Berkeley cultivates ideas for a better California

Campaign raised $315.8 million last year

Astronaut comes back to earth
"Homegrown" is the theme of this Dairyville fruit stand photo featured in A Field Guide to California Agriculture, which was recently published by the University of California Press. The archive — documenting essential information about California agriculture and its environmental context — is being donated to The Bancroft Library by coauthors Peter Goin and Paul F. Starrs. (Photo ©Peter Goin, 2007.)

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Around Cal

Berkeley scores high
A recent edition of U.S. News ranked Berkeley the top public university. Berkeley also earned a top-seven berth in all 25 academic disciplines reviewed for the latest QS World University Rankings, formerly the Times Higher Education rankings. Cal had second-place showings in chemistry; environmental sciences, geography and area studies, metallurgy and materials, and sociology.

promise.berkeley.edu/top-public
promise.berkeley.edu/QSrankings

Lower Sproul revival
Plans are underway to revitalize Lower Sproul Plaza, a site imbued with Free Speech Movement history and home to 700 student organizations. Students galvanized the project by passing a $114-million fee referendum in May 2010 to finance more than half of it.

promise.berkeley.edu/lowersproul

Student-athlete center update
This fall, teams will start moving into the Simpson Center for Student-Athlete High Performance, a revolutionary training, coaching, academic, and applied sports science and sports medicine center adjacent to memorial stadium. The 142,000-square-foot complex offers year-round access to more than 450 student-athletes, and gives them the academic resources they need.

Alum spotted $2 trillion Treasury error
John Bellows Ph.D. ’09 may not have the household-name recognition of Timothy Geithner, Ben Bernanke, or Christina Romer; but the U.S. Treasury Department’s acting assistant secretary generated buzz when he found a $2-trillion error in the calculations Standard & Poor’s (S&P) used to downgrade the nation’s credit rating.

promise.berkeley.edu/treasury

The Campaign for Berkeley
2005 – 2013

As of Aug. 31, 2011, the campus raised $2.2 billion toward the $3-billion campaign goal with 33% endowment and 67% non-endowment funding.

promise.berkeley.edu/campaign
UC Berkeley’s origins can be traced to 1849, when California made provision in its constitution for a state university. “California has been true to herself in the establishment, the support, and the development of her University; the University has been true to California in advancing her culture at home and her renown abroad,” declared the Illustrated History of the University of California back in 1901.

Though that language sounds lofty, Berkeley’s students, faculty, and alumni continue to serve the state in very real ways — from illuminating the perils of toxic chemicals, to engaging new math and science teachers, to revamping our food labels through a student-run contest. Their stories, on the following pages, illustrate how public education can have a profound impact within our state and around the world.
Arlene Blum Ph.D. ’71 is on a crusade to change California’s policies around flame retardants.

She was a young chemist at Berkeley in 1977 when her research led to the removal of brominated Tris and chlorinated Tris — compounds that can mutate DNA and likely cause cancer — from babies’ pajamas. “Organohalogens are fat loving,” she explains of the family of chemicals that includes Tris and DDT. “It’s very hard to get them out once they are in your body.”

In May, she co-authored a study showing that 80 percent of 101 foam-based baby products contained toxic or untested flame retardants.

She founded the nonprofit Green Science Policy Institute to bring peer-reviewed science about these toxins to policymakers.

Because products manufactured for California are often sold worldwide, Blum believes improving the State’s standards would have a huge ripple effect. “These flame retardants have become global pollutants,” she says.

Serving size. Total fat. Percent daily values. These terms confound the savviest of shoppers, but few realize that our standardized nutrition label was a victory for then-FDA chief David Kessler in 1994.

When he urged a class of Berkeley journalism students to dream up a better design last fall, Lily Mihalik M.J. ’11 and Diana Jou M.J. ’11 decided to plan a contest. “By crowd-sourcing the design, we wanted to spark a much-needed public dialogue,” says Mihalik.

She hopes the contest, which generated three winning designs and garnered national attention, will serve as inspiration to the FDA as it undertakes its own food label revision. “We’ve shown the potential for public engagement,” she says.

Rethinking the food label

The winning entry by San Francisco visual designer, Renee Walker. Explore other designs at berkeleynews21.com/foodlabel.
New fronts in The War on Cancer

Forty years and billions of dollars after Richard Nixon declared “The War on Cancer,” many forms remain incurable. Enter the National Cancer Institute, which has invested $150 million to create 12 new research centers nationwide. The goal? To bring engineers, computer scientists, and physicists into the fray.

The Bay Area, with its top-tier universities and government laboratories, was a no-brainer for a location, says Jan Liphardt, an associate professor in physics and molecular and cell biology who directs the Bay Area Physical Sciences-Oncology Center. “Nature doesn’t care what you call it — physics, biology, or chemistry. It’s either an important scientific problem or it’s not,” he says.

Researchers at the center are working to solve fundamental puzzles about the nature of cancer — like why most tumors are hard. They recently proved that tissue hardening is directly linked to tumor progression, a discovery that Liphardt says could lead to an entirely new class of treatments.

Reforming foster care for California’s children

When Professor of Social Welfare Jill Duerr Berrick M.S.W. ’87, Ph.D. ’90 was invited by then-State Supreme Court Justice Carlos Moreno to join the California Blue Ribbon Commission on Children in Foster Care in 2006, she seized the opportunity. “The juvenile courts were largely hidden from the public, with a phenomenal work load and little prestige,” she says. “For Justice Moreno to step in raised the profile.”

Berrick has seen the impact of overburdened judges and social workers on California’s families. “In 2004, the average time spent in a single hearing was about 15 minutes,” she says. By comparison, she adds, “The average murder case can get months of resources.”

The commission issued its final report in 2009, just as State funding declined, but Berrick remains hopeful. Roughly 40 county commissions comprising judges, social workers, and community stakeholders have emerged statewide. “They are holding each other accountable,” she says. “That’s how system reforms happen.”
A benign revolution

When Stephanie Morgado ’10 started teaching at a Vallejo high school last January, it was more than her first job after Berkeley: She was the first student to graduate from Cal Teach, a five-year-old program aimed at inspiring undergraduates to become math and science teachers, especially in urban schools that have been hardest hit by shrinking resources.

The daughter of Cuban immigrants, Morgado pursued teaching because she was motivated by educational inequality. “Some of my students struggle with language and fall farther and farther behind because no one modifies the curriculum for them,” she says. “Seeing them connecting with science … was astounding.”

Combining coursework and hands-on classroom experience, Cal Teach is the University of California’s first four-year credential program for math and science teachers. The program has placed more than 800 undergraduates in nearby schools and aims to credential 50 new teachers each year.

“This is more than a matter of competitiveness for our country. It’s a matter of social justice,” says Mark Richards, dean of the College of Letters & Science.

From plastics to pesticides, some chemical products once heralded for their usefulness are showing their potential to produce long-term health and environmental harm. Faculty at the Berkeley Center for Green Chemistry are on a mission to change that. “In the ‘60s, we were able to say, ‘Better living through chemistry,’” says chemistry professor and center director John Arnold. “We want that slogan back, because chemistry does great things.”

In Sacramento, they are working with policymakers to motivate California businesses to design and use safer chemicals. At Berkeley, they are helping a new generation of chemists understand that the best cure is prevention — by training Cal students to create products that are benign by design, and inspiring other universities to do the same.

Using a $500,000 grant from California EPA, the new center has developed a first-in-the-nation interdisciplinary graduate course in green chemistry and groundbreaking laboratory experiments for undergraduates. Says associate director and co-founder Michael Wilson M.P.H. ’98, Ph.D. ’03, “Our goal is to bring about a generational transformation in the design, production, and use of chemicals.”
UC Berkeley issued more Ph.D.s than any U.S. university between 1966 and 2009, beating out the University of Wisconsin-Madison and the University of Illinois at Urbana-Champaign, according to the National Science Foundation's Survey of Earned Doctorates.

Paving the way to college

The campus is awash in caps and gowns each spring, but CAL Prep’s graduation last June was especially meaningful. Each of the charter high school’s 17 seniors was accepted into at least one four-year college.

“My mom was all, ‘What do you want for your birthday?’ and I told her I got it already. I got into Berkeley,” says valedictorian Natassija Jordan, who was admitted by 14 schools altogether and started at Cal this fall.

Cofounded by UC Berkeley and Aspire Public Schools six years ago, the California College Preparatory Academy educates kids from low-income families with little to no college-going history. Its rigorous curriculum and intensive support prepare them to succeed in their college dreams. Test scores measured by the Academic Performance Index shot up from 650 in 2006 to 834 last year.

Jordan, who already has 52 college credits under her belt, recalls a seminar she audited on the Supreme Court.

“I was surrounded by kids who are already in college listening to why I agreed or disagreed with a decision,” she says. “This is the place for me.”
App promotes the “good” in green products

Thanks in part to a Berkeley professor, buying “green” and healthy has never been easier. The GoodGuide app, created by Professor Dara O’Rourke, allows users to scan a product’s barcode with a smartphone and discover the environmental, social, and health performance of more than 115,000 products — everything from shampoo to cell phones. “The future for us is location-based information that’s fully personalized,” O’Rourke recently told USA Today.

The web version of GoodGuide features a “transparency toolbar” that reveals how products perform on a consumer’s personal criteria such as ingredient safety, organic production, animal welfare, energy efficiency, climate change, fair trade, and human rights.

O’Rourke, an associate professor of environmental and labor policy, founded the GoodGuide website (goodguide.com) in 2007, and the app — available for iPhones and Android phones — was launched a year later.

Elevation education

Revisiting century-old field notes and maps, Berkeley researchers say they have found evidence of global warming’s effect on animal life at Yosemite National Park. Replicating research from 1911–20 by Joseph Grinnell, the first director of Berkeley’s Museum of Vertebrate Zoology, today’s researchers report that some of Yosemite’s small mammals now live 500 meters higher than they did a century ago.

That finding is consistent with data that shows the area’s minimum temperatures are 3 degrees warmer than they were in Grinnell’s time.

Like Grinnell, the modern-day researchers intended to investigate how land use and wildfires affect the area’s animals. “We’re not climate-change biologists,” says Craig Moritz, professor of integrative biology and the current museum director: “It just emerged from our data.”

The project has also provided hands-on research experience for students. “Many of the methods of collecting data have been preserved, but made more efficient with modern technology,” notes Josh Penalba, a junior majoring in integrative biology and one of about a dozen student researchers directly involved. “It’s given me insight into the workings of an evolutionary biologist — a career I’m passionate about pursuing.”
California’s Global Warming Solutions Act of 2006 (AB32) promises to improve the state’s air quality by reducing greenhouse-gas emissions to 1990 levels by the year 2020. But AB32, to be implemented next year, also holds economic promise for California, predicts Berkeley economist David Roland-Holst. By 2020, he has calculated, the state stands to gain:

- **73,000** jobs
- **3** percent in gross state product
- **2.2** percent more employment (through innovation responses to AB32)
- **$1,500** additional income per household in 2020 alone

### Gauging climate change in the forest

Berkeley scientists are looking to the trees — and the rocks and water beneath them — for clues about climate change and how it may affect California in the coming decades.

Thanks to a grant from the Los Angeles-based W.M. Keck Foundation, part of a natural reserve in Mendocino County has been rigged with sensors for monitoring and tracking rainfall as it moves through the trees, rocks, and soil. The project, says Professor Todd Dawson, is shedding light on the area’s rainfall sources — giving researchers a glimpse into a future where weather patterns may change considerably.

Analyzing isotopes in the rainwater, Dawson and his colleagues can tell if the water comes from storms off the Gulf of Alaska — historically where most of the rains come from — or from more local origins. “If we get fewer of these (Alaska) storms and more locally generated storms, that could have a hydrological impact,” says Dawson, who teaches in the College of Natural Resources. “It’s also a nice way for us to trace the watershed to its origins.”

Researchers have also determined that, in dry periods, trees use their roots to tap into below-ground water sources — specifically, the water that collects in deeper rock fissures. “It’s been an eye-opener to see how large a pool of water there is down there,” Dawson says.

Keck’s support underscores the project’s local importance. “Water resource management is going to be more important for California well into the future,” Dawson says. “It’s novel research — but there’s a good chance for high return.”
Silicon Valley may need a name change if Berkeley electrical engineer Ali Javey succeeds with his pioneering nanotechnology research. The worldwide epicenter of high tech was built using the metalloid “silicon,” the stuff of microchips that fuel electronic devices.

Javey and his team are experimenting with growing more effective semiconductors on a most ordinary material — aluminum foil.

“This could have huge impact on the California economy in growing a new sector for the electronics industry,” explains Javey, who was recently selected to direct the federally funded Bay Area Photovoltaic Consortium.

Javey’s research could translate into low-cost solar panels that can literally be rolled out like carpet, microchips that make transmitters work more efficiently, and even sensitive “skin” for prosthetic limbs. The same material might cover aging airplanes to enable the detection of cracks before disastrous consequences.

Some call Berkeley’s Telegraph Avenue an icon and others call it an eyesore. Regardless, the area is an excellent living laboratory for a new experiential learning course at the Haas School of Business, in which students are partnering with developers, university planners, elected officials, and financiers to revitalize four properties.

Students find that navigating Berkeley’s historical and sociological dynamics is no small task.

“You can build Excel models and your numbers have to work, but if people don’t like what you are doing and don’t understand it, your project will go nowhere,” says Josh Mogabgab, an M.B.A. student at Haas. “If you can get something built here, it says a lot about you as a developer.”
Here comes the **Sun**

The sun will soon light up more than a million California households, thanks to deals brokered by John Woolard M.B.A. ’97, CEO of the Oakland-based BrightSource Energy. He negotiated a 1,310-megawatt contract with PG&E and a 1,300-megawatt contract with Southern California Edison — the largest solar energy deals in history.

The energy will come from the company’s Ivanpah Solar Electric Generation System — which is the first commercial solar thermal power plant to break ground in California in two decades — and from 11 other BrightSource plants being built in the U.S. Southwest.

Woolard credits UC Berkeley’s ethos of innovation for contributing to his success. “The Haas School was completely encouraging,” he says. “It was a great lab, a petri dish . . . . with a lot of flexibility within the curriculum to help you learn if you wanted to push it. I was pushier than most.”

**John Riccitiello ’81**, the man behind some of the world’s most popular video games, sold and installed linoleum to pay for Cal. He was a mover and shaker at companies including Haagen-Dazs, PepsiCo, and Sara Lee before turning the California-based Electronic Arts into a $3.6-billion powerhouse in the midst of the recent recession. Riccitiello, the company’s CEO, develops and sells games like The Sims, Battlefield, Star Wars: The Old Republic, and EA Sports Madden NFL — and plays them, too.

**Why UC Berkeley?**

I wanted to go to a great public university. The Haas School at UC Berkeley was a spectacular experience. It opened my eyes to so many opportunities I had never previously imagined.

**How did you land in gaming?**

It’s very hard to work in gaming and tech if you don’t have some relevant background. I was a gamer and I had been interested and involved in technology since I took my first programming class at Cal. I was also a tinkerer — the type of person who would rip off the back of the PC and change the motherboard to get it to perform better.

**Is everything changing as fast as it seems?**

“Dynamic” used to refer to a world that changes rapidly. This is a cross between the heavens opening up and the Potomac breaching land. This is almost insane — the gyrations and transformations. I have never seen anything moving like this before.

**It sounds exhausting.**

Actually, it’s exhilarating.
The Start By Talking Back experiment has drawn nearly 700 new Cal students from 47 countries and 41 states to submit voice recordings of standards like “Go Bears” and twisters like “Who said you should hold such an awkward pose?” that are now online for all to hear at voicesof.berkeley.edu/audio_map.php. Using automated speech-recognition technology, users can also find voices that sound linguistically similar to their own and see an acoustic analysis of their vowel patterns.

The phonetic research project, directed by linguistics professor Keith Johnson, is meant to explore the diversity of Cal’s incoming class and will help paint a digital map of Berkeley’s languages over time.

“My mother came to Cal in the 1940s. Her first language was Spanish and she came here to be an English major — we are always reinventing ourselves through language,” said Carla Hesse, dean of social sciences, in a video about the project. “What could matter more than language?”

Unparalleled pictures

With 8 million items, including some of the earliest depictions of the West, The Bancroft Library has the largest pictorial collection in a research library, second only to the Library of Congress. And it is growing — through recently donated or purchased photos from the late 20th and early 21st centuries, such as the promised gift of the seminal archive on California agriculture by Peter Goin and Paul Starrs.

“We have many treasured items, from Mark Twain’s manuscripts to the Tebtunis papyri, but the sheer depth and breadth of the collection is unparalleled,” says curator Jack von Euw. “The context of how a picture relates to a manuscript of the era, for example, is really important.”

Students sound off

Student voices, hailing from Beijing to Boca Raton — in all of their particular languages, dialects, accents, and lilts — are being recorded and mapped as part of the annual On the Same Page project sponsored by the College of Letters & Science.
Provocateur might not have been the role Alice Waters ’67 had in mind when she opened Chez Panisse 40 years ago, but the birth of her Berkeley restaurant — emulating the clean, robust taste of food she found in Europe — helped ignite a food revolution.

Today, that spirit carries forth in a new course Waters brainstormed with Cal journalism professor and author Michael Pollan. “Edible Education 101: The Rise and Future of the Food Movement,” co-taught by Pollan and Nikki Henderson, the executive director of People’s Grocery, is a 13-lecture series reaching 700 students this fall. “It was important to Alice that the University be included in ideas for the 40th anniversary,” says Pollan.

The course features “dream lecturers” — such as film and theater director Peter Sellars; the head food buyer for Walmart, Eric Schlosser; and noted nutritionist Marion Nestle — to help students “see how their everyday decisions implicate them in the environmental crisis, inequality crisis, and health crisis,” among other issues, says Pollan.

It’s clear that Waters was profoundly shaped by her Cal years, particularly as an activist. In her new book, 40 Years of Chez Panisse, Waters describes her campus experience — at the start of the Free Speech Movement — saying, “It was an unbelievable stimulating time, and I stumbled right into it...” Later she adds, “Here... is where I first learned that people could gather under one sky and change the world.”

Waters has had a “tremendous” influence in shaping the food movement, says Pollan. “She has made me understand that you cannot separate eating from agriculture and that great cooking begins with great farming,” he says. “She is one of the great ‘dot connectors,’ and one of the pairs of big dots she connected was taste and agriculture.”
Alumni, parents, and friends signaled their support for UC Berkeley in 2010-11 by contributing $315.8 million to benefit students and faculty now and in the future. With gifts from some 55,100 donors, this message of faith in the University comes amid a continuing decline in state support. State funding to campus has decreased by more than 50 percent in the last 30 years, with the state providing only 16 percent of the campus budget today and an expected 10 to 12 percent by the time 2011-12 is complete.

“Cal students and faculty are grateful to our alumni, parents, and friends for their support,” said Vice Chancellor for University Relations Scott Biddy. “Private support gives Berkeley the critical edge, stretches our scarce state dollars, and expands our capacity to be innovative across all disciplines.”

Giving from 2005 to 2010 has been resounding enough that Berkeley was rated No. 1 among universities for growth in contributions from alumni, friends, foundations, and others. According to the Council for Aid to Education, philanthropy increased by 54.6 percent during that time, compared to 49.1 percent at MIT, which came in second.

The campus has now raised nearly $2.2 billion on its way to the $3-billion goal in The Campaign for Berkeley, which runs from 2005 through 2013.

Students and faculty across campus will benefit from campaign support raised thus far in the following areas:

**Faculty chairs and funds:** $300.1 million

**Research:** $459.1 million

**Graduate fellowships:** $121.3 million

**Undergraduate scholarships:** $129.8 million

**Program support:** $727.8 million

**Facilities:** $193.5 million

**Annual support:** $199.6 million
Science, although James also double-majored in applied mathematics.

“Mine was not a typical college experience,” says James, who went on to found NetApp, which has matured into a $5.1-billion global company. “I grew up very poor. In college, I was working 35 to 40 hours a week and had a very high course load.”

While their time at Berkeley never overlapped, James and Katherine met in Silicon Valley in the early ’90s.

As co-chairs, they are strategizing to engage young alumni with Cal and increase the campus’s connections in Silicon Valley. James, who also serves on the College of Engineering Advisory Board, says, “We need to raise the awareness of how much Berkeley has helped the economy, and we all need to help out when the state is not providing much funding.”

What inspires them? “Hearing professors discuss leading-edge research motivates you to say ‘Wow, all these interesting things are going on that I want to learn about,’” says Katherine. “It just keeps me going.”

**Computer scientists.** These might not be the first two words that come to mind when one thinks of some of Berkeley’s most engaged volunteers, but Katherine ’88 and James ’81 Lau are no ordinary alumni.

After serving 10 years on the UC Berkeley Foundation board, capped by a two-year term as chair, Katherine is joining her husband, James, to take on another significant commitment: together they are co-chairs of The Campaign for Berkeley.

“The more involved I became with Berkeley, the more rewarding and interesting it was — especially knowing the challenges the University is going through,” says Katherine. The couple shares a similar history. Both emigrated from Hong Kong to San Francisco as teens with their families, had siblings and other family members who graduated from Cal, and opted to study computer science, although James also double-majored in applied mathematics.

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**Faces of Excellence**

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**Faces of Excellence**
Immediately following a catastrophic firestorm that swept through the Oakland-Berkeley hills in 1991, famed photographer Richard Misrach ’71 ventured into the ruins and recorded stark vistas and intimate details of destroyed homes. The exhibit "1991: The
Oakland-Berkeley Fire Aftermath, Photographs by Richard Misrach” — on view at the Berkeley Art Museum October 12, 2011, through February 5, 2012 — commemorates the fire’s 20th anniversary with 40 photographs that capture both horror and haunting beauty. bampfa.berkeley.edu.
Walheim is no stranger to being at the core of some of America’s top space-exploration efforts. His 12-day July trip on Atlantis marked his third space shuttle adventure, and while the 48-year-old astronaut is unlikely to return to space with the decommissioning of the shuttle program, he’s grateful for his place in history.

Dreaming of the skies

Raised across the bay from Berkeley in San Carlos, California, Walheim dreamed of a career as a pilot as a teen. Graduating from high school right around the beginning of the space shuttle program, however, got him thinking about aiming higher — literally — and pursuing a career as an astronaut.
Back to earth

With three space shuttle missions under his belt, Cal alum Rex Walheim keeps his feet on the ground.
Following in his older brother’s footsteps, Walheim enrolled at Cal, earning a bachelor’s degree in mechanical engineering in 1984 while serving in the Reserve Officers Training Corps. “It opened doors for me,” says Walheim today of his experience at Berkeley; “People recognize that I studied hard there, and people take you seriously.”

After Cal, he was commissioned as a second lieutenant in the Air Force and was assigned to Johnson Space Center in 1986 to work as a flight controller and an engineer on the space shuttle’s landing gear.

The leap to astronaut training almost never came, however: Walheim had been rejected more than once due to a misdiagnosed heart murmur. “I thought my dreams were gone,” Walheim recalls thinking when he got the bad news. Once the diagnosis was reversed — following years as a flight controller and test pilot instructor — in 1996 he was tapped for astronaut training.

Now that the space shuttle program is over, Walheim says he will head back to Johnson and probably work in its “spacwalking branch.” Even though space travel’s future in America remains unclear, he remains optimistic. “For the next decade or more,” he says, “we can really focus on getting the United States back into space.”

Bear in space
Since then, Walheim hasn’t looked back. On his three shuttle missions, each aboard the Atlantis, he has logged 24 days in space and completed five spacewalks. He’s helped install laboratories and equipment on the International Space Station, making sure to “burn into his memory” the sensation of looking down at the earth and watching the California coastline sail by on his final spacewalk.

Throughout all of his adventures, Walheim hasn’t forgotten his roots. A diehard Cal football fan, Walheim brought a few Berkeley-related items with him on his final mission: A football jersey, which he hopes to present to the University this fall; and a Cal rugby shirt and cap, which he wore during the trip. Walheim even had Cal football coach Jeff Tedford cheering him on as Atlantis launched in Florida.
When Berkeley filmmaker **Charles Ferguson ’78** accepted his Academy Award for best documentary in March, he didn’t hold back. The director of *Inside Job* — a sharp-witted film that chronicles the financial meltdown of 2007–10 — spoke his mind in a way that would make a Sproul Plaza protestor proud.
“Three years after a horrific financial crisis caused by massive fraud, not a single financial executive has gone to jail,” Ferguson said to an estimated one billion viewers. “And that’s wrong.”

Ferguson’s path from Berkeley academia to Hollywood honors has had its share of interesting twists. The San Francisco native earned a bachelor’s degree from Cal in mathematics, and after earning a Ph.D. in political science from MIT he worked as a consultant for the White House, the Department of Defense, and privately held technology firms.

That background served Ferguson well when he co-founded Vermeer Technologies, makers of the FrontPage web design tool, in 1994. Selling it to Microsoft two years later, he turned to writing — publishing several books on the rise of Internet technology and its impact on society and economics.

**Entrepreneur to raconteur**

Eventually Ferguson’s interest in storytelling led to the world of film — where he has found much critical praise with his two documentaries. His first, *No End in Sight*, explored the ongoing, and often troubled, U.S. occupation of Iraq, and it won numerous awards at film festivals following its 2007 release. *No End in Sight* also was nominated for a best-documentary Oscar.
More recently, *Inside Job* brought Ferguson into the world of high finance, and he clearly was troubled by the ethical shortcomings he found there. “There is no discipline that comes close to economics in the scale of this problem,” Ferguson told an audience at International House, where he was recently honored as I-House’s alumnus of the year. “I really think that it has reached a level where it’s very important for the people who run major American universities to turn their attention to it.”

Much of *Inside Job’s* power comes from Ferguson’s heated interviews with figures such as Glenn Hubbard, a former economic adviser to President George W. Bush who angrily objects when asked about his advisory-board work for Wall Street firms. The contentious interviews were trimmed judiciously, Ferguson said, following a rough-cut screening for studio executives. “They pulled me aside afterward,” Ferguson recalled, “and said, ‘You’ve got to take some of this out, because you’re just destroying these people, and the film is going to become about that.’”

**I-House memories**

Ferguson’s Cal years prepared him for heated debate. He was on campus during the Yom Kippur War and remembers the reactions of his fellow I-House residents, many of whom were from the Middle East.

“It was very interesting to talk to both sides,” he said, recalling a near fight in I-House’s Great Hall over the issue. “That began a very long, very gradual process of opening my eyes — a process that is very far from complete.”

Ferguson’s journey will continue with his next film, a drama on the provocative web site WikiLeaks and its equally controversial founder, Julian Assange. HBO Films approached him to direct it, even though he has no experience directing actors, and they assured him that the film must be “rigorously accurate,” unlike many Hollywood dramatizations of real events.

Genres aside, filmmaking is a passion for Ferguson. “There is nothing more interesting in the world than taking a bunch of material about a situation … and turning it into something coherent and compelling, and that people will watch,” he said. “It’s an utterly transfixing process.”
A self-described engineer and technologist, Paul Jacobs is also a futurist in many ways. From recounting how villagers in Africa use cell phones, to envisioning a time where we will wear sensors on our bodies, Paul '84, M.S. '86, Ph.D. '89 has an extraordinary perspective on how technology will continue to shape our lives.

He and his wife, Stacy B.A. '84, B.S. '87, O.D. '89, served as co-chairs of The Campaign for Berkeley last year, and now this dynamic couple has found a way to increase fundraising support to their alma matter — by personally matching the gifts of new alumni (see sidebar).

Paul, the chairman and CEO of the wireless telecommunications giant Qualcomm, was invited to share his insights about our tech future with more than 15,000 graduates and their families at commencement in May. His ideas are worth pondering — no matter your age.
Life at Cal.
“I remember clearly the day that I came home from Cory Hall and told Stacy that I had been conversing with people in France using the Internet — a global communications medium that few other people in the world even knew about. Dot-edu was the main top-level domain, not dot-com. I probably should have registered a few dot-com names.”

Access to knowledge.
“It is a truly amazing thing that you can hold a little sliver of plastic, glass, and metal in your hands, and stroke the surface of it to access so much of humanity’s collected knowledge.”

Global connection.
“Some people fear our global interconnectedness, but it is that very global scale which has driven costs down to the point where a villager in Africa can afford a cell phone, and be connected to the outside world not solely for communication but also for access to education, healthcare, economic opportunities, public safety, government services, and many other social benefits. Wireless is humanity’s biggest platform.”

Smart technology.
“We will manage our power consumption with the smart grid and sensors embedded in buildings. And we are working to mobilize and personalize healthcare with sensors in your phone, or ones you wear on your body, or that are in your environment. We are focused on reducing the cost of healthcare and spreading it to the most remote corners of the globe.”

Innovative interactions.
“Your phone will be a remote control and a sixth sense to tell you when there are interesting things around you. As you look at your phone’s screen, camera images of the real world can be combined with three-dimensional graphics to allow you to interact with real and virtual objects in a completely natural and seamless fashion. For example, you will walk down the street in a foreign country and the signs will all be translated into English when you look at them through your phone.”

A CHALLENGE TO NEW GRADUATES
Paul and Stacy Jacobs have backed their belief in the value of a Cal education with considerable philanthropic support. This spring, they matched all gifts made by 2011 degree recipients, and now they are extending their $1-million challenge, encouraging even more graduates to make an impact at Cal.

Who’s eligible?
All alums — undergraduate and graduate — from the Classes of 2007 to 2011, plus all current undergraduate and graduate students who graduate in spring 2012

What is matched?
Any combination of gifts (up to $1,000 per donor) made after July 1, 2011, will be matched dollar-for-dollar to any UC Berkeley school, college, or program

newalumnichallenge.berkeley.edu
They were unlikely friends. Uri Herscher was a new immigrant from Tel Aviv. Robert Haas, Jr. was the scion of one of California’s most prominent families.

Yet a shared commitment to public service brought them together as Cal Camp volunteers in the early 1960s. Now every week for 45 years, Herscher ’64 — considered one of the nation’s most influential rabbis — and Haas ’64 — CEO and chairman emeritus of Levi Strauss — have talked by phone or in person.

“We both care about how our society treats strangers,” says Herscher about the values he shares with Haas. “We both care that everyone in this country has an opportunity to learn.”

The pair would study together until the library closed. With other college friends, they shared a house in a low-rent neighborhood so that all could split the cost evenly.

Since Cal, Haas always has had a place in his home for Herscher — posting “Herscher’s Home” over his guest room. During frequent walks in the Sausalito hills, the friends have plotted ways to improve the world.

These talks helped to give rise to the Skirball Cultural Center that Herscher founded in Los Angeles 15 years ago, which now serves 600,000 people a year — many from underserved communities — with exhibitions, performing arts, film, lectures, and classes.

Calling Cal a “thrilling four years” where he was stirred by John F. Kennedy’s exhortation to give back, Herscher recently championed a $1.5-million gift from New York’s Skirball Foundation, where he is a trustee, for the renovation of Moffitt Library.

“No matter what background, what color, ethnicity, or income — the library welcomes everyone,” says Herscher, noting that the gift honors philanthropist Jack Skirball, who was a strong advocate for public education.

Made in Robert Haas’s name, the gift also celebrates the cherished friendship between Herscher and Haas that was born at Berkeley.●
When Samin Nosrat ’01 started bussing tables at the world-famous Chez Panisse restaurant, little did she know that she would never leave the kitchen — and that sweet treats have the power to affect change.

“My first task was to learn how to vacuum with a long tube that you plugged into the ground,” says the English major, who was eventually hired as a cook. “Just watching the chefs made me fall in love with cooking.”

While Nosrat has made a career of cooking, teaching, and writing about food (ciaoSamin.com), a deeper urge gnawed at her spirit, made all too clear when the earthquake devastated Haiti in 2010. “I felt like I had to do something,” she says. She galvanized three Bay Area restaurants to host a bake sale that raised about $23,000 for relief efforts.

Witnessing suffering can leave people feeling helpless and disconnected. For Nosrat, however, food is all about connection — with the earth, those who grow it, and those we share it with. To her, organizing a bake sale seemed like the natural thing to do.

“Bake sales are unintimidating and give people something to do, by baking, by buying a cookie, and by spending time with others,” she says.

Considering the success of the Haiti sale, Nosrat coordinated 42 locations across America, plus hundreds of bakers and volunteers, following the earthquake and tsunami that rocked Japan — bringing in an astonishing $141,000.

“Can baking brownies stop a nuclear meltdown across the ocean?” she asks. “No, but I have no doubt that if we all come together to create a bit of beauty and positivity, even in the smallest way, we can catalyze magnificent change.”

The Accidental Activist
A legacy of lending a hand

Section Club is rooted in fun, friendship, and philanthropy

They no longer greet newcomers to Berkeley in fine dresses or stitch baby clothes for student families, but the members of the University Section Club still uphold its foundational values of friendship and generosity.

Founded in 1927 by a young woman seeking casual ways to meet other faculty wives, the club (now open to men and others affiliated with Cal) is made up of 17 sections, from language groups to music, and dining to tennis.

“The Section Club is an important force for building community on a campus that is so vast and diverse,” says Melinda Buchanan, the club president: “We also show students that they are not alone, that they’re part of a larger caring family.”

Since the end of World War II, the club has helped foreign students ease into life in the States, including loaning bedding, dishes, and other household items. It writes emergency checks to students in need of quick cash, such as for a medical crisis, and supports disabled students, the health center, and other groups with special needs. It also hosts an annual auction to raise money for grants.

Siguor Thornton, pictured below, is the club’s longest-running member with 55 years of service. Now 90, she began helping with the auction in 1956, has housed countless foreign students until they get themselves settled, and has volunteered at the health center for more than 10 years, advising students about insurance, prescriptions, and other services.

Thornton, a Norwegian native, is modest about her service. “It’s just something I do. I can’t sit at home all day. I enjoy seeing people,” she says, displaying the spirit of altruism and engagement that still helps the club thrive in these modern times.
Making Connections

Upcoming Events

Homecoming at Cal (October 13–16, 2011)

Whether you are reuniting with old friends, visiting your student, or stepping into the classroom, Homecoming at Cal offers something for everyone. Come back to Cal for four days of fun:

• Class reunions for the graduation years ending in 1 and 6
• Bear Affair Barbeque
• Museum and library exhibits
• 32 faculty seminars
• Volleyball nights at Haas Pavilion
• Campus walking tours
• Cal vs. USC football viewing parties

Register today at homecoming.berkeley.edu or 888.UNIVCAL (888.864.8225). Early registration ends October 3.

Discover Cal

Wake-up call: Why Science Says Sleep Is Essential
San Francisco | Tuesday, October 25
Finding Mark Twain’s Autobiography
San Diego | Wednesday, November 2
Dark Matter and the Runaway Universe
Los Angeles | Thursday, November 3

To register, visit discovercal.berkeley.edu.

1. Students Leticia Cruz and Karina Gomez (center) meet Chevron representatives Cynthia Murphy and Patti Doherty at the Cal Alumni Association’s new student reception for The Achievement Award Program. The Chevron Corporation Achievement Award will provide support for three Cal students for four years with its gift of $100,000.

2. Dr. Ira Garde ’79, M.P.H. ’85 holds Professor Marian C. Diamond’s “brain” at the 24th Annual Benjamin Ide Wheeler Society Tea. The 2011 lecture was titled “How Well Do You Know Your Brain?”

3. Andy Grove Ph.D. ’63 congratulates Ramya Chitters M.S. ’11 and Derek Dashti ’09, M.S. ’11, graduates of the College of Engineering’s new master’s of translational medicine program.

4. Daniel Chen ’13 with California State Assemblywoman Wilmer Amina Carter during his Cal-in-Sacramento internship serving the California State Legislature.
5. Cindy and George '64 Fosselius, Robbie and Tim '73 Montgomery, and Virginia '66 and Bill Schultz reminisce about the “Free Radicals Alumni Era” at the College of Chemistry’s Dean’s Dinner.

6. Gary Freedman '66, Mary Catherine Birgeneau, and Donna Freedman congratulate CAL Prep principal Megan Reed on the school’s 100 percent college admission rate for its first graduating class. CAL Prep was cofounded by UC Berkeley.

7. California State Senate President Pro Tem Darrell Steinberg with his Cal-in-Sacramento intern, Emily Ikuta '11.

8. Agnes Balla '11, co-chair of the School of Public Health’s 2011 Class Gift Committee, presents a check to Dean Stephen Shortell at the School of Public Health’s commencement ceremony.

Supporters of the College of Natural Resources attended a reception outside of Giannini Hall to meet participants in the Beahrs Environmental Leadership Program.

9. Li-chiang Chu '64, who recently established the Ruth Okey Chair in Nutritional Science and Toxicology, with Dean J. Keith Gilless, Director of Sustainability Lisa McNeilly, and Chancellor Robert Birgeneau.

10. Ruth '77 and Mike '77 Cheng.

11. Vera and John '69 Pardee meet Ngamindra Dahal, a Nepalese participant in the program.


14. Alison M.B.A. ’93 and Doug Ph.D. ’93 Greenig host a reception for alumni and friends with Graduate Dean Andrew Szeri (left) in their Greenwich, Conn., home.


17. Goldman School Dean Henry E. Brady (right) presents Thomas C. Schneider ’58 M.B.A. ’62 with a commemorative plaque acknowledging Tom and his wife, Alison ’59, for endowing chairs in public policy and physics.

In 1908, a Cal alumna from San Francisco named Harriet Lane Levy was invited to a supper in Montmartre to honor the painter Henri Rousseau. This was no ordinary supper: its hosts were the painter Pablo Picasso and his lover, Fernande Olivier.

Levy, a Jewish woman who graduated from Berkeley in 1886, was well acquainted with the artists, painters, poets, and writers who lived in Paris in the first decades of the 20th century and came to be known as the Lost Generation. In 1907, she and her neighbor, Alice B. Toklas, left San Francisco to visit Paris. On their first day there they went to see a good friend, Sarah Samuels, who had married Michael Stein. In the room was Michael’s sister, Gertrude Stein. The love match between Stein and Toklas is one of the most famous couplings in history.

When Levy, Toklas, and Stein walked into the Montmartre atelier of Picasso one night in 1908, they ran into Georges Braque, the painter; Leo Stein, Gertrude’s brother and a well-known art collector; Guillaume Apollinaire, the poet; and Andres Salmon, another poet. They were all part of Picasso’s gang, and their frequent gatherings in Parisian cafes and homes were instrumental in launching what many call the modern era.

Fernande was in a tizzy because the caterer had not brought any food for dinner, prompting Picasso and his friends to rush out to the store to buy bread, cheese, butter, sliced meats and a few bottles of wine. When they finally got settled around a table, with Rousseau seated in a place of honor, Picasso asked Levy, a Berkeley graduate and a San Francisco newspaper journalist, to sing a song, according to new book about Levy, Paris Portraits.
“You,” said Picasso. “Sing us a song, a song from America.”

Levy was at a loss. She didn’t know many songs and didn’t much like her voice.

“What could I do,” Levy wrote about the evening, the only eyewitness account of the dinner that has become known as the Rousseau Banquet. “I couldn’t sing.”

“Out of nowhere rang the old familiar command, ‘Give them the Oski!’ At once I knew that the college yell of my student days would be completely right, completely appropriate. Without hesitation, I rose to my feet. I cried boldly:

Oski wow wow
Whisky wee wee
Ole Muck I
Ole Ber-keley I
California
Wow!”

And with that, the most famous painter in history heard Cal’s cheer.

For decades, Levy’s manuscript about the time she spent in Paris has resided in the University’s Bancroft Library. Gertrude Stein scholars and others interested in the period have regularly reviewed it, but it has never been made known to the general public.

As Deborah Kirshman puts it in her introduction to *Paris Portraits*: “Most illuminating is that four Jewish women from the San Francisco Bay Area — Gertrude Stein, Sarah Stein, Alice B. Toklas, and Harriet Levy — played a significant role in the Parisian avant-garde as artists, collectors, supporters, and hostesses of salons.”

Frances Dinkelspiel, who originally published this article on Berkeleyside.com, has taught at Berkeley’s Graduate School of Journalism. Her great-great-grandfather was Isaias Wolf Hellman, a major University benefactor and a UC Regent for 37 years. Read more about Harriet Lane Levy, and others of the Lost Generation, in Paris Portraits: Stories of Picasso, Matisse, Gertrude Stein and Their Circle, which was published in May by Heyday Books to coincide with two major Stein exhibits at the San Francisco Museum of Modern Art and San Francisco’s Contemporary Jewish Museum.