Memorial Stadium is transformed

Remembering Ambassador Christopher Stevens

Celebrating 100 endowed chairs
Berkeley’s 10th chancellor

A stunning finish to a landmark challenge

Remembering U.S. Ambassador J. Christopher Stevens

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Cal fans, four times over

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Cover: Cal fans cheered this fall’s grand reopening of California Memorial Stadium with a first-ever, stadium-wide card stunt. Some 60,000 multicolored cards were printed for the eye-catching spectacle, which was masterminded by Jonathan Izen, a senior architecture student and Rally Committee card-stunt czar. (Photo by Keegan Houser)

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UC President Mark G. Yudof has named Nicholas B. Dirks, Columbia University’s executive vice president and dean of the faculty of Arts and Sciences, Berkeley’s 10th chancellor. “This is an opportunity I embrace with both excitement and humility,” said Dirks, a professor of anthropology and history who has penned three books on India.

At Columbia, Dirks, 61, has overseen the academic administration, operational and financial management, long-term academic and financial planning, and overall direction of 29 humanities, social sciences, and natural sciences departments and six schools.

Before going to Columbia to chair and rebuild the anthropology department in 1997, Dirks taught at the University of Michigan, where he co-founded the interdepartmental Ph.D. program in anthropology and history and directed the Center for South and Southeast Asian Studies. Prior to that, he taught at the California Institute of Technology.

After graduating from Wesleyan University in 1972, Dirks earned a master’s degree in 1974 and a Ph.D. in 1981 from the University of Chicago. He and his wife, Columbia history professor Janaki Bakhle, have a 13-year-old son, and Dirks also has a grown daughter from a previous marriage.

“I look forward to becoming part of the UC community and to contributing all that I can to the further evolution of a campus that is a beacon of excellence, innovation, and aspiration for California, the nation, and the world,” added Dirks.

Chancellor Robert J. Birgeneau, who last March announced his plans to step down, has graciously agreed to serve until Dirks begins on June 1, 2013.

Visit promise.berkeley.edu/dirks to see an interview with Nicholas Dirks.
A stunning finish to a landmark

Walter Hewlett, board chairman of the Hewlett Foundation, led the Cal Band.
IN 2007, THE WILLIAM AND FLORA HEWLETT FOUNDATION MADE A LANDMARK CHALLENGE GIFT OF $110 MILLION to endow 100 new faculty chairs at Berkeley. The largest private donation in the University’s history, the gift signaled a new era in public-private partnerships. Exceeding expectations, the campus completed the dollar-for-dollar Hewlett Challenge more than two years ahead of schedule — resulting in more than $220 million in endowments for faculty chairholders and their departments and students.

To mark this extraordinary achievement, the campus held an elegant celebration in November to honor the Hewlett Foundation for its visionary support and the sweeping number of alumni and friends who stepped up to meet the challenge. It was a rare occasion in which both donors and the faculty they support came together for an unforgettable evening.

Speaking on behalf of the donors to the challenge, H. Michael Williams ’82, chair of the UC Berkeley Foundation’s Campaign Steering Committee, said, “The room was filled with people who really care about Cal in a quiet and powerful way.”
Beating the timetable

Although campus officials originally estimated that it would be at least 2014 before sufficient donors matched all the funds, enough people had responded by this past fall to complete the challenge two years ahead of schedule. Williams said he was most surprised by how quickly “we got this done” and how the chairs were distributed across every school and college to preserve excellence campuswide.

“The challenge was a powerful motivator to support Berkeley,” said Williams, who created the H. Michael and Jeanne Williams Chair in African-American Studies in honor of his own professor.
and mentor, Leon Litwack, a legendary scholar of African-American history. “When I sat down with the dean to determine what area would best meet both our needs, I realized I couldn’t pass up the opportunity to fund what would normally cost twice that much.”

“The success of the Hewlett Challenge makes me very confident about the future of our great University,” said Chancellor Robert J. Birgeneau. “On behalf of the many faculty and students who will benefit from the extraordinary generosity of the Hewlett Foundation and the outpouring of support from our alumni and friends who stepped up to the challenge, I express my deepest and most sincere gratitude.”

The challenge’s wide-ranging, lasting benefits will be long tied to the leadership of Chancellor Birgeneau, who at the end of this academic year

SNAPSHOT OF AN ENDOWED CHAIR

The Andrew and Virginia Rudd Family Foundation Distinguished Chair in Safe Water and Sanitation

Donors: When the opportunity arose to fund a chair at the Blum Center for Developing Economies focused on safe water and sanitation, Andrew and Virginia Rudd (pictured) responded with characteristic generosity. They envisioned that the chairholder would serve as a spokesperson for the problems of potable water supply, raise awareness, and help to move technological innovations into the field.

Chairholder: Ashok Gadgil, professor in civil and environmental engineering, says, “The chair provides validation and recognition that engineering innovation and world-class technology can be used to improve the lives of people at the bottom of the economic order.

Impact:

Professor Gadgil is using the funds for:

- The design and testing of highly efficient and culturally appropriate cook stoves that have been distributed to tens of thousands of people in Sudan’s war-torn region of Darfur
- The invention and testing of an affordable water treatment technology to reduce dangerously high levels of naturally occurring arsenic in the drinking water in Bangladesh and West Bengal
- Efforts to attract the very best graduate students — six of whom are or were National Science Foundation fellows who could have gone anywhere to do their research, but chose Berkeley
is returning to teaching and research in the departments of physics and materials science and engineering.

Immediate impact
The infusion of funding is already making a difference in a variety of ways, from starting a new educational program, to offering competitive graduate fellowship packages, to purchasing expensive lab and field equipment for research. For example:

- The Bloomberg Chair is providing financial aid for multimedia student assistants and vital support for courses in the Graduate School of Journalism.

- The Richard and Lisa Steiny Chair in Economics has provided mentoring to undergraduate and graduate students interested in economic theory and support for a mathematics course that prepares students for the graduate economics curriculum.

- The Katharine Bixby Hotchkis Chair in English has been used to supplement graduate fellowship offers — a decisive factor for many promising students — as well as support a new emphasis in Renaissance studies by bringing about five scholars to campus each year to lead seminars for students.

“This is such an inspired gift,” said Victoria Kahn, a Renaissance scholar who holds the Katharine Bixby Hotchkis
Chair in English. “It has improved my life — and that of my graduate students — measurably. I am thankful to the vision of this particular donor, who understands the importance of the humanities to the life of the campus and society.”

In addition to the $110-million matching grant, the Hewlett Foundation also earmarked $3 million to establish the Berkeley Endowment Management Company (BEMCO), a nonprofit subsidiary that oversees the investment of endowment funds given in support of Berkeley’s mission.

The Hewlett Challenge has been a signature success of The Campaign for Berkeley, which has raised more than $2.6 billion so far toward its goal of $3 billion to support Berkeley’s students, faculty, research, and programs.

HEWLETT CHALLENGE FACTS AT A GLANCE:

- $110-million challenge grant made in 2007 to endow 100 new faculty chairs
- Challenge raised $220 million in total
- 80 new chairs allocated to the campus’s 14 schools and colleges
- 20 new distinguished chairs that span multiple academic disciplines
From a stint with the Peace Corps to his recent appointment as U.S. ambassador to Libya, J. Christopher Stevens ’82 built bridges with the people of the Middle East and North Africa. The Northern California native and Cal alumnus was a champion of Libya’s efforts to become a democracy after the downfall of dictator Muammar el-Qaddafi. Stevens was killed in a September attack on the American consulate in Benghazi.

On the Berkeley campus, at the White House, and beyond, Stevens is remembered for exemplifying the highest ideals of public service. “He was a role model to all who worked with him and to the young diplomats who aspire to walk in his footsteps,” said President Barack Obama.

Stevens died in “a city that he helped to save,” the president said. While
serving as a special representative to the Libyan Transitional National Council in Benghazi at the height of the Libyan revolution in 2011, Stevens had forged partnerships and helped those planning for a new Libya and fledgling democracy.

His passion for service goes to the heart of Berkeley’s mission — and demonstrates values the campus strives to instill in every student.

A 21-year veteran diplomat who spoke fluent Arabic, Stevens grew up in Piedmont, Calif. His family has deep roots on the Berkeley campus that include his father, retired state Assistant Attorney General Jan S. Stevens ’55, J.D. ’58; his mother, retired Marin Symphony cellist Mary Commanday ’58; his stepfather, retired music critic and San Francisco Classical Voice founder Robert Commanday M.A. ’52; his brother, Tom Stevens J.D. ’93; his uncle and aunt, Ted Reller ’59, M.A. ’64 and Dorothy Reller ’59; and his cousin, Rebecca Hemphill ’81.

Like many at Berkeley, Stevens was inspired to join the Peace Corps when he graduated. That assignment took him to the Atlas Mountains of Morocco, where he taught English and discovered a love for the region that set him on his life’s journey.

“Growing up in California, I didn’t know much about the Arab world,” Stevens said in a State Department video that introduced him to the Libyan people earlier this year.

At rememberingchrisstevens.com, a website established by his family, Stevens is recalled as a consummate diplomat, intrepid adventurer, and down-to-earth friend. He preferred “strolling the back streets to make connections and learn what was happening” in distant lands to the formalities of his top foreign service post.

Stevens served in Jerusalem, Damascus, Cairo, and Riyadh. His arrival in Tripoli as ambassador this past May was his third posting in Libya. He held a law degree from UC Hastings College of the Law and had recently acquired a master’s from the National War College.

In the video, Stevens spoke enthusiastically about Libya’s future — and his new job. During his earlier time in Benghazi, he said, “I was thrilled to watch the Libyan people stand up and demand their rights. Now I’m excited to return to Libya to continue the great work we’ve started, building a solid partnership between the United States and Libya to help you, the Libyan people, achieve your goals.”

“His life epitomized the best of UC Berkeley’s graduates, a commitment to excellence at the highest level, and a passion for making the world a better and more peaceful place,” said Chancellor Robert J. Birgeneau.

Donations to honor the legacy of Christopher Stevens can be made at promise.berkeley.edu/stevens
What a difference two years can make. That’s how long it took to transform California Memorial Stadium from a behind-the-times arena used chiefly for Cal football games to — yes, it’s true — a state-of-the-art facility that is not only the hub of Cal Athletics but a revived focal point of the campus.

When the stadium reopened on September 1, longtime Bears fans recognized much of the stadium, most notably the neo-Roman exterior dating back to 1923. But evidence of the $321-million overhaul is everywhere, including:

- seismic reinforcements, which were deemed necessary years ago and sparked the project in the first place;
- new turf on the field, which was also lowered four feet to improve sight lines in the stadium’s lowest seating areas;
- a new press box and kitchen to serve improved dining fare throughout the stadium;
- expanded and updated restrooms;
- and three tiers of deluxe seating, part of the Endowment Seating Program in which football fans buy seat licenses for 40 years or more.

A Banner Year
Opening of Memorial Stadium is a bright spot for Cal football — and the University as a whole
Other major upgrades include the **Simpson Center for Student-Athlete High Performance**, which opened last year, and the **Lisa and Douglas Goldman Plaza**, a 1.5-acre multi-use space just outside of the stadium (see next page for details on both locations).

In addition to the Simpson and Goldman facilities, the stadium is home to the **Peter E. Haas Press Box**, a state-of-the-art media workspace named in honor of the alumnus, longtime Berkeley benefactor, and former chairman of the Levi Strauss Company.

**Private support paves the way**

Perhaps the most impressive aspect of the project is its **completion without the use of public funds**. Of course, Cal Athletics has a long history of private
support: In the early 1920s, private gifts funded construction of the original Memorial Stadium — to the tune of $1.4 million.

The revitalized stadium, Director of Athletics Sandy Barbour says, became a reality thanks to “tens of thousands of passionate Cal faithful who believed in the need for facilities that provided conditions for success for our student-athletes and … a safe, secure venue for our community to gather.”

It also came to life thanks to nearly round-the-clock work by 4,000 construction workers — hundreds of whom were honored on the field during halftime of the Cal-Southern Utah game on September 8. Another on-field tribute came at the October 6 game against UCLA, when representatives of the U.S. armed forces were on hand as the stadium was officially rededicated in honor of all Californians who have sacrificed their lives in service to the nation.

Festivities aside, the revamped facility is cause for continued celebration among fans. “They kept the integrity and beauty of the original stadium while adding so many amenities and tributes to the past to enhance the fan experience,” says Joan Parker ’63, M.A. ’66, an Endowment Seating Program participant and a former associate athletic director. “The stadium makes you so proud to be a Bear.”

Promoting student-athlete excellence

Dedicated in 2011, the Simpson Center for Student-Athlete High Performance is designed to enhance educational and athletic achievement. The center serves 450 student-athletes and their coaching and support staffs, offering an array of applied science, sports medicine, academic support, and other resources. Construction of the 142,000-square-foot building was funded by private support, including a leadership gift from Barclay Simpson ’66 (ex-’43) and Sharon Simpson. When the center opened, Sandy Barbour, Cal’s director of athletics, hailed its ability to help Cal athletes “achieve ultimate performance, both in the classroom and at their athletic venues.”
A new gateway to a historic treasure

A scenic new gathering space outside the stadium’s west side, the Lisa and Douglas Goldman Plaza was named in honor of the couple’s longtime generosity to Cal Athletics. The plaza will host academic events, conferences, and performances, and could also be the outdoor entryway to future stadium retail space. “As the fourth of five generations to have attended and supported Cal,” Doug Goldman ’74 said, “I very much hope that our gift will inspire others — alumni and friends — to step up and do likewise.”
When the flame of the 2012 Summer Olympic Games was extinguished this summer, 46 Golden Bear athletes, coaches, and staff members could leave London taking pride in Cal’s stunning performance on the international stage.

All told, the Bears earned 17 medals (see box for complete list), matching their record haul from the 2008 Summer Olympics in Beijing. If Cal were its own country, it would be sixth in the world for the number of gold medals it earned, tying with France and Germany. In history, the Bears now have 99 gold medals and 178 overall.

“These remarkable athletes represent the best of Berkeley,” said Chancellor Robert J. Birgeneau. “Many have excelled academically as well as athletically, and exemplify the success of the student-athlete paradigm at Berkeley.”

Among the notable Cal Olympic moments this summer:

- Swimmer Natalie Coughlin picked up her 12th career medal, tying the all-time U.S. record for a woman
- Dana Vollmer set word records in the 100-meter butterfly and the 400-meter medley relay
- Vollmer and fellow swimmer Nathan Adrian respectively became the eighth and ninth Cal athletes to receive multiple Olympic gold medals in one year
“In almost every sport, you see someone from Cal that’s making some kind of a contribution, which is phenomenal,” said Tony Sandoval, Cal’s director of track and field, who was in London to watch protégé Alysia Montaño run the 800-meter race.

“I’m a little biased, because my Cal highlights have been Dana Vollmer’s world record and Caitlin Leverenz winning a bronze medal, and Natalie Coughlin winning her 12th medal and tying to be the most decorated female swimmer in U.S. history,” said Teri McKeever, Cal’s head women’s swimming coach, who also served as head coach of the U.S. women’s team in London.

Added Cal men’s crew head coach Mike Teti, who coached the U.S. men’s eight in London: “You walk through the dining hall and you hear ‘Go Bears!’ You walk down the street and you hear ‘Go Bears!’ It’s a warm feeling, and it makes you proud of being a part of this great tradition.”

Four of the medalists are current students — swimmers Caitlin Leverenz and Rachel Bootsma, rower Kara Kohler, and water polo’s Aleksa Saponjic — giving Golden Bear fans plenty of opportunities to watch them in action. And swimmer Missy Franklin, — a five-time Olympic medalist in London and perhaps the most decorated recruit ever to enter the collegiate ranks — signed a letter of intent to come to Cal next year.

Cal’s 2012 Medal Count
11 gold, 1 silver, 5 bronze

**Men’s Swimming**
- Nathan Adrian (USA)
  - 400-meter freestyle relay
  - 100-meter freestyle
  - 400-meter medley relay

**Women’s Swimming**
- Rachel Bootsma (USA)
  - 400-meter medley relay

**Natalie Coughlin (USA)**
- 400-meter freestyle relay
- 100-meter butterfly
- 800-meter freestyle relay
- 400-meter medley relay

**Jessica Hardy (USA)**
- 400-meter freestyle relay
- 200-meter individual medley

**Caitlin Leverenz (USA)**
- 200-meter individual medley

**Dana Vollmer (USA)**
- 100-meter butterfly
- 800-meter freestyle relay
- 400-meter medley relay

**Women’s Rowing**
- Kara Kohler (USA)
  - quadruple sculls
- Erin Cafaro (USA)
  - eight

**Women’s Soccer**
- Alex Morgan (USA)

**Men’s Water Polo**
- Aleksa Saponjic (Serbia)

**Women’s Water Polo**
- Heather Petri (USA)
- Elsie Windes (USA)
Donor gifts are fueling student research in the arts and humanities — an area greatly in need of support

As a graduate student at Berkeley, Françoise Tourniaire Ph.D. ’84 loved to hike the hills above campus.

She now runs a company in the South Bay. But if she were to revisit Berkeley’s trails, she might run into a young woman whose graduate work Tourniaire herself has made possible.

Jerilyn Sambrooke is in her second year of graduate work in rhetoric. This past summer she received generous funding from the Tourniaire-Goupil Family Graduate Fellowship Endowment.

Thanks to the fellowship, Sambrooke can work on her doctorate and enjoy breaks in the East Bay hills.

“I’ve found a haven of refuge in the redwood forests around the Bay Area,” says Sambrooke. “Funding of this level gives me the emotional space for work that takes up a bigger part of my life than just nine to five. It makes my research possible.”

Sambrooke studies the fiction of former colonies like Nigeria and Jamaica, and analyzes the ways that the stories treat religion.

“There is an idea that religion is a private affair, that people choose to go to church or wear a turban or a head scarf,” says Sambrooke. “But these authors grew up in communities where religion was rarely figured in terms of choice. These novels make visible the assumptions that are more problematic than we like to admit.”

Just as Sambrooke’s graduate work is fostered by the generosity of a donor, Tourniaire’s doctoral studies were supported by a fellowship. Tourniaire received a fellowship while working on her doctorate in Science and Mathematics Education, and created the endowment as a way to support equal access to public post-secondary education.
Ryan Morehead

Donors like Françoise Tourniaire and the Rosenzweig family are leveraging the impact of their gifts though the Graduate Fellowships Matching Program, which matches a portion of the endowment “payout” (the amount actually awarded to students) dollar for dollar and allows a portion to be reinvested — helping the fellowship grow over time. A minimum gift of $50,000, which can be pledged over five years, is necessary for the match.

HONORING A BELOVED PROFESSOR

For Ryan Morehead, the connection to his donor is squarely academic. Morehead, who is working toward his Ph.D. in psychology with a focus on behavioral neuroscience and motor learning, benefits from the Mark R. Rosenzweig Graduate Student Support Fund.

“Because of this support, I am able to work all day on my research,” Morehead says. “I also have more time to mentor undergraduates in how to run behavioral studies, analyze data, and develop computer skills necessary for research.”

Morehead uses computational modeling to study human motor control, essentially creating simulations of how the brain signals the body to move.

Campuswide matching program

Donors like Françoise Tourniaire and the Rosenzweig family are leveraging the impact of their gifts though the Graduate Fellowships Matching Program, which matches a portion of the endowment “payout” (the amount actually awarded to students) dollar for dollar and allows a portion to be reinvested — helping the fellowship grow over time. A minimum gift of $50,000, which can be pledged over five years, is necessary for the match.
“Technology is a tool I’m using to answer a question: How does the brain do what it does?” says Morehead, who received his undergraduate degree in psychology from the University of Memphis. “We can precisely measure motor control because we know a lot about the biomechanics of our limbs — how to maneuver them, and how muscle torque changes the joint angles — but we don’t really understand how our brains do it.”

Mark Rosenzweig, for whom the fund is named, was an expert in biological psychology and brain neuroplasticity and a member of the psychology department faculty for more than 50 years. Credited with finding that the brain continues to develop into adulthood based on life experiences, Rosenzweig challenged the conventional wisdom that the brain reached full maturity in childhood.

“Cal was the center of my dad’s professional life, and we wanted to give something back,” says his son, Philip Rosenzweig, himself a professor of education management in Switzerland. “As he was an accomplished researcher and also very supportive of young people, a fund to support the next generation of researchers seemed like a fitting way to honor him.”

**BOOSTING IMPACT**

Increasing their gift even further, the Tourniaire-Goupil family established their fund as part of the Graduate Fellowships Matching Program, boosting the amount of funding immediately available to graduate students.

“I am very grateful for the time that the fellowship has given me,” says Sambrooke, who has a master’s in comparative literature from the University of Colorado at Boulder. “It allows me to spend summers reading, researching, and preparing for my upcoming exams.”

The Rosenzweig fund is also augmented by the matching program.

“We wanted to find a way to multiply donations, and were delighted the University had a mechanism that let us do this,” says the younger Rosenzweig. “It’s been a great way to reach a substantial size more quickly.”

Danae Ringelmann’s visit to the Haas School of Business in 2006 was supposed to be her backup plan. Armed with an idea to make fundraising easier for independent filmmakers, Ringelmann fully expected to get her M.B.A. in Los Angeles. “At the time, my idea was so film focused that I was thinking about UCLA,” says Ringelmann M.B.A. ’08, “but the interview I had at Haas blew me away.”

Named one of 2010’s Top 50 Women Innovators in Technology by Fast Company magazine, Ringelmann is cofounder of Indiegogo, the world’s largest global crowdfunding platform, raising millions of dollars each week. People all over the world use the site to fund their passions or ideas, whether they’re creative or entrepreneurial causes.

Indiegogo has supported a variety of campaigns. Recently a woman who was bullied on a school bus received nearly $800,000 when a Good Samaritan set out to send her on vacation.

With background as a securities analyst covering film studios, Ringelmann wanted to democratize film fundraising. At Haas, she received support—and a partner—for that vision.

She was pitching her idea to a visitor at Haas’s Lester Center for Entrepreneurship when she felt a tap on her shoulder. It was Eric Schell M.B.A. ’08, a fellow student with a love of film and a background in computer science. Together with a third partner, Slava Rubin, they took the idea online and expanded the scope.

“The people I met at Haas were smart and comfortable in their own skin,” she says. “I’m an incredibly competitive person, but I prefer team sports. What excites me is making something happen with others.”

HAAS ALUM PIONEERS
ONLINE FUNDRAISING
PLATFORM
“Drumming For The Golden Bears,” an image (upper left) by Cal alumnus Luis Gachuz-Meza ’03, captured top honors in a first-ever @ucberkeley Instagram Photo Contest held during October’s Homecoming weekend. The event challenged contestants to take, edit, and post Instagrams that best illustrated the idea of “Homecoming.” Journalism professor and Emmy Award-winning photojournalist Richard Koci Hernandez served as judge to a diverse array of entries.
Humble beginnings

Barc Simpson has come a long way from his roots. Growing up in Oakland during the Great Depression, he recalls sneaking over a fence to catch Cal football games for free as a boy. Even then, Cal loomed large in his life. “There was only one university that was of any interest at all, and that’s Cal,” he recalls.

Simpson studied at Berkeley but left in the early ‘40s — first for military service in World War II, then later to build a business — eventually earning his B.S. in 1966. “In my day, we didn’t have TV, much less computers,” he says,

In 1974, Barclay Simpson ’66 was flying from Oakland to Orange County when inspiration struck. Jotting down what he called “rambling thoughts” on life, the construction-materials entrepreneur and Cal alum developed a list of guidelines for a more meaningful and pleasant life. High on the list: “Attitude conquers all!” and “Take action!”

Nearly four decades later, Barc Simpson still believes in those principles. His positive attitude toward his alma mater has led him, along with his wife, Sharon, to take action as two of Berkeley’s most generous benefactors — and by co-chairing The Campaign for Berkeley, the University’s ongoing fundraising effort.

Barclay and Sharon Simpson serve as new co-chairs of The Campaign for Berkeley
reflecting on the simpler times of his undergraduate years. "What hasn’t changed is the quality of Berkeley’s leadership. Or the students’ enthusiasm for football."

While he enjoyed a long, successful career leading the globally recognized Simpson Strong-Tie Company, Cal has remained one of his life’s passions. The Simpsons have provided Berkeley with leadership — in addition to their campaign work, Barc has served two terms as board president at the Berkeley Art Museum and Pacific Film Archive (BAM/PFA) and as a UC Berkeley Foundation trustee. The couple’s extraordinary philanthropic support includes cornerstone gifts for BAM/PFA’s future home and the Simpson Center for Student-Athlete High Performance, named in the couple’s honor.

They have given generously to a range of other areas as well, from the Library to programs that bring local children to campus for a taste of college-level learning. Beyond campus, they operated an art gallery in Lafayette for many years, giving exposure to up-and-coming artists and enlightening young learners to the power of art.

A life-changing impact

Appreciation for the Simpsons runs deep across the campus. The Berkeley Art Museum honored the couple at its 2011 gala, with museum director Larry Rinder using words such as “inspired” and “heartfelt” to describe their generosity. And Sandy Barbour, Cal’s director of athletics, says the Simpsons’ exceptional support for the student-athlete center will “have a life-changing impact on so many students, who will be eternally grateful to the Simpsons and Cal.”

Sharon Simpson, a UCLA alumna, says she “feels like a Golden Bear” thanks to the couple’s deep ties to Berkeley, and is the better for it. “Cal is a vibrant community of interesting, smart people who believe in public education, as we do,” she says. “Barc and I want it to continue to thrive, even in these tough times.”

Berkeley’s public mission is as important as ever to uphold, Barc Simpson adds, and gifts to the $3-billion fundraising campaign are vital to keeping the University accessible to all students, regardless of their ability to pay. “Cal attracts so many kids who are really smart,” he says. “But we need to give our support to make sure they have access to Cal’s excellence.”

That sentiment reflects yet another of his principles for a meaningful life: “Strive to have a positive effect upon those lives touched by your own.” As Barc and Sharon Simpson lead the final stretch of The Campaign for Berkeley, they are doing just that.
After three years of modest increases in philanthropy following the onset of the recession, private support to UC Berkeley soared to $394.6 million in 2011-12. This is the second-highest amount ever raised in a single year by the campus, and it represents gifts and pledges from 59,000 donors.

By the end of October, The Campaign for Berkeley had raised $2.64 billion toward its $3-billion goal.

This remarkable support for the campus has coincided with the most challenging economic environment since the Great Depression. Berkeley publicly launched the Campaign on Sept. 19, 2008 — the week that saw the collapse of Lehman Brothers and a 21-percent drop in the U.S. stock market.

Notable gains were made in the New Alumni Challenge — a program that engages young alumni by matching gifts from donors of the five most recent graduating classes (up to $1,000 a donor) as well as from students in the current graduating class. In 2011-12, 5,209 of UC Berkeley’s newest graduates contributed $826,000 to the challenge.

The UC Berkeley Foundation Board of Trustees matched the New Alumni Challenge, for two years. Paul Jacobs ’84, M.S. ’86, Ph.D. ’89, chairman and CEO of Qualcomm Incorporated, and his wife, Stacy Jacobs B.A. ’84, B.S. ’87, O.D. ’89, stepped up to match all contributions to the 2011-12 New Alumni Challenge as well as the Senior Class Gift.

To make a gift, visit givetocal.berkeley.edu.
After sending four kids to Berkeley in 12 years, Cal parents Oscar and Luisa Armijo are still going strong. The Armijos support Berkeley students, fellow parents, and the campus whenever and wherever they can. They are longtime members and current vice chairs of the Cal Parents Board and the proud parents of Cal graduates Aiyana ’04, M.P.H ’09; Oscar ’09; and Citlali ’10, and Haas junior Chimayó ’14.

Oscar and Luisa, both USC alums, travel 500 miles from their Palm Desert home for board meetings in Berkeley and to work information booths at Parents Weekend, Cal Day, Move-In Days, CalSO orientation, and other events. They also represent Berkeley at student receptions and college fairs throughout Southern California.

In the Coachella Valley, the Armijos are spreading the word about Cal, particularly to underrepresented youth. Last spring, they organized the first Cal student reception in their community, creating CalBearsintheDesert@gmail.com. Luisa develops Cal-supported college prep writing and science programs as the education/library director for the Torres Martinez Desert Cahuilla Indians. Through the Armijos’ accounting firm, they provide college scholarships, including two awards earmarked for Cal-bound students. They help students — and parents — envision themselves at Berkeley.

“It’s all about giving back,” says Luisa. In fact, the entire Armijo family is passionate about sharing information about Berkeley’s world-class education and its commitment to diversity and public service. “Here’s a campus that embraces who you are and wants to hear what you have to say and what you bring to the campus,” says Luisa, whose children are of Mexican and Native American descent.

At Berkeley, “they just blossomed,” she says. “There’s something for everyone and, if not, you can make it happen. Sí se puede (yes, you can).”

To learn more about resources for parents and making a gift to the Cal Parents Fund, visit promise.berkeley.edu/cal-parents.
Though Bill Ford didn’t attend Cal, thank goodness his wife, Grace ’37, did. Over the course of their 59-year marriage, Grace’s contagious enthusiasm for the Blue and Gold rubbed off on him and, following many years of steady support, the couple decided to create a legacy to benefit generations of Berkeley undergraduates to come.

Drawing upon the generous bequest the Fords left to the University, Chancellor Robert J. Birgeneau has honored their memory by creating the William and Grace Ford Undergraduate Scholarship Match. The fund benefits students by endowing 40 new scholarships through a dollar-for-dollar match for donations of $100,000.

**Drawn together by education**

Education — and its transformative effect — always played an important role in the Ford’s relationship. Born in 1915 on a farm near Trenton, Missouri, Bill was one of five children. He graduated from high school in 1933, in the midst of the Great Depression. So when his mother asked him if he wanted to go west, he didn’t hesitate, asking, “How do I get to California?” By September, he was on a train with a ticket a relative had bought for him.

Bill began working as a bellhop on the Matson Line. Later, recognizing that he would need additional education to get ahead, he began taking nighttime business classes at Merritt College.

Grace Haldeman was born and raised in Oakland, and she graduated from Cal with a degree in art. While she found her major fulfilling, it didn’t help her find employment, so she attended night school to study economics — and met Bill Ford. The two began dating and grew close.

Before he left to serve in World War II, Bill told Grace he wanted to drive to Missouri to say goodbye to his parents. Grace suggested that she go along, but Bill felt he couldn’t bring Grace because it wouldn’t “look right.”
Grace suggested that he call her in the morning to say goodbye, and when he arrived at her place, she tossed in a new idea: the two of them could drive part of the way together, and she could take the train back. Shortly after they crossed the state line into Nevada, Grace asked Bill to pull the car over to the side. The couple was parked in front of the courthouse in Reno. There they got married, before driving to Missouri as husband and wife.

Blue through and through

As a student, Grace had loved watching Cal sports, especially football. When Bill first met her, he hadn’t been attending Cal games — but she soon changed that. The two regularly cheered on the Bears and traveled to two of the three Rose Bowl appearances (1948-50) that the team made under legendary coach Pappy Waldorf. Their devotion extended beyond sports, and Bill once summed up his connection to Cal by calling it “one of the most important things I ever did.”

When Grace was diagnosed with Alzheimer’s in the late ’90s, the couple felt a new urgency to support “their” alma mater. Chiefly, they created a living trust leaving their estate to Cal. Grace passed away in 2001 and Bill a decade later.

Interviewed six years ago about what inspired him to support Berkeley, Bill’s answer was direct and simple: “Grace. She loved the place. She probably could have gone to school there the rest of her life.”

Scholarships help ensure that every young person in California has equal financial access to the excellence of a Berkeley education. The William and Grace Ford Undergraduate Scholarship Match provides a dollar-for-dollar match for new gifts of $100,000. It will endow 40 new scholarships — which can be named in recognition of the donor or another honoree — to benefit deserving Berkeley students.

To take part in the Ford Scholarship Match, call 510.642.6300. To make a scholarship gift of any amount, visit promise.berkeley.edu/scholarship.
1. Appellate practice expert Sanford Svetcov J.D. ’64 (right) receives the D. Lowell and Barbara Jensen Public Service Award presented by Professor Richard Buxbaum LL.M. ’53 (left) at Back-to-Boalt Day.

2. Kwei Sang Ü ’65 (left) and Michele Ü (right) meet with International House resident Chenghui Yu from China, the 2012–13 recipient of the scholarship they founded in 2007.

3. Retired diplomat Irving Tragen, J.D. ’45 (right), winner of the Berkeley Law Citation Award, and a Builder of Berkeley, poses for a photo with Hans Giesecke, the new executive director of International House.

4. Scott Izu ’03, advisory board member for the SAGE (Student Achievement Guided by Experience) Scholars Program, talks with SAGE Scholar Bryan Dallara ’14 at the program’s recent networking event.

5. Chris and Bailey ’61 Meyer (left) hosted a Graduate Division alumni event at their home in Hillsborough. Neuroscience professor John Ngai and Graduate Dean Andrew J. Szeri served as presenters.

6. Todd Lavine, Wanda Kownacki, M.P.P. ’78, Los Angeles Museum of Contemporary Art director Jeffrey Deitch, Penny Cooper, J.D. ’64, and Rena Rosenwasser enjoy artist Barry McGee’s retrospective at the UC Berkeley Art Museum and Pacific Film Archive. Kownacki and Cooper are museum trustees.

8. Mechanical engineering professor and chair David Dornfeld and Executive Vice Chancellor and Provost George Breslauer greet Seiemon Inaba (right), founder and honorary chair of FANUC Corporation, and a recent recipient of the Chancellor’s Citation.

9. David and Dottie Hall (seated), Susan Hall, Kenneth Hall and his spouse, Patty Dilko, gathered for the College of Natural Resources’ festivities at Homecoming.

10. Alumni leaders Peter H.L. Lee ’97, Erin Kenyon Ellinwood ’97, and Diane Dwyer ’87 present a $16.4-million check raised by reunion classes to Chancellor Birgeneau at Homecoming.

11. Charles Huang ’93 and Huang Program scholars review pictures from and discuss their summer in China. The program provides students with the opportunity for enhanced and intensive Chinese language instruction, as well as internships in China.

12. David Ph.D. ’76 and Aileen Wang and their son, Eric ’10, meet for lunch with the Wang Family Fellows.

14. The Cal Alumni Association honored **Chancellor Robert** and **Mary Catherine Birgeneau** (pictured with students **Raken Mai ’16, Norma Loza ’12, and Ronnie Kazooba ’12**) at The Achievement Award Program dinner.

15. Three-term Vermont governor **Madeleine Kunin** chats with **Jim Fish M.A. ’66** at the recent Goldman School of Public Policy lecture entitled “Women in Political Leadership: Why So Few?”

16. **Beth Roemer M.P.H. ’76, Mike Hannigan M.Crim. ’74**, and public health master's student **Beth Malinowski M.P.H. ’13** meet at the School of Public Health’s Scholarship Tea.

Chancellor Robert and Mary Catherine Birgeneau and the UC Berkeley Foundation hosted the 10th Annual Builders of Berkeley Celebration on October 9 to induct the newest 2012 Builders and honor the vision, leadership, and commitment of the University’s leading benefactors since its founding in 1868.

17. **Mary Catherine Birgeneau** and **Minder Cheng M.B.A. ’89, M.S. ’91, Ph.D. ’94**.

18. **Pauline and Tom ’63 Tusher**.

19. **Cheryl ’79, M.B.A. ’91** and **Christian M.B.A. ’91 Valentine**.

20. **Patricia and Kent ’60, M.B.A. ’64 Newmark**.

Cal’s most influential alumni and friends came together in New York and Los Angeles to bid a fond farewell to Chancellor Robert and Mary Catherine Birgeneau, as well as to recognize his extraordinary accomplishments following more than eight years as Berkeley’s ninth chancellor.

**New York Event**

21. **Harry Sherr ’74** and **Cynthia Strauss** with the Birgeneaus.
22. Past ASUC president Vishalli Loomba '12 and current president Connor Landgraf '12 pose with Oski.

23. Andrew Rowen '76, Mary Anne Rothberg, and Kay Coates '67, M.B.A. '73.

24. Tyler Lohman, water polo Olympian Heather Petri '04, and Oliver Kremer.


Los Angeles Event

26. Jim Ramo '68, his wife, Deborah, and Rick Finkelstein J.D. '78.

27. Director of Athletics Sandy Barbour and Ellen and Richard '70 Sandler.


29. The Birgeneaus with Gary Freedman '66.

30. Minnie Mouse cozies up to Oski.
Dream comes true for African freshman

For Lilian Kabelle, a freshman from Kenya studying civil and environmental engineering, attending Berkeley is the opportunity of a lifetime. She is one of seven new students from Sub-Saharan Africa receiving a free education as part of a new $500-million education initiative funded by The MasterCard Foundation. A partnership with 14 universities and nonprofits, the program will provide some 15,000 academically talented, yet economically disadvantaged students with scholarships and a network of advising and career services to pursue a high school or college education.

Administered by Berkeley’s Center for African Studies, the program hopes to bring 113 African students to campus over the next eight years who show a demonstrated commitment to social change in their communities and on the continent. Chancellor Robert J. Birgeneau said, “Their presence will greatly enrich our diverse campus, and they will help us all learn more about the vitality, dynamism, and diversity of Africa.”

According to the United Nations, Africa is the second-fastest growing region in the world, and just 6 percent of young people attend college. Kabelle recently shared her thoughts on what she calls her “golden opportunity.”
Finding opportunity
My parents have always sacrificed a lot to make sure we got a good education. In my village, I have not heard of anyone else coming to study here, so it’s a privilege and a great opportunity.

On choosing Berkeley
I chose Berkeley because it’s a top engineering school. It’s very diverse, with people from different countries and communities. I didn’t even apply to Stanford or any other school. Although I could barely afford even the application fees, I just knew I would end up here. I was hoping for a scholarship and believed in that.

On being a Berkeley student
It’s a dream come true for me to go to school here because even in class I’m being taught by the best professors. They explain everything in detail using technology that I never got to see in Kenya. It’s a golden opportunity. The university has been very welcoming. The chancellor himself welcomed us. He invited us to lunch and we had a really nice time. I feel like I’m home already.

On giving back to her country
I’m very eager to work hard, get the best out of Berkeley, and just go do something in my country. Our roads are not very good. We have many road accidents each year and mostly it’s due to our poor road network. Most times of the year it floods a lot. People lose their homes, people migrate. During the dry seasons we lack water. So there has to be a way maybe to build some dams. I believe someone has to do something, and if no one will come out, maybe I’ll try to do something.

For a video and more information on The MasterCard Foundation Scholars Program, visit promise.berkeley.edu/africa.