Saul Perlmutter’s Nobel experience

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Cover: A playful take on some of Berkeley’s most notable alumni and professors (story p. 4)
a. John Cho ’96, Roxann Dawson ’80, Chris Pine ’02, and George Takei all donned Starfleet uniforms. b. Cal has cultivated 22 Nobel Laureate-winning professors. c. Doonesbury’s Joanie Caucus had a Cal degree. d. Jerry Brown ’61 is serving his third term as Californias governor. e. David Brower ’33 was Sierra Club’s first executive director. f. Former law dean Herma Hill Kay advocated for no-fault divorce. g. Jane McGonigal Ph.D. ’06 creates do-gooder video games. h. Counting Crows singer Adam Duritz has performed wearing a Bears jersey. i. Rex Walheim ’84 flew on the space shuttle’s final mission. j. The Bancroft’s Mark Twain Project posthumously published his autobiography. k. 24’s master counter-terrorist Jack Bauer held two Cal degrees.

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Marking the realization of key goals set forth when he arrived in 2004, Chancellor Robert J. Birgeneau is stepping down at the end of 2012 after eight years at Berkeley’s helm.

“I am confident that we have put into place a clear pathway for the years ahead and strategies that will support Berkeley’s ongoing excellence and its impact on the world,” said Birgeneau, who will continue serving as a Berkeley physics and materials science and engineering professor.

Under Birgeneau’s leadership the campus maintained and extended its excellence, preserved its unique public character, developed new funding sources, improved investment strategies, streamlined operations, and launched a groundbreaking middle-class financial aid plan. In addition:

- Berkeley strengthened its reputation as the world’s premier public research and teaching university in numerous rankings and assessments.
- Faculty received three Nobel Prizes, bringing the all-time number of campus laureates to 22.
- Freshman applications set new records — more than 60,000 were received for the 2012-13 school year alone.
- The campus remains a destination for top graduate students and the top choice for National Science Foundation fellowship winners, drawing 1,333 in the past decade.
- New and renovated facilities transformed campus. These include the C.V. Starr East Asian Library, Bancroft Library, Stanley Hall, Sutardja Dai Hall, Blum Center for Developing Economies, Li Ka Shing Center for Biomedical and Health Sciences, Energy Biosciences Institute, School of Law, Simpson Student-Athlete High Performance Center, and California Memorial Stadium.

Confronting disinvestment by the State of California, which now supports just 10 percent of the campus’s operating budget, Birgeneau and his leadership team developed a long-range financial model to guide future decision-making. At the same time, alumni, parents, and friends are engaged in The Campaign for Berkeley to raise $3 billion to ensure that the University remains a beacon of access and excellence. Thus far, the campaign has raised $2.5 billion.

“Our 144 years of history tells us that my successor will have the support of a community that is vital, full of creative energy, and passionately committed to Berkeley’s success,” said Birgeneau.

Chancellor Robert J. Birgeneau and his wife, Mary Catherine
Many 2:45 a.m. calls involve emergencies or births, but the call Saul Perlmutter received last fall was the peak moment of his career.

A UC Berkeley physics professor and Lawrence Berkeley National Laboratory (LBNL) senior scientist, Perlmutter led one of two teams that simultaneously discovered the accelerating expansion of the universe. He and two members of the rival team were awarded the 2011 Nobel prize in physics in October. While the Nobel Academy typically makes the wake-up call, it had a wrong number. Perlmutter learned that he had won secondhand from a reporter phoning to interview him.

Big piece of the cosmological puzzle

Astronomers have long known that the universe is expanding, but assumed it would slow to a halt and then collapse. As a postdoctoral fellow at LBNL in the 1990s, Perlmutter teamed up with a colleague to measure this deceleration by mapping out the distances between bright, exploding supernovae.

“We were nearing the end of the millennium,” joked Perlmutter. “Depending on what we found out, we thought we’d walk around with signs saying, ‘The universe is ending ... or not.’”

To the team’s astonishment, the results of the Supernova Cosmology Project indicated that the expansion was not slowing down at all. It was speeding up, casting doubt on every existing theory. The competing team concluded the same thing at the same time, helping to validate this diametric evidence.

Perlmutter said it is no coincidence that the award came to Berkeley. “The freedom we are given as faculty to do cutting-edge research and the incredible relationship we have with LBNL are what made this discovery possible,” he said. “I don’t know of
any other university that offers this kind of union.”

The discovery also led to speculation that an enigmatic “dark energy” is pushing the universe apart. “This is a scientist’s dream,” said Perlmutter, “to go after a problem and get something even better — a surprise and a new mystery.”

Science celebrity

A week of festivities steeped in formal traditions and dramatic pageantry — including lectures, media interviews, and lavish white-tie banquets — surrounds the award ceremony in Stockholm, Sweden. Perlmutter was told that he could not address the king and the queen with “you,” so he practiced constructing conversations in his head: “How did Your Majesty enjoy Your Majesty’s meal?”

Perlmutter was also impressed that people stopped him on the street to talk about science, economics, and literature. “It’s a real tribute to Sweden’s understanding of the world,” he said.

Widely considered the “senior of the Nobels,” the physics prize is the first one awarded at the ceremony, and Perlmutter was the first of the three recipients to accept the award from King Carl XVI Gustaf.

He noted the juxtaposition between his family, who looked happy and healthy, and a woman who, accepting on behalf of her recently deceased husband, tenderly blew a kiss toward the sky. “I was aware of the frailty of being human at that moment,” he said.

Beyond the prize

An equally devoted teacher, Perlmutter shares his passion for problem solving with his students. His innovative undergraduate course “Physics and Music” attracts more than 100 students each spring.

Dylan Moore ’13, who is taking the class because it combines his double major in engineering physics and music, called it “surreal” to have a professor who is also a Nobelist.

“I was watching ‘The Big Bang Theory,’ a sitcom, and one of the characters was making fun of Saul and the expanding universe,” he said. “I thought, ‘I know that guy. He’s my professor.’”
“I want to change the world.”

It’s a lofty phrase that you hear again and again from freshmen arriving at Berkeley. Many of us write off these words as a product of naiveté — a young person’s well-intentioned but highly unlikely aspirations.

But consider what happens when their dreams are nurtured.

Nobel Prize-winner **Saul Perlmutter** was just a grad student when he set out to study the movement of the universe. At Cal, he found a community where his ideas were embraced, his leadership encouraged. The unexpected discoveries he found shifted our very understanding of the cosmos.

Perlmutter is not alone in his capacity to create change. **On the following pages lies a whimsical sampling of some of our finest thinkers and innovators** — people who remind us of what can happen when boundaries are lifted.
Who inspires you? Some of Berkeley’s notable luminaries are being celebrated on a new “Wall of Fame” website featuring alumni who are changing their fields and communities. The site was inspired by Kimberly Brooks ’89, who donated the services of her company, Lightray Productions, to create it. To nominate an alum and see who is part of Cal’s extraordinary family, visit berkeleywalloffame.org.


Dear Abby...

a. Ernest O. Lawrence’s cyclotron launched the University’s Nobel Prize trajectory in 1939.
b. Gordon Moore ’50 co-founded Intel and created Moore’s Law, a driving force in high tech.
c. Professor Walter Alvarez theorized that asteroid impacts led to the dinosaurs’ demise.
d. Google guru Eric Schmidt M.S. ’79, Ph.D. ’82 helped develop Java at Sun Microsystems.
e. Pauline Esther Friedman ’38, a.k.a. Abigail Van Buren, penned Dear Abby.
f. Rex Walheim ’84 flew on the space shuttle program’s final mission.
g. Charles Simonyi ’72 became the fifth space tourist aboard a Soyuz rocket.
h. Ardipithecus ramidus, or Ardi, discovered by a Cal team, is the oldest hominid ever found.
i. Tom Anderson ’96, who co-founded MySpace in 2003, became new users’ default “friend.”
j. John Battelle ’87, M.J. ’92 documented the dot-com boom as publisher of The Industry Standard and co-founding editor of Wired.
k. Ken Thompson ’65, M.S. ’66 co-developed the revolutionary Unix operating system.
l. Internet visionary Bill Joy M.S. ’79 co-founded Sun Microsystems.
m. Jane McGonigal Ph.D. ’06 creates do-gooder alternate reality video games.
n. Magazine magnate Jann Wenner dropped out of Cal to start Rolling Stone.
o. Scott Adams M.B.A. ’86 inks Dilbert, our favorite cube-dwelling character.
a. Lance Ito J.D. ’75 presided over the O.J. Simpson murder trial. b. Rose Bird M.A. ’62, J.D. ’65 was California’s first female chief justice. c. Norman Mineta ’53 helped bring justice to Japanese Americans interned during World War II. d. Earl Warren 1912, J.D. 1914 overturned the “separate but equal” doctrine in Brown v. Board of Education. e. John Doar LL.B. ’49 escorted James Meredith to class at the formerly segregated University of Mississippi. f./g. 24’s Agent Jack Bauer and Doonesbury’s Joanie Caucus got their degrees at Berkeley. h. David Smith ’60 opened the country’s first free clinic, for youth flooding San Francisco for the Summer of Love. i. With the Joint BioEnergy Institute and the Energy Biosciences Institute, Berkeley leads energy research. j. Former law dean Herma Hill Kay advocated for no-fault divorce, in which neither spouse is “wrong.” k. Esther Gulick ’32 co-led a grassroots effort to “save the bay” from development. l. Timothy Leary Ph.D. ’50 coined this 1960s counterculture message. m. Clark Kerr Ph.D. ’39, who later became Chancellor, defended faculty who refused to sign an anti-Communist loyalty oath. n. Mimi Silbert M.A. ’65, D.Crim. ’68 founded Delancey Street to help those who have hit rock bottom. o. Thelton Henderson ’55, J.D. ’62 enforced the federal Clean Air Act. p. Ida Jackson ’22, M.A. ’23 was the first African American teacher in Oakland public schools. q. Ed Roberts ’64, M.A. ’66, C.Phil. ’69 pioneered disability rights.
a. Cal rugby found a family of players and supporters starting with Dean Witter, class of 1909.
b. Super Bowl XLV champ Aaron Rodgers led the Bears’ offense for two seasons.
c. Sculptor Richard Serra studied at Berkeley, and painter Hans Hofmann helped found the campus’s art museum.
d. Warren Hellman ‘55 navigated boardrooms and bluegrass with equal aplomb.
e. Counting Crows singer and former student Adam Duritz has performed wearing a Bears basketball jersey.
f. Swimmer Natalie Coughlin ’05 has 11 Olympic medals, including three golds.
g. Phoebe Apperson Hearst, a major benefactor, was UC’s first female Regent.
h. Living-room rock gods can thank Charles Huang ’93 for co-creating Guitar Hero. i. Levi Strauss’s success led to major Cal support from the Haas family; Don Fisher ’51 filled a niche with The Gap; Opening Ceremony founders Carol Lim ’97 and Humberto Leon ’97 are rethinking retail; and Rodarte designers Kate ’01 and Laura ’01 Mulleavy unhatched Black Swan’s dazzling costumes. j. Former quarterback Joe Ayoob ’08 threw the world’s longest paper-airplane toss: 226 feet, 10 inches.

EEEEE-laine!
a. Contraption cartoonist Rube Goldberg graduated from Berkeley in 1904. b. The Austin, a robotic exoskeleton that helps the paralyzed walk, was named for test subject Austin Whitney ’11. c. The fictional Cal student Elaine Robinson was one-third of The Graduate’s bizarre love triangle. d. Maggie Gee ’38 was a physicist and WWII aviatrix. e. The Bancroft’s Mark Twain Project posthumously published his autobiography. f. John Cho ’96, Roxann Dawson ’80, Chris Pine ’02, and George Takei all donned Starfleet uniforms. g. A poet and professor, Czeslaw Milosz won the Nobel Prize in 1980. h. Joan Didion ’56, acclaimed essayist, penned The Year of Magical Thinking. i. James Schamus ’82, M.A. ’87, Ph.D. ’93, CEO of Focus Features, produced Brokeback Mountain and co-wrote Crouching Tiger, Hidden Dragon. j. Charles Ferguson ’78 directed the Oscar-winning documentary Inside Job. k. Marc Tarpenning ’85 helped launch Tesla Motors. l. Filmmaker Tiffany Shlain ’92 founded the Webby Awards. m. Author Jack London briefly attended Cal. n. Gregory Peck ’39 earned five Oscar nominations. o. Economist John Kenneth Galbraith M.S. ’33, Ph.D. ’34 advised five presidents. p. Engineer and bridge designer T.Y. Lin M.C.E. ’33 combined elegance and strength in his work.
a. Thank Douglas Carl Engelbart Ph.D. '55 for the computer mouse, first crafted out of wood. b. No.1 campus destination for squirrels. c. Apple computer co-founder Steve Wozniak '86 used the pseudonym “Rocky Raccoon” while at Cal. d. Professor Emeritus Art Rosenfeld helped shift the world to energy-saving lighting and appliances. e. Smart Dust is what Kris Pister Ph.D. '92 calls his tiny but mighty wireless sensor network technology. f. Cal has cultivated 22 Nobel Prize-winning professors. g. Berkelium, Californium, and Seaborgium: some of the elements discovered at Cal. h. Cal chemist and Nobelist Melvin Calvin unraveled the riddle of photosynthesis. i. Edgar F. Kaiser ‘30, son of industrialist Henry J. Kaiser, supported a pioneering health plan for workers. j. Chez Panisse founder Alice Waters '67 cooked up a food movement and now plants edible gardens for school kids.
k. Journalism professor and acclaimed writer Michael Pollan breaks down the food industry. l. John Scharffenberger ’73 is known for exquisite chocolate and wine.
m. Vitamins E and K were discovered here.
n. Berkeley hatches pioneering health innovations: Polio virus crystalized, low-cost anti-malaria drug invented, and Ames Test for carcinogens developed.
o. William Cruess came up with food science — and the fruit cocktail.
p. Brian ’75 and Jennifer ’88 Maxwell founded PowerBar.
q. T. Gary Rogers ’63 and William “Rick” Cronk ’65 built the Dreyer’s Grand Ice Cream empire, one scoop at a time.

Vitamin E

No ordinary dust

“Eat food. Not much. Mostly plants.”
Making college more affordable for all

Berkeley extends financial aid to middle-class students

The son of a fifth-grade teacher and a City of Davis administrator, Spencer Bowen ’15 spent his freshman year at Cal in a middle-class no-man’s land: his parents made too much and too little. Until now.

Berkeley just became the first public university in the nation to make college more affordable for students who, like Bowen, come from middle-income families. The effort — combined with the University’s long-standing commitment to low-income students — forges a new model for public institutions, according to education experts.

“We had been saving for college for years, but my parents recently faced furloughs and the impact was noticeable,” said Bowen, who will receive significant financial aid for the first time next fall. “This will give my family a lot more financial and emotional security.”

Berkeley’s new financial assistance program, called the Middle-Class Access Plan (MCAP), is designed to address a growing affordability gap, which has been exacerbated by the State of California’s disinvestment in higher education and fallout from the economic recession. Tuition rates have doubled in the last six years, and middle-income families’ salaries have not kept pace to make up the difference. In short, wealthy families can afford to pay full tuition and low-income students can qualify for extensive federal and state grants, yet little funding has been available to those families that fall in between.

Freshman Spencer Bowen, one of the estimated 2,000 middle-income Cal students who will benefit from financial aid starting next year, says he chose Cal because he “loved the energy” he felt every time he was on campus. He is considering a career in political science or as a public servant, like his father. Bowen says, “Every day I am humbled by how smart people are at Berkeley,” and that his new funding will allow him to pursue “new opportunities” such as a unpaid summer internship. Bowen is proud that “Cal is leading the way on financial aid.”
The impact of financial aid

Beginning this fall, middle-income families who make between $80,000 and $140,000 will have access to financial aid that places a 15 percent cap on the yearly contributions of parents toward the cost of their student's education, including tuition, fees, and expenses such as room, board, and books.

With 65 percent of Berkeley’s 26,000 undergraduates receiving some form of state and federal financial aid or private scholarships, MCAP’s impact is “very significant” said Associate Vice Chancellor Anne De Luca, who is in charge of admissions and enrollment. In its inaugural year, the University estimates that about 2,000 of the approximately 4,000 undergraduates in this middle-income group will benefit. That number should continue to grow as word gets out and more families realize they are eligible.

“Our goal with MCAP is to broaden Berkeley’s financial aid to reach more students with more aid than we ever could in the past,” said De Luca. “So far, people have been very appreciative that Cal recognizes the economic realities they are facing and is addressing them in a way that no other public university is.”

MCAP is not paid for by state funds, but through the redirection of existing resources, a small amount of philanthropy, and revenue generated by the increased number of students paying nonresident tuition.

Ideally, philanthropy would play a larger role in extending the program’s breadth. “Cal’s alumni and friends have a role to play,” said De Luca. “By making a gift to support financial aid, they can lower the financial burden for these talented young people, which will make a huge difference in their success and the quality of their experiences in college and beyond.”

Competing with private universities

Berkeley traditionally has done a better job than private universities in attracting...

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What do families pay to attend?

All students must pay at least $8,000 to attend Berkeley. The new financial aid plan lowers the amount that middle-income families pay by capping parents’ portion of costs at 15% of their income. (These figures are based on 2011-12 estimated tuition and expenses of $32,634.)
and educating students who are eligible for federal Pell Grants, which aid families generally making less than $45,000 a year. **Cal currently educates as many low-income students as all of the Ivy League schools combined.**

Private universities, however, have excelled in their recent efforts to make tuition affordable for middle-income students. Four years ago, drawing on its immense endowment, Harvard forged the path by increasing financial assistance to families with incomes of up to $180,000 — and many of the Ivies soon followed suit. These shifts meant that prestigious public universities, like Berkeley, soon faced an uncomfortable reality: High achievers from middle-class families would find private universities more affordable.

“Public education and universal access for our brightest students, irrespective of their ability to pay, has been one of the most important social concepts that has made America great,” said Chancellor Robert J. Birgeneau. The actions of the private universities helped him kick into high gear Berkeley’s efforts to solve the middle-class affordability problem.

**More families in need**

For many young people, higher education — which they can only access with the help of financial aid — is the key to new opportunities that can change their lives.

The Public Policy Institute of California recently found that approximately half of all families in the state are in the middle-income bracket, and the gap between the highest and lowest income families is the widest in 30 years. The total income for the median California family fell more than five percent between 2007 and 2009, and an additional six percent between 2009 and 2010.
This economic reality — increasing numbers of families in need — is driving Berkeley’s efforts to grant more financial aid.

“We’re seeing early growth in financial aid applications from current students who hadn’t previously applied for aid as well as new ones from incoming middle-income students,” said De Luca. The increase in financial aid next year will average about $5,000 in new funding per middle-class family.

Transforming the future

“Berkeley has really just changed the game,” Terry W. Hartle, senior vice president of the American Council on Education, told the New York Times when MCAP was announced. “Other schools will follow if they can, but the problem is that most universities don’t have the resources to match it. On the other hand, given how competitive colleges are with each other, they are certainly going to try.”

De Luca confirms that Berkeley has been contacted by a handful of other public universities that are curious about MCAP and considering ways to replicate its approach. The challenge for all of them — and Berkeley — is finding the money to pay for it.

The question remains: Will Berkeley ever be able to match the scholarship and aid offers presented by its deep-pocketed private peers? “Not yet,” said De Luca. “But Berkeley’s vision is to support as many of these high-achieving students as we possibly can. We already compete academically with these elite privates, and our goal is to compete in the same way in our financial support.”

To learn more about undergraduate scholarships, visit campaign.berkeley.edu/scholarships or call 510.643.5810.

The economic downturn has hit close to home for Renee Lee and her family, but financial aid and scholarship support have come to her rescue at Berkeley. Despite financial struggles, Renee — a senior from Orange County — has been able to pursue a dual degree in business and media studies thanks in large part to her Phoebe A. Hearst Scholarship, which she received last year. “Berkeley’s generous offer took a significant amount of burden off of my parents,” says Renee, “and we are all extremely grateful.” After graduation, she hopes to leverage her knowledge of Mandarin to work in Taiwan, possibly in public relations. “I am extremely grateful that my college financial stress is not a huge issue like it is for some of my peers,” she says.
Celebrating diversity. Hundreds of Cal students gathered on Lower Sproul Plaza in mid-April to celebrate the coming of spring as part of a Holi festival, an Indian tradition that has spread around the world. Organized by the Indian Students Association, the crowd enthusiastically threw vibrantly colored powders through the air while dancing to Bollywood tunes.

View more images taken by the Daily Cal at promise.berkeley.edu/festival.
An investment in ‘improving the human condition’

Campus opens Li Ka Shing Center

“Thank you, Mr. Li!” read the blue-and-gold signs waved by students at the October dedication of the Li Ka Shing Center for Biomedical and Health Sciences. And everywhere Li Ka-shing went that morning, the Hong Kong-based entrepreneur and philanthropist was met by Berkeley students rushing to meet him, snapping his photo, waving, and shaking his hand.

For scientists and the campus as a whole, the center is cause for celebration. It is the new nexus for a wide variety of multidisciplinary research at Berkeley that pursues ways to prevent the root causes of diseases such as cancer, Alzheimer’s, HIV, and tuberculosis, rather than just the symptoms.

The center will focus on biomedical and health science research in four key areas: infectious disease, neurodegenerative disease, stem cell biology, and cancer biology. Berkeley student and faculty researchers are working to better understand and develop treatments, and making major contributions to our understanding of how the brain
receives and processes information, with applications to the treatment of stroke and traumatic injury. Additionally, researchers are investigating novel approaches to the amelioration of spinal cord injuries and the cellular degeneration caused by aging.

At the dedication, Li — whose lead donation of $40 million in 2005 propelled support for the 200,000-square-foot facility — received the Berkeley Medal for his worldwide philanthropy and long-standing commitment to the advancement of education and the health care sciences. To date, the Li Ka Shing Foundation has granted more than $1.6 billion to charitable causes around the world. “I believe investments in high-quality education are the best investments in improving the human condition,” Li said at the ceremony.

Construction of the center also was made possible through a strong public-private partnership, including support from the California Institute of Regenerative Medicine (CIRM), the Wayne and Gladys Valley Foundation,
and the Ann and Gordon Getty Foundation. CIRM chair Jonathan Thomas believes this impressive investment in research will undoubtedly bring great advances. “Great things will happen at this facility,” said Thomas, who added that each discovery at the center holds the potential to be a “game changer” in future life sciences research.

Chancellor Robert Birgeneau hailed Li as “a visionary who acts upon the values that emanate from his own life.” As a result of his own experience with poverty and illness in his youth, Mr. Li set out from an early age to help the sick and needy in Hong Kong, China, and around the world.” Across an ocean, Li has done just that — investing in the promise of Berkeley’s research excellence.

“...You have chosen to conduct your groundbreaking research here in a public institution with far fewer resources and lots of challenges to surmount. I salute your commitment and your contribution to society, and I know that your discoveries will bring significant changes to our world and positive benefits for all mankind.”

— Li Ka-shing
After graduating from UC Berkeley’s College of Environmental Design in 1967, King Wai David Woo stepped across Bancroft Way to find a fantastic first job: resident architect during construction of the Berkeley Art Museum/Pacific Film Archive (BAM/PFA). Thankfully, Woo never forgot the building or the campus.

In a poignant story of dedication to his family and alma mater, the successful architect and Hong Kong businessman returned to Cal more than 40 years later to honor his father, Woo Hon Fai, and to celebrate the historic BAM/PFA building with a significant contribution to the campus.

“Today, the building that David helped to create has become a beloved feature of the University landscape,” said Chancellor Robert Birgeneau, as he thanked Woo for his $15-million gift during a December ceremony inside BAM/PFA.

The gift is directed to the museum’s new building campaign and to support an endowed faculty chair in the College of Environmental Design that will be matched by the William and Flora Hewlett Foundation as part of the Hewlett Challenge.

In appreciation for the gift, the building has been named Woo Hon Fai Hall, in honor of Woo’s late father. Woo Hon Fai was an esteemed Hong Kong businessman who helped to found and lead the Hong Kong Stock Exchange, Gold and Silver Exchange Society of Hong Kong, and Hong Kong Real Estate Association before his passing more than 25 years ago.

“I was guided tremendously by the example of my father, whose hard work and contributions were crucial toward building the Hong Kong that we cherish today,” said Woo at the event, where he was joined by his mother, wife, son, brother, and even his Berkeley college roommate.

“By enshrining his memory, it is my hope that future generations of students, faculty and campus visitors will learn a little bit more about him and his legacy.”
Last summer, reunion volunteer Bill Ausfahl ’61 took to skies to help his class reach a fundraising milestone. While enjoying a mountain respite in Truckee, Calif., he learned that a former classmate with a high profile and very booked schedule had time to meet. In Los Angeles, Ausfahl flew south at his own expense for the 40-minute meeting, which led to a six-figure gift to Berkeley.

“I do it because I enjoy it,” says Ausfahl, the 50th reunion campaign co-chair. “You have to be passionate about what you raise money for.” That passion is matched by fellow co-chair Peter Frazier ’61, a third-generation alumnus whose son also attended Cal. Frazier says that, with state funding now making up just 10 percent of Berkeley’s budget, it’s every Cal graduate’s duty to give back.

“Peter and Bill are true champions for Berkeley,” says Executive Director of Annual Giving Lishelle Blakemore ’89. She describes how Frazier missed a family party to participate in outreach at last year’s Homecoming football game. At the same game, Ausfahl navigated the packed AT&T Park to engage in a five-minute conversation with a prospective donor: “We texted Bill with the seat location and he rushed to meet us,” says Blakemore.
As part of their record-setting 10th reunion campaign, Class of 2001 volunteers organized “Buy Oski a Drink” happy-hour events in San Francisco, giving alumni a chance to meet, mingle, and make a gift.

11 of the 14 reunion classes exceeded their goals in 2011, including alumni in the Class of 1951, who gave more than $2 million to Berkeley. In addition to giving more than $3 million to the campus last year, the Class of 1966 helped Berkeley retain a professor with payouts from their class endowment.

The Class of 1996 gave more than the previous four 15th-reunion classes combined. Their total includes a $1-million gift to establish a faculty chair in the humanities.

A mere $1,150 enabled the Class of 2011 to beat the Class of 2010 for largest Senior Gift on record. The graduates gave $101,240 to programs across the campus.

The pair’s cheerful determination produces results. In a record year for reunion giving, the Class of 1961 led the pack with 523 alumni contributing more than $5 million. The total includes $1 million to establish The Class of 1961 Chair in Undergraduate Education. After a 1:1 match from the Hewlett Challenge, the resulting $2-million endowment will be used to reward and nurture professors who have a proven track record for extraordinary teaching.

Frazier and Ausfall have no plans to slow down. Their goal is to raise an additional half-million dollars before their 2016 reunion, which will also be matched, bringing the value of the their class endowment to $3 million.

Frazier, who is receiving a Trustees’ Citation this spring in recognition of his service to the campus, is happy to do the work. “We got a fantastic education at a highly discounted price,” he explains. “We have to give today for future generations.”

More classes raising the bar

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David Puzey was in his first semester at the Goldman School of Public Policy when his sister and best friend, Kate Puzey, was brutally murdered.

A Peace Corps volunteer in Benin, Africa, 24-year-old Kate had learned that a fellow teacher and local Peace Corps contractor was sexually abusing students. After reporting the crimes to the Peace Corps country director, Kate was killed in retaliation — her confidentiality had been breached.

“Kate was the joyous heart of our family,” says David. “Her death shattered our lives.”

In the wake of the 2009 tragedy, David and his family talked with other Peace Corps volunteers and discovered that Kate’s murder was symptomatic of broader systemic problems within the agency. They shared Kate’s story with the media — including ABC’s 20/20 and The New York Times — and sparked sympathy across the nation over the senseless loss of this bright, beloved young woman and others like her.

Drawing upon his experience as a political organizer, David worked with members of Congress to craft legislation that could provide safeguards to Peace Corps volunteers like his sister and better support victims of sexual assault.

Last June, a bipartisan group of lawmakers, including California Senator Barbara Boxer, announced a bill that would establish an Office of Victim Advocacy and Sexual Assault Advisory Council, powerful whistleblower safeguards, and best practice protocols for responding to crimes. After significant lobbying and negotiation, the legislation passed through the Senate in September and then passed the House with a vote of 406–0.

President Obama signed the Kate Puzey Peace Corps Volunteer Protection Act last November, enacting the most significant reform of the agency since it was established by John F. Kennedy in 1961.

“Nothing will bring Kate back, and I still grieve for her each day,” says David, who will graduate with his public policy master’s degree this year. “I do, however, take some comfort in knowing her legacy will now help better protect future Peace Corps volunteers doing similar goodwill with a noble agency that she admired deeply.”
Making Connections

Upcoming Events

Homecoming 2012
October 5–7
Celebrate alumni reunions, Parents Weekend, and everything that Cal stands for. Enjoy three days of fun, faculty seminars, and football with the Golden Bears taking on UCLA. Visit homecoming.berkeley.edu starting July 1 to register, or call 888.UNIV.CAL.

2013 Alumni Awards
The Cal Alumni Association sponsors five awards for distinguished alumni and one award for outstanding alumni chapters. The nomination period for the 2013 Alumni Awards is open until June 15. Visit alumni.berkeley.edu/services/alumni-awards.

1. Jean E. Livermore ’57 shows Cal Spirit with her daughter Sara Livermore and granddaughter Ella Dunsford at the Benjamin Ide Wheeler Society’s annual athletic event. Later, Cal’s women’s basketball team beat Washington State.

2. Rob Brown ’95, Kelly Brennan Brown ’96, Robert Dickinson ’96 and his wife, Lara, celebrate the Class of 1996’s 15th-reunion gift of $1.7 million to Cal at Homecoming. The gift set the record for a 15th reunion campaign.

3. Ruth ’77 and Mike ’77 Cheng, Mindy Rex, Steve Sciamanna ’79, Ph.D. ’86, and Peter Foller ’74, Ph.D. ’79 gathered at a brunch for College of Chemistry alumni from the Cupola (1946–63) and Free Radical (1964–79) eras.

4. Shirley Huey ’97, Erin Kenyon Ellinwood ’97, Ravi Sinha ’97, Jesse Singh ’97, Emila Damjanovic, Peter Lee ’97, and Chuck Flanders ’97 discuss the Class of 1997’s 15th Reunion Gift Campaign at the recent Volunteer Leadership Conference.
Friends of the Library recently gathered to enjoy the Doe Library Centennial Celebration.

5. Library Advisory Board member Carolyn P. Paxton ’70 mingles with Naomi Schmidt ’12 and her husband, Sunjin Van Loon ’12.

6. Robert D. Haas ’64, Michael Trevino ’89, and Garry Parton ’86 indulge in cupcakes. Haas and Parton are members of the Library Advisory Board.

7. William Russ Ellis, with his wife, Julie Shearer, at the annual Luncheon in the Library. Ellis, a former vice chancellor and architecture professor at Cal, is on the Library Advisory Board.

8. Jacobson Fellow Natalie Cleaver M.A. ’06, Ph.D. ’13 poses with Matt Jacobson ’79 at the Berkeley Distinguished Graduate Fellows Reception, sponsored by the Graduate Division.

Charter Gala 2012, a benefit for the Cal Alumni Association, was held at San Francisco’s Palace Hotel in March.

9. Julia Chang Bloch ’64, Susan Desmond-Hellmann ’88, and Barbara Staggers ’76, M.P.H. ’80, recipients of the Excellence in Achievement Award, were honored for their professional accomplishments.

10. Chancellor Robert J. Birgeneau (second from left) catches up with Ken McDonald M.S. ’75, Christopher Ategeka ’11, Ph.D. ’17, Shariq Yosufzai, and Bereket Haregot of Chevron Corporation.

12. At the Banatao Institute@CITRIS Berkeley, advisory board chair Dado Banatao (right) meets with institute director Paul Wright and engineering dean S. Shankar Sastry M.S. ’79, M.S. ’80, Ph.D. ’81.

The Magnes Museum held its preview dinner on January 19.


14. Chancellor Robert J. Birgeneau presents recognition awards to Irving Rabin, Barry Cohn ’82 and Sanford Colen, leaders of The Campaign for The Magnes.

Alumni and friends gathered for the third annual Michael Nacht Distinguished Lecture in Politics and Public Policy.

15. Helen and Roy Curry, Goldman School Board of Advisors members Charles Frankel and John DeLuca, and Leslie and Michael Krasny.

16. Dan Dell’Osso, Lisa Dell’Osso, Nancy Zacher ’63, and Judy Wessing ’63, C.Mult. ’64.

17. Jason Goldman ’10, Matthew Goldman ’10, Goldman School Board of Advisors member Douglas Goldman ’74, and Professor David Kirp.

The School of Public Health recently held its 16th Annual Public Health Heroes Gala Awards Reception in San Francisco.

18. Dr. Donald P. Francis, chair of The Campaign for the School of Public Health, presents an award to Dr. Marcus A. Conant in recognition of his efforts to prevent and treat HIV/AIDS.

19. School of Public Health Dean Stephen M. Shortell presents an award to Mary Robinson, former president of Ireland and former UN High Commissioner for Human Rights, for her work on behalf of health as a human right.
A chat with Emmanuel Saez:

**Doing the math for the 99 percent**

Emmanuel Saez is the E. Morris Cox Professor of Economics, winner of a 2010 MacArthur “genius” award, and director of Berkeley’s Center for Equitable Growth. In 2008, on the cusp of the Great Recession, Saez co-authored a landmark study that revealed a stark gap between the earnings of America’s wealthiest households and the remaining 99 percent. Saez’s recent work shows that, while the recession initially reduced the income gap, post-recession gains have mostly gone to the top 1 percent.

**What drew you to UC Berkeley?**

Berkeley offers the very best academic environment. I also strongly believe that providing high-quality and affordable public higher education is essential to creating equality of opportunity and a just society.

**Why were the results of your 2008 study so shocking?**

It was known that income concentration had grown in the 1980s, but we were surprised that it had continued to grow so fast. By the late 1990s, income concentration had reached levels not seen since before the Great Depression. That was striking.
The slogan for the Occupy movement is, “We are the 99 percent.”
What is the connection to your work?

In the mid-2000s, while the incomes of the lower 99 percent were stagnating, our studies were showing that most of the gains from economic growth were going to the top 1 percent, particularly earners in the finance sector. That’s when our work started to catch the attention of the press. The Occupy movement clearly picked up on that.

You believe that income inequality is closely linked to the Great Recession. Why?

The extraordinary increase in income concentration in the United States from 2002 to 2007 was driven in large part by deregulation of the financial and real estate industries. The resulting real estate bubble triggered the 2008 recession.

What can we do to address income and wealth gaps in the U.S.?

Evidence shows that progressive taxation is the most powerful tool for curbing income concentration. For example, from the Great Depression into the 1970s, when the U.S. had very high tax rates on top earners, the income gap was very small, and economic growth was incredibly strong.

Do you think this issue will impact the 2012 election?

It will clearly be one of the hotly discussed topics in the 2012 presidential race. And I think it is high time. Absent drastic policy changes, I doubt that income inequality will decline on its own. My responsibility as an academic is to provide the best possible information and explanations to illuminate this public debate.

A GROWING GAP

- During the 1990s, incomes for the top 1% nearly doubled, while paychecks for the bottom 99% went up only 20%.
- Between 2002 and 2007, 2/3 of all income gains went to the top 1%.
- In 2010, the first year of economic recovery, the top 1% captured 93% of income gains.

Source: “Striking it Richer: The Evolution of Top Incomes in the United States (Updated with 2009 and 2010 estimates)” by Emmanuel Saez
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