeley will remain a world-class public teaching and research university. I only need to walk across campus to be reassured of this. As I talk with students and faculty, I am continually impressed by the level of intellectual curiosity and engagement that they bring to our conversation.

As of Sept. 30, the campus raised $1.6 billion toward the $3-billion campaign goal with 37% endowment and 63% non-endowment funding.

Access and excellence. We will never fail.

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The Campaign for Berkeley

July 1, 2005 – June 30, 2013

As of Sept. 30, the campus raised $1.6 billion toward the $3-billion campaign goal with 37% endowment and 63% non-endowment funding.
What makes a person an innovator? It seems to take something powerful — the communion of both nature and nurture.

Students come to the Berkeley campus brimming with energy and intelligence. They listen to their professors, do their classwork, and hang out with their friends. Over time, some begin to question what they are learning — investigating further, thinking differently, and even disagreeing with the answers on the chalkboard.

Berkeley nurtures this enterprising spark, this combination of independence, creativity, and determination. The results can reverberate broadly — reaching deep into our communities and touching the fields of science, art, business, entertainment, athletics, and beyond. On the following pages, we introduce recent Cal graduates and soon-to-be alumni who are channeling this spark and making a difference in the lives of those around them.
Cal’s newest generation forges ahead
Washington Monthly has recognized contributions to society in its annual college guide and rankings.

Located in a Julia Morgan building originally designed for the George J. Good clothing store, the Alphonse Berber Gallery utilizes its front bay windows for installations like a dismembered and reassembled tree featuring 650 luminous pink acrylic Grackle birds. Wood armoires have become frame-like display cases, and part of the floor is paved with recycled doors.

The couple — who met at community college before transferring to Berkeley — found inspiration in European museums and galleries. “We’re interested in pushing what’s shown inside a traditional gallery while maintaining a high level of artistic and curatorial integrity,” says Cox.

Their concept received a resounding stamp of approval from Alphonse Berber, a collector and former curator who offered his name and expertise to the project.

The gallery has resonated with students and the community — opening night in February attracted 1,600 people. Shows feature artists from around the world, but Jackson and Cox remain rooted in Berkeley, whether championing local artists, having faculty read at the gallery’s monthly poetry series, or hosting a benefit exhibition that raised $10,000 for a local elementary school’s art program.

Both Jackson and Cox are taking a full course load, while managing the gallery and its staff. How do they fit it all in? “We don’t watch TV,” Cox says.

Art entrepreneurs

English major Cameron Jackson ’10 wrote his honors thesis on the sterile feeling created by contemporary art galleries; he questioned the “white cube space” that dominates American exhibits. Then he and partner, Jessica Cox ‘10, also a Berkeley lit major, immediately put his theories to the test by co-founding an inviting gallery across from campus.

“A lot of people feel alienated from contemporary art,” says Jackson. “We wanted something more inclusive, more immersive.”
Washington Monthly has recognized UC Berkeley as the top university in the nation for its contributions to society in its annual college guide and rankings.

Golden Bear forward Ashley Walker ’09 this year became the first Cal player drafted by a WNBA team — selected in the first round by the Seattle Storm.

“The support of my teammates, coaches, and family set me up in the best possible position to be a WNBA draft pick,” says Walker, who finished her storied Cal career by guiding the Bears to their first-ever Sweet-16 appearance in the NCAA Tournament. “We worked hard, and the hard work paid off.”

Named one of BusinessWeek’s ten “Voices of Innovation” in 2008, Jane McGonigal Ph.D. ’06, director of game research and development for the Palo Alto think-tank, the Institute for the Future, says that alternate reality games (ARGs) are absolutely a business tool.

“ARGs are not escapist entertainment,” says McGonigal, designer of the Center for Public Broadcasting-funded “A World Without Oil,” and “The Lost Ring,” a 2008 Olympics-related game played by millions worldwide — both of which can be viewed at McGonigal’s game design company site, avantgame.com. “They are engines of creativity that are collaborative, give you purpose, the experience of being good at something... and the chance to be a part of something bigger: People want real life to work more like an alternate reality game.”

Described as the Bay Area’s first mobile cupcake service, CupKates has set the campus and nearby neighborhoods abuzz. The company is the brainchild of Kate McEachern ’05, the self-described Chief Cupcake Officer who bakes the goodies and sells them from her roving truck. CupKates hit the streets this fall and is already getting rave reviews not only for its baked goods but for its creative use of technology: if foodies want a cupcake fix, they can find the truck’s location on Twitter or Facebook: cupkatesbakery.com.

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Game changer

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High axial myopia is one of the world’s leading causes of blindness: A weakened sclera — the eye’s white outer wall — combined with intraocular pressure causes the eyeball to elongate, increasing the risk of retinal detachment, cataracts, and glaucoma.

Corrective lenses, or surgeries like LASIK, offer only a temporary solution for eyes that can continue to change shape. James Su, a graduate student researcher completing his doctorate in vision science, is developing a promising new treatment using a synthetic hydrogel, a biomaterial which is liquid at cool temperatures and stiffens at body temperature. The gel, injected into the eye, conforms to the shape of the sclera, strengthening it from within.

The treatment, currently undergoing experimental testing, could “offer both higher quality of life for individuals, and lower cost of health care,” says Su. “Treating high myopia patients can run up to $5 billion a year per country.”

When a small California Indian tribe reached out to Berkeley for help addressing housing and energy needs, graduate student instructor Ryan Shelby M.S. ’08 saw a “great opportunity for Engineering and Design Analysis freshmen to work on a real-world project.”

First stop was Mendocino County, where Shelby, who is the Alfred P. Sloan Ph.D. student in mechanical engineering, and his students met with 20 members of the Pinoleville Pomo Nation, approaching the project as a partnership: “Everyone was pitching ideas,” says Shelby.

The group brainstormed a yurt-style house design — featuring a circular central kitchen and living space surrounded by five small, attached units — that accommodates extended families and communal gatherings. Tribe members praised the design as echoing their traditional roundhouse, with the added benefit of water reuse systems and solar roof panels to reduce resource consumption.

The six-week freshmen engineering assignment has blossomed into several Berkeley Master’s and doctoral research projects — including Shelby’s — and moved out of the classroom: Using the students’ design work as the base concept, the Pinoleville Pomo Nation secured federal funding to build up to 26 homes on their lands near Ukiah. Housing, tribal leaders say, is key to unifying the Pinoleville Pomo, whose 300 members are scattered throughout northern California.

This fall, the first new resident family will move in. Says Shelby, “This is a project that is directly impacting people’s lives.”

Battling blindness

Design sensitivity
McNair Scholar Hector Gutierrez ’10 spent the summer with day laborers in Alameda County, researching the often grim issues surrounding illegality and the impact of the nation’s spiraling economy.

“Since I come from an immigrant background, many members of my family have experienced hands-on the same realities — racism, violence, exploitation — that day laborers undergo in their everyday existence,” says Gutierrez, who is recruitment coordinator for Berkeley’s Raza Recruitment and Retention Center.

This year, as part of his senior honors thesis in Ethnic Studies, Gutierrez will create resources to help day laborers learn to navigate the immigration system and understand workers’ rights.

“The voices of these men are too often silenced when considering policies that can significantly affect their upward social mobility,” Gutierrez says. ●
Digital memory storage devices have become ubiquitous in our lives: music, photographs, even books have jumped from traditional analog formats. But while ancient archival media — stone and paper — can preserve data for thousands of years, spacesaving optical and magnetic disks degrade much more quickly.

So what’s an information storage-crazed society to do? Fourth-year physics doctoral student Will Gannett may have an answer. As part of a team working with Professor Alex Zettl, Gannett helped synthesize a memory device consisting of an iron nanoparticle enclosed in a hollow carbon nanotube. Apply electric voltage and the iron particle moves back and forth, its position corresponding to a piece of digital data.

“If you store a burnable CD in even optimal conditions, the upper limit for it to survive is a few decades,” says Gannett. Estimated lifetime for a carbon nanotube? “Billions of years.”

How do you get kids excited about chemical engineering? Ice cream. And liquid nitrogen.

At a recent campus Engineering for Kids outreach event for fourth through sixth graders, Berkeley's chemical engineering students mixed milk, cream, and sugar with a splash of liquid nitrogen to create a cauldron of aerating bubbles — and a tasty treat.

“It reinforced that everything in life — and in ice cream — is a chemical,” says Anita Kalathil ’10, president of Berkeley’s student chapter of the American Institute of Chemical Engineers.

Whether recruiting prospective students, spearheading a new College of Chemistry senior gift campaign, or mentoring freshmen as an Engineering 98 (a.k.a. “Surviving Engineering at Cal”) instructor, Kalathil has played a significant role in building community.

“Anita is well known for her leadership, responsibility, and boundless energy,” says Kirk Lao ’09, a chemical engineering peer. “With her at the helm, the students are in good hands.”
A mushrooming business

When Nikhil Arora ’09 and Alejandro Velez ’09 learned in a Haas School business ethics class that women in Colombia and Africa used waste pulp from coffee plants to grow mushrooms, they had an entrepreneurial “Aha!”

A “closed-loop” uber-green business model that provided jobs and nutrition “was so cool,” says Arora. “We wondered if we could adapt it to coffee-addicted urban America.”

They didn’t know anything about mushrooms, and there’s no domestic source for coffee pulp, so they turned Velez’s kitchen into a mycology lab: If mushrooms could grow on pulp, they reasoned, why not coffee grounds?

It worked, and with $5,000 from Berkeley’s 2009 Bears Breaking Boundaries competition, the duo declined job offers in consulting and investment banking, and launched BTTR (pronounced “better”; stands for Back to the Roots) Ventures in April, installing coffee ground bogs in an Emeryville warehouse.

The company now produces 500 pounds of shiitake and oyster mushrooms a week. Whole Foods Market buys the entire stock, selling for $8–12 a pound at Northern California stores. Peet’s and other local coffee houses donate grounds, keeping tons of waste out of the landfill. And re-use doesn’t stop there: nutrient-rich post-harvest grounds are donated to local non-profit urban farms for compost.

When they aren’t up to their elbows in coffee grounds, Arora and Velez are working on a similar operation in the Los Angeles area.

“Nikhil and I truly believe that doing business and doing good do not have to be separate philosophies,” Velez says. “We were enlightened by mushrooms.”
Changing lives through music

For Michael Uy ’07, Berkeley provided a double opportunity — a dual major in music and political economy of industrial societies that helped him build both intellectual and social consciousness.

A Regents’ and Chancellor’s Scholar, Uy was awarded the Judith Lee Stronach Baccalaureate Prize — a reflection of his vision that politics and the arts can be combined with fruitful results. The prize supported his travel last year to Venezuela to study the country’s free music education system, which trains more than 250,000 youths annually in classical music.

Uy documented the organizational, pedagogical and financial structures of the program, including its impressive track record helping juvenile offenders, street kids, victims of abuse, and children with cognitive and physical disabilities. He then spent six months in Southern California, sharing his findings with the Harmony Project, a non-profit organization that offers free music training to children from underserved communities in Los Angeles.

“Playing music changes the way you perceive your world around you,” says Uy, who is currently at Oxford pursuing graduate studies in historical musicology. “It strengthens your emotional intelligence and teaches you how to relate to others.”

An undergraduate course in which each student learned to play a Renaissance instrument — the viola da gamba — in a historically accurate manner sparked Uy’s scholarly imagination and his synthesis of music as a tool for social change: “Berkeley helped me believe in the power of music to change lives.”

10
Hillery Creely J.D. ’09 is awed by stem cells. Nudge one of these potent regenerators in one direction, it becomes a kidney cell, in another direction, a liver cell — with the potential to treat myriad diseases and disabilities.

But breakthrough therapeutic promise has become increasingly entangled in a thicket of stem cell patent issues, says Creely. “Intellectual property constraints slow the progress of scientists working on these terrible diseases.”

Armed with a doctorate in molecular and cell biology and her Boalt Hall degree, Creely won a prestigious policy fellowship, and in September started working for the National Institutes of Health. Her goal: to help put in place legal mechanisms that move the building blocks of biomedical science into the public domain.

“The norm for scientists is to want to share,” Creely says. “We want to unlock the mysteries of whatever we’re studying and share with the world.”

Creely says public policy — and some private enterprise — is already on the right path: PubMed, a service of the U.S. National Library of Medicine, includes over 19 million accessible citations, and there are centralized biobanks that cultivate sharing of research materials.

At Boalt, Creely volunteered with the Disability Law Society, gaining inspiration on a rafting trip with classmates whose spinal-cord injuries had rendered them paraplegics or quadriplegics. Five years is too soon to expect breakthroughs that would enable her colleagues to walk again, but in ten or twenty years? “Future generations will have a stem cell therapy,” Creely says. “But we need to do the research now. We need to lay the legal groundwork now.”

At Cal, All-American football center Alex Mack ’08 proved that he could handle a book as skillfully as a nose tackle. Last year, Mack, a legal studies major, was awarded college football’s “Academic Heisman,” the Draddy Trophy, and a few months later he was the Cleveland Browns’ first-round pick in the NFL draft.

Mack, who participated in Cal’s “Dancing with the Stars” to raise money for local underprivileged children, pursued graduate work in education before reporting to the Browns’ training camp.

“The University gave me the opportunity to excel on the field and in the classroom, as well as offering time for community service,” says Mack.
Nearly 500 graduating seniors and recent alumni have answered the call to “quadruple their impact” with a gift to Berkeley — joining the 60,000 donors who are committed to keeping Cal No. 1.

The New Alumni Challenge invites all undergraduate and graduate alumni from the Classes of 2005 through 2009, as well as the graduating Class of 2010, to participate in a first-ever 3:1 match for all contributions up to $1,000. A donation of $25 will equal $100, while $1,000 will increase to $4,000. Every gift made up to $1,000 — no matter where it is directed — will be matched, helping preserve Berkeley’s vital programs.

Zareen Khan ’07, who now works at the University, acknowledged that many young alumni are struggling in today’s economy, but the challenge enables their gifts to extend much further.

Trustees of the UC Berkeley Foundation are providing the challenge’s matching funds. Trustee Gary Freedman ‘66 says that as state support dwindles, it is critical that alumni step up.

“Giving $25 a year for 40 years might not seem like a lot, but imagine if more new alumni did that,” says Freedman. “We have all benefited from Berkeley. The satisfaction of giving back is indescribable.”

All challenge contributions will count toward The Campaign for Berkeley, a landmark fundraising effort to raise $3 billion for the campus.

Alumni from the Classes of 2005 through 2010 can give online at newalumnichallenge.berkeley.edu.

“Yes, times are tough. Yes, we’re young. But this is an easy way to make a small gift go a long way in maintaining our amazing university and the value of our degrees.”

— Zareen Khan ’07
In 1872, UC Regent Edward Tompkins donated 47 acres of land in Oakland to establish the University’s first endowed fund. Today, that original gift of $50,000 has grown to about $8 million in endowment, funding four endowed chairs in Asian languages, cultures, and literatures.

To ensure that Berkeley’s endowment will continue to thrive and support future generations, the UC Berkeley Foundation (UCBF) Board of Trustees has created a subsidiary corporation to manage the investment of its endowed funds.

A new investment management model

Now that the portion of the endowment managed by the UCBF has grown to approximately $736 million, the change reflects the industry standard of professional management for endowments valued at greater than $500 million. It previously was directed by a volunteer investment committee of the UCBF.

“This is a turning point for the UC Berkeley Foundation endowment,” says Scott Biddy, vice chancellor for University Relations. The effort to create the new investment management company received key funding in 2007, when the William and Flora Hewlett Foundation contributed $3 million to create and staff

The Berkeley Endowment at Work: Faculty Support

In 1898, Cora Jane Flood donated $413,133 in real estate, stocks, and bonds to the University. Her father, James Clair Flood, one of the bonanza kings of the Comstock Lode, later added their Nob Hill mansion, valued at $88,347, to the endowed fund. Today the Cora Jane Flood Endowment is valued at over $25 million and provides significant faculty support to the Haas School of Business.
In the early 1930s, engineering student Anselmo Macchi couldn’t afford to fly back east for his father’s funeral. The dean of the college gave him plane fare with a provision: The money need not be repaid, but Macchi had to promise to return to complete his studies. Not only did Macchi earn his B.S. in Civil Engineering in 1936, he paid back that good deed many times over in 2002 with a $10-million endowed gift for scholarships and fellowships. Today, its income provides more than $400,000 a year.

Fresh, professional leadership

John-Austin Saviano was named president and chief investment officer of the new management company after a competitive, nationwide search. Saviano previously worked for Cambridge Associates, a leading investment advisory firm where he advised a broad range of endowment and foundation clients. He also served on the investment team at the Gordon and Betty Moore Foundation, where he helped transition the $5.6 billion endowment to become an institutional-class portfolio.

The Berkeley Endowment at Work: Student Support

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Professional endowment management is about balancing the current and the future needs of the University against the realities of the financial markets,” says Saviano.”Our mandate is to manage these endowment assets in a way that lives up to the University’s preeminent reputation and provides credible stewardship of the private money given in support of Berkeley’s public mission.”

A volunteer board of directors will oversee the work of the management company. The board is chaired by Janet McKinley, former chairman of The Income Fund of America and a former director of Capital Research and Management Co. She is currently chair of Oxfam America. Other members include William Ausfahl ’61, former group vice president, CFO, and board member of the Clorox Company; Warren Hellman, chairman of Hellman & Friedman; Laurance Hoagland, vice president and CIO of the Hewlett Foundation; and Warren Spieker ’66, managing partner of Spieker Realty Investments.

The Berkeley Endowment at Work: Comprehensive Excellence

In 1943, Adolph C. and Mary Sprague Miller established an institute at the University to encourage research and investigation in basic research with a $5,016,511 gift to endow the Miller Institute for Basic Research in Science. Today that investment is valued at about $90 million with an annual payout of more than $3 million to provide fellowships, professorships, and programs to support faculty and research in the sciences.

The total UC Berkeley endowment is estimated at $2.3 billion, as of June 30, 2009. This includes $736 million to be managed by the new investment company and $1.6 billion managed by the UC Regents.
When Sonia Sotomayor joined the Supreme Court this August, she stepped into history as the first Latina, and only the third woman, to serve on our nation’s highest court. Three Berkeley Law faculty reflect on Sotomayor’s career and the barriers broken by her appointment.

Path to the Supreme Court: It was such a remote possibility for anyone, but I wouldn’t say it came as a surprise. She had the intellectual firepower, ambition, and leadership qualities that would put her on an exciting path in the law.

Rachel Moran
Robert D. and Leslie-Kay Raven Professor of Law
Moran, the former director of the Institute for the Study of Social Change, attended Yale Law School with Sotomayor.

Balance on the court: There’s a perception that the court is split 5-4. She won’t change that in the short run. Her contribution will come through the opinions she writes and how she sets forth her reasons, whether for the majority, in concurrence, or in dissent.

“Wise Latina:” I was surprised at the level of attention that remark received. I felt it was about how diversity can improve outcomes. When you have all kinds of people on the bench, they reach better results through the vigorous exchange of ideas.

Praise of colleagues: Her fellow judges are aware of more than just the questions that she asks from the bench; they know what she says in conferences and how she compromises to achieve a majority decision. Those skills are hard to discern unless you are a colleague. And she gets uniform high praise from other members of the Second Circuit Court of Appeals.
A new dynamic: As a woman of color who comes from a working class background, she will have a different perspective than any of the current judges. That inevitably changes the dynamic of a group.

Maria Blanco  
**Executive Director, Chief Justice Earl Warren Institute on Race, Ethnicity & Diversity**
Blanco is a nationally active civil rights lawyer who has participated in numerous public debates about Supreme Court nominations.

Experience: She will bring more trial court and appellate experience than any sitting on the court. She has the most judicial experience of any Supreme Court nominee in the last 70 years and the most federal judicial experience in 100 years.

The confirmation hearings: I was surprised by the disrespectful and condescending tone of some of the senators. They were clearly playing to a conservative base and ignoring how their treatment of the nominee looked to others, particularly to the Latino community.

Breaking barriers: Every time a new barrier is broken, it is historic and inspirational. I never thought I would see a Latina on the United States Supreme Court in my lifetime.

Sotomayor’s judicial style: She’s a judge’s judge. Because she was first a district court judge, she was very attentive to the record below when reviewing cases on appeal. Her opinions are spare — they get to the heart of the issues without unnecessary rhetorical flourishes.

Melissa Murray  
**Assistant Professor of Law**
Murray clerked for Judge Sotomayor after graduating from Yale Law School in 2002.

Community ideals: She made sure we understood that behind every appeal there was a person who wanted and deserved to be heard. She also emphasized the importance of giving back. She routinely went out of her way to mentor young people and young lawyers in New York City.

A lively addition: She’s going to be a very dynamic justice — on and off the bench. She’s going to be out and about in Washington, getting to know her new city. And I would wager that the Supreme Court’s holiday party will be even more lively now that she is in residence.
As the H1N1 “swine flu” pandemic looms this fall, faculty members at Berkeley’s School of Public Health (SPH) are tempering fears and offering expertise. Arthur Reingold is the associate dean for research at SPH and directs the California Emerging Infections Program — a statewide project to study influenza and other infectious diseases. Reingold, who also serves as one of two U.S. representatives on a World Health Organization committee focused on vaccines, recently offered insights to The Promise of Berkeley.

Q. Is the swine flu shaping up to be a major health emergency?

A. The reality is that no one knows. My own feeling is that we are going to have an abundance of influenza and much of it will be caused by the novel H1N1 influenza virus. We saw unprecedented amounts of influenza during the summer — thousands of people hospitalized in the United States — and we do not usually see influenza during the summer. One set of predictions estimates 90,000 deaths in the U.S. alone, compared to 30-40,000 typically.

Q. Why are people so worried about the safety of this vaccine?

A. While no vaccine is 100 percent risk free, the concern is that in 1976 when we saw a swine influenza outbreak at Fort Dix, our government decided to vaccinate the entire country the following winter. Forty million people got the vaccine. Four hundred people developed a neurological disorder called Guillain-Barré Syndrome.

Q. Haven’t vaccines improved in the past 30 years?

A. We don’t understand why the 1976 vaccine did what it did, but since then, we have given hundreds of millions of doses of flu vaccine and not seen a similar problem. We are reasonably confident that the vaccine is going to be safe and effective. Would I take it or give it to my family? The answer is yes. I’m that confident.
Who should be vaccinated?

A. Those targeted to receive H1N1 vaccine early include health-care workers, pregnant women, and children, after which the vaccine will be made available to others. People over the age of 60 are infrequent among the confirmed cases of H1N1, unlike seasonal flu. We think that is because they were exposed to an influenza strain circulating in the 1940s and early 1950s. As a result, healthy elderly people are a low priority for the pandemic vaccine, but they remain a high priority to receive the seasonal flu vaccine.

Dispatch from Nicaragua

With Professor Reingold’s support, Aubree Gordon, a Berkeley public health post-doc, launched a study of 3,800 Nicaraguan children two years ago that has documented the prevalence of influenza in the tropical country — debunking a long-held belief that the flu is not a public health concern in the tropics. “Because people here don’t have the medical resources that we have in the U.S., we expect higher mortality,” says Gordon. Her team has detected 135 cases of H1N1 influenza and helped all of the children receive medical attention.

An apple a day for your child?

Maybe if it’s pesticide-free or certified organic. Confirming our worst fears about children and pesticides, UC Berkeley’s Center for Children’s Environmental Health Research is documenting that children’s bodies do not develop high levels of powerful enzymes that fight toxic chemicals until after age 7 — making babies and young children much more susceptible to the pesticides sprayed on crops or the toxic residue on fruits and vegetables. The study has focused on 458 children in California’s Salinas Valley — the heart of the state’s agricultural production — and has led Berkeley researchers to call for more stringent environmental protections.

“Current EPA standards of exposure for some pesticides assume children are three to five times more susceptible than adults, and for other pesticides the standards assume no difference,” said Nina Holland, UC Berkeley adjunct professor of environmental health sciences and senior author of the paper. Her team found that infants may actually be 65–130 times more sensitive to some pesticides than adults. “Our results suggest that the EPA standards need to be re-examined to determine if they are adequately protecting the most vulnerable members of the population.”
Stress is no aphrodisiac — that’s a fact documented by researchers and backed by common sense. What’s less understood is that stress can actually play a role in infertility by boosting brain levels of the gonadotropin-inhibitory hormone (or GnIH) that stunts reproduction. The new research from UC Berkeley’s Helen Wills Neuroscience Institute could change the way doctors treat fertility issues and even how breeders approach animal husbandry and captive breeding for endangered species. “For the first time in years, we have a new player to add to the relationship between sex and stress,” says lead author Elizabeth Kirby, a Berkeley graduate student. “This study has opened up a whole new avenue for us to explore as we look at infertility and sexual dysfunction.”

AN EYE ON Alzheimer’s

Not everyone who forgets whether they ate eggs or bran for breakfast is at risk of Alzheimer’s — thank goodness — but Berkeley researchers say scores on memory recall tests, combined with brain scans, are proving to be the best tools for early detection. Among 85 participants in a study released this summer by the Helen Wills Neuroscience Institute and Lawrence Berkeley National Laboratory, those with low scores on a memory recall test and low glucose metabolism in particular brain regions had a much greater risk of developing Alzheimer’s disease within two years, compared with those with normal levels. Berkeley researchers used data from a landmark national study called the Alzheimer’s Disease Neuroimaging Initiative. “It’s an exciting development in the study of Alzheimer’s,” says Susan Landau, lead author of the Berkeley study and Institute researcher. “We can now compare a number of possible factors to see which is the most useful for early detection.” Landau says determining the best diagnostic tools will help doctors treat patients before severe symptoms appear — an approach that could prove more effective than reversing the effects of Alzheimer’s.
While most people would never dream of making a concrete canoe, let alone racing it, hundreds of civil engineering students from across the country were up for the challenge last June.

In a remarkable battle of brains and brawn, a Berkeley team of about 30 students from the Department of Civil and Environmental Engineering defeated 21 competing teams at the 22nd annual National Concrete Canoe Competition in Tuscaloosa, Alabama. It was the campus’s fifth title.

The competition, organized by the American Society of Civil Engineers, requires entrants to design and construct a concrete canoe, write a technical design paper, give a presentation, and participate in sprint and endurance races.

The team logged more than 6,000 hours to build the 230-pound, 20-foot-long craft named “Bear Area.” There were several divisions within the team, including hull design, materials research, construction, and paddling.

Justin Beutel ’11, next year’s project manager, said the life lessons he learned were just as valuable as the technical ones. “After I graduate, I will be working with other engineers to create a product. Because I helped build the canoe, I know I can be a successful team player.”

The team drew on ingenuity by using a type of cement that breaks down air pollutants and is not well known in the United States. They also tested scale models for the first time to determine how much weight the canoe could handle. Members are already starting to think about new approaches for next year — as well as how to repeat their win.

Danielle Des Champs ’10, the 2009 team leader, said, “Hearing that we won was the best moment of my life.”
Kids at work. During the fire season, the work of this herd of goats gets put to the test. In the hills above the campus, these bleating blaze-preventors perform fire abatement — and help keep out invasive weeds — by grazing on dry vegetation.
Thought for Food

Berkeley freshmen may never look at their Chicken McNuggets the same way after reading journalism professor Michael Pollan’s The Omnivore’s Dilemma: A Natural History of Four Meals, this fall’s selection for the On the Same Page program, sponsored by the College of Letters & Science (L&S).

Now in its fourth year, the program gives new students a common intellectual experience by focusing on a single exciting work. Over the summer, incoming freshmen and transfer students in L&S received a copy of Pollan’s book and were asked to read it in time for the fall semester. Across campus, discussion sessions and seminars are fostering dialogue and debate about the book. And on September 30, Pollan lectured about the book at a program event in Zellerbach Hall.

“Faculty across the entire college are eager to participate,” said Janet Broughton, acting executive dean of L&S. “It’s a terrific way to introduce our students to an education that will help them stretch their limits.”

Pollan’s book challenges our daily food choices — what Pollan refers to as “our most profound engagement with the natural world.” His narrative takes readers on a journey from the soil to the plate, exploring industrial food production, the organic food movement, and the author’s own experience as a “hunter-gatherer.”

“There’s a tremendous value in having a large group of students read the same book,” Pollan says of On the Same Page. “For the author, you get a truly vibrant conversation that can really move the work forward. A debate on the future of food and farming in the U.S. is long overdue.”

To learn more visit onthesamepage.berkeley.edu.
Alumni, parents, and friends of Berkeley contributed $306.2 million in gifts to the University in the fiscal year that ended June 30. The amount raised, while a drop from last year’s record-breaking $409.3 million, represents only a 10 percent decline in the number of donors at a time of unprecedented economic challenges.

The $306.2 million raised brings the campus over the halfway mark in its efforts to raise $3 billion during The Campaign for Berkeley. The campaign received gifts from 56,706 donors, compared to 63,041 in the previous year. An increasingly active group of supporters, Cal parents, contributed $1.9 million last school year, setting a new record at Berkeley for this endeavor that involved some 5,000 families.

Another major stimulus to giving has been the Hewlett Challenge, a landmark $113 million grant from the William and Flora Hewlett Foundation made in 2007 that includes a $110 million challenge grant to endow 100 faculty chairs. As of June 30, 56 endowed chairs had been matched through the Hewlett Challenge grant.

“In September, 1960, when I enrolled as a freshman, a semester’s tuition at UC Berkeley cost California residents only $71.50. It now costs nearly $5,000,” says National Annual Giving Chair Robert D. Haas ’64, who is leading the effort to raise Berkeley’s level of alumni participation. “For Cal to remain a gateway for opportunity, it must be affordable and accessible to outstanding students of all backgrounds.”

Gifts raised in 2008–09 benefit students and faculty along the following campaign themes:

- **Faculty chairs and funds**: $27.8 million
- **Research**: $57.8 million
- **Graduate fellowships**: $21.9 million
- **Undergraduate scholarships**: $13.7 million
- **Program support** (includes undergraduate education and student life, athletics, cultural programs, university libraries, and program support for schools and colleges): $116.4 million
- **Facilities**: $33.7 million
- **Annual support**: $34.7 million
When Adolf Hitler invaded Austria in 1938, Wolfgang Lederer '40, a Jewish teen serving in the Austrian army, fled to France to avoid deportation to a concentration camp. Inspired by Wolfgang’s plight, a Berkeley professor rallied to bring him to the University, where he was granted free tuition and room and board in Zeta Beta Tau, a Jewish fraternity. After graduating in 1940, he entered the U.S. Army and was severely wounded on the European Front. He returned to Berkeley after a long convalescence and completed premedical coursework — setting the stage for a lifelong career as a psychiatrist and author.

“Berkeley became the springboard for my father’s life as an American,” says his daughter Nicole Lederer ’78. “Had Cal not sponsored him, I wouldn’t be here.”

To celebrate Lederer’s 90th birthday and his extraordinary journey of survival and success, the Lederer family established a scholarship fund for immigrant students who have left their home countries under adverse circumstances. The fund was a surprise gift. Nicole and her sister, Audrey Wells ’81, have given and raised nearly $70,000, including gifts from Lederer’s family and friends, and hope the fund will continue to grow.

“This scholarship acknowledges the enormously important role Berkeley plays in giving new people in this country a life-changing opportunity,” says Nicole. “It fulfills our family’s personal objectives while helping to sustain our premier public university.”

Two-thirds of Berkeley students have at least one foreign-born parent or were born in another country. In the past three years, more than 70 students have reported that they were refugees, amnesty recipients, or seeking asylum.

In a letter to Lederer, Chancellor Robert Birgeneau wrote, “I am so glad that Berkeley was able to provide you with the opportunity to lead a safer life and one that supported you in fulfilling your goals.”

For information, visit wolfgangledererscholarship.org.
At the celebration of Cal Parents Board Member George Montgomery’s gift of rare books to The Bancroft Library — including a first edition of Walt Whitman’s Leaves of Grass — English Professor Robert Hass began reciting the poem from memory. “He’s a great Whitman scholar,” says Montgomery, a San Francisco investment banker whose daughter, Sarah, is a senior at Berkeley. “It was clear how meaningful it was to him as well as to the University.”

Montgomery initially considered donating the books to his alma mater, Yale, but Sarah, an English major, pushed for Berkeley. “I thought about a private university versus a public university, and my daughter’s great experience at Berkeley. Here it gives access to more people,” he says.

Leaves of Grass, valued at $75,000, was the jewel of Montgomery’s collection, started by his great-great-grandfather. In addition to the book — hand-printed and bound by Whitman — the family had another connection to the author. In the 1930s, when the Long Island school house where the poet taught was going to be destroyed, Montgomery’s grandfather had it moved to his house in Oyster Bay. “We grew up with the Whitman Schoolhouse, that’s where my siblings and cousins would meet,” Montgomery says.

Montgomery — whose gift also included A Packe of Spanish Lyes, a political tract from 1588 — brought his children into the discussion about gifting rare books as part of estate planning: “I wanted to encourage them to think about philanthropy sooner rather than later.”

Sarah Montgomery was thrilled to be part of the philanthropic experience. The Whitman book was a personal favorite, she says. “It was a little hard to give up, but it felt really good to give it to the library here. We can visit.”

For information on gift planning, visit berkeley.planyourlegacy.org.
Continuum of Giving

Growing up in Los Angeles, Scott McDonald’s family didn’t have “spare cash,” and none of his relatives had ever gone to college. But that didn’t keep him from having big academic ambitions.

Starting at UCLA before transferring to Berkeley, McDonald ’73, pursued graduate studies at Harvard, winning a National Science Foundation Fellowship and the Charles Abrams Fellowship of Harvard and MIT.

“I had the wind at my sails because of Berkeley,” says McDonald, a New York-based quantitative media research specialist. “If I’d grown up in any of the other 49 states, I don’t think I would have had anything close to the opportunity that came my way going to the University of California. It let a person of my background leverage academic success to the next step and not worry about money.”

McDonald, whose younger sister Debra ’90, M.S.W.’93 also found her academic niche after transferring to Berkeley, wanted to support students in similar circumstances — especially in light of California’s challenging economy. “Because of the state cutbacks, I’m concerned that the very democratic and egalitarian idea that’s at the core of the University of California is at risk,” he says.

Initially, McDonald had planned on a gift smaller than $125,000. Then, in June, the William Randolph Hearst Foundation pledged $500,000 to establish a challenge grant to create four endowed scholarships for Berkeley’s most disadvantaged and deserving undergraduates — a gift that continues a deep tradition of philanthropy.

The siblings’ $125,000 gift created The Scott and Debra McDonald scholarship, the first to take advantage of The Hearst Fund opportunity. “It involved stretching a bit,” McDonald says. “But with matching funds — bingo! — there’s much more substantial capital to be working with. I’m quite thrilled. This is a scholarship fund that will go on for 100 years or more.”

Hearst family philanthropy has supported the Berkeley campus for decades, beginning in the 1890s with Phoebe Apperson Hearst’s remarkable commitment to developing the young University, and including her significant bequest in the 1920s for student scholarships. For more on the Hearst Fund challenge grant, visit promise.berkeley.edu/hearst.
More than 250 members of the Benjamin Ide Wheeler Society enjoyed the 21st annual tea. The Society honors individuals who have included Cal in their estate plan or through a life income gift.

2. Professor Richard Muller (center) with Chuck ’65, M.S. ’66, Ph.D. ’73 and Diana Minning

3. The Optometry Associates of the Benjamin Ide Wheeler Society pose for a photo.

4. In May, the Los Angeles County Museum of Art was the setting for Southern California’s Campaign for Haas Gala. Former classmates Moriah Lewis M.B.A. ’08 and Maiken Møller-Hansen M.B.A. ’08 enjoyed an impromptu mini-reunion.

5. Haas Alumni Network chapter leaders (from left) John Bernard M.B.A. ’83, Orange County Chapter; Frances Chou, Los Angeles Chapter; and Barton Young M.B.A. ’75, Orange County Chapter.

6. The seventh annual Haaski Open Golf Tournament at Claremont Country Club in Oakland raised $120,000 for the Haas Annual Fund. (From left) Nancy Chan M.B.A. ’05, Al Zatopa, Margaret Lip, Keith Lohkamp M.B.A. ’96, Tom Broderick ’73, M.B.A. ’74, and Joe deGirolamo.
8. Jordan Aiken ’09, Emma Shaw-Crane ’09, Richard C. Blum ’58, M.B.A. ’59, and Claire Wilkens ’09 after graduation ceremonies for students completing the Blum Center’s Global Poverty & Practice minor.


10. Boalt Hall Alumni Association president James McManis J.D. ’67 and past-president Nan Joesten J.D. ’97 meet with current students, including senior Jennifer Murakami, at the annual Partners in Leadership reception for organizations with 100 percent alumni giving participation.

11. Mary Jane Brinton (center) with Ned Flanders ’40, C. Sing ’41 (left) and the Flanders Fellowship Award Winners at the Graduate School of Education Scholarship Tea.

12. Jeff Bleich ’89, special counsel to President Obama, greets guests at Boalt Hall’s alumni tour of the White House.


Upcoming Events

Impossibly Perfect: The Pressures to Become Better Humans
Hear two provocative viewpoints — one rooted in the ethics of reproductive technologies, the other in psychology — that explore culture’s immense pressures in shaping who we are and pushing us toward perfection.

Tuesday, October 27
Sheraton Delfina, Santa Monica
Wednesday, October 28
Westin South Coast Plaza, Costa Mesa
Wednesday, November 4
Le Méridien, San Francisco

Register at discovercal.berkeley.edu.
14. (From left) School of Public Health Dean Stephen M. Shortell, Chia-Chia Chien M.S.W. ’72, M.P.H. ’74, and John J. Troidl Ph.D. ’01, president of the Public Health Alumni Association, mingled at the School of Public Health’s recent Dean’s Circle Dinner.

15. Richard Simmons ’72 (far right) with daughter Alexandra (far left), and Ana Hoare ’99 and her husband, Charles, attended the Leadership Dinner hosted by Chancellor Robert and Mary Catherine Birgeneau at Two Temple Place in London.

16. Cal dad Hemchandra Javeri (center), Cal mom Poonam Gupta, and her daughter Richa attended the welcome reception for new students at International House.

17. Matías Tarnopolsky (left), Cal Performances’ new director, chats with Howard ’50 and Carmel “Candy” ’50 Friesen at his welcome reception in Zellerbach Hall. Tarnopolsky comes to Berkeley from the New York Philharmonic.

18. Suzanne Legallet ’60 (right) spent time with sophomore Joanna Martinez, the Giusti Family Achievement Award Scholar, at The Achievement Award Program’s new student reception.

19. Chancellor Birgeneau (right) received a Pathfinders to Peace Prize from Bishop Isao Ito at a ceremony in San Francisco. The awards are part of the Shinnyo-en Foundation’s “Six Billion Paths to Peace” project, which encourages individuals to consider how their daily actions can contribute to peace.
Students confront financial challenges

At the Chancellor’s New-Student Reception in August, The Promise of Berkeley asked incoming students to describe how the economy is impacting their lives, their families, and their hopes for the future.

Brooke Sales-Lee, Concord, Transfer Student

“My family’s money is very tight, so I’m trying to cover as much as I can myself. It’s been much more important for me to keep up a job while in school and to really try to conserve spending.”

Jeff Nagata, San Diego, Freshman

“I’m worried about the next four years, that there may be some significant cuts — that programs are going to be cut and professors may go to different universities where the pay is better. But I’m also hopeful that, when I graduate, the economy will be better.”

Maciej Mroczek, Elmhurst, Illinois
First-year Graduate Student

“My dad was working as an independent contractor. When the housing market collapsed, he was out of a job… But I’m pretty hopeful. Berkeley’s an amazing school, it’s No. 1 for civil engineering, and it has such a good reputation. I’m sure that will help as far as pursuing my goals.”
Sophie Shevick, Palo Alto, Freshman

“...My family’s been fortunate to be okay. My mom just got a job as an educator. And my dad was able to keep his job as a CFO. So it really hasn’t been too hard.”

Elmer Guardado, Los Angeles, Freshman

“Things have been hard. My father is self-employed and the jobs are scarce. My family’s house is in danger of foreclosure. So, economically, we’re suffering through tough times.”

Sarah Liu, Fremont, Freshman

“...My mom’s company has been going through layoffs, but she has been fortunate enough to keep her job... I feel that currently it may not look so great, but in four years, when we graduate, the economy will be looking up.”

Kevin Becerril, Los Angeles, Freshman

“I’m getting financial aid, but there’s been talk about losing Cal Grants, which would be very bad... But we have a new president, a new administration; hopefully they can do something and by the time I graduate everything will be good.”

Nellie Tan Yee Feng, Kuala Lumpur, Malaysia

“...I heard that people might have difficulty finding jobs, especially those who come from foreign countries. In the end it all depends on my own merit, so I am hopeful. I trust my own abilities to get a job regardless of how the economy is doing.”