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To view an online version of The Promise of Berkeley, visit promise.berkeley.edu
**UC Berkeley is No. 4 in world**

The United States boasts the most reputable universities in the world according to a new global reputation ranking. The list, published by *Times Higher Education*, is the first of its kind looking solely at the reputations of institutions for teaching and research. Berkeley ranked No. 4 after Harvard, MIT, and Cambridge. Stanford followed at No. 5. The United States dominated with seven universities in the top 10.

[Read more on promise.berkeley.edu/worldranking](promise.berkeley.edu/worldranking)

**Cal sports programs preserved!**

Since last fall’s announcement that four sports – baseball, men’s gymnastics, women’s gymnastics and women’s lacrosse – would be eliminated and rugby assigned to a newly created tier at the end of this academic year, Cal donors have pledged more than $20 million. This enables the preservation of all five programs at the Intercollegiate Athletics level.

[Read more on promise.berkeley.edu/teamssaved](promise.berkeley.edu/teamssaved)

**Two NCAA titles won**

Separate NCAA championship meets, in cities halfway across the country and a week apart, ended with the same result: a national title for the UC Berkeley men’s and women’s swimming and diving teams.

[Read more on promise.berkeley.edu/NCAA11](promise.berkeley.edu/NCAA11)

**Milestone number of women deans**

The number of women academic deans at Berkeley is the highest in the University’s history — an achievement recently celebrated on campus. Currently there are seven female deans out of the 20 leading the campus’s schools and colleges, but two of them soon will leave their posts. Berkeley’s faculty is composed of 29.6 percent women.

[Read more on promise.berkeley.edu/deans](promise.berkeley.edu/deans)

**Hiring surge brings recruiters to campus**

If the throng of recruiters at a mid-April pre-graduation job fair on campus was any indication, students ready to enter the job market have good reason to be optimistic. From startups to government agencies to major corporations, more employers are on the lookout for entry-level job and internship candidates.

[Read more on promise.berkeley.edu/recruiters](promise.berkeley.edu/recruiters)

**The Campaign for Berkeley**

*July 1, 2005 - June 30, 2013*

As of February 28, 2011, the campus raised $2.02 billion toward the $3-billion campaign goal with 34% endowment and 66% non-endowment funding.
A new reality: philanthropy fuels Cal’s future

The Campaign for Berkeley reaches $2 billion!
When Robert Birgeneau donned the velvet-trimmed ceremonial robe as Chancellor of UC Berkeley six-and-a-half years ago, he could never have predicted the coming economic meltdown and its impact on the University. At that time, when tuition and philanthropy were modestly rising, the State of California was Cal’s primary funding source. It could be counted on to provide a steady — although declining — portion of the University’s budget. When the economy tanked in 2008, State support for higher education plummeted, setting off a funding crisis.

But a fortuitous factor was already at work. Even before the financial downturn, Birgeneau had set a high bar for philanthropy — $3 billion to be raised over seven years. So far, The Campaign for Berkeley is hitting its mark. This spring, donors helped Cal surpass the $2-billion milestone, illuminating a new financial reality: Philanthropy will play a central role in guaranteeing Cal’s future.
While serving on a College of Letters & Science board a decade ago, H. Michael Williams ’82 was impressed by the scholarship recipients he met over lunch. As his ability to give grew, so did his commitment to making the Cal dream a reality for low-income students. “One of the investments we can make in tough times is to invest in our future — bright college students,” says Williams, who was a national merit scholarship recipient, economics major, and wrestler at Cal. He adds that building Berkeley’s endowment will give the campus “strength and flexibility for future generations.” Williams and his wife Jeanne endowed a scholarship fund for students with extraordinary financial need and created an African American Studies department faculty chair honoring legendary history professor Leon Litwack.
Beneficiary

Japhinma Muna Power appreciates the value of his Berkeley education, but receiving a scholarship from the H. Michael & Jeanne Williams Scholarship Fund has given him added drive to succeed at Cal. “It motivates me to excel in college — and give back when I am in a position to do so,” he says. Power, a Nigeria-born junior who lives in Oakland, is the first in his family to attend an American university. After graduation — possibly with a degree in electrical engineering and computer sciences — he plans to pursue a career in robotics. “Without the scholarship, affording Berkeley would be impossible,” he says with gratitude. “Setting up a scholarship at Berkeley is like sowing a seed in a student’s life that he or she never forgets.”

Drastic state cuts shift the funding balance

During Birgeneau’s tenure, State funding has plunged from $450 million annually to just $300 million — a 33 percent drop in just six years. Today, California provides just 16 percent of Berkeley’s annual operating budget of $1.9 billion.

Further, with Governor Jerry Brown’s proposed UC systemwide budget cut of at least $500 million — about $75 million for Berkeley — this percentage will drop to below 12 percent. Not surprisingly, Berkeley’s leadership is hunting for new ways to increase revenue and reduce costs.

Most noticeable has been a series of tuition hikes, set by The Regents for all the UC campuses. Since 2009, in-state undergraduate tuition plus student fees have risen more than 30 percent to $11,766 for this upcoming fall, a daunting increase for students. For the first time this year, tuition income has eclipsed the State’s contribution to Berkeley’s operating budget. Cal is also increasing admissions of out-of-state and international students — who pay significantly more in tuition — raising their percentage of the student body from 11 percent to 20 percent within four years, albeit without decreasing the target enrollment for California residents. “Although it has been necessary to increase tuition, we are ever mindful of the possible effects on accessibility for students,” says Birgeneau.

The University has also benefited from a dramatic increase in federal research funding, although this amount varies year to year. While federal money typically is earmarked for specific research projects, it enhances the funding available to support faculty and graduate students and thereby aids in Cal’s teaching mission.

A campaign to elevate Cal

“When The Campaign for Berkeley publicly launched in fall 2008, some might have called its goal aspirational,” says Associate Vice Chancellor

Scholarship Fund
Keeping the Promise Campaign Raised: $465.6 Million
New Century Campaign Raised: $1.44 Billion
The Campaign for Berkeley Goal: $3 Billion

David Blinder Ph.D. ’81, who leads fundraising for the campus. “Crossing the $2 billion threshold is a wonderful achievement, but it is absolutely essential that we keep up the pace. That means raising $1 million per day.”

According to the Chronicle of Higher Education, at least 10 universities are currently running campaigns at the $3 billion level or above, with Stanford topping the list with a $4.3 billion goal. Berkeley is one of just two universities on this list that does not have a medical school, which can account for as much as 50 percent of gift revenues.

Cal is relatively new to private fundraising, having held two previous campaigns starting with the Keeping the Promise campaign in the late 1980s.

“At Berkeley, each campaign has not only exceeded its goal, it has set the ground floor of giving for the next one,” says Blinder. “Campaigns are a singularly effective way to engage with donors and deepen our relationships with them.”

Endowment creates stability

Berkeley’s future hinges on its ability to remove the uncertainty created by economic swings and debate in Sacramento. “Short of continued tuition increases, which are painful for everyone, endowment income is the most powerful tool we have to create a more resilient financial foundation for Berkeley,” says Birgeneau.

Though endowments respond to market fluctuations, Berkeley’s
investments are diversified and oriented toward growth over time. Endowment giving during the campaign amounts to $689 million to date, or 34 percent of gifts, still short of the 40-percent target. Yet, its impact has been substantial: During the campaign, endowment gifts have created 126 chairs and distinguished professorships, 357 fellowships, 263 scholarships, and 24 funds that support both graduates and undergraduates.

“our competitors are elite private universities who have extraordinary spending power created by endowments that are well above $10 billion,” says Blinder, who notes that Berkeley’s endowment is $2.6 billion versus Harvard’s endowment of $27 billion and Stanford’s of nearly $16 billion. “Yet those are the very universities that we compete with as we hire and retain preeminent faculty and recruit top-notch undergraduate and graduate students. Growing our endowment will help us seize the advantage.”

Berkeley is taking important steps to build its endowment. Notably, it is reaping the rewards of a landmark $113-million gift made by the William and Flora Hewlett Foundation, which includes a challenge grant to endow 100 new faculty chairs. Through this enormous investment in teaching and...
Benefactor

“As soon as I had two dimes, I paid it back,” says George A. Miller M.B.A. ’61, a generous Berkeley donor, UC Berkeley Foundation trustee, and “retired investment guy” who believes alumni should donate automatically, as if paying back a student loan. He and his wife, Janet McKinley, chair of the Berkeley Endowment Management Company board, support scholarships for high-achieving transfer students as well as Cal Band members. They also funded the Hewlett-matched Thomas J. Graff Chair in the College of Natural Resources — named for their friend, a dedicated environmentalist and water expert. “I believe in public education. I believe in social mobility. I believe in giving all your money away during your life because when you’re dead, it’s no fun,” says Miller. “If you think it’s a worthwhile investment, the sooner the better.”

Beneficiary

“Tom Graff was a great guy and a giant in the area of water policy,” says David Sunding Ph.D. ’89, recently named the Thomas J. Graff Chair. Sunding, a former Clinton administration economic adviser and natural resources management expert, says it’s not hyperbolic to say the endowed chair will ensure Berkeley’s preeminence in water resource economics indefinitely. Sunding says Graff loved UC Berkeley and was extremely honored by the chair, which was announced before he died in 2009. He called George Miller and Janet McKinley’s gift in Graff’s name “one of the classiest and coolest things” he has ever been associated with and said it gives him critical resources to work with graduate students on high-risk, high-payoff research.

Fiat Lux!

Berkeley continues to shine in spite of its financial challenges. Times Higher Education recently rated its reputation the fourth-best in the world, just behind Harvard, MIT, and Cambridge. For the third decade in a row, Berkeley has been recognized as having among the largest number of highly ranked graduate programs in the country. Further, it is attracting a record number of students, while still holding true to its mission of access and excellence — enrolling more low-income students than all eight Ivy League schools plus Stanford combined.

“We must thank our extraordinary donors, who deeply believe in UC Berkeley’s public mission, for we are counting on them as never before,” says Birgeneau. “I have no doubt that Berkeley has the resiliency to stand up to all of the difficulties ahead because we have created a dynamic public-private partnership that will extend its legacy of access and excellence to future generations of students.”

To make a gift or learn more about The Campaign for Berkeley, visit campaign.berkeley.edu
When it comes to global issues, Berkeley is no ivory tower where theories are merely studied. It’s a launching pad for solutions — bringing students, faculty, and alumni face to face with challenges ranging from political turmoil to unsafe water to dwindling biodiversity.

Reflecting Berkeley’s public mission to serve the greater good, grad students are opening new hospitals in rural Ecuador. Faculty are fostering understanding of democracy movements and spotlighting immigrant rights. Alumni are helping world leaders fight hunger and safeguarding our cultural treasures. Back at home, places such as International House cultivate ideas and perspectives from around the world.

These far-reaching projects show how Berkeley’s impact spreads well beyond its gates.
Eighteen Cal undergraduates have earned coveted summer internships focusing on sustainable energy and climate change as part of the new Cal Energy Corps — a pilot program inspired by the 50th anniversary of the Peace Corps.

More than 70 students applied for spots at organizations all over the world. Projects include integrating solar energy into the grid in India and designing wind turbines in Nicaragua. The students will share their work and lessons learned at a campus symposium this fall.

In addition to providing a $600 weekly stipend, Cal Energy Corps covers student travel and housing expenses and may eventually fund the work of up to 50 students annually, training a new generation to be agents of change and responsible stewards of the planet.

Fourth-year student Bayon Lee, who is thrilled to be able to apply his civil engineering lessons to Hong Kong’s urban climate issues, says, “I’ll get to work with architects and urban planners on something I feel is really worthwhile.”
Residents of 1920s Berkeley protested plans for International House (I-House) — a community where foreign and American students could study and socialize without barriers. But founder Harry Edmonds relished the fight. His dream was to help students see that “despite their racial and national differences, they were more alike than they were different.” He defiantly selected a site on Piedmont Avenue — abutting whites-only fraternities and sororities — to “strike bigotry and exclusiveness right hard in the nose.”

That spirit of justice continued into the 1940s, when the I-House’s first executive director, Allen Blaisdell, courageously protested the “Hitler methods” of Japanese-American internment.

Today I-House is home to more than 600 foreign and American students each year. Through a packed calendar of lectures, social activities, and debates, as well as the daily encounters of dorm life, residents gain a new perspective on their place in the world.

“If everyone knew what we learn at I-House,” asserts alumna Zahra Makoui ’04, “their fear of ‘the other’ would be shattered.”

Sputnik’s unexpected upshot

The perceived threat caused by the launch of the Soviet satellite Sputnik in 1959 spurred federal investments in technology and science, as well as programs that immersed college students in foreign languages and cultures. This Cold War gambit has evolved into nine thriving IAS interdisciplinary centers (listed at left) — funded today by a mix of private philanthropy, foundation support, and government grants — that promote cultural understanding, historical research, and human rights in every corner of the world.

IAS CENTERS

Africa
East Asia
Europe
International
Latin America
Middle East
Slavic, Eastern Europe, and Eurasia
South Asia
Southeast Asia

A community of ideals

A community of ideas

Africa
Europe
Latin America
Slavic, Eastern Europe, and Eurasia
Southeast Asia
East Asia
International
South Asia
Middle East
Hospital of hope

For most rural Ecuadorians, when a health crisis strikes the only option is to drive hours to the capital, facing numerous obstacles, sometimes even death, along the way. Andean Health and Development (AHD) built the country’s first full-service rural hospital in 2001, and now a group of Berkeley students is helping the nonprofit expand its reach.

For two decades, the International Business Development program at the Haas School of Business has sent teams of M.B.A. students around the world to consult with more than 150 clients in more than 70 countries on projects in conservation, education, technology, and other industries. This is the group’s second year working with AHD.

Abi Ridgway M.B.A. ’11, M.P.H. ’11 was part of the 2010 team, which evaluated the feasibility of building a new hospital in Santo Domingo. While it was emotionally challenging to witness so much suffering, she says, the team learned a lot about collaboration, client management, and working in a developing country. They also accomplished something even greater: “Our study, which the hospital board has shared with several funders, helped generate $1 million in confirmed support for the new hospital,” says Ridgway.

Giving voice to indigenous concerns

A dam completed in 1989 in Oaxaca, Mexico, displaced 26,000 residents and polluted the environment. When Brian Cochran ’12 and Andrew Villacastin ’12 learned that a new hydroelectric project within the dam could create further damage, they sprang into action.

Working with organizations in the United States and Mexico, the duo, students at Berkeley Law’s International Human Rights Law Clinic, helped indigenous groups file a complaint against the Overseas Private Investment Corporation, the U.S. agency backing the project. Among their concerns were contaminated drinking water, damage to homes, and failure to follow land acquisition policies. Mexico’s top environmental agency investigated, and the Oaxacan congress expressed support of the communities, leading to a suspension of the project in February.

“The case isn’t over by any means, but it’s exciting to see how our complaint made an impact,” says Cochran.
Clean drinking water is even harder to come by in Haiti since last year’s earthquake and subsequent cholera outbreak. One simple solution uses chlorine and buckets to store water safely, yet collecting and transmitting data on water quality has proven difficult.

David Holstius, a Ph.D. student in environmental health sciences, has teamed with Deep Springs International (DSI), the nonprofit that distributes the buckets, and Nokia Research to address the problem.

“Scarc e resources have forced DSI health workers to record field data manually, which leads to processing delays and inaccuracies,” says Holstius. “Together we developed a simple system that uses electronic tags to uniquely identify each household’s bucket, plus a mobile app that enables workers to scan the tags and transmit data using their phones.”

The program hopes to equip 100 workers with phones and reach 50,000 households this year. “Better program monitoring should lead to more targeted household visits, more consistent chlorine use, and less disease and death,” says Holstius.
Europe remains the most popular destination for the more than 400 adventurous Cal students studying abroad this summer:

“Europe is such a diverse continent, you don’t have to go far to experience completely different languages and cultures,” says Darin Menlove, who helps manage Berkeley’s programs. “Experience in other countries makes our students attractive to employers, and there is nothing like immersion to facilitate language acquisition.”

Two new European opportunities launch this summer: Origins and the Contemporary Scene, which will study Ireland’s rich theatre, literary, and historical culture in Dublin; and the Madrid Internship Program, which allows students with five semesters of Spanish to experience the country’s capital by interning at a company or a smaller organization, augmented by enriching excursions and activities.

Debating at Davos

Every January, the alpine town of Davos, Switzerland, fills with international leaders, executives, and media coming together to debate critical global issues. Helping frame the agenda is New York-based Lisa Dreier M.A. ‘02, M.P.P. ’02, director of food security and development initiatives for the World Economic Forum. She mobilizes attendees to use the power of business to reduce hunger and poverty. “The blessing and the curse is that someone has a new idea every 10 minutes,” she says. “I’ve tried to hunker down and really develop momentum around one issue.”

Berkeley, Dreier says, gave her a “world-class education for incredible value,” and to this day, she relies on her Cal adviser, agricultural and resource economics professor Alain de Janvry. “I still call him up once in a while to say, ‘Are we on the right track?’” she adds.
Culture must be a key factor in international development policies because it is an essential dimension of society and can help sustain growth, from human and economic viewpoints. Globalization, particularly mass tourism and poor infrastructure, exposes our cultural and natural heritage to new threats, exemplified in places like the Serengeti in Tanzania and Angkor, Cambodia. Sites like these must clearly assess their capacity to handle visitors and then be managed to lessen that impact.

— Francesco Bandarin ’77, the Paris-based assistant director-general for culture at UNESCO, the United Nations Educational, Scientific and Cultural Organization

Europe: an economy in crisis

“Europe’s economic crisis is fundamentally a banking crisis not unlike the one through which the United States suffered in 2008,” says Professor Barry Eichengreen, who has written a series of papers on the matter for audiences such as the European Commission, the executive body of the European Union (EU).

In a nutshell, he says, German banks lent recklessly and Irish banks borrowed recklessly, resulting in escalating problems that materialized on government balance sheets.

Drawing a line under the crisis requires two things, says Eichengreen. Weak banks must be strengthened through the injection of public funds. Then the unsustainable debts of the Greek, Irish, and Portuguese governments must be restructured, allowing growth in those countries to resume.

The problem is getting governments to agree. “It’s even harder to mediate between countries than within them,” adds Eichengreen, the George C. Pardee and Helen N. Pardee Professor of Economics and Political Science. But since replacing a country’s currency to the euro is irreversible — “once in the euro area, always in” — EU countries “have no alternative but to figure out a way to make the euro work.”

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The mostly peaceful nature of the democracy movements sweeping North Africa and the Middle East over the past few months may have surprised even savvy observers — but not Berkeley political scientist and regime change expert M. Steven Fish.

Fish is the author of Are Muslims Distinctive? A Look at the Evidence, a controversial tome analyzing data from the highly regarded World Values Survey that tapped 100,000 people in some 80 countries. His research indicates that Muslims are no less likely to favor democracy than Christians.

Fish believes the West often makes two false assumptions: Muslims are more prone to mass violence and Muslims want rule by religious guides. He says neither is true and that “fears are based on phantom foundations.”

“The demonstrations in Egypt went on for 19 days without mass-instigated violence — only state-instigated violence,” says Fish. “I’m not surprised that these demonstrations were largely peaceful. I would have expected it given the data.”

Why now in the region? Fish says technology played a significant role, but not solely because it speeds communication. He says greater access to independent journalism that consistently spotlights the corruption of dictators such as Hosni Mubarak helped spark the movements. Says Fish, “An entire generation has spent their lives watching Al Jazeera. They have access to information that their parents only dreamed of.”
Ethnomusicology professor Ben Brinner documented a unique musical fusion forged by Israeli and Palestinian musicians, beginning during a brief era of peace in the region in the 1990s. In Playing Across a Divide, Brinner explains how music can sometimes do more than propel social change; it can be social change. He says Arab and Jewish musicians melded styles and often played together under risky conditions — a musical union that has fitfully endured. “Together,” he says, “they developed a new musical language.”

Notes of harmony

Care for Kenya’s children: ripple effects

For just 50 cents per year, a Kenyan child can receive de-worming medicine that will quite possibly change her or his life forever. That’s the finding of economics professor Edward Miguel, who has spent 13 years working to rid Kenyan children of the parasitic worms that damage their health and development.

Miguel’s efforts to treat some 30,000 Kenyan children over time, and then to study the effects, has helped to instigate a government-sponsored initiative reaching 3.6 million children. His team has found that children enrolled in the earliest de-worming programs became adults who earned 20 percent more than their peers.

“It has translated into labor market success,” says Miguel, faculty director of the Center of Evaluation for Global Action (CEGA), which deploys researchers from multiple disciplines to promote economic development and poverty reduction worldwide. “This is an incredibly cost-effective investment in health.”

Miguel began his work in Kenya as a first-year Harvard graduate student and has since brought dozens of Berkeley graduate and undergraduate students to Kenya.

“It’s been so gratifying to know that when you do good research on an important issue, you can change public policy,” Miguel says. cega.berkeley.edu

BEARS WITHOUT BORDERS
Isolation and strong-arm tactics by the Burmese government may hamper the efforts of Aung San Suu Kyi to spread her pro-democracy message, but technology and the drive of Berkeley students gave her a platform to speak on campus in March.

The often-jailed 1991 Nobel Peace Prize winner spoke via phone to students, activists, and members of the local Burmese community at Wheeler Auditorium. During the interview, arranged by the facilitators of a student-run DeCal class on Burmese politics, Suu Kyi patiently answered questions from Berkeley students, including class facilitators Michael Gaw ’11 and Wayland Blue ’11.

Suu Kyi counseled the need to put aside petty differences to push for democracy worldwide. “I would be so appreciative,” she said, “if all the freedom-loving people could get together, work together; not just for a particular country or a particular people, but for all the people in all the countries that suffer from oppression.”

Gaw says he and others in the class had been trying to arrange the talk since winter break. “We figured if it’ll be anywhere in America, it should start at Cal,” he says, adding that Berkeley is the only American university with a class — even a student-run one — on Burmese politics.
An island (of biodiversity) in the sun

Berkeley researchers are wrapping up a unique biodiversity study — half an ocean away from campus. Stationed at Cal’s Richard B. Gump South Pacific Research Station on the island of Moorea, the research team is finishing the Moorea Biocode Project — cataloging all non-microbial life from the sea floor to the mountaintops of the French Polynesian island.

The study, says principal investigator Neil Davies, is exploring the intricacies of a complete ecosystem — and an opportunity to consider the importance of biodiversity to all species.

“We know the world is losing biodiversity, but we don’t know which parts we’re losing and how important they might be,” says Davies, a population geneticist who serves as the station’s executive director. “In Moorea, we’re getting a good idea of how much is there, and we now have an unparalleled toolbox to understand its function.”

The project, which launched four years ago, received significant support from the Gordon and Betty Moore Foundation. Once the team has genetically sequenced and vouchered all species of plants, animals, and fungi on the 51-square-mile island, it will make its database available to ecologists and biologists who come to Moorea from around the world.

That memory inspired Upadhyaya to launch Mobilizing Health (MH), a nonprofit linking remote parts of India to healthcare professionals through simple technology. Text messages, sent by literate villagers to local doctors, help patients receive timely treatment even in remote areas — which make up 70 percent of India.

Upadhyaya has lined up Cal alumni Coleman Fung ’87, Rick Wilmer ’84, and Sunil Bhonsle M.B.A. ’75 for her board of directors. “They have not only been our greatest financial supporters but also my closest mentors,” she says.

As a volunteer working in India, Pooja Upadhyaya ’10 saw the challenges of helping those in need of medical care.

“After a month of volunteering, we were yet to visit an area twice,” she recalls. “I kept asking myself how patients accessed care the other 29 days of the month.”

Text-savvy medical care in India

Via phone, a call for democracy in Burma

Bears without borders
Old books, new looks

More that 3 million volumes have been digitized from the collections of the University of California libraries. *Old French Fairy Tales* by Comtesse de Segur from 1920, pictured here, was picked as a favorite of UC Berkeley Librarian Tom Leonard. To view the book collections online, visit promise.berkeley.edu/digitalbooks.
Hope for Japan: responding to the earthquake

From counseling services to travel assistance to charitable giving tips, the UC Berkeley community has rallied to support people both here and overseas who were affected by Japan’s devastating earthquake and tsunami in March. There have been no reported losses among the relatives of the 100 Japanese students studying here at Berkeley, nor among the 17 students studying over there.

While news was still unfolding, several Cal student groups sprang into action to support relief efforts. The Cal Japan Club banded together with student groups from nearly 15 universities and colleges statewide to raise money for the Japanese Red Cross Society. They are collecting donations on campus and at local street corners and farmers’ markets, and giving “Hope for Japan” wristbands to people who donate $2.

“By using the same slogan and sending donations to the same organization, we hope to raise a lot of awareness,” says coordinator
Hikari Kato ’11 (pictured right, in gray). “As stories of Japan diminish from media outlets, we want to keep our effort going strong.”

So far, the Cal Japan Club has raised more than $7,700.

A separate group turned to fundraising when they were forced to cancel their spring break trip to Japan. The M.B.A. students, in collaboration with the Haas School of Business, created a donation web portal and planned a bake sale, yard sale, and silent auction, altogether raising more than $4,000, also for the Japanese Red Cross Society.

“We are all praying for those who went missing and those who have lost everything,” says organizer Taka Uenishi M.B.A. ’12. “We deeply appreciate Haas’s warm support and feel privileged to be part of this school.”

Investigating the aftermath

As a research university, Berkeley is well-positioned to build upon already-strong studies in such areas as earthquake engineering and preparedness.

The ability to make rapid, general observations following a disaster is critical to managing emergency response activities and improving our understanding of natural hazards. It is also a vivid reminder of why earthquake engineering is so crucial.

Berkeley’s Pacific Earthquake Engineering Research Center (PEER) coordinated a reconnaissance team of researchers from nine universities nationwide that spent one week in Japan in April. Funded by the National Science Foundation, the team met with their Japanese colleagues and visited Tohoku, the quake’s epicenter.

While the team is still processing its findings, Stephen Mahin, the Byron and Elvira Nishkian...
Professor of Structural Engineering and director of PEER, said in an interview on NPR, “Buildings are generally designed to withstand one or two small quakes that might occur during their lifetime, but it is normal to expect that they will suffer damage in a quake of this magnitude.”

New technologies, stronger concretes and steels, and other high-performance materials are essential to creating resilient structures.

“There’s a big push for strategies such as seismic isolation, when buildings are put on top of devices that act like shock absorbers in a car and reduce the forces that move up through the ground,” said Mahin.

Seconds of warning

Japan is one of the most earthquake-ready countries on Earth. It invests in infrastructure and buildings that can withstand shaking, preparedness is a part of everyday life, and early warning systems have saved thousands of lives.

So how does America’s West Coast, where major cities are built atop active fault zones, measure up? Richard Allen, associate director of Berkeley’s Seismological Laboratory, says, “We must redouble our efforts to build an earthquake-resilient society. We must push the limits of our technologies to deliver new mitigation strategies.”

Scientists can now predict with some certainty how strong and widespread a quake will be. By integrating new science with modern communications, authorities could send a warning to those in harm’s way within 20 to 30 seconds.

“That is enough time to stop trains, turn streetlights red so that cars don’t enter hazardous structures, and get schoolchildren under desks,” says Allen. “The region would be ready to ride out the violence.”

California’s current prototype system links about 400 seismic stations, but they are concentrated primarily around San Francisco and Los Angeles, leaving gaps elsewhere. Allen, who is leading the testing efforts, says adding 100 new stations and leveraging the networked gadgets that most people carry every day would require a modest investment compared to the potential dangers of the next big quake.

“In five years the system could be up and running,” says Allen. “In six we could be very thankful.”

For articles on Berkeley’s response to Japan, visit promise.berkeley.edu/japanquake
In summer 2009, UC Berkeley launched an ambitious matching program to inspire recent graduates to give to Cal. “We wanted to motivate young donors, to help them realize that even small gifts could make a big impact,” says Lishelle Blakemore ’89, executive director of annual giving. The first year of Cal’s New Alumni Challenge resulted in $854,000 in contributions from more than 5,600 donors — reflecting a jaw-dropping 450 percent jump in young alumni giving.

Because of this stunning success, members of the UC Berkeley Foundation Board of Trustees pledged $1 million in matching funds for the challenge’s second year. “As state funding plummets, it’s clear that Berkeley will have to rely more on the generosity of alumni,” explains Gary Freedman ’66, UCBF trustee and chair of the Campaign Steering Committee, “so it’s crucial that we get young alumni in the habit of giving back.”

Renata Coco ’09, a volunteer for her Senior Gift Campaign, witnessed firsthand how inspiring the challenge could be. “Many seniors decided to give more because of the match,” she recalls. “It was like having the student section yell, ‘Go!’ and having the alumni section reply, ‘Bears!’ The louder we heard the alumni, the louder we yelled.”

That enthusiasm has carried into 2011: as of March, the challenge had raised $297,000 from nearly 3,000 donors, bringing the total to more than $1.1 million. Wayne Sackett ’06, who donated in honor of his fifth reunion, says, “The match is empowering. It reminds us that we can build something bigger together.”

Cal’s new alumni contribute more than $1.1 million

“It was like having the student section yell, ‘Go!’ and having the alumni section reply, ‘Bears!’ The louder we heard the alumni, the louder we yelled.”

— Renata Coco ’09
INTERNATIONAL ALUMNI go the extra mile to stay connected

How do you stay connected when you live thousands of miles from your alma mater? With well over 12,000 Cal alumni living abroad, and alumni clubs in 25 countries — including Mexico, France, and, most recently, Lebanon and the Philippines — chances are you don’t have to go far to find a fellow Bear.

The leaders of three of Cal’s most active clubs explain what motivates them from the other side of the globe.

Wayne Dai ’83, Ph.D. ’88
Shanghai (6,157 miles to Berkeley)

Thanks to Berkeley: I met my mentor, Professor Ernest Kuh, who helped me found two high-tech companies and become a tenured professor of computer engineering in just four years.

Favorite Cal memory: Celebrating my Ph.D. with my wife, my brother and his wife, and my sister and her husband — all Cal alumni.

Economic ties: The clubs in China bridge UC Berkeley research to a vast, emerging market for green energy and clean technologies.

David Wong ’84
Hong Kong (6,906 miles to Berkeley)

Thanks to Berkeley: I became a mature individual ready to tackle big academic and professional goals.

The rewards: I love talking to prospective students, welcoming new Cal families, and ushering disconnected alumni back into the fold.

Rossze Lim ’01
Singapore (8,453 miles to Berkeley)

Thanks to Berkeley: I have a true appreciation of and respect for diversity.

Community and continuity: These clubs connect our past to our present. And for Cal alumni new to Singapore, or returning after a few years abroad, a strong club makes it easier to settle in.
T
wice a week, Frances Zhang ’13 mentors disadvantaged middle-school students in south Berkeley. That’s where she met Akeyla, an inspiring 13-year-old girl being raised by her grandmother — and whom Zhang considers a close friend.

“She has big dreams,” says Zhang, a sophomore. “I want to be just like her.”

Zhang’s connection with Akeyla isn’t surprising. Born in China, she came to the United States at age 9. Emerging from a challenging childhood as an independent student without family support, she is succeeding at Cal — thanks in large part to her Levi Strauss Scholarship. “I feel as though I have a support team behind me,” she says.

The Strauss scholarships — Cal’s oldest, established in 1897 — exemplify the long history of private support of Berkeley by the Haas family. Zhang recently forged yet another connection to the Haases: She was accepted into the Haas School of Business’s undergraduate program.

Robert Haas ’64 believes Zhang’s story perfectly captures Cal’s public mission to educate deserving students regardless of their ability to pay — and the importance of philanthropy at Berkeley.

“Generous Cal supporters can have an enduring and beneficial impact on future students and campus life,” Haas says. “All of this comes to a head in the experience of one talented, committed, deserving student: Frances Zhang.”

After Berkeley, Zhang may work in the public sector, possibly in education. For now, she continues her studies and advocates for Akeyla and the other kids she mentors. “I’ve grown so close to the children,” she says, “motivating them, pushing them, and encouraging them to perform more than they ever had.” If anyone knows the value of that kind of support, it’s Frances Zhang.

Against the odds, thriving at Berkeley
The United States Surgeon General, Vice Admiral Regina Benjamin, told a Berkeley Alumni House audience in March that she is committed to addressing healthcare disparities and moving the nation from a system of “sick care to a system of prevention and care.”

Benjamin, the nation’s 18th surgeon general, shared the story of a man named Willie whose speech impediment and mental challenges led him to a hardscrabble life of odd jobs in the Alabama shrimping town where she ran her Bayou La Batre Rural Health Clinic. After Willie was treated at the local hospital for an infection on his hand, a social worker asked him what more he needed. Willie said, “Can you teach me to read?”

Benjamin said Willie’s story shows that eliminating healthcare disparities “is going to require more than an insurance card.”

“I learned that practicing medicine was not just sewing up shark bites;” said the soft-spoken, uniformed Benjamin, who stressed that poverty is considered a bigger health risk than cigarettes.

The clinic Benjamin founded — and rebuilt twice after hurricanes and once after fire — mainly serves uninsured people, many of whom are Southeast Asian immigrants, on the Gulf Coast.

Benjamin, 54, became the first African American woman and the first doctor under age 40 elected to the American Medical Association’s board of trustees, and she recently won a “MacArthur genius” fellowship. Appointed by President Obama in 2009, she has worked closely with the first lady on initiatives to promote breast feeding and reduce obesity in children.

The surgeon general came to campus at the invitation of her friend, Dr. Pamela Peeke, an alumna of both the College of Natural Resources (CNR) and the School of Public Health (SPH) who is a Maryland physician and on the Surgeon General’s Advisory Board. The event was sponsored by CNR and SPH.

Benjamin told the assembled students, faculty, and community members that “exercise is medicine” and that people should choose fitness activities that they enjoy. Leading by example, Benjamin walked the 27 miles around the rim of the Grand Canyon last fall — with a film crew in tow. “I’m not a fitness buff,” she said. “If I can do it, anybody can.”
Making Connections

Upcoming Events

Homecoming 2011
(October 13–16)

Celebrate alumni reunions, Parents Weekend, and everything that Cal stands for. Enjoy four days of fun, faculty seminars, and football, with the Golden Bears taking on USC. Visit homecoming.berkeley.edu starting on July 1 to register, or call 888.UNIV.CAL.

The Charter Hill Society Tailgate Festivities (October 22 and November 12)

Enjoy pre-game events before Cal football in San Francisco. Festivities will be held at Pedro’s Cantina prior to the Utah and Oregon State games. Invitations will be mailed this summer to Charter Hill Society Affiliates and above. For information on The Charter Hill Society and its benefits, visit charterhill.berkeley.edu

1. Natassija Jordan Oliver ‘16, one of CAL Prep’s inaugural senior class, chats with Chancellor Robert Birgeneau, Jerry Thompson ’57, Teresa McGuire ’84, and Mary Catherine Birgeneau at the Chancellor’s Reception for the Center for Educational Partnerships.

2. Berkeley Law Professor David Caron J.D. ’83 (second from right) mingles with Himamauli Das ’97, David Bowker ’98, and Jeewon Kim ’04 at an event he hosted at the Library of Congress. Caron is the current president of the American Society of International Law.

The School of Public Health recently held the 15th annual Public Health Heroes Awards Ceremony, recognizing individuals and organizations for their significant contributions and exceptional commitment to promoting human health.

3. Chez Panisse founder Alice Waters ’67 presents the National Public Health Hero award to author/educator Marion Nestle ’59, Ph.D. ’68, M.P.H. ’86.

4. Awardee Kenneth E. Behring (right), founder of the Wheelchair Foundation, and his wife, Patricia R. Behring, join School of Public Health Dean Stephen Shortell.

5. Stephen S. Francis M.S. ’11 and his father, Donald P. Francis, chair of The Campaign for the School of Public Health, enjoy the reception.

6. Trustee Frank Baxter ’61 (right), pictured with Vice Chancellor for Student Affairs Harry Le Grande, Daniel Chun ’11, and Elizabeth Ruvalcaba ’08, hosted a tea for scholarship donors and recipients with his wife, Kathy, in their home on March 20.
The **2011 Charter Gala**, hosted by the Cal Alumni Association, was held at San Francisco City Hall in April.

7. **Gibor Basri**, vice chancellor of equity and inclusion, and his wife, **Dr. Jessica Broitman**, with Professor **Ray Lifchez M.C.P. ’72** and Excellence in Achievement award winner Professor **Ananya Roy M.C.P. ’94, Ph.D. ’99**.

8. Alumnus of the Year **Steven Chu Ph.D. ’76**, U.S. Secretary of Energy, chats about shared research interests with UC Berkeley Foundation trustee **Ned David Ph.D. ’98**.

9. **Robert Haas ’64**, pictured with **Victoria Fong and Barry Fong ’66**, spoke about the power of scholarship giving at a March 2 reception co-hosted by the Division of Student Affairs and the Division of Equity & Inclusion.

10. **Ted Krumland ’66** with his wife, **Carole ’67**, in Moffitt Library’s Free Speech Movement Café. Carole recently joined the Library Advisory Board.

11. Haas alumni working in digital media gathered in New York for a colloquium panel discussion, “Social+Local+Data+Media.” From left, **Chris Fong BCEMBA ’11** (Berkeley-Columbia Executive MBA), **Judith Hammerman BCEMBA ’04**, **Chris Phenner BCEMBA ’04**, **Camilla Cho ’97**, and **Vivek Sodera ’06**.

The Goldman School of Public Policy hosted a lecture, “**Cracking the Code: Creating Jobs in America (in the Wake of Globalization)**,” featuring former Michigan Governor **Jennifer Granholm ’84**.

12. **Dan Mulhern**, Governor Granholm, **Steve Silberstein ’64, M.L.S. ’77**, and **Carina Ryan** at a reception before the lecture.

13. **Dean Henry Brady, Harold Smith**, and **Doug Goldman ’74**.
14. Friends of the College of Letters & Science, the University Library, and the Phoebe A. Hearst Museum of Anthropology celebrated the opening of the “Building Berkeley: the Legacy of Phoebe Apperson Hearst” exhibit in Doe Library. From left are Phoebe and Anissa Balson (both descendants of Phoebe Hearst), Chancellor Birgeneau, and Will Hearst.

15. Posing for a photo at the 2011 Haas Asia Business Center Conference in Shanghai were Jeanne HuangLi, Professor Teck Ho, event sponsors Yolanda and Harton Ma, Haas School of Business Dean Richard Lyons, and event sponsor H. K. Wu.

In April, thousands of visitors attended Cal Day, an annual event featuring tours, lectures, and other activities showcasing all that the University offers.

16. Cal spirit was in abundance during the New Student Welcome at Haas Pavilion.

17. Cal Parents volunteers Denise and John Colwell, proud parents of two current Berkeley students, welcome prospective families.

18. Engineering Dean Shankar Sastry, Qualcomm Inc. CEO Paul Jacobs ’84, M. S. ’86, Ph.D. ’89, and professor Jan Rabaey launched construction of Cory Hall’s Swarm Lab, which will develop smart sensor networks. Qualcomm is a major funder.
As an internationally renowned university, it is no surprise that students from all over the world put Berkeley at the top of their list when considering where to study in the United States. Here is what a handful of international students had to say about why they chose Cal, what it’s like living here, and the experiences they will cherish when it’s time to return home.

What I like most about Berkeley is how easy it is to meet people from different fields. Back home, I am surrounded mostly by law students and lawyers, but here I have a big variety of friends, from engineers to economists, and they are from all over the world. Berkeley is the right place when it comes to broadening your mind.

In addition to the intellectual talks by professors, outside of the classroom every individual on campus exudes something unique and compelling. Their humbleness, passion, and open-mindedness are inspiring. And I am learning every single minute through seeing, listening, sharing, and communicating with every single person around me.
I am very interested in working to make a change in Africa, where my parents are from, and I felt that Berkeley would arm me with the tools that I need to make it happen. Its potent mixture of diversity, excellence, and humility stood out to me. … Berkeley has taught me that I am capable of so much, of almost anything really as long as I am ready to apply myself.

Bernadette Ma ‘11, architecture, China

American students are eager to introduce me to aspects of American society. At the International House, I shared a room with another history student from L.A. and, driven by his passion for the L.A. Lakers, I became a fan too. He also introduced me to great American movies, including classics and funny entertainment. Will Ferrell is hilarious!

Tiago Correa Pereira ‘11, international and area studies and history, Brazil

The most surprising experience is how students use their days and how they are studying. I’m not used to sitting in a library until late at night. It’s even normal to go to the gym at 10 p.m.! It seems that time is irrelevant. I think that’s why there’s the expression ‘Berkeley time.’ The language is also challenging. To express yourself, and to tell a joke in a different language, is not always simple, and it’s harder to represent the real ‘you’ when humor, for instance, is a great part of how we communicate.

Synnøve Haaland ‘12, social sciences and personnel management, Norway

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Nashifu Mouen ‘13, English literature, United Kingdom
Alumni, parents, and friends shaping the future of Cal Berkeley

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