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# Connected

CSU, Chico Alumni Association  
California State University, Chico  
Chico, CA 95929-0050

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## Coming Events

January 26, 2008, Alumni Association Board of Directors Meeting

February 1, 2008, Chico Chapter Homecoming Basketball Reception and class of 1958 Halftime Recognition

February 2, 2008, Time Capsule Opening Ceremony—1938, 1948, 1958 Time Capsules

February 2, 2008, Golden Graduate Luncheon

February 9, 2008 Golden State Warriors vs. Sacramento Kings Event

### Credits

CSU, Chico Alumni  
Association President  
Alicia Barr

Director, CSU, Chico  
Alumni & Parent Relations  
Susan Anderson

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CSU, Chico  
Alumni Association  
California State  
University, Chico, CA  
95929-0050

Phone  
800-598-6472  
530-898-6472

Fax  
530-898-4407

E-mail  
alumni@csuchico.edu

Web site  
www.csuchico.edu/almni

Executive Editor  
Susan Anderson  
sanderson@csuchico.edu

Editor  
Polly Crabtree  
pcrabtree@csuchico.edu

Editorial Assistance  
Casey Huff

Graphic Design  
IMC Graphics  
Bobby Manente

Printed by  
University Printing  
Services

If you are interested in  
contributing articles to  
Connected, please  
contact Polly Crabtree at  
pcrabtree@csuchico.edu

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## Board's Eye View Questions: Shannon Phillips



Shannon Phillips  
(Class of 1981)

Shannon Phillips is Treasurer of the CSU, Chico Alumni Association, and is the board lead on the Alumni Glen Renovation Project. A psychology major and marriage and family relations minor, Phillips graduated in 1981. She currently resides in Redding, California with her husband Ray (also class of 1981), and her three children, Andrew 19, Maggie 16, and Holly 12.

**Q. Where are you from originally, and why did you choose to attend Chico State?**

A. I was born in Marysville, CA, and spent most of my upbringing in Pleasanton in the East Bay Area. I chose Chico State because I loved the feel of the campus, three and a half hours from home seemed just right, and Chico was in my blood since my Dad also was a Chico grad.

**Q. What are your special memories from your time at Chico State?**

A. Wonderful memories as a Resident Advisor in Whitney Hall, volunteering at CAVE and the Newman Center, spending the first semester of my senior year at the National Institutes of Mental Health in Bethesda, Maryland, tubing, and my first kiss with my husband on the bridge near Alumni Glen (weeks before we graduated).

**Q. What has been your career path since graduating?**

A. I've had the good fortune to work for two congressmen—Congressman Gene Chappie, for five years in Washington, D.C., and Congressman Wally Herger, for eight years in Redding. I've been with

The McConnell Foundation, a private foundation in Redding, for the past 12 years. I am the program services director and spend my time doing grant making and communications.

**Q. How did you get involved with the Alumni Association?**

A. Executive Director Sue Anderson asked me if I would be interested in serving on the board. I also knew a few previous board members.

**Q. One of the Alumni Association's primary goals for 2007–2008 is to get the renovation of Alumni Glen underway. What is this project, and why is it important to the Alumni Association?**

A. After the successful design and installation of the new Alumni banners on campus, our board decided we wanted to take on the project of renovating Alumni Glen on campus (behind the Warrens Reception Center). Our board is most interested in opening up the creek so you can see the water, making the area inviting to visit, and creating another area on campus with a great sense of place.

**Q. What would you like to see the board accomplish before your tenure is completed?**

A. Alumni Glen, Alumni Glen, Alumni Glen! And the recruitment of great new board members.

**Q. Any other comments?**

A. I have five friends I went to Chico with, and we live all over the state. We try to get together at least once a year, and we always reminisce about our Chico days! n



Alicia Barr (Class  
of 1996), Alumni  
Association  
President

## President's Column

The Alumni Association scholarship program is undergoing some changes. First, from our Chico Chapter, there are some great changes in store for the 2008–2009 academic year—two new scholarships!

The Graham Whitney Scholarship Endowment will now fund one scholarship from earned interest in addition to the existing scholarship that is funded each year from Commencement water sales. The Graham Whitney Scholarship was originally established in the name of alumnus Graham Whitney (class of 1957) by the Whitney family and the Chico Chapter. Whitney, a former Alumni Association president, founded the Chico Chapter Scholarship Development program. There will now be two \$2,000 scholarships awarded to Chico

State students who originate from the Chico Unified School District.

The Chico Chapter is also pleased to announce that they are introducing a brand new scholarship funded by proceeds from the Annual Chico chapter Spring Tri-Tip Barbecue. The chapter has also established a \$10,000 scholarship endowment that they hope to grow over time so more scholarships might be funded. This scholarship will be awarded to the dependent of an Alumni Association member living in the 959 or 960 prefaced zip code areas (essentially Redding to Marysville). The scholarship is valued at \$2,000 per year, with \$1,000 awarded each semester.

Scholarships funded by Alumni Association membership funds are also changing a bit. Previously, the Alumni Association offered seven \$500 scholarships, one for each of the seven colleges in the University. The scholarships were awarded to the dependents of Alumni Association members. To make these scholarships more valuable, there will now be three scholarships awarded to the

dependents of Alumni Association members, but they won't be awarded by college, and they are now worth \$1,000 per year with \$500 awarded each semester.

For all Alumni Association scholarships, the Financial Aid Scholarship Application needs to be completed. This application is available now, and can be found at <http://fa.csuchico.edu/fa/basics/typesofaid/scholarships/index.aspx>. For the Chico Chapter and Alumni Association scholarships, a supplemental application is required and available on the Alumni Association Web site.

In addition to these three scholarships, the Alumni Association also funds one President's Scholar at \$3,000 per year for four years. Information on the President's Scholar competition is available at <http://www.csuchico.edu/prs/office/scholar.shtml>. The Alumni Association now contributes \$13,000 per year to scholarships, making a real investment in our students, the alumni of tomorrow. n



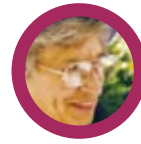
Braggin' Rights



Perspectives



Chapter Chatter



Betty Lou Raker



Board's Eye View

# Connected

Connecting Yesterday's Students with the University of Today

Fall/Winter 2007  
Volume 8  
Issue 3

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## Alumni Glen

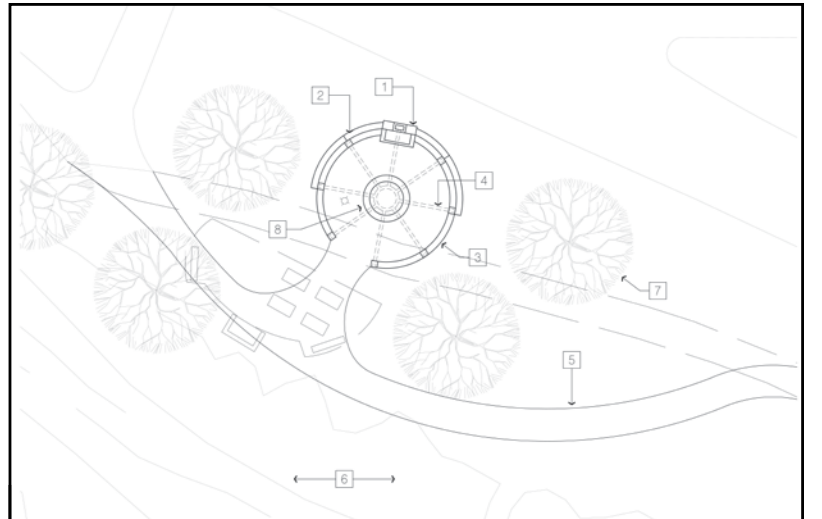
For several issues we have been talking about a planned renovation of the Alumni Glen on the Chico State campus. This planned renovation is now moving along.

The first phase of renovation was the installation of 16 banners along the walkway that borders the Alumni Glen and runs between Butte and Holt Halls.

"These banners represent the alumni and students of this institution," said University President Paul Zingg at the October 11 Chico Chapter Fall Mixer held at the Warrens Receptions Center. "The banners tell where our alumni live, the careers they have chosen, and my favorite, how much they contribute."

We will cover the Annie B's Community Drive in more depth in our next issue, but the campaign has concluded and we had 12 donors to the Alumni Association who brought in more than \$3,600 for the Alumni Glen Renovation. In addition, we have received three other donations that take our total contributions for this project to almost \$6,000. And our campaign is just getting started!

Proposed renovation details include moving the crushed granite path closer to the bank of the Little Chico Creek, adding a circular seated gathering place feature, incorporating the rock and plaque from the existing barbecue into the circular gathering place, and eliminating the cement pad and barbecue that currently block the view of the creek. Infrastructure for improved lighting and electrical access will be built into the renovation plan. There is also



Preliminary architectural rendering of the Alumni Glen done by Steve Gonsalves of Nichols, Melburg & Rossetto

potential for the crushed granite path to instead be constructed using a permeable concrete material. The initial building phase of this renovation is currently estimated to cost between \$70,000 and \$75,000.

"The Alumni Glen renovation provides the Alumni Association with a wonderful opportunity to leave a lasting legacy," says Susan Anderson, executive director of the Alumni Association. "With its creek view, lush vegetation, and wide open space, the Alumni Glen provides a natural attraction and is representative of the

(continued on page 3)

## Summer Send-Off Events

Summer Send-Off events bring together alumni, parents, and new and returning students in areas outside of Chico. This summer, the Alumni Association held two of these events, one in Sunnyvale, California, and one in Sacramento.

The Sunnyvale event was held on Saturday, August 11 at the Sunnyvale Municipal Golf Course Restaurant. We had a combination of alumni, parents, and new first-year Chico State students for a total of 35 people at this event.

"This event was so much fun," says Irene Basistei, Bay Area Chapter secretary. "I loved how parents and alumni interacted, and how students seemed to just soak it all up!"

Alumni at the event loved sharing their Chico State story with students who were just getting ready to start their own adventure. Parents and students had been to Chico to visit, but their reactions listening to stories from alumni were just fun to observe.

Students who had not yet spent a day in class at Chico State were becoming aware that they were about to become a part of something very special.

"Thank you for putting together the Bay Area Chapter and for hosting the Summer Send-Off event," says Alison Montgomery. "It is nice to keep connected with other Chico people, and fun to see the freshmen going off to college."

The Sacramento event was held in Discovery Park on Thursday, August 16. This event had 70 people in attendance for a very informal barbecue hosted by the Sacramento Chapter.

"We are for sure doing this again next year," says Vanessa Volksen, Sacramento Chapter president. "It was easy to put together and was a great way to introduce students to what it means to be a Chico State alum."

For parents, Summer Send-Off events are a nice way to meet with people who are affiliated with the University. They can ask questions and walk away feeling reassured that their student's decision to attend Chico State is a good one. Alumni enjoy the opportunity to get together with other alumni and, even more, enjoy letting new students know all the things they loved about Chico when they were students.

"It really meant a lot to our family to meet more wonderful people involved in CSU, Chico," wrote the Epley family from Sacramento. "Thank you so much for the effort and the enthusiasm."

Alumni Association Vice President Tim Colbie loved finding out which residence hall a student would be moving into and matching them up with other students at the Send-Off who would be living in the same hall.



Tim Colbie (class of 1992) with Joe Hudson, father of first-year student Shomari Hudson

"I introduced myself to a new student who told me he would be moving into Whitney Hall," says Colbie, "and I had just met another young man who was moving into Whitney, so I introduced them to each other. They were both pretty excited to meet each other knowing that when they got to Chico in a week, they would each know at least one other, person in Whitney!"

Events that put Chico State alumni together with new students and their parents appear to be destined for success. Chico State alumni love getting together, and they love sharing their Chico stories. Parents and new students love hearing Chico is such a wonderful place and turns out such great people. The Alumni Association in conjunction with the brand new Parent Advisory Council will attempt to host 10 of these send-off events in July-August 2008. If you are interested in hosting or organizing one of these events in your hometown, please contact the alumni office at 530-898-6472. n

**April 27, 2007**

Student Interior Designers Lend Skills to Transitional Housing Project  
Students from the American Society of Interior Designers are selecting fabrics, creating paint palettes, and laying out floor plans to brighten the living spaces for people receiving services from Butte County Behavioral Health. The Avenida Apartments project is owned by Caminar, Inc., a nonprofit agency that provides community-based rehabilitation services for those recovering from psychiatric illnesses. The project will provide permanent, affordable, and safe housing. The student designers, from the Department of Art and Art History, at CSU, Chico, are working within the constraints of a tight budget. They are taking temporary housing units in disrepair and turning them into inviting, welcoming, and efficient homes.

**May 1, 2007**

Chico Students Win First Place in Advertising Competition  
Five marketing students came home from a regional competition in Fresno placing first with their Coca-Cola advertising campaign. The American Advertising Federation National Student Advertising Competition sponsored the regional contest. The five students—Christina Solomon, Brie Leon, Jamie Varon, Jen Witz, and Ramsey Barnette—represented a larger team of 23 students who called themselves “Inspired Solutions.” The team had been working on the advertising campaign since last September. The challenge was to create an advertising campaign to turn around declining Coca-Cola Classic consumption patterns within a \$15 million budget.

**May 4, 2007**

MBA Student Wins National Ethics Case Writing Competition  
MBA student Beth Dunn won the first prize in the Institute for Management Accountants (IMA) Carl Menconi Ethics Case Writing Competition. The national competition invited students to write about a case involving business ethics with specific application to management accounting and finance issues. Dunn described her case as being about “balancing the overriding principle of compassion with integrity and responsibility in making an ethical financial choice.” Dunn’s case study will be published in the IMA magazine Strategic Finance and used as a teaching resource on the IMA Web site.

**May 15, 2007**

Children’s Hospital Recognizes CSU, Chico’s Record Fund-raising  
St. Jude Children’s Research Hospital is featuring Chico State in its new marketing video following the University’s record-breaking fund-raising during 2006–07. Several hundred college students saw the video at an orientation session in Memphis, Tenn., where St. Jude is located. CSU, Chico was first among 215 colleges and universities in the United States by raising a record \$187,000 for St. Jude during the last academic year.

**May 17, 2007**

Agriculture Student Takes Top Honors at CSU Research Competition  
Jessica Cook, a senior in animal science took first place in the Biological and Agricultural Sciences division of the 21st California State University Student Research Competition for research in plant science. The competition showcases excellent research conducted

by undergraduate and graduate students in the full range of academic programs offered by the CSU.

**July 17, 2007**

The Orion Wins Top General Excellence Award From California Newspaper Publishers Association  
The Orion, Chico’s student newspaper, received the first-place award for general excellence Saturday, July 14, at the California Newspaper Publishers Association’s 2006 Better Newspapers Contest awards ceremony. The presentation marked the ninth time The Orion has won the top award in CNPA’s University Division. No other university student newspaper has won the state’s highest award more than four times.

**August 10, 2007**

Hearst/CSU Trustees’ Award Honors Construction Management Student  
Senior Kevin Brady, a construction management major, received a 2007–08 William R. Hearst/CSU Trustees’ Award for Outstanding Achievement, one of the most prestigious honors a student in the CSU can receive. The Trustees’ Award provides financial support to students who show superior academic performance, community service, and personal accomplishments in the face of personal hardship and challenges. Brady will receive a \$3,000 scholarship for his upcoming senior year at CSU, Chico.

**August 20, 2007**

CSU, Chico Named One of Top ‘Green’ Schools  
Chico State has been named to a list of 15 colleges and universities around the world cited for their leadership in sustainability and environmental programs. Grist, a well-known Web-based environmental news and commentary publication, has placed

CSU, Chico eighth on its list of “15 Green Colleges and Universities.” Other schools that made the list are Harvard, Yale, Oberlin, Middlebury, Tufts, University of British Columbia, Glasgow University, Leeds University in the United Kingdom, Evergreen State, and EARTH University in Costa Rica.

**September 4, 2007**

National Science Foundation Awards CSU, Chico \$598,000 for Scholarships in Computer Science, Engineering, and Engineering Technology  
The Mathematics Engineering Science Achievement (MESA) Program has received \$598,000 from the National Science Foundation (NSF) for scholarships for educationally disadvantaged students. Approximately 40 students with financial need entering the College of Engineering, Computer Science, and Construction Management will receive \$4,250 scholarships for up to three years via the NSF grant. n

## PERSPECTIVES

by Susan Anderson

## CSU—The California Impact



Susan Anderson,  
director of Alumni  
and Parent  
Relations

Numbers, numbers, numbers... let me tell you, in the California State University System there are lots of numbers to look at—enrollment numbers, budget numbers, numbers of graduates, numbers of alumni, number of scholarships, and fee numbers, just to name a few! Here are a few “numbers,” statistics about the tremendous impact of the CSU in California:

- CSU-related expenditures create over \$13 billion annually in economic impact and support more than 207,000 jobs in California
- \$4.41 in spending is generated annually for every dollar the state invests in CSU
- Higher alumni earnings raises the impact to \$53 billion annually, supporting 527,000 jobs in the state
- CSU alumni and CSU expenditures generate more than \$17 in spending for every dollar the state invests in CSU
- CSU bachelor’s degrees, as a percent of all public and private university bachelor’s degrees awarded in California, graduate more than 50 percent in the disciplines of Communications, Agriculture Business, Engineering, and Business

- CSU is also the largest producer—above 80 percent—of California graduates in education and other service occupations such as public administration, social work, and criminal justice
- Volunteerism: More than 185,000 students performed nearly 30 million hours of community service in 2002
- Arts: More than 1.2 million Californians attend art, culture, and lecture events on CSU campuses every year
- Recreation: CSU athletic events draw more than 1.9 million spectators annually

And what about Chico State? Don’t think for a second that I would end my letter to you without adding some Chico State numbers! Here are a few “fun” numbers that might interest you:

- The student-run newspaper, the Orion, won its fourth straight national newspaper Pacemaker award and 10th Pacemaker overall from the Associated Collegiate Press in October 2006
- Virtually 100 percent of Chico State’s Construction Management grads are hired following graduation
- Last year, 1,540 Chico State student letter writers wrote 29,500 letters that brought

- in \$187,000 to the St. Jude Children’s Research Hospital. Chico finished first in the national college competition. This was the highest amount ever raised by a university. This year the students hope to raise more than \$200,000. If you are interested in helping our students bring in higher...numbers, please contact Larry Bassow at lbassow@csuchico.edu
- Chico State’s 119 acres has 200 varieties of plants, and the entire campus is considered an arboretum
- Each year, about 2,000 student volunteers from Community Action Volunteers in Education (CAVE) average 60,000 hours in 20 programs ranging from elementary school tutoring to working with patients at Napa State Psychiatric Hospital
- Chico State welcomed 47 new faculty members this fall
- Just in case you ever wondered, the university library contains 956,146 books
- Chico State has more than 105,000 living alumni
- The first graduating class of the Chico Normal School had 17 graduates. In 2007 we had approximately 3,500 graduates! n

# CHAPTER CHATTER

## Chico Chapter

The Chico Chapter held their annual Fall Mixer at the Warrens Reception Center on the Chico State Campus on Thursday, October 11. The event was attended by more than 125 people who braved the threat of rain to enjoy the company of their fellow alumni. New chapter president Matt Jackson served as Master of Ceremonies for the event. Recognition was given to Christina Smith, former membership coordinator for the Alumni Association who has been promoted. Christina provided limitless support to the chapter in her role, and her guidance and expertise will be missed.

The next event on the calendar for the Chico Chapter is the Homecoming Basketball Reception on Friday, February 1, 2008. This event will coordinate the Chico Chapter and Homecoming events and is always a great time. Tickets for this event will go on sale in early January. The Chico Chapter is already working on their Spring Tri-Tip Barbecue, too. Save the date—Thursday, May 1, 2008!

## Sacramento Chapter

In addition to the Summer Send-Off event held at Discovery Park in August (see p.1), the Sacramento Chapter also hosted the Annual Alumni Day at AT&T Park on Sunday, September 9, at the SF Giants v. LA Dodgers baseball game. The festivities started with a pre-game tailgate reception



Alumni at the Annual Alumni Day at AT&T Park, September 9

with beverages donated by Sierra Nevada Brewing Company. The weather was perfect San Francisco baseball weather, foggy in the morning and sunny by the afternoon, and the baseball game was great fun. Tickets sold out early for this event, so make sure you let the alumni office know early if you want to be alerted when tickets become available for the 2008 game.

Next on tap for the Sacramento Chapter is a return showing of their every-other-month mixers. The last was held at River City Brewing Company in the K Street Mall, Downtown Sacramento. More than 30 people showed up for free appetizers and great mingling. If you want to get on the e-mailing list for future mixers let Chris Cullen know at [chris@cullenteam.com](mailto:chris@cullenteam.com). The annual Spring Mixer will be held at Brew-It-Up in April 2008.

## Bay Area Chapter

The Bay Area Chapter is committed to hold events every other month that circulate around the area so everyone can participate. The chapter became official with approval of the charter by the Alumni Association Board of Directors at the June 16, 2007 meeting. Since then the chapter held a Summer Send-Off event in Sunnyvale in August, participated in the Alumni Day at AT&T Park in September, hosted a mixer event at Zzas's Winebar in Oakland on October 4. Another event is scheduled for the Concord-Walnut Creek area in December, and the chapter will hold an event at the Golden State Warriors vs. Sacramento Kings game on February 9, 2008.

If you are interested in participating in the Bay Area Chapter, please sign-up for the Yahoo Group at [http://groups.yahoo.com/group/Chico\\_Alumni\\_Bay\\_Area/](http://groups.yahoo.com/group/Chico_Alumni_Bay_Area/). n

# Betty Lou Raker: A Remembrance



Former Chico VP Student Affairs, Betty Lou Raker

Betty Lou Raker has left a lasting impression at Chico State. Born in Chico in September 1929, Raker passed away February 23, 2007 after an extended illness. Raker earned her bachelor's degree in 1951, a credential in 1952, and a master's degree in 1959 from Chico State, and a doctorate from UC Berkeley. She began teaching at Chico State in 1959 and served as a faculty member, head of the Women's Physical Education Department, dean of students, and vice president for Student Affairs before retiring.

"If ever there were a person who personified the best of Chico State as a total (place) Betty

Lou Raker could fill the bill," says Abe Bailly. "A strong and searching intellect, integrity, and loyalty without compare used as powerful teaching tools; Betty Lou set the stage for crafting the metamorphosis of Chico State's leadership and personality into the modern age, preserving the best of the original. Her impact is broad and deep, and I'm pleased to have called her 'boss,' 'mentor,' and 'friend.'"

Many have described Raker as being "ahead of her time" and "open-minded." Those who were her colleagues and students will remember the impact she had on their lives forever. She inspired all those she knew; she opened new avenues of thinking and new ways of knowing.

Says Cindy Nelson, a former student of Raker's: "I am reminded of an old saying that when an elder dies it is as if a library has burned to the ground. Betty Lou was some library. A few of us were lucky enough to have studied there for a bit and to even have checked out a few books. She was an extraordinary woman of wit, wisdom, and warmth."

Courses Raker developed during her career tempted students to think differently about the meaning and value of play, games, and sport, both at a personal level and more globally. In theory classes her typical method involved a good bit of student interaction and collaboration. Because of the stark contrast with traditional views it often took a while for students to get the point. But when they did, they were excited and thrilled. These courses included "Read, Write, and Run," "Women's Body Concept and Movement," "Physical Education Dialectic," "Games, Governance, and the General Good," and "Seminar in Disciplines and Games."

"Three of my favorite 'Rakerisms,'" says Sharon Galligan, "are 'there is no such thing as failure, just different levels of success,' 'We create our own luck,' and 'If you are trying, you are not doing!'"

From her study of the adult learner Raker envisioned her students as adult learners, effectively managing their own learning, and thus owning it. They learned computer skills, networking skills, and teleconferencing skills that now are commonplace. In Betty Lou's view the teacher provides a structure of learning and acts as a facilitator to assist the student in his or her own learning activities. She believed the student was responsible for his or her learning.

In honor of Betty Lou an endowed scholarship for the Women's Basketball Team has been created. She loved basketball, a team game with many options for learning. For those who wish to contribute, send your donation to CSU, Chico Foundation for The Betty Lou Raker Women's Basketball Scholarship. C/O Chico State Foundation, California State University, Chico, Chico, CA 95929-0155. Former students and colleagues are invited to send their anecdotes, stories, memories to Judy O'Neill ([joneill@csuchico.edu](mailto:joneill@csuchico.edu)), who is compiling a booklet of "Rakerisms." n  
By Judy O'Neill

## Alumni Glen: (continued from page 1)

beauty of this campus. We want to make the Alumni Glen a must-see campus location for all visitors."

The construction phase cannot begin until a complete archaeological review has been completed, until we have approved architectural plans, and until the funding is completely in place. The archaeological review process has begun. Once this process has been completed we will have a much clearer idea of what can and cannot be done as part of the renovation. We will then go back to the architectural drawing phase to redraw the plan and submit it to campus committees and Facilities Management Services for approval.

The project has already been through preliminary reviews by Facilities Management Services, the University Construction Advisory Committee, and the Campus Planning Executive Committee. An ongoing project with CAVE will help return native vegetation to the area. The renovation plan lends itself to the potential for volunteer labor and donated materials. Coordination with the Mechoopda Indian Tribe is in place to ensure that recognition of the area as a temporary home of the tribe is included in the final renovation plan.

"So far, response has been very positive and supportive of the planned renovation," says Shannon Phillips, the Alumni Association board member who is leading this project.

"Everyone is very excited at the collaborative possibilities that this project presents."

The fund-raising campaign will take place concurrently with the planning phase so the proper funding can be in place as soon as we are ready to go with construction. While it is early to say for sure, we are looking at incorporating benches into the plan, both for additional seating in the area and for named fundraising opportunities. If you are interested in contributing to the Alumni Glen Renovation, please contact the alumni office at 530-898-6472, or make a donation online at <https://secure.grizzardonline.com/csuchico/donations.cfm>. n

## Alumni Board Members 2006-2007

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