Seeing the connections: Is technology’s impact always good?

Al Gore and the Dalai Lama celebrate the Blum Center for Developing Economies

Information technology research center opens its doors
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Contributing Photographers: Jim Block (pp. 29–31), Keegan Houser (p. 18), Christopher Irion (pp. 21, 32–33), Andrew Moxey (p. 15), Bart Nagel (p. 17), Peg Skorpinski (pp. 12–14, 22–25, 29–31), Aaron Walburg (pp. 26–28, 29–31), and Yan Zhang (p. 17).

Please send feedback to ureditor@berkeley.edu.
To view an online version of *The Promise of Berkeley*, visit promise.berkeley.edu.
**Nacht nominated to Defense Department**

President Barack Obama last month nominated Professor of Public Policy Michael Nacht to become assistant secretary of defense (Global Strategic Affairs). Nacht previously was dean of the Goldman School of Public Policy and served a three-year term as a member of the U.S. Department of Defense Threat Reduction Advisory Committee, for which he chaired panels on counterterrorism and counter-proliferation of weapons of mass destruction.

[promise.berkeley.edu/nacht](http://promise.berkeley.edu/nacht)

**Keasling pitches synthetic fuel on “Colbert Report”**

In an appearance on Comedy Central’s “The Colbert Report,” Berkeley chemical engineering professor Jay Keasling explained how he and his colleagues at the Joint BioEnergy Institute are engineering bacteria to produce fuel from sugar, as well as to synthesize a low-cost anti-malarial drug.

[promise.berkeley.edu/keasling](http://promise.berkeley.edu/keasling)

**Pursuit of Happyness hero to speak at graduation**

Chris Gardner, the self-made entrepreneur and philanthropist whose homelessness-to-riches story inspired the 2006 autobiography and feature film *The Pursuit of Happyness*, will deliver the keynote address at Cal’s May 22 Commencement Convocation.

[promise.berkeley.edu/gardner](http://promise.berkeley.edu/gardner)

**Stimulus, eased restrictions fuel research**

Bloomberg.com recently described how the federal stimulus package is fueling the dreams of researchers, while *Nature* magazine highlighted the impact of eased restrictions on stem cell research at UC Berkeley and other campuses.

[promise.berkeley.edu/stimulus](http://promise.berkeley.edu/stimulus)

[promise.berkeley.edu/stemcell](http://promise.berkeley.edu/stemcell)

**New gifts help communities in need**

New gifts totaling $9.4 million will boost Berkeley’s research and service. Five million dollars from Kaiser Permanente through the East Bay Community Foundation will expand California’s public health workforce, with an emphasis on recruiting students from underserved communities and placing them in organizations serving vulnerable populations. A $4.4 million bequest from the Florence Krenz Mack Revocable Trust to the School of Social Welfare will foster research on best practices in handling mental health crises in areas experiencing political and social conflict and support social workers entering the underserved field of mental health.

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[promise.berkeley.edu/stemcell](http://promise.berkeley.edu/stemcell)
Technology is threading through our lives as never before. Social networking sites spark interactions with hundreds of friends at the tap of your finger.

New “smart grids” soon will allow you to monitor home electricity from afar, saving energy, the environment, and money. Young people are growing up “wired” to, and through, ever-evolving media and gadgets.

How does this new digital universe help or harm our ability to communicate with one another and build meaningful relationships? In the information age, how do we stay well-informed? And what happens to those bytes of our personal lives and data that we share on the Internet? The stories on the following pages offer a glimpse into some of the groundbreaking innovations and insightful research created by UC Berkeley faculty and students as they examine our digitally impacted lives.
Seeing the connections

The impact of technology
It almost sounds like science fiction: submit a DNA sample and receive a report that pinpoints variants in your genome suggesting possible risks for certain diseases. That’s the idea behind 23andMe, a Silicon Valley startup that also encourages participants to share their genome data online, in the hopes that researchers will discover patterns linking common diseases.

Consumers shouldn’t fear that such information will be used against them by insurers or employers, says Michael Eisen, associate professor of genetics, genomics, and development, and a 23andMe adviser. The Genetic Information Nondiscrimination Act of 2008 protects Americans against such discrimination. “What companies like 23andMe offer is a chance to take control of this information,” Eisen says, “so that you can understand what your DNA is saying.”
Posting “status updates,” reconnecting with old friends, sharing photos of your dog — the allure of Facebook as the web’s premier social networking site is well documented. It’s so irresistible, says Berkeley Law lecturer Chris Jay Hoofnagle, that Facebook’s 200 million users willingly sacrifice their personal privacy just to be part of the fun. “It’s such a compelling platform that we volunteer information about ourselves,” says Hoofnagle, director of the Berkeley Center for Law & Technology’s Information Privacy Program. While many bemoan the lack of privacy in today’s wired world, he notes, “here we allow ourselves to be spied on so that we can have a rich Facebook profile.”

Hoofnagle studies consumer attitudes toward privacy and has commissioned polls to analyze consumers’ expectations when they enter personal information on web sites. And Facebook — which tailors on-screen ads to reflect users’ interests and until recently claimed ownership of any information its members posted — is hardly the first business to use data-mining tactics. “For a century at least, companies have employed more and more sophisticated methods to capture information and better sell things,” he says.

On campus, Hoofnagle was impressed with students’ privacy savviness when he lectured at a recent undergraduate seminar on computers and ethics. But he is also quick to remind Berkeley students that advertisers and marketers aren’t the only ones perusing their online profiles for personal details. “Employers are increasingly looking at Facebook and MySpace,” he says, “so our graduates are going to have to think about the repercussions of their postings.”
Mobile Millennium — a collaboration between UC Berkeley, the California and U.S. Departments of Transportation, and corporate partners — uses volunteers’ cell phones to help monitor congestion on side roads as well as on major highways. Speed and position information from GPS-enabled cell phones is fused with data from traffic sensors and then broadcast back to the drivers’ phones. If 3,000 users shave 30 hours a year from their commute times, the project will save more than 70,000 gallons of fuel, says the research team, which includes both graduate and undergraduate students.

Gas-saving phones?

Berkeley graduate and undergrad students are teaming up with Lawrence Berkeley National Lab scientists to evaluate the market potential of the lab’s clean technology.

Christy Martell, first-year Haas School of Business M.B.A. student and coleader of CleanTech-to-Market (C2M), and fellow students work with scientists such as Ramamoorthy Ramesh, who is experimenting with cutting-edge photovoltaic materials to make solar prices “dirt cheap.”

Says Martell, “Students are assessing economic costs, competitive technology, and efficiency levels needed to reach this goal.”

It’s a positive experience for both students and scientists, who are working to transform C2M into a credited course next year: “The program encourages professional and student participants to collaborate across science, engineering, law, and business programs — a diverse group united by an interest in clean tech,” says Martell. “While these projects last just one semester, they will hopefully lead to more impactful products reaching the marketplace.”
Imagine that your thermostat and appliances are so “smart” they can adjust to peak energy costs throughout the day and night to save you money — and help save the planet.

This kind of responsive technology is coming soon to California, thanks in part to Berkeley researchers who are studying how a “demand-response” approach will allow consumers to micromanage home-energy use.

“In California, when the demand goes high and you have to scramble for supply, it’s just bad,” says David Auslander, professor of mechanical engineering who studies this technology with Paul Wright, acting director of the Center for Information Technology Research in the Interest of Society (CITRIS), and others. “Scrambling is a code word for expensive and polluting.”

Because storing large quantities of energy is both expensive and impractical, a better plan is to give consumers information and control so that they can use less at peak hours — such as running the washing machine at 2 a.m. when rates are lowest.

Auslander recently led a study for the California Energy Commission about the programmable communicating thermostat that can be set to turn off or down automatically, depending on rates.

President Obama has designated stimulus funds to pay for the installation of 40 million “smart” meters that give detailed reports of energy use in a home. These meters will enable Google to launch PowerMeter, a program that lets consumers monitor home-energy consumption in real time. Google says consumers save 5 to 15 percent of their energy costs when they have access to information about consumption.

This shift in monitoring energy use — by utility companies and corporations — has some pondering privacy issues and wondering, will Google know if I left my bedroom light on?

Forget to turn off the iron?

Ask Google.
How is the Daily Californian (dailycal.org) surviving economic challenges that are rocking major metropolitan newspapers from Seattle to Chicago?

Editor-in-chief Bryan Thomas ’09 says the 140-year-old, award-winning student paper is:

• Drastically cutting its newsroom budget by eliminating the $15 per story payment to freelancers and dropping its Wednesday print issue.
• Asking alumni to do more: This fiscal year donations are up to $83,000, well above the $20–30,000 received most years.
• Building a $5-million endowment to ensure the long-term viability of the paper. (“We’re a nonprofit that operates like the for-profit San Francisco Chronicle — clearly that’s not working,” says Thomas.)
• Hiring a full-time advertising executive (who doesn’t take a summer vacation or need to drop everything for final exams).
• Going multimedia — within reason. The paper now has nine blogs, 140 new videos posted online, and scores of podcasts.
• Excelling. The Daily Cal went up against college newspapers statewide and won 30 awards from the California College Media Association — nearly double the amount received by its closest competitor.
• Staying true to the craft. “Regardless of what people think is the next model for journalism, I want people to see that professional, trained journalists are necessary to society,” says Thomas. “The idea that blogs or slideshows or Twitter can replace journalism is insane.”

Thousands of Cal alums are making connections through Berkeley’s online alumni community, @cal. The career and social networking site offers Cal-affiliated e-mail addresses with free forwarding, a searchable alumni directory, and discussion groups. If you are a Cal alum, register at cal.berkeley.edu.

Plugging in through @cal

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With major newspapers declaring bankruptcy or slashing newsrooms to survive, the thud of a newspaper on the stoop might be a sound of the past. The School of Information’s Yale Braunstein, who taught a class this semester on the economics of information and has investigated financial trends related to daily news consumption for some 30 years, offers insights.

How did we reach this crisis?
Newspapers failed to keep pace with the times, offering tired models — such as a Wednesday food section that originally catered to homemakers preparing meals for the weekend — long after lifestyles had shifted. Then craigslist came along to usurp classified advertising, a mainstay of newspaper revenue, and national chains followed by fleeing to visual media.

Will print newspapers survive?
If newspapers survive they will likely take a zoned approach — a “newspaper of the West” for example — with a “local” section that covers an entire metropolitan area.

What about old-fashioned journalism?
A post-baby boomer generation drives the market and is less committed to traditional beat reporting in which a journalist is dispatched to cover a story. Online newspapers will likely employ fewer reporters, leading to holes in coverage.

Can new media make a profit to survive?
New media will inevitably figure out how to make money. Although consumers are still reticent to pay for online news, they will do it for quality. The online Wall Street Journal is profiting by selling subscriptions and ads, making money from readers and advertisers. Multiple sources of revenue are necessary.

Newspaper readership declines among all ages

Source: Pew Project for Excellence in Journalism
By age 19, one in four girls will experience a major depression, suicide attempt, eating disorder, or self-injurious behavior. Our daughters are experiencing a ‘triple bind’ of pressures to be nurturing, competitive, and perfect. Cyberculture’s relentless images of sexualized girls (at ever-younger ages) — along with pervasive advertising, expectations to multitask, and the inescapable display of conflicts and gossip through e-mail and other media — add to the confusion.

We must teach our daughters critical thinking skills and media literacy, promote self-discovery, and help them link to a wider sense of purpose.

— Stephen Hinshaw, chair and professor, Psychology Department, on his new book, The Triple Bind: Saving our Teenage Girls from Today’s Pressures
Instead of disappearing into imaginary forests or backyard forts, today’s youth are disappearing into a virtual world of Facebook, YouTube, video games, and other digital media. While such activities mystify many adults, a recent study conducted by researchers at Berkeley and the University of Southern California shows that children who use digital media are gaining valuable skills. Starting in 2005, the team interviewed 800 kids and spent more than 5,000 hours observing teens online — making it the most extensive U.S. study on teen use of digital media. While it might look like kids are wasting time, instead they are acquiring technological and social skills they need to thrive in the Internet age. Funded by the MacArthur Foundation, the Digital Youth Project concludes that youth are:

• Using online networks to extend their friendships and interests
• Increasing their digital literacy skills by navigating new forms of expression
• Sharing creations and receiving feedback as a unique form of self-directed, peer-based learning

Barrie Thorne, professor of gender and women’s studies and sociology and one of the project’s lead researchers, says, “These findings have important implications for education in the 21st century. Rather than blocking kids from online activities — an idea that many parents and educators hold — we can encourage them to use new technologies to connect to their peers and learn.”
The explosion of student interest in addressing global poverty was celebrated by luminaries — including former U.S. Vice President Al Gore and His Holiness the Dalai Lama — visiting campus last month to honor the Richard C. Blum Center for Developing Economies.

In just three years since its inception, the new center has inspired more than 1,500 students to participate in its classes and programs and has created Berkeley’s fastest-growing minor: global poverty and practice. On April 23, the center held a groundbreaking for its new home, which includes a restoration of the historic Naval Architecture Building and a new wing that is beginning construction later this year.

A happy and hopeful moment

Gore is a longtime friend of Richard Blum ’58, M.B.A. ’59, chair of the UC Board of Regents whose gifts financed both the creation of the center and the construction of the new facility. Hundreds of students, faculty, and other members of the Cal community gathered at the future site to mark the occasion. Calling the groundbreaking “a happy and hopeful moment,” Gore commended the students for their extraordinary commitment to fighting global poverty.

Flutist Amy Shen ’08 receives a khata, or ceremonial prayer scarf, from the Dalai Lama after playing the Tibetan national anthem.

Al Gore and the Dalai Lama celebrate students and new poverty studies building
Following glowing introductions from actor Sharon Stone — a board member of the American Himalayan Foundation, which cosponsored the event along with the Blum Center — and others, the exiled spiritual leader of Tibet sat cross-legged as he spoke from an armchair at the center of the stage. Addressing students of the Blum Center and other young people in the crowd, he said, “Whether this century is happy or troubled remains in your hands. You are a source of hope.”

Speaking for about an hour, the Dalai Lama sometimes referred to his interpreter for the correct English word as he addressed the theme “Peace Through Compassion,” describing his teachings of perception versus reality and various levels of compassion, and punctuating his speech with amusing vignettes about people and animals.

When asked for advice for graduating students, the Dalai Lama replied, “You must prepare in your mind that life has many problems. … Hope for the best, but prepare for the worst.”

Before exiting, the Dalai Lama elicited a huge round of applause — and a standing ovation.

“it is amazing to see how you have flocked to learn what is available to be learned in this center already,” Gore said. “I will predict for you that this will quickly become a center of global importance.”

Gore, who shared the 2007 Nobel Peace Prize for his tireless work to educate the world on climate change, spoke movingly about the critical connection between climate change and global poverty. It is frequently predicted that the world’s poorest will feel the effects of climate change the most, yet are least likely to be able to deal with them.

“One of the barriers to building a global agreement that will finally solve the climate crisis is bridging the divide between the wealthy countries and the poor countries,” he said. The Blum Center will be a “key place for solving that piece of the puzzle, and where it is fitted in as the capstone of the arch.”

At the end of Gore’s remarks, Chancellor Robert Birgeneau bestowed him with the Berkeley Medal, the campus’s highest honor. “Through his values and actions, Vice President Gore embodies the highest ideals to which Berkeley aspires,” said Birgeneau.

Peace through compassion

Just two days later, Tenzin Gyatso — the 14th Dalai Lama who has also received the Nobel Peace Prize and is an honorary trustee of the Blum Center — addressed a sold-out crowd of more than 7,000 students, faculty, and others at the Hearst Greek Theatre. When tickets to the event went on sale in April, many students in the audience camped out overnight to obtain the highly sought-after tickets.
ovation — when he placed a blue and gold Cal visor, a parting gift from the University, atop his shaved head.

Chancellor Birgeneau also used the occasion to present Richard Blum with the Berkeley Medal to acknowledge his vision and commitment to the campus. Accepting the medal, Blum described the moment as “a merger of the two things I care most about: UC and the Tibetan people and their plight.”

The perfect place

The Blum Center initiatives, which combine classroom studies with fieldwork, already have allowed students to work in 25 countries. Whether turning cell phone cameras into clinical-quality microscopes, increasing access to safe water in slums, or developing fuel-efficient stoves, students at the Blum Center are becoming the next generation of leaders in the fight against global poverty.

“UC Berkeley’s always been a place of activism, of new ideas, of compassion and wanting to help people. . . And I have encountered nothing but enthusiasm from the faculty, from the people putting this center together,” says Blum.

The new facility will also house a number of colleagues from the College of Engineering who work closely with the Blum Center on manufacturing and marketing efficient technologies that address global poverty.

“I believe UC Berkeley can have a singular effect in the fight to alleviate human suffering,” says Blum.

The Richard C. Blum Center for Developing Economies

Where: Restored 1914 Naval Architecture Building listed on the National Register of Historic Places. Located on the north side of campus and will include a new wing and plaza connecting to nearby engineering buildings.

Cost: An estimated $16 million in private funding.

Who: More than 1,500 students have taken courses. Initiatives in 25 countries.
From studying social media to experimental art installations, the Berkeley Center for New Media explores the ever-changing intersection of technology, creativity, and communication.

Launched in 2004, the research center brings together scholars from 37 departments across campus — philosophy, engineering, and journalism among them — to investigate new media’s powerful effect on culture and our daily lives. Last year, the center established its first endowed faculty chair through the Hewlett Challenge with a gift from craigslist, one of the world’s most popular web sites.

“Our mission,” says Professor Ken Goldberg, director of the center, “is to critically analyze and help shape developments in new media from cross-disciplinary and global perspectives that emphasize humanities and the public interest.”

The following three ongoing projects illustrate the innovative research and explorations taking place at the center. ▶
BLACK CLOUD SPREADS URBAN ENVIRONMENTAL AWARENESS

Developed by art practice associate professor GREG NIEMEYER and other researchers, Black Cloud is an environmental studies game for high-school students that mixes the physical with the virtual. In the game, students play either real estate developers or environmentalists, using actual air-quality sensors to monitor neighborhood pollution. Their goal: identifying good sites for either additional development or conservation. Students in Los Angeles and Cairo, Egypt, currently use the game-based learning curriculum. || studio.berkeley.edu/bc

OPINION SPACE’S CONSTELLATION OF VIEWPOINTS AND CONNECTIVITY

Launched in April, Opinion Space is an experimental group discussion system that ventures beyond one-dimensional polarities such as left/right or blue/red to promote dialogue between people with differing viewpoints. Participants use sliders to indicate their opinions on five short propositions and enter responses to a “discussion question” that changes every few weeks. In the visual display of Opinion Space, each user appears as a glowing point placed in relation to other points representing people with similar opinions. The system encourages participants to then explore the comments of other users — and to modify their opinions based on what they learn from others. || opinion.berkeley.edu
COLLOQUIUM BRINGS IN THE HEAVY HITTERS

For more than a decade, Berkeley’s Art, Technology, and Culture lecture series has challenged conventional wisdom about technology and culture. This series of campus lectures, free of charge and open to the public, has presented more than 120 artists, writers, composers, curators, and scholars who discuss the overlapping worlds of artistic expression and emerging technologies, taking into account critical and cultural perspectives. Guests have ranged from performance artist Laurie Anderson (at right in conversation with Ken Goldberg) and musician David Byrne (above) to the late scientist/artist/author BILLY KLÜVER ’57, a Berkeley alum who has been called the father of electronic art. || atc.berkeley.edu

TO LEARN ABOUT OTHER PROJECTS TAKING PLACE AT THE BERKELEY CENTER FOR NEW MEDIA, VISIT BCNM.BERKELEY.EDU.
The Class of 2009

Strength in Numbers

The Class of 2009

Hike up to the Big C, take a nap in Memorial Glade, go to the top of the Campanile, make a gift to Cal. That last item is something the Senior Gift Committee is striving to make sure is on every senior’s to-do list. Since the fall, committee members have contributed their time and ideas to the Class of 2009 Senior Gift Campaign, which is on track to exceed last year’s numbers, with more than 1,446 donors and $76,515 raised as of April.

From staffing tables at campus events to organizing senior activities to starting their own Facebook community, the students have brought creativity and enthusiasm to this year’s effort, along with a tremendous sense of teamwork and community spirit, says Rowena Montoya, who is the manager of young alumni and student philanthropy and the committee’s main staff liaison. “When the College of Engineering let us know their senior gift table was short-staffed,” says Montoya, “several committee members stepped in to fill the gap. One, a geography major, is tabling there twice a week.”

“This year is one of our best fundraising years on record.”
— Rowena Montoya
Manager of Young Alumni and Student Philanthropy
The 46-member committee is composed of students who come from all majors, schools, and colleges. Several, such as committee co-chair Kamini Lall, are transfer students who have found the senior gift a great way to get involved. “I try to tell people about my story, how I’m a transfer student and in this short time I’ve made this strong connection with the campus. This is my way to make a further connection.”

“These students continually amaze me,” Montoya beams, “and their work is really paying off. This year is one of our best fundraising years on record.”

“Berkeley is such an influential place, and it’s so different from anywhere else. Why would I not do something for the place that I love?”

— R.J. Maloney, Outreach Chair Major: Film Studies

“Not all of us can be like T. Boone Pickens, but it’s important to get everyone in the tradition of giving back, regardless of their means.”

— Benjamin Matts, Committee Member Major: History

“Any student that can’t attend for monetary reasons is an opportunity lost for the school and the student.”

— Adam Melero
Haas Senior Gift Campaign Chair Major: Business Administration

“So much of our funding and our experience has been because alumni in the past have given to us, so it’s important to keep the tradition of giving.”

— Renata Coco, Events Chair Major: Art History and Statistics

Cal’s first Senior Class Gift Campaign in 1874 raised $48.10 for books.

The tradition faded during World War II and had a sporadic history until 1996, when the University began to work directly with students on this annual effort.

Alumni matching funds double the impact of every senior gift, while gifts to the Class of 2009 Endowed Scholarship Fund are matched 2-to-1.

Active members of the Senior Gift Committee are bestowed with an honorary white stole that they wear with their robes on graduation day.

The committee member who has solicited the most gifts and pledges will present the Class of 2009 Senior Gift check to the Chancellor at Commencement.
Recently, The Promise of Berkeley sat down with William “Bill” Ausfahl ’61, chair of the UC Berkeley Foundation Board of Trustees, which supports the University’s fundraising efforts, including The Campaign for Berkeley. An active donor and volunteer, he serves on the Chancellor’s Executive Advisory Committee, the Cal Athletics Advisory Board, and the Memorial Stadium Renovation Project fundraising committee.

What inspires your commitment to UC Berkeley?

I’m passionate about public education and sustaining the excellence and access that Berkeley represents. When I was a student here state support was over 90 percent of Berkeley’s budget, and tuition was about $200 a year; Today, less than one-third of Berkeley’s budget is funded by the state, and tuition has climbed to nearly $8,400 per year. I want to make sure that we continue to attract great faculty, and that today’s students have the same opportunity that I had — to attend Cal and focus more on their studies than on their finances.

You were among the first to establish an endowed chair as part of the Hewlett Challenge. Why?

My wife and I are huge fans of matching gifts because your money is leveraged. Knowing that our gift would be matched and then invested in an endowment that would provide ongoing support for Berkeley’s outstanding faculty made the decision quite easy.

Our endowed faculty chair generates about $100,000 a year for the Department of Philosophy. For a faculty chairholder, having a stable, predictable source of funding that they can apply to research and to supporting top graduate students is invaluable. That is why the Hewlett Challenge has been so effective — it is helping us keep outstanding faculty at Berkeley.
What has the response been to the Hewlett Challenge?

The Hewlett Foundation’s vision, under the leadership of Walter Hewlett, was to inspire a new infusion of private support into Berkeley, and it’s been extremely successful so far. It was thought that it might take up to five years to reach our goal of 100 new endowed faculty chairs. It’s been 18 months, and we’ve finalized 53 chairs with another 25 or so in active discussion with donors — a fantastic success in my view!

What is the biggest fundraising challenge going forward?

Right now it’s the economy. However, Berkeley’s fundraising potential, much of it untapped, is great because of our large alumni base — more than 430,000 — and that’s a huge plus for us. We need to reach out to our alumni to say you can make a difference, whether you care about student programs, or athletics, or you want to support extraordinary teaching and research. Another huge advantage for us is Cal’s reputation: the Berkeley brand is well respected around the world, and folks are proud to be associated with the excellence it represents.

Why is it important for alumni to participate?

More than ever before, Berkeley’s success as a public institution is dependent on private support. As a result, there’s never been a time in the history of this campus when we as individuals could make more of a difference here. It’s that simple.

“We need to reach out to our alumni to say you can make a difference…”

I learned to think independently & met my wife!

Bill Ausfahl ’61
A professor of architecture at Berkeley, Raymond Lifchez made a gift to the campus in 2008 that helped establish the Distinguished Chair in Poetry and Poetics — creating a tribute to his late wife, journalist and poet Judith Lee Stronach, that resulted in an appointment for her mentor, Pulitzer Prize-winning poetry professor Robert Hass.

In making his inspiring contribution, Lifchez took advantage of the Hewlett Challenge, a $110-million gift from the William and Flora Hewlett Foundation designed to create endowed chairs on campus, in the hopes of attracting and retaining top faculty. The foundation provides dollar-for-dollar matches for gifts of $1 million to $1.5 million that establish these endowed chairs.

In just a year and a half since the Hewlett Challenge announcement in September 2007, funding for more than half of the planned 100 Hewlett chairs has already been matched. The 53 chairs funded thus far — some of which have already been filled — span the campus in areas of study ranging from engineering to optometry to arts and humanities.
"Poetry has been an intensely lively part of the Berkeley scene — among undergraduates, graduate students, and faculty — for more than half a century now. This generous gift will help to seed another half-century and more."

— Professor Robert Hass
Pulitzer Prize winner and former U.S. poet laureate

“Donor support for the Hewlett Challenge is having a transformational effect on our campus,” says Scott Biddy, vice chancellor of University Relations. “This is the single largest gift in Berkeley’s history, and it’s already making a tremendous impact on preserving the University’s teaching and research excellence, and on Berkeley’s ability to stay competitive with the nation’s elite private institutions.”

For donors like Lifchez, the Hewlett Challenge has provided a meaningful way to sustain Berkeley’s teaching future — while honoring his late wife and rewarding a widely respected colleague. “This chair,” Lifchez says, “is gratitude for Robert Hass’s steadfast commitment to a vision that was Judith’s as well.”

To learn more about the Hewlett Challenge, visit hewlettchallenge.berkeley.edu.

<table>
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<tr>
<th>Faculty salary gap comparisons: Berkeley vs. its private peers</th>
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<tr>
<td>On average, Berkeley’s faculty salaries are 20% below those of its private peers:</td>
</tr>
<tr>
<td>Harvard: +23%</td>
</tr>
<tr>
<td>Stanford: +19%</td>
</tr>
<tr>
<td>Princeton: +17%</td>
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<tr>
<td>MIT: +10%</td>
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THE CHARLES KITTEL CHAIR IN PHYSICS • THE DR. C. F. KOO AND CECELIA KOO CHAIR IN EAST ASIAN STUDIES • THE ERNEST S. KUH CHAIR IN ENGINEERING • THE LAM RESEARCH DISTINGUISHED CHAIR IN SEMICONDUCTOR PROCESSING • THE JAMES D. MARVER CHAIR IN PUBLIC POLICY • THE JEFFREY AND ASHLEY MCDERMOTT CHAIR IN POLITICAL SCIENCE • THE A. RICHARD NEWTON CHAIR IN ENGINEERING • THE BARBRO Osher CHAIR FOR THE DEPARTMENT OF SCANDINAVIAN • THE GEORGE PARDEE, JR. FAMILY CHAIR IN INTERNATIONAL SUSTAINABLE DEVELOPMENT • THE ROBERT A. PECK CHAIR IN JOURNALISM • THE EDWARD E. PENHOET DISTINGUISHED CHAIR IN GLOBAL PUBLIC HEALTH AND INFECTIOUS DISEASES • THE CARL J. PENTHER CHAIR IN ENGINEERING • THE PHILOMATHTIA CHAIR IN ALTERNATIVE ENERGY • THE QUALCOMM CHAIR IN ELECTRICAL ENGINEERING AND COMPUTER SCIENCES • THE LANCE J. ROBBINS ENDOWED CHAIR IN CRIMINAL JUSTICE • THE ANDREW AND VIRGINIA RUDD FAMILY FOUNDATION DISTINGUISHED CHAIR IN SAFE WATER AND SANITATION • THE THOMAS AND ALISON SCHNEIDER CHAIR IN PHYSICS • THE THOMAS AND ALISON SCHNEIDER CHAIR IN PUBLIC POLICY • THE THOMAS AND STACEY SIEBEL DISTINGUISHED CHAIR IN STEM CELL RESEARCH • THE ARNOLD AND BARBARA SILVERMAN CHAIRMANSHIP IN BIOENGINEERING • THE JAMES H. SIMONS CHAIR IN MATHEMATICS • THE RICHARD AND LISA STEINY CHAIR IN ECONOMICS • THE NADINE M. TANG AND BRUCE L. SMITH CHAIR IN CROSS-CULTURAL SOCIAL SCIENCES • THE JAMES AND NEELTJE TRETTER ENDOWED CHAIR IN CHEMISTRY • THE ZAFFARONI FAMILY CHAIR IN UNDERGRADUATE EDUCATION
Frederick Moore ’96 says he faced a crossroads after finishing his Ph.D. in human reproductive genetics at UC San Francisco eight years ago: “At the end of my life, if I had research published in 200 publications, how would I feel?” explains Moore. “Or if I had helped 300 people … and they had published research in those publications, how would I feel?”

Moore chose the latter path, creating the nonprofit Building Diversity in Science (bdis.us) to provide mentoring and resources to underrepresented minority students in Bay Area colleges and universities who have an interest in science. More recently, he launched the Scientific Empowerment Movement (sem.bdis.us), a statewide initiative that connects urban high school students to science and technology through sports and entertainment.

Moore, 37, is the 2008 recipient of the prestigious Peter E. Haas Public Service Award, given annually to a UC Berkeley alumnus who makes a significant voluntary public contribution in either community service, health care, environmental work, or education.

Growing up in Fairfield, Calif., Moore says racial prejudices affected his education. Although he could read well, one teacher assumed he could not comprehend the words and placed him in the lowest reading group. Consistently unchallenged, Moore says he rarely studied.

A serious traffic accident following high school led Moore to an epiphany: he could do more with his talents. He signed up for the Air Force Reserve, where he scored high on achievement tests and became trained in navigation systems. He returned to community college, focused on studying, and soon transferred to Berkeley, where he graduated with honors.

In graduate school, as one of only a few underrepresented minorities in his field, Moore became committed to expanding access for others. “As I’ve matured and grown,” says Moore, “I feel one of my gifts is to understand people and remove some of the roadblocks that are hindering them from moving forward.”

See video at promise.berkeley.edu/moore.
John Swearingen is a retired Missouri attorney whose deep affection for UC Berkeley isn’t derived from being a Cal alumnus or professor, or even a Californian. It’s a heartfelt commitment to public education and to Berkeley’s mission of service.

“It is meaningful to me that Cal is a public institution, a representation of a body politic deeply committed to inclusion, diversity, multiculturalism, and perhaps most of all, academic excellence,” says Swearingen. “I believe very strongly in public education and that an organized society has an obligation, both moral and practical, toward ensuring that its members are educated and allowed full intellectual and spiritual inquiry and discourse.”

Because Swearingen believes that people should put their “treasure where their values are,” he has established a charitable remainder unitrust to provide scholarships for future Cal students and has made several additional contributions to that trust over time.

Born in a small Missouri town, Swearingen contracted polio at age two and was rehabilitated at what is now called the Roosevelt Warm Springs Institute for Rehabilitation. He says his care at that facility exposed him to what can be accomplished with commitment, competence, and a devotion to excellence.

After completing his law degree at the University of Missouri at Columbia in 1971, Swearingen became an attorney for the City of St. Joseph, Missouri, and then the director of the research staff at the Missouri Court of Appeals in Kansas City. Because of physical complications related to polio, he retired early and spends his time as a train aficionado — popularly known as a “railfan” — and an accomplished photographer.

Of his contribution to Cal, says Swearingen: “I can think of no better gift than that of an education.”
The innovations being developed here will help produce new waves of economic growth for California — in clean energy, in health care, in smart infrastructure. It is exactly what we need to be doing in challenging economic times such as these.

— UC President Mark G. Yudof

The marvels of the Marvell lab

- Seven tons of steel reinforcement
- 8,000 cubic yards of concrete
- 39-inch-thick support floor slabs
- The building allows for structural vibrations of less than 125 micro-inches per second.
- Equipment can engineer electronic microchips at resolutions 100,000 times smaller than the diameter of a human hair.

Tech for the greater good

- Sonic anemometer — A small device that measures airflow rates in rural homes to analyze pollutants from indoor cooking fires.
- Demand response — Thermostats that lower power consumption during peak times. (See page 7.)
- Mobile Millennium — GPS-enabled cell phones that monitor traffic congestion. (See page 6.)
- Climate Navigator — An online forum for technology innovators, researchers, policy makers, and business leaders to address climate change in the coming decade and beyond.

Former Governor Gray Davis, Chancellor Robert Birgeneau, and philanthropists Dado and Maria Banatao were among those celebrating the February 27 opening of Sutardja Dai Hall.
From a wireless device that will help doctors more accurately diagnose neurological disorders to a portable system that isolates energy inefficiencies in large buildings, scientists and engineers at the Center for Information Technology Research in the Interest of Society (CITRIS) have been harnessing cutting-edge technology to address our most pressing health, energy, and environmental challenges for eight years.

Now the pioneering, multidisciplinary minds at CITRIS — some 300 faculty and thousands of students from four UC campuses and 60 corporate partners — have a state-of-the-art building to match their big ideas. Sutardja Dai Hall — on the northeast corner of the UC Berkeley campus — was officially dedicated on February 27 at a jubilant ribbon-cutting ceremony that welcomed UC President Mark Yudof, Chancellor Robert Birgeneau, former California Governor Gray Davis, and more than 600 guests.

Sutardja Dai Hall
An incubator for world-changing technology
“At UC Berkeley and throughout the University of California, we take seriously our responsibility for shaping society’s economic and social well-being,” said Chancellor Birgeneau. “You need only look to the full name of CITRIS to appreciate that.”

But perhaps most promising is the role CITRIS is playing as an engine for the California economy. It is one of four California Institutes for Science and Innovation, which were created in 2001 to leverage private and government resources and shorten the path to entrepreneurial investment.

A public-private enterprise

As one of four California Institutes for Science and Innovation, CITRIS merges private support with state funding, with the goal of generating new knowledge and economic growth.

Sutardja Dai Hall and the Marvell Nanofabrication Laboratory are named for three Cal alumni — Weili Dai, her husband, Sehat Sutardja and his brother Pantas Sutardja — and the company they founded. The trio cofounded Santa Clara-based Marvell Technology Group, an international leader in semiconductor technology. Pantas earned his B.S. in electrical engineering and computer science in 1983 and, along with Sehat, went on to earn his master’s and Ph.D. from Berkeley. Dai earned her B.A. in computer science in 1984.

The Banatao Institute@CITRIS Berkeley takes its name from Dado Banatao, founder of Tallwood Venture Capital and chair of the UC Berkeley College of Engineering Advisory Board, and his wife, Maria, trustee of the UC Berkeley Foundation.

“In these walls, brilliant, well-trained minds will take a delicate prototype, and then, with robust engineering, create a more vital, proven concept to create start-ups, larger companies, and indeed whole industries.”

— Paul Wright, director of CITRIS and UC Berkeley professor of mechanical engineering
More than 1,000 guests attended the California Alumni Association’s annual Charter Gala at Fort Mason in San Francisco.

1. Richard C. Blum ’58, M.B.A ’59, chair of the UC Board of Regents, and his wife, Senator Dianne Feinstein.

2. Robert D. Haas ’64 (pictured with his wife, Colleen, and Oski) was honored as the 2009 Alumnus of the Year.

3. Rey Banatao ’96 and his three-week-old daughter, Chloe, tour the Marvell Nanofabrication Laboratory during the February opening of Sutardja Dai Hall, the new headquarters of CITRIS. The Banatao family were among the building’s cornerstone donors.

4. Finance executive William Brandt (third from left), who sponsors student awards for excellence in research on American politics, spoke at an Institute of Governmental Studies event. Pictured with him are (from left) Bruce Huber J.D. ’00, M.A. ’06, Amanda Hollis-Brusky M.A. ’05, M.A. ’12, Ming Hsu Chen M.A. ’08, Ph.D. ’12, Vikram Maheshri M.A. ’12, and Terri Bimes, director of the IGS Center for the Study of Representation.

The School of Public Health recently held its Public Health Heroes Award Ceremony, honoring those making great contributions to the health of the human population.

5. Medical anthropologist and physician Paul Farmer (left) received the 2009 International Public Health Hero award. With Farmer is lifestyle educator Dean Ornish, recipient of the National Public Health Hero award in 2007.

6. Gordon Moore ’50 (center) accepts the Regional Public Health Hero Award on behalf of his wife, Betty. Presenting the award are Helen Kim (left) and Edward Penhoet, formerly with the Gordon and Betty Moore Foundation.
Feed your inner bear at this annual event celebrating alumni reunions, Parents Weekend, and everything that Cal stands for. Enjoy three days of fun, including the all-class Blue and Gold Reunion Dinner, faculty seminars, campus tours, the Bear Affair Barbeque, and football, with the Golden Bears taking on USC.

To register, visit homecoming.berkeley.edu or call 1.888.UNIV.CAL.

More than 200 members of the Benjamin Ide Wheeler Society enjoyed a pregame luncheon and talk by Coach Joanne Boyle before watching the women’s basketball team beat Arizona State. The Wheeler Society honors individuals who have included Cal in their estate plan or through a life income gift.

8. Leila and Peter ’50, Ph.D. ’55 Moulthrop.

Guests from around the globe were on hand at the International House Berkeley’s 21st Annual Celebration and Awards Gala.

9. International House resident Tansu Acik of Turkey welcomes Chancellor Robert Birgeneau and his wife, Mary Catherine, to the festivities.


11. Venture capitalist and former United Nations Development Programme CEO William Draper III and his wife, Phyllis (center), were feted as Global Citizens of the Year and welcomed by International House residents Stine Broch from Denmark and Charles Kirubi of Kenya.
12. Record attendance at a recent event in New York reflects strong East Coast support for The Campaign for Haas. Pictured (from left) are Gregg ’82 and Leslie Solomon, and Harrison M.B.A. ’66 and Leslie Bains.


14. D. D. van Löben Sels ’68, and Judy ’68 and Bruce ’67 Moorad.

15. Campaign volunteers Dean ’70, M.S. ’75 and Becky Draemel were among the guests at the College of Chemistry’s recent donor recognition dinner.

16. Frederick L. Moore ’96, winner of the 2008 Peter E. Haas Public Service Award, chats with Mimi Haas (wife of the late Peter E. Haas) in Sibley Auditorium after presenting his lecture “Transformation: A Measured or Candidate Approach to Happiness.”

17. A group including Berkeley Law alumni Judge Charles Breyer ’66, Scott Carey ’61, and Harold Hohbach ’52 joined Dean Christopher Edley, Supreme Court Justice Stephen Breyer, Judge Michael McConnell, Judge David Tatel in the Morrison Library. The judges were on campus to judge the final round of the McBaine Moot Court Competition.
Support from Berkeley enables me to study the urbanization of our planet.

Pietro Calogero  PhD ’09

Berkeley has taught me to see beauty in difference, strength in community, and power within myself.

Roxanne Winston  ’09

Berkeley has helped me realize my passion and goals in life.

Rushani Malwade  ’09

Engineering, advertising, geeks, professors, delicious food, wonderful people—all in the same day!

Ki Karou  ’09

A place to express who I am without limit.

Danielle Pinn  ’09

Visit campaign.berkeley.edu
Thanks to Berkeley...

Berkeley is where I found my lifelong friends 😊

Joe Lee 2009

You learn as much from your classmates as from your professors.

Sara Rosell 2009

I love how there are so many communities who accept me for who I am.

Karen Heung 2009

It’s hard, but I’d wanted easy, I couldn’t have come to Berkeley. Brian Williams ’09

Berkeley is the place which makes me want to think deep, speak loud and act fast.

Kai Song ’09

for more photos and quotes.