

UCR

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The Lure of the Virtual World

Hard to Hear

Living the Promise

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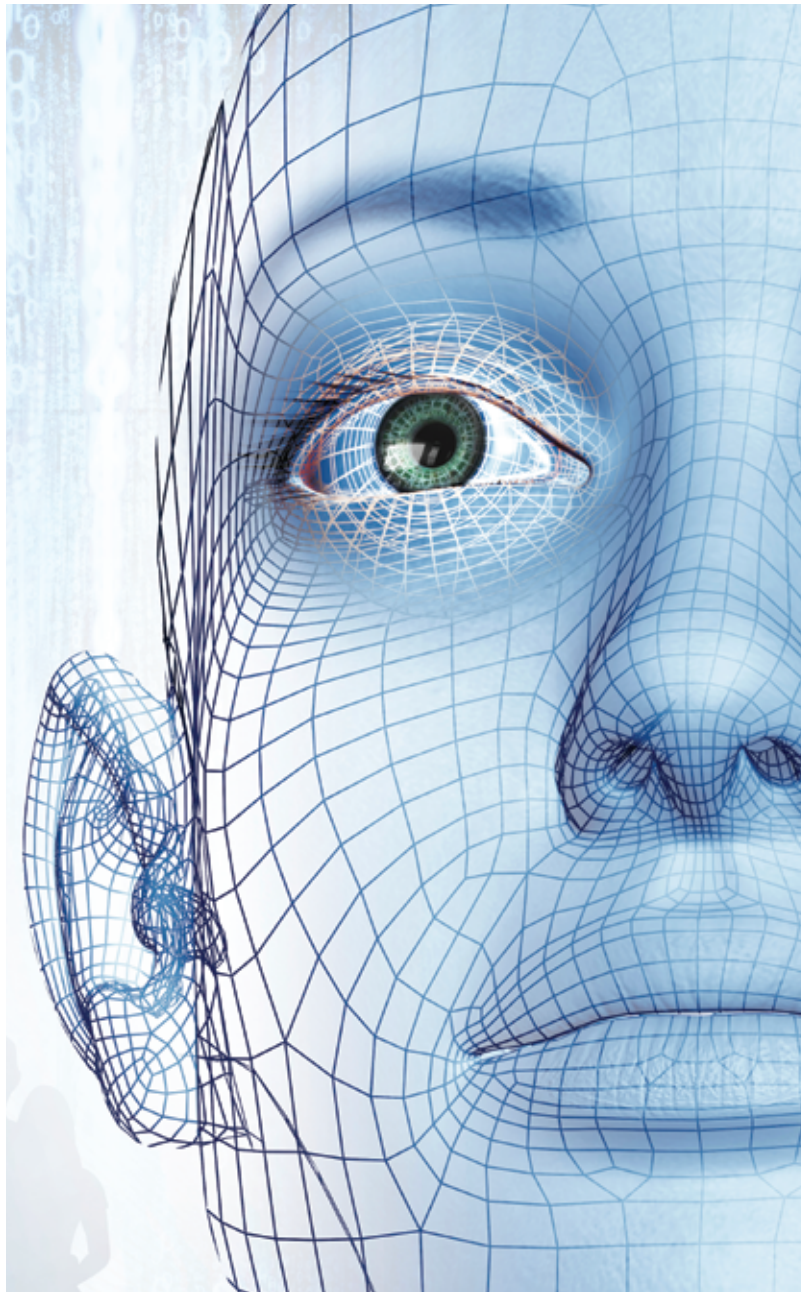
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UCR students, past and present, talk about what "Living the Promise" means to them.



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Happenings

For more on UCR events, visit the calendar at www.ucr.edu/happenings.

03.17 Inauguration

Timothy P. White will be inaugurated as the eighth chancellor of the University of California, Riverside, 10-11:30 a.m., Student Recreation Center. All faculty, staff, students, alumni, parents and campus friends are invited to attend.



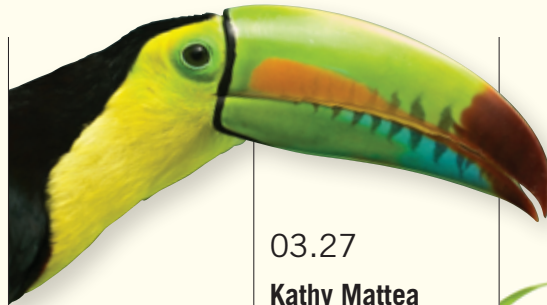
After the ceremony, the celebration will continue outside with a reception and citrus tasting in the Student Recreation Center Outdoor Complex. inauguration.ucr.edu



Through
04.04

UCR/California Museum of Photography Exhibits

"15 Minutes: A Donation from the Warhol Foundation of Andy Warhol's Photography" features a donated selection of Warhol's famous Polaroids. "The Screen of Nature: Early Photography of the West" features the work of 19th century California photographer Carleton Watkins. More than two dozen mammoth-plate prints of Yosemite and related subjects that were mounted in the late 1800s are on a decorative screen, four panels long. cmp.ucr.edu



03.22-29

Costa Rica Spring Break Adventure

Learn about the jungle habitat, take a zip line through the forest, rappel down a waterfall, go whitewater rafting, visit an active volcano and a hot springs at its base, explore water-filled caverns by flashlight and much more. This trip and others are offered through UCR Outdoor Excursions. excursions.ucr.edu

03.27

Kathy Mattea Moving Mountains Tour

The music of Moving Mountains is adapted from Kathy Mattea's newest album, "Coal," a collection of mining songs that chronicles the lives, labors and losses of coal culture. Raised near Charleston, W. Va., Mattea was brought up in a mining family. Both parents grew up in coal camps, her grandfathers were miners and her mother worked for the local



UMWA. To prepare for the project, Mattea mastered Appalachian yell-singing, a precursor of bluegrass. culturalpresents.ucr.edu



04.04-05

36th Annual UC Riverside Botanic Gardens Spring Plant Sale

The annual sale includes colorful trees and shrubs, citrus trees, flowering perennials, vines, shade plants, herbs, cacti and succulents, house and patio plants, miniature roses, orchids, easy-to-grow wildflower seeds and much more. gardens.ucr.edu



04.15

Dawn's Light: The Journey of Gordon Hirabayashi

Gordon Hirabayashi was a 24-year-old college student living in Seattle when Pearl Harbor was attacked in December 1941. The government's decision to remove and imprison all people of Japanese ancestry on the West Coast — including American citizens — without due process of law turned Gordon, a Quaker, into a crusader. The performance documents Gordon's historic decision to pursue his faith under the protection of the Constitution all the way to the Supreme Court. culturalpresents.ucr.edu

A Campus of First Choice

Over my career, I have been privileged to teach at two of the highest-ranked public research universities in the country — UC Berkeley and the University of Michigan. These institutions are justifiably proud of the caliber of their students. But after a few short months at the University of California, Riverside, I am confident that UCR students can hold their own against the best of them.

What an incredible array of young people we are fortunate to teach. They are passionate. They are imaginative. They are energetic. They are diverse. Some come from privilege; others from poverty. Nearly 50 percent — more than any other UC campus — receive Pell Grants, and almost as many will be the first in their family to earn a degree. Increasingly, UCR is their campus of first choice.

For these students, UCR is a university of promise. Their experience here will help shape their future in ways we can't even foresee.

Often, as I walk across campus, I stop and talk to a lone student to learn about his or her experience at UCR. I wish I had time to listen to the stories of each of our more than 18,000 students, as I am sure I would hear as many compelling tales. But since that isn't possible, allow me to introduce you to two of our students: Alejandro Cortez and Roxanna Sanchez.

Alex, as he prefers to be called, is president of the Graduate Student Association; Roxy, the head of Associated Students of UCR. I choose them not because they are our student leaders — although that is noteworthy in itself — but because they are typical of the students on our campus.

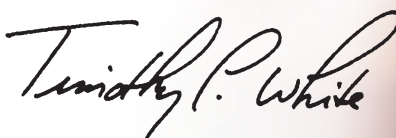
Alex remembers seeing UCR for the first time 20 years ago when he and his family came from Mexico to visit an uncle who worked in the campus' agricultural fields. Years later, at age 13 and speaking almost no English, Alex moved to Riverside, where his father held jobs as a landscaper and as a mechanic. Alex attended Arlington High School and became part of the guaranteed admission program. He was fascinated by science and told his parents he wanted to go to college — the first in his family

to do so. Accepted at three UC campuses, Alex elected to come to UCR. Raised to provide service to others, Alex says UCR taught him how. He was a mentor in Upward Bound, chaired Latinos in Science, worked in local schools at the undergraduate and graduate level and, ultimately, ended up in student government. Now a graduate student pursuing his Ph.D. in biology, Alex hopes for a future career combining science and his experience in student government.

Roxy's parents also emigrated from Mexico. She was born in Santa Ana, the oldest of three girls and one boy. From the time she was a little girl — a curious child who loved to read and learn — Roxy had big dreams. She, too, was the first in her family to attend a four-year college, although her great-grandmother was a principal in Mexico. It was while visiting there as a senior in high school that Roxy learned she was accepted at UCR. Her mother had recently been diagnosed with cancer, so Roxy immediately chose UCR to remain close to home. Now she can't imagine herself anywhere else. Roxy has served as the vice president of her sorority, a Bear Facts counselor, residence hall associate and intern for Assemblyman John Benoit — in addition to student government and community service work in both Riverside and Anaheim. As a political science major with a minor in French, Roxy participated in the study abroad program, living with a family in Bordeaux, France. Her dreams today are still big. After obtaining an M.P.A., she hopes one day to be a U.S. senator or secretary of state.

UCR has been dubbed “the one to watch.” But take my word for it, the same could be said of Alex and Roxy.

Warm regards,



Timothy P. White
Chancellor

“What an incredible array of young people we are fortunate to teach. They are passionate. They are imaginative. They are energetic. They are diverse.”





Another Reason to Eat Your Fruits and Vegetables

The leading cause of death in all cancer patients continues to be the resistance of tumor cells to chemotherapy, a form of treatment in which chemicals are used to kill cells.

Now, UC Riverside biochemists focusing on cancer cells are reporting that ingesting apigenin — a naturally occurring dietary agent found in vegetables and fruit — improves cancer cells' response to chemotherapy.

Xuan Liu, a professor of biochemistry, and Xin Cai, a postdoctoral researcher working in Liu's lab, found that apigenin localizes tumor suppressor p53, a protein in the cell nucleus — a necessary step for killing the cell that results in some tumor cells responding to chemotherapy.

Apigenin is mainly found in fruit (including apples, cherries, grapes), vegetables (including parsley, artichoke, basil, celery), nuts and plant-derived beverages (including tea and wine). It has been shown by researchers to have growth inhibitory properties in several cancer lines, including breast, colon, skin, thyroid and leukemia cells. It has also been shown to inhibit pancreatic cancer cell proliferation.

"Our study advocates the inclusion of vegetables and fruit in our daily diet to help prevent cancer," said Liu.



Thirteen is Lucky Number for Distinguished Faculty

Thirteen UC Riverside researchers have been named fellows of the American Association for the Advancement of Science (AAAS).

Election as a fellow is an honor bestowed upon AAAS members by their peers. This year AAAS gave this honor to 486 of its members for their "scientifically or socially distinguished efforts to advance science or its applications."

With these most recent fellows, 172 UCR faculty members have been recognized with AAAS fellow distinction.



The 2008 AAAS fellows at UCR are:

- Steven Brint, professor of sociology, "for distinguished contributions to the field of the sociology of education, particularly for studies of organizational and cultural change in U.S. higher education."
- Jie Chen, professor of electrical engineering, "for distinguished contributions to the field of systems and control, particularly for development of modeling and identification algorithms and for fundamental understanding of feedback systems."
- Daphne J. Fairbairn, professor of biology, "for distinguished contributions to the field of evolutionary biology, particularly for elucidating the evolutionary dynamics of dimorphic traits and for promotion of international discourse."
- Jianying Gan, professor of soil science, "for distinguished contributions to the field of soil and environmental chemistry, particularly for understanding environmental fate and risks of pesticides, and for efforts in resource protection."
- J. Daniel Hare, professor of entomology, "for distinguished contributions to the fields of ecology and evolution of plant/insect herbivore/natural enemy tritrophic associations and ecological genetics."
- Marshall W. Johnson ('79, Ph.D.), extension specialist in entomology, "for distinguished contributions to the fields of biological control and integrated pest management, particularly for the development of more



Taking a Ride on the Green Side

Right now, drivers can ask Google maps to direct them to their destination and highlight shopping, dining and attractions along the way. UC Riverside has partnered with Audi on a \$650,000 project (along with UC Berkeley) that will allow drivers to determine the greenest route possible.

The idea behind the project is to reduce carbon dioxide emissions by giving drivers more specific information about the most environmentally responsible route for their particular car in current traffic conditions.

"Our goal is to be part of a real solution to the constant dilemma

environmentally friendly arthropod management programs.”

- Cynthia K. Larive ('92, Ph.D.), professor of chemistry, “for significant contributions in applying NMR diffusion measurements to characterize complex mixtures, polydisperse samples and ligand-protein interactions.”
- Carol J. Lovatt, professor of plant physiology, “for distinguished worldwide contributions to research in basic and especially applied plant physiology in the horticultural industry, particularly for citrus and avocado, and for outstanding teaching.”
- Alan McHughen, cooperative extension plant biotechnologist, “for distinguished research in agricultural biotechnology and genetics, and for contributions to food and environmental biosafety, public education in science, science policy and regulation.”
- Mart Molle, professor of computer science and engineering, “for research contributions to computer networking, performance evaluation and distributed algorithms.”
- Eugene A. Nothnagel, professor of plant physiology, “for distinguished leadership in plant science research related to signaling, development and structure of the plant cell wall and for outstanding teaching service to students.”
- Jan E. Stets, professor of sociology, “for research and theory advancing scientific knowledge on the sociology of emotions, the processes of identity maintenance and the dynamics of domestic violence.”
- Yushan Yan, professor of chemical and environmental engineering, “for distinguished contributions to the engineering of zeolite thin films and their applications to semiconductors, aerospace and space exploration.”

Five UCR alumni were also honored this year. Besides Johnson and Larive they are:

- Brandon S. Gaut ('92 Ph.D.), UC Irvine, “for distinguished contributions to the field of evolutionary genetics, particularly for the population genetics of domestication and the molecular evolution of plant nuclear genomes.”
- William Fenical ('68 Ph.D.), UC San Diego, “for distinguished contributions to organic chemistry and natural products chemistry of marine invertebrates and bacteria from deep-sea sediments, particularly for the discovery and characterization of new antitumor compounds including salinosporamide A.”
- Stephan von Molnar ('65 Ph.D.), Florida State University, “for seminal research on magnetic polarons, the metal-insulator transition, dilute magnetic semiconductors and magnetic nanoparticles.”

commuters face: What is the best way to get there?” said Matt Barth, professor of electrical engineering and director of the College of Engineering Center for Environmental Research and Technology (CE-CERT). “Sometimes the best way to get there is the one that causes the least damage to the planet.”

UC Riverside will partner with UC Berkeley to combine up-to-date map attributes such as road grade and speed limit with reliable measures of traffic congestion to provide the most environmentally friendly navigation route options.



Art Historian Recreates Complex 12th Century Mural

After 20 years, Conrad Rudolph, professor of art history, has completed research that includes the digital reconstruction of a mural that is regarded as the most complex work of art from the Middle Ages.

The mural, dating from the 12th century, was conceived by the theologian Hugh of Saint Victor, from the monastery of Saint Victor in Paris.

Hugh, whose writings are compared with those of Augustine, likely painted the mural “The Mystic Ark” on a cloister wall to teach advanced students, Rudolph said.

The mural exists today only in the detailed, 42-page description written by one of Hugh’s students. More than 80 of the parchment manuscript copies of this text have survived and recreate in words a painting that purportedly depicts all time, all space, all matter, all of human history, all of human learning and all of human spiritual endeavor from the beginning of time until the Last Judgment.

On the basis of this manuscript, Rudolph digitally reconstructed the painting using hundreds of individual images from a contemporary work of art.

The stylistically consistent images were then painstakingly recombined digitally — cut up, flipped, altered joined — over a period of nearly eight years with the help of a number of digital artists. The mural is life size, about 13 feet tall and 15 feet wide.





Research Could Prove Essential in Detecting Water Supply Contamination

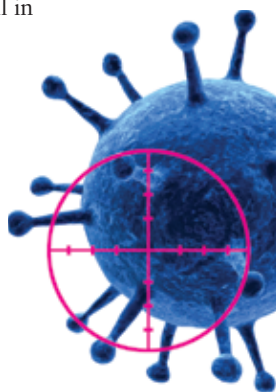
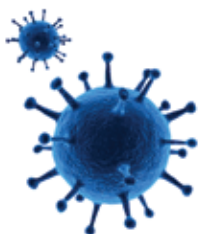
The benefits of real-time virus tracking, made possible through research from UCR's Bourns College of Engineering and the College of Natural and Agricultural Sciences (CNAS), include faster detection and better understanding of antiviral treatments as well as keeping water supplies safe.

"If you can detect them earlier and implement prevention procedures, you can delay the infection process," said Wilfred Chen, professor of chemical and environmental engineering, who, with student Hsaio-Yun Yeh, Ashok Mulchandani, professor of chemical engineering, and Marylynn Yates, professor of environmental microbiology, completed the study.

In this case, real-time means cutting down the time it takes to get test results from one week to two hours.

In addition to quick infection detection, the work also has important implications for conducting therapeutic studies of antiviral treatments. Current techniques can take days or weeks.

The study determined that this new method of virus tracking would be extremely useful in environmental monitoring and perhaps terrorism detection.



"Light" Cigarette Claims Go Up in Smoke

Typically, tobacco companies market harm-reduction cigarettes — those labeled as "light" or "low-yield" — as being safer than traditional brands, leading many smokers to conclude that the use of light brands lowers their exposure to toxicants.

But a UCR study led by Prue Talbot, professor of cell biology, shows that smoke from these light cigarettes retains toxicity that can affect prenatal development.

Talbot's research team used mouse embryonic stem cells (mESCs) as a model for pre-implantation embryos — embryos that have not implanted in the wall of the uterus — and compared the toxicity on these cells of cigarette smoke emanating from traditional and light brands.

The team also studied the effects on the stem cells of two kinds of cigarette smoke: mainstream smoke, which is smoke actively inhaled by smokers; and side-stream smoke, which is smoke that burns off the end of a cigarette.

They found that both kinds of smoke from traditional and harm-reduction cigarettes are toxic to pre-implantation embryos and can retard growth or kill embryonic cells at this stage of development. They also found that mainstream smoke and side-stream smoke from light cigarettes are more potent than the corresponding smoke from traditional brands of cigarettes.



New Student Services Building — One-Stop Shopping

With the opening of the new, three-story Student Services Building, UC Riverside students can access a variety of administrative and business services all in one place.

The Highlander One-Stop Shop is designed to help students cut down on time spent in long lines or wandering from office to office to complete their business.

"Quite often, a single issue or question will cause a student to seek assistance from several different administrative offices," said LaRae Lundgren, assistant vice chancellor for enrollment management. "We are keenly interested in streamlining business processes for students to prevent unnecessary time and energy spent in lines and visiting numerous offices in numerous locations."

The building, which opened in December, also includes the campus tours office, the transfer resource center, the main cashier's office, enrollment management systems, student affairs communications and the vice chancellor for student affairs technology services. The upper floors of the building will contain several counseling rooms where UCR staff members can meet privately with students to discuss their issues.



Interest in Flood-tolerant Rice Grows

For their landmark research leading to the development of flood-tolerant rice that can benefit farmers in flood-prone areas worldwide, Julia Bailey-Serres of UC Riverside, Pamela Ronald of UC Davis and David Mackill of the International Rice Research Institute in the Philippines were honored by the U.S. Department of Agriculture (USDA) with the 2008 USDA National Research Initiative Discovery Award.

Bailey-Serres and her collaborators have focused in particular on Sub1A, a gene responsible for flood tolerance and found only in some low-yielding rice varieties in India and Sri Lanka.

The characterization of the Sub1A trait in labs at UC Riverside and UC Davis has enabled researchers at the International Rice Research Institute to use sophisticated breeding technology to precisely transfer Sub1A into popular high-yielding rice varieties of countries in South Asia and Southeast Asia, adding a much desired trait in these varieties: recovery after prolonged submergence.

The new rice varieties, which are already popular because of their pest and disease resistance and excellent grain quality, recently passed field tests in Bangladesh and India. They will be made available within two years to owners of small farms in flood-prone areas in those countries.



Come Cheer for UCR's Basketball Teams at the Big West Conference

UC Riverside's men's and women's basketball teams are heading down the home stretch to the Big West Conference Basketball Tournament on March 11-14 in Anaheim.

Women's Head Coach John Margaritis and his veteran squad, led by 2006-07 conference player of the year Kemie Nkele, are looking for their third tournament crown in four seasons.

Meanwhile, men's Head Coach Jim Wooldridge and a cast of newcomers, highlighted by sophomore Kyle Austin, are primed for their best Big West finish in the program's history.

The 34th annual tournament is being held at the Anaheim Convention Center Arena.

Tickets are now on sale. Single-session tickets are \$25-35; first-game vouchers are \$20; and all-tournament tickets are \$70.

To reserve a seat to the Big West's showcase event, contact the UC Riverside Athletics ticket office by calling (951) 827-4653.

For additional information on all of the Highlanders' athletics programs and special events, visit www.gohighlanders.com.



Graduate Students Really Know What Bugs Them

Graduate students from UC Riverside's Department of Entomology became the national champions of the Entomological Society of America's Linnaean Games at the society's annual meeting in Reno, Nev., which took place Nov. 16-19.

The Linnaean Games, named in honor of taxonomist Carl Linnaeus and played between university-sponsored student teams, are a question-and-answer, college bowl-style competition on entomological facts.

The UCR team, comprised of students Casey Butler, Jennifer Henke, Jason Mottern, Rebeccah Waterworth and Deane Zahn, defeated teams from the University of Nebraska, Texas A & M, and the University of Florida to reach the championship round against North Carolina State University.

To get to the national competition, the UCR students first had to win the competition at the Entomological Society of America's Pacific Branch meeting held in March 2008.

The students were coached and quizzed by Darcy A. Reed, an administrative specialist in the Department of Entomology. They studied various areas of entomology, including medical and veterinary entomology, physiology, morphology, toxicology, taxonomy and systematics, ecology, agricultural and applied entomology as well as various aspects of cultural entomology, including poetry, literature and music. They also had to be up to date with current events and be well-versed with the histories of entomology and the Entomological Society of America.



Romance, friends, shopping, games, corruption and crime. For many, cyberspace offers an unbeatable distraction from everyday life. It also provides the opportunity and anonymity to transcend the emotional, social and physical limits of our real-life selves. A timid wallflower can be a sought-after voluptuous belle of the ball. An overweight, gawky social misfit can be a brawny hero

VIRTUALLY REAL

By Jennifer Bowles

who triumphs over evil. A person who lives in a rough neighborhood with squalid conditions can live in an expansive mansion or an ancient castle.

Sound great? For many it is. But what does it mean to a society that increasingly lives, plays, socializes and shops in a world the size of a computer monitor?



An entire world lies deep in the nether regions of computer screens, where people can live out entirely other lives.

With a few taps on a keyboard and a click of a mouse, anyone can create a completely different persona through an avatar, an animated version of themselves or someone they'd like to be.

In the popular Second Life virtual world, an avatar can buy furniture, set up an apartment, visit museums and galleries, shop for new clothes and even boogie down at a dance club. All this can be done while chatting with other avatars being maneuvered like puppets by people anywhere in the world.

"There's a whole culture in Second Life. Many people do take it very seriously. It's more than a game because they have an identity here," said Tom Novak, a UCR marketing professor who studies online consumer behavior through his own Second Life site known as eLab City.

Those pioneering video games have been replaced by "lifestyle" role-playing games like World of Warcraft. Otherwise

known as WoW, the game played on a personal computer can transport players into a real-time fantasy world peppered with night elves, dwarves, gnomes and trolls who battle for swords, search for treasure and slay dragons.

"The U.S. and the West in general is built around the cult of the star, and previously when you watched film or TV you could identify with someone on screen, but you couldn't be them. Now with these, you can join the cult," said Derek Burrill, assistant professor in UCR's Department of Media and Cultural Studies.

Burrill says that while people can form strong bonds and social groups in these virtual worlds, "They don't really know the real you, they know the idealized you."

Some people enter into in-depth relationships online through their avatars, getting married, having sex and even going on honeymoons.

Recent studies have found that people spend more time online than they do watching TV, and some more time than they do at a full-time job.

Addiction or Diversion?

But some UCR professors resist the temptation to classify the time spent in the virtual world as addictive behavior, saying most people don't go to that extreme.

"The term addiction is thrown around loosely to describe any habitual activity that people want to criticize," said Susan Zieger, an associate professor of English whose book, "Inventing the Addict: Drugs, Race, and Sexuality in Nineteenth-Century British and American Literature," was published last fall.

"I would just exhort people to use it with care" she said. "It's not an addiction the way that heroin is an addiction; it doesn't alter your power, it doesn't cause withdrawals."

The idea of a virtual world is nothing new, she said. In fact, it has been around for years, if not centuries.

"Every time a new media emerges and takes hold, critics either call it an addiction or characterize it as a compulsive illness," Zieger said. "In the 18th century, novels were the new fashionable thing to do and women were spending so much time reading them

Continued on page 12



Virtual Alter Ego Helps Professor and His Students

By Jennifer Bowles

To hear Alfredo Mirandé speak of Fermina Gabriel, one could not be blamed for thinking she is a living, breathing human being.

Fermina, after all, is a lawyer, poet and weekend chanteuse who has a black belt in karate. And she was an equestrian for the Mexican national team during the last Olympics.

But she exists, for the most part, only in iLearn, the online portal that links UCR students to their classes and materials. That's where Mirandé writes her letters about his classes in sociology and ethnic studies, and other events that occurred during the week.

Crafted from Mirandé's imagination as his feminine alter ego, Fermina gives the professor a chance to review his classes through the letters he writes to her. He also uses her to say things he may have forgotten to say in class, and to say things he didn't necessarily have the courage to bring up in front of the students.

"It's my way of reflecting on the class in a continuous way. It's very creative," said Mirandé, chair of UCR's Department of Ethnic Studies, and professor of sociology and ethnic studies.

Last fall the students in his law and subordination undergraduate class read the letters to Fermina, often before they turned in their own weekly field reports.

"It inspires me to not just write my field report. I also write a letter to someone else and it makes me open up a little more," said Maria Gonzalez, 23, who is double majoring in Chicano studies and political science.

Gonzalez said the letters also reinforce what she learned in class.

"Even though we discuss the readings in class, I don't always get it all," Gonzalez said. "The way he explains to Fermina, I understand."

She said Mirandé never explained Fermina to the class.

"I make my own assumption of who she is," she said. "I picture her as a family member or a really good friend of his."

Mirandé started writing letters to a real-life friend, some of which he actually mailed, during his own time in law school at Stanford University.

"I liked doing it because it created an audience for me," he recalled.



Morgan Funder

But since he often teaches gender classes at UCR, he knew he needed a different character, more specifically a woman so he wasn't reiterating what he would tell another man.

Thus, Fermina is a composite of the many women he knows — his mother, one of his daughters, some of his students.

"She represents to me the really strong Latina woman, Hispanic woman," he said "It forces me to imagine how my mother would respond."

"I'm trying to deconstruct gender, so I'm the one that's hesitant, I'm the one who doesn't want to offend people, and she's the one that comes back and says, 'You idiot, you should have told them this or that,'" he said of Fermina.

Mirandé said students have posted messages to Fermina over the years on a discussion board and occasionally she writes back. "I even got her her own e-mail address."

Fermina even once suggested that Mirandé give a study guide to his students so they know what he expects.

"A lot of what she does is critique me, she's like my counselor," Mirandé said.

The letters he writes to her and those she writes back are often woven with Spanish words.

"I admire your patience and optimism, but I am frankly concerned

with the fact that you continue to attend these silly academic conferences and then come away feeling all depressed and disillusioned. Don't be such a pendejo (fool), mi amor," writes Fermina.

She even gives him advice on what to teach.

"It reminded me of the comment by one of the students in class, who faulted you for essentializing the experience of white women. I would love to see some discussion of this issue in class this week."

Gonzalez said she's never had a teacher use a virtual alter ego before but she liked the concept and didn't think it was strange coming from a professor with a reputation as a tough grader and strict teacher.

"I think one of the reasons I trust Fermina, (is that) I trust the professor and I trust what he says and what he does. If he can confide in her, there's no reason why we shouldn't," Gonzalez said. "It made us trust someone else besides the professor. It's like Fermina is part of the class."



Alfredo Mirandé

they were getting criticized.”

Literature is similar to the computerized virtual world, Zieger says, “because a novel creates another world and it’s simulated.”

Such mediums, whether books or online games, create a getaway, an escape for people, Burrill said.

“Whether it’s the theater or whether it’s films or television or even literature, there’s a deep-seated need in humans to have something to take us away from the real,” he said.

In fact, as the global economy began dipping in October 2008 and overall retail sales in the United States dipped 2.8 percent that month, sales of video games jumped 18 percent, according to market researcher NPD.

Burrill said the same thing has happened before, noting the immensely popular draw that movies had for people during the Great Depression of the 1930s.

And, Zieger said, they also sparked some of the same criticism as today’s online activity.

“Movies in the early part of the 20th century were seen as this sort of mindless, compulsive activity,” she said. “So in the larger context, it takes some of the urgency out of peoples’ worries and fears about playing too much online.”

Cyber Emotions Lead to Real Crimes

While online playing is not real, the emotions behind the characters are, leading to real-life feelings and reactions.

“We take so much of ourselves into this virtual world,” said Victor Zordan, assistant professor at UCR’s Bourns College of Engineering.

Zordan recalled how surprised he was by the level of embarrassment he felt when his avatar flew into a virtual town-hall meeting and fell on the stage where the person was talking.

“I have not been embarrassed in my real person as I had been right there, and since and years before,” he said.

“My avatar had plunked itself in an ungraceful way in the middle of the stage in front of all these people. You cannot

“Whether it’s the theater or whether it’s films or television or even literature, there’s a deep-seated need in humans to have something to take us away from the real.”

**Derek Burrill
assistant professor in
UCR’s Department of Media
and Cultural Studies**

even put yourself in that situation in the real world; it doesn’t happen.”

Novak once took students from a class at Babson College in Massachusetts on a virtual tour of eLab City, his research project in Second Life.

He found the experience to be more complicated than being in an actual classroom.

“Second Life being what it is, it proved challenging to keep the tour group of avatars together,” said Novak. “It is a little confusing – like having this group of kids on a field trip and trying to keep them all together in one spot.”

As a result he is now constructing a virtual auditorium in eLab City, which he hopes will help solve the problem in the future.

And sometimes the emotions generated online — frustration, jealousy, rage and envy — result in real crimes.

Other times, people have used the online world to create havoc.

A Midwest mother, for instance, was accused of using a fake MySpace account to torment a teenager she suspected of spreading lies about her daughter. The girl, 13-year-old Megan Meier, later committed suicide after receiving an e-mail from the fictitious 16-year-old boy that said “the world would be a better

place without you.”

The circumstances surrounding Megan’s death caused a national uproar. While authorities in Missouri concluded there was no statute under which the mother, Lori Drew, could be charged, a U.S. attorney indicted her in Los Angeles since MySpace is based in Beverly Hills. In late November, the jury in the landmark cyber-bully case found Drew guilty of misdemeanor computer charges instead of felonies.

Last year, a Shanghai online gamer was charged with killing a fellow player in real life because the victim stole his virtual sword, sold it and kept the \$800 — real not virtual money — proceeds from the sale. When the suspect reported the online theft of the sword to police, he was told that because it was not real property it was not protected by law.

Recently, a Japanese woman was so angry about the divorce from her online husband in a virtual game that she killed his digital persona and was later arrested. Because she allegedly logged on using her virtual husband’s pin identification and password, she was charged in late October with illegal computer use and manipulating electronic data. If convicted, she could face a prison term of up to five years and a fine of up to \$5,000.

And there are cases where people who are married in real life get married to someone else online and spend so much time with their virtual spouse that it harms their real-life relationships.

“When a virtual life eclipses a real life, that’s when it becomes a real problem,” said Rebekah Richert, a UCR assistant professor of psychology. “But for most people, it’s just a way to exercise their imagination and have fun. And it’s better than sitting around watching TV.

“In most cases,” she said, “it’s probably a pretty positive environment for most people.”

Games Go Virtual

When it comes to role-playing games, World of Warcraft is by far the most popular.

In WoW, players come together online and battle against the world and each other. With more than 11 million

monthly subscribers, the game holds the Guinness World Record for the most popular massively multiplayer online role-playing game.

Those who participate in such games play an average of 22 hours a week, according to researchers at Nottingham Trent University (NTU) in England.

“One of the big worries is that it’s de-socializing — that they aren’t developing skills in the real world,” Burrill said. “But they are problem-solving, which increases your spatial reasoning.”

Burrill believes that most players don’t become obsessive, and in fact play with their own friends and meet new ones online.

The NTU study found that three quarters of online role-players actually become close friends with others in their online worlds, with almost half meeting up in real life. The study, which surveyed 1,000 gamers worldwide, was published in the peer-reviewed journal *CyberPsychology and Behavior* in the United States.

The study revealed that women play such games for “therapeutic refreshment,” while men said they played due to “curiosity, astonishment and interest.”

Some 40 percent of those surveyed chose to discuss sensitive issues with online friends rather than their real-life friends; and about one-third of the gamers reported they could be more themselves in the game than in real life.

One in five participants believed that their playing role-playing-games had a negative effect on their relationships if their partner was not a player.

And like movies that debut to record ticket-selling crowds, so do games. WoW’s second expansion, *Wrath of the Lich King*, sold more than 2.8 million copies in its first 24 hours of availability, making it the fastest-selling computer game of all time.

Burrill is a player himself, preferring the *Grand Theft Auto* series. *GTA’s San Andreas* game really shocked the system, he said, when it debuted in 2004.

“It’s violent, sexual, but I think really what scared most people about it — it wasn’t just like *Doom* or *Quake*, this had really well-fleshed-out characters, a developed narrative, and the level of interactivity was really high,” he said.

“What scared politicians and parents was that it had just such depth and dimension to it, there was the fear of someone disappearing into it.”

Like the rating systems for movies, games are rated for violence and sexual content. But Burrill said the Electronics Software Ratings Board is controversial because it is largely an industry-volunteered effort.

“Some legislators are trying to change that,” he said.

Novak said social networking sites often say whether they are for a mature audience or need parental guidance (PG).

“That’s not enough gradation,” he said, “so most places are mature because PG sounds too Disney-like.”

Burrill said games can provide many hours of entertainment whereas a movie lasts only two or three hours.

“World of Warcraft is an ongoing

“When a virtual life eclipses a real life, that’s when it becomes a real problem. But for most people, it’s just a way to exercise their imagination and have fun. And it’s better than sitting around watching TV.”

Rebekah Richert
UCR assistant professor of psychology

lifestyle game, so in that sense they (the games) are very healthy,” he said. “In the same sense, they can be unhealthy if we fail to, at the worst, meet our day-to-day responsibilities, taking care of our kids, our homes — and if it leads to political apathy of what’s going on in the real world.”

Burrill, who examined the role of masculinity in his book, “Die Tryin’: Videogames, Masculinity and Culture,” said a more recent positive feature in the world of online gaming is performance-based video games like *Guitar Hero*, where players sing and play gaming guitars or drums, and *Wii*, which gets players out of their seats to bowl, play tennis, compete in a boxing match or do yoga.

“Anything on *Wii* is starting to reveal itself as a social bonding tool — you use your body and generally you’re doing it with other people.”

Positively Virtual

As Barack Obama used the Internet to help him become president of the United States, the virtual world can help the nation’s residents get on a better path to education and health. And, if nothing else, it can give students a venue to show off their work.

In Novak’s eLab City there is a theater. He and his students are working on a way to host a film festival there.

“Students can actually screen their real-life works,” said. “The idea is also to have a film club.”

Zordan, who directs the UCR Graphics Lab and works on animation techniques to make characters better react and anticipate, said the same work can translate into the medical world.

His breathing animation software *Breathe Easy* is being used to teach deep-breathing stress-relief techniques by the Hawaii Medical Service Association, an affiliate of Blue Cross/Blue Shield.

“Some people contract their abdomens badly,” Zordan said. “And sometimes they can’t visualize how to breathe properly.”

President Obama’s use of the Internet as a grassroots technical campaign also

empowered a lot of voters who were able to contribute small donations through Web sites like Facebook, a social utility that connects people with others who share friends, family and common interests.

In all, Obama raised a record-breaking \$600 million in contributions from more than 3 million people, many of whom donated through the Web.

“He was able to mobilize the grassroots effort through a massive Internet collection,” said Donna Hoffman, co-director of UCR’s Sloan Center for Internet Retailing. “He was able to reach more people than he ever could have reached going door to door.”

By sending out e-mails with campaign

“We have to accept the fact that kids are growing up in media-saturated environment — TV in their own rooms, computers, video games, iPods. It’s all over the place. We have to accept that fact and we have to stop railing about it.”

Rebekah Richert
associate professor of
psychology

literature to five people who then send it to five friends, you get an exponential effect, she said.

“It’s much more difficult to achieve that in the real world,” she said, adding that using the Internet could reach those who may be discriminated against in the real world.

“It can sort of take us away from being un-empowered, takes away sexism and bias,” Hoffman said.

Hoffman became interested in the

Internet from a psychological point of view back in the early 1990s when Internet use was just starting to take off. And today, she studies online consumer behavior.

“The shopping wasn’t really the issue. I’m a psychologist by training. My view (in the early ’90s) was that this was a different way that people would process information and it would open more doors to everything commercial. That this is how people will do everything, and that has come to pass.”

Possibilities

Richert, the assistant professor of psychology, said there is a lot of potential to use the Internet and virtual worlds to give students a greater educational experience.

“If there is a way to harness the sheer massive resources they can provide to kids, and set it up where students who are working on an assignment or just trying to network — that will translate into not only academic achievement but also meeting people you wouldn’t necessarily interact with,” she said.

In some cases, it could expose students to new cultures.

“Imagine a situation where you’re partnering with a school in a different country, where students could talk to each other,” she said. “It’s like pen pals but now it’s much easier because you don’t have to put a stamp on it.”

Richert believes that more study needs to be done on the virtual world because it’s not going away and there are enough positive things about it.

“We have to accept the fact that kids are growing up in media-saturated environment — TV in their own rooms, computers, video games, iPods. It’s all over the place,” Richert said. “We have to accept that fact and we have to stop railing about it.”

Burrill said it is important to continue to monitor the effect of the virtual world on the real world.

“Universities should take a leading role,” he said, “and we should take it seriously as a social phenomenon.” ❧

Internet Terminology

For the Internet challenged, we have included some of the commonly used and lingo of the online world.

Avatar – *noun*: A graphical image that represents a person, as on the Internet. Originally the term came from Hindu mythology, as the name for the temporary body a god inhabits while on Earth. Related terms: characters, players, virtual actors, icons or virtual humans.

Avaddiction – *noun*: Addiction to life and interaction in avatar virtual worlds. Avaddicts often have one or more virtual worlds on-screen all day and will greet anyone who comes into their space. Related to **chataholism** (see below).

chataholism – *noun*: Addiction to chatting on the Internet, through virtual worlds, chat rooms, voice chat or other channels to kill vast amounts of time in idle conversations with strangers.

Cheats – *noun*: Special codes that allow players to bypass limitations of the game

Gank – *noun*: To be *ganked* is to have your character killed by unfairly overwhelming odds - e.g. six vs one, with all players at the same level, or one-on-one but one player is twenty levels above the other.

Owned – *verb*: Beaten in a game by a large margin. Also referred to as **pwned**.

RPG (Role Playing Game) – *noun*: A type of game where the player controls a character, or party of characters, on a lengthy quest. During the course of the game, the character earns experience points for completing tasks or beating opponents in battle, and becomes increasingly powerful.

Spawn – *verb*: The act of a character popping into existence in the game world.

Newbie – *noun*: A new player who’s just learning the ropes. Related terms: **noob** or **n00b**.

w00t!: An expression of excitement.

Lag – *noun*: To slow due to excessive memory use or slow Internet connection. Commonly found in graphic-intensive or player-intensive environments. Lags can often kill a player.

Common Conversational Acronyms:

AFK: Away From Keyboard.

BRB: Be Right Back

NP: No Problem

OMG: Oh My God!

TTYL: Talk to You Later

RL: Real Life

LOL: Laughing out Loud

ROFL: Rolling on the Floor Laughing

Second Life

Virtual Shoppers Help Researchers Study Consumer Behavior

Tom Novak, using his white-haired avatar Professor Lax, gives a walking and flying tour of eLab City — the virtual island inside his 30-inch computer screen where the UCR marketing professor is hoping to glean answers to the online world of consumer behavior.

After checking out a gallery with Andy Warhol-like art and a swanky rooftop jazz club, Professor Lax swoops into a dance club named Alcatraz, fashioned after the prison of the same name.

With a medley of Madonna tunes chiming in, he dances with the club manager he hired not too long ago.

“It’s kind of nice ... there’s a sense that you’re not alone, this is a very social environment. And that’s why a lot of people are here, to talk to other people,” he said.

Novak doesn’t know much about the real person behind the voluptuous, scantily clad manager who is the “warden” of the Alcatraz dance club, or where she lives.

But they’ve had several conversations in the virtual world of eLab City about things like the tastefulness of images hanging outside the club that are part of a contest, Second Life’s best dance animations, and how much to pay virtual employees. On this particular day, she asks him if she can add a new performer to the club.

“They view themselves as real singers, some actually have quite a following,” he said.

Novak, co-director of the Sloan Center for Internet Retailing at UCR, created eLab City as part of the larger Second Life virtual world to conduct research into what influences people when they shop online.

For instance, in real life, shoppers feel more creative in stores with higher ceilings, he said.

Since Novak debuted eLab City in June, more than 2,500 people have visited the island, peppered with apartments, museums, galleries and, of course, a shopping mall. People often spend 30 to 45 minutes moving their avatars around eLab City, he said.

He believes most are the creative type, those who can piece together their avatars, choosing everything from their outfits to the color of their hair and skin, to their muscle definition.

“The main thing I’m interested in is the online retail experience,” Novak said. “What goes on in consumer minds as they are in these types of online environments?”

He wants to set up a museum store where avatars can post reviews underneath artworks. Novak wants to know if they affect consumer choices.

Novak is collaborating on a research project with someone he met in Second Life who lives in London to program avatar-looking survey bots to approach people in eLab City and ask them to participate in surveys. The respondents get a virtual dollar for each survey they complete, Novak said.

In eLab City, avatars can go alone or with other avatars to clothing stores and furniture stores, where they can pick out chairs and tables



Morgan Funder

for their apartments. They pay for items with Linden dollars, the kind of currency used in Second Life that is bought with real money.

Novak said the social experience possible in the virtual world may someday overtake basic retail online sites like Amazon.

“If you go to Amazon and shop, you don’t feel very connected to other people,” Novak said. “Imagine you go to a mall and all of the stores are empty. How fun is that?”

In eLab City it’s a different experience because of the avatars and the ability to get feedback from others, he said.

“People’s avatars actually mean something to them,” Novak said. “Having your avatar go and sit in a piece of furniture makes it more likely that you would buy that furniture.”

In order for such social online shopping to take off, Novak said, people will need the technical capability to transport their avatar and cash from site to site, and companies will have to agree on a single format so users don’t have to keep downloading new software.

IBM, along with Linden Lab, the San Francisco-based creator of Second Life, is working toward some of those goals, Novak said.

So far, real-life retailers haven’t had a lot of success in Second Life. Novak said Armani’s virtual boutique failed while brands brought to life there, like Cake and FNKY, have found online fans.

“They just have huge followings, and there are people who prefer these brands to real brands,” he said.

Novak said that for now companies can tap into the creative minds behind the avatars in Second Life for product development and building their brand name.

One major hotel chain already built a virtual hotel to see how avatars would move around them, and what they would be attracted to.

Donna Hoffman, the other co-director of the Sloan Center and Novak’s wife, said the Internet has become so integrated in everyone’s life.

She said Novak’s project is giving an early glimpse into how it will become even more so.

“With rapid advance, these virtual worlds are becoming all we can imagine,” she said. “You can imagine the day when we will all be in virtual worlds conducting all this business.

“It’s really on the forefront,” she said of Novak’s eLab City. “It’s providing an early look into how this is going to go down.”

LIVING THE PROMISE

Last May, the UC Board of Regents appointed Chancellor Timothy P. White to serve as UCR's eighth chancellor. On March 17, the campus will hold an inauguration ceremony to celebrate that



Rigoberto Gonzalez

('92, humanities and social sciences)
Poet, associate professor of English, Rutgers University at Newark

"'Living the Promise' is honoring the sacrifices my family made to allow me to attend college, honoring the many intellectual and social exchanges that took place in my campus community to help me become a better citizen and honoring the energy and time my professors expended to build my self-esteem and shape my identity as a professional."



Marigold Linton

('58, psychology)
Cognitive psychologist; director of American Indian Outreach at the University of Kansas and co-investigator on the Haskell Research Initiative for Scientific Enhancement (RISE) program and other student training programs. She was the first reservation Indian from California to attend a university.

"Fulfilling a dream for a better life through the chances provided by UCR, I have been blessed to be able to facilitate educational opportunities for American Indians across the country. I taught for two decades as a professor of psychology before beginning to focus the majority of my energies on the empowerment of American Indians — through the creation of science training programs funded by large federal grants, advising national organizations and science agencies, and serving on the board of directors and as president of SACNAS, an organization serving Hispanics and Native Americans in science."



Jamaal Lewis

Senior, business administration
Lewis is enrolled in the UCDC program and is serving an internship for Wachovia Securities and BET (Black Entertainment Television)

"To me, 'Living the Promise' means to truly be a person of your word by not only telling people what your objectives are, but by converting those objectives into standards by which you live. When you are a true representation of your message you can become the most effective leader that people will trust and follow. When I decided to pursue business as my major I recognized that I had the ability to be an effective leader and motivate others. My objectives are to be a hard worker, stay focused and be self motivated in order to achieve my goals. These objectives are also the standards that I live by."

appointment. Chancellor White has chosen “UC Riverside: Living the Promise” not only as the official theme of that event, but as an inspirational guide as he moves forward in his role of leader of the campus.

We asked a group of alumni and students to share what “Living the Promise” means to them and how they go about fulfilling that promise. Tell us how you are “Living the Promise” at livingthepromise@ucr.edu.



Evita Limon

('07, biology major, Spanish minor)
First-year medical student, UCR/UCLA Thomas Haider Program in Biomedical Sciences

“The promise I have made is to spend the rest of my life improving the quality of health care in underserved areas, especially in terms of culturally competent care. I have seen the need first hand through my own life experiences, and hope to enact change through policy or through collaborations like the Latino Health Collaborative. Diversity within educational and health care institutions is very important. I will continue working with K-12 and college students to encourage them to pursue a graduate or professional degree. Attending medical school through the UCR/UCLA program is an important first step to fulfilling this promise.”

Deane Zahn

('06, entomology)
Graduate student in the UCR Department of Entomology

“‘Living the Promise’ is about accountability. Each day I make a conscious decision to uphold the promises I make that define who I am and how I live in both my personal and professional life. Over time the decision becomes a habit, and the promise is fulfilled.”

Susan Hannibal

(pictured with second graders Srigopa Aringhoff and Gabriela Anger)
('86, liberal studies with an emphasis on English and education; multiple subject teaching credential)
Second-grade teacher, Magnolia Elementary School, Riverside; she holds a special credential in reading.

“I love to read, so for me, ‘Living the Promise’ is not just about teaching my students to read, but sharing my passion with them and helping them to discover the worlds that are opened up through reading. In this way, I hope I am encouraging the future generation to live their promise, whatever that may be.”



Tessa Lennala

Senior, psychology major, business minor
Lennala plays forward on UCR's women's soccer team. In 2007 she was named Big West Offensive Player of the Year and All-Big West First Team.

"For me, getting support I need to balance a very demanding schedule as UCR student athlete while staying on top of my educational responsibilities is 'Living the Promise.' I hope to combine my education and my love of soccer to pursue a career in sports marketing so that I can continue to live the promise."



Ruben Barrales

('84, political science/administrative studies)
President and CEO of the San Diego Regional Chamber of Commerce. He formerly held the position of deputy assistant to the president of the United States and director of intergovernmental affairs.

"UCR laid the foundation for me to live the promise that a quality education provides. I have used that foundation to help me in my career, which has included holding public office, working in the private sector, and being an active and involved member of the community."



Nick Cuhn

Senior, electrical engineering major, political science minor

"The UCR promise has granted me the social mobility that was once otherwise unavailable to individuals of my background. Education has become the catalyst for breaking through the socioeconomic barriers that were once blocking the path toward achieving my goals, and I am fortunate that UCR has given me this opportunity. I look forward to the new future that I have been given, and will favorably remember this institution long after I graduate."



Lauren May

Senior, mathematics

May is in the UCDC program and is serving an internship with the U.S. Department of Education.

“To me, ‘Living the Promise’ means keeping the promise I have made to myself, which is sticking to my life goals no matter what comes my way, to complete my education and start a career that pleases me in every aspect. Friends may come and go, but the true ones stay with you through it all and encourage you to do your best even when it is hard. Everything that life has brought me so far has made me who I am today and I would not change that for the world.”

Brandon Gaut

(’92, genetics)

Professor and chair of ecology and evolutionary biology, UC Irvine. His research focuses on evolutionary genetics of plant systems. He was recently chosen as a fellow in the American Association for the Advancement of Science

“Promise is a word with two distinct meanings. The first is a commitment, as in ‘making a promise.’ The second is potential, such as, ‘She has great promise.’ As a professor at UC Irvine, I’m privileged to regularly encounter both definitions. Every day, I work with students who have the potential to change their communities and the world with their bold ideas. I’ve also made a commitment to educate these students. In this way, I hope that I can impart at least some small fraction of the blessings that the University of California has given to me and my family.”

Yolanda Moses

(’75, M.A.; ’76, Ph.D., anthropology)

Associate vice chancellor, professor of anthropology, UC Riverside

“‘Living the Promise’ for me means being able to give back to the university that gave me my professional start in life. I am happy to be back at my alma mater working with the students of a new generation. It is a great time to be at UC Riverside with new leadership, new vision and new energy. The sky is the limit for this institution, and I am happy to be a part of it!”

Check it Out

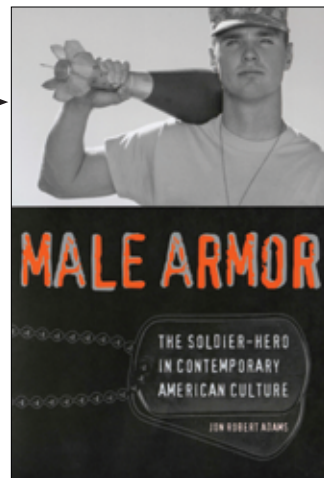
UCR authors offer up a variety of fiction and non-fiction books including poetry, dance, ants and tea.

Male Armor: The Soldier-Hero in Contemporary American Culture

By Jon R. Adams, ('00, Ph.D.)
University of Virginia Press
August 2008, 176 pages

There has been no shortage of iconic masculine imagery in American literature and film — from “Rambo” to “Jarhead” — that reflects societal perceptions of war as an almost mythical experience that glorifies and validates manhood. Adams’ book examines the gap between cultural perception of masculinity, the individual experience of it and how those perceptions change over time. He reveals how works about late 20th century American wars try to eliminate the inconsistencies between civilian conceptions of war, military expectations and a soldier’s reintegration into society.

Adams is associate professor of English at Western Michigan University.



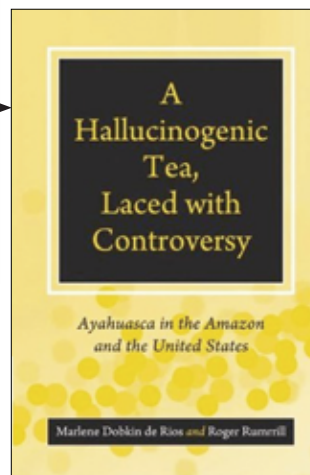
A Hallucinogenic Tea, Laced with Controversy: Ayahuasca in the Amazon and the United States

By Marlene Dobkin de Rios ('72) and Roger Rumrill
Praeger Publishers
July 2008, 168 pages

For centuries, a hallucinogenic tea made from a giant vine — the ayahuasca — that is native to the Amazon rainforest has been taken as a religious sacrament across several cultures in South America. Many spiritual leaders, shamans and their followers consider the tea to be enlightening and healing.

Ayahuasca has moved into the United States, causing legal battles in the Supreme Court and rulings from the United Nations. Opponents fight its use even as U.S. scientists and psychologists continue investigations of whether ayahuasca has healing properties that might be put to conventional use for physical and mental health. In this book, de Rios and Rumrill explore the history of and arguments about the substance that seems a sacrament to some and a scourge to others.

De Rios is an associate clinical professor of psychiatry and human behavior at UC Irvine.

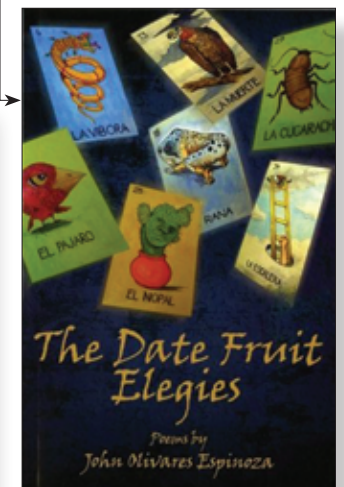


The Date Fruit Elegies

By John Olivares Espinoza ('00)
Bilingual Press
November 2008, 78 pages

Whether describing a tragic shooting or a cockroach, John Olivares Espinoza’s language captures the reader’s imagination along with the gamut of emotions in his first book-length collection of poetry. The semi-autobiographical poems in “The Date Fruit Elegies” reveal pain, struggle and joy as they explore life through the eyes of a son of Mexican immigrants. Espinoza creates poetry, using clear language to evoke imagery: a mother and her boys share a meal of two cheeseburgers, ever mindful to save a piece for a future meal; two wage-earning teen boys take a late-night odyssey in search of a dinner other than cheese and vanilla pudding; a college student spends eight hours kneeling next to his landscaper father, helping to pull weeds.

Espinoza teaches English at the National Hispanic University in San Jose, Calif.



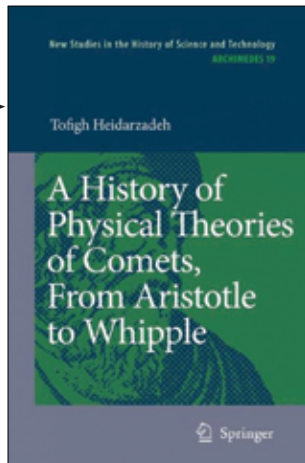
These books are available for purchase at the UCR Campus Store and online at www.ucrcampusstore.ucr.edu. They have been discounted up to 30 percent.

A History of Physical Theories of Comets, From Aristotle to Whipple

By Tofigh Heidarzadeh
Springer
June 2008, 292 pages

Unlike the available works on the history of comets, which either illustrate relatively short periods in the history of physical cometology or portray a landscape view without adequate details, this book focuses on details of each major theory of the past two millennia. It also investigates the interaction between observational and mathematical astronomy and the physical sciences in defining the properties of comets.

Heidarzadeh is a lecturer in the UCR Department of History.



Dynamite and Dreams

By Robert V. Hine
San Diego City Works Press
September 2008, 204 pages

Hine's novel, based on the life of Job Harriman, a well-known free speech lawyer and the 1911 socialist candidate for Los Angeles mayor, imagines life in the utopian, turn-of-the-century Llano del Rio Cooperative Colony north of L.A., which Harriman helped establish in 1914.

Hine is a UCR professor emeritus of history.

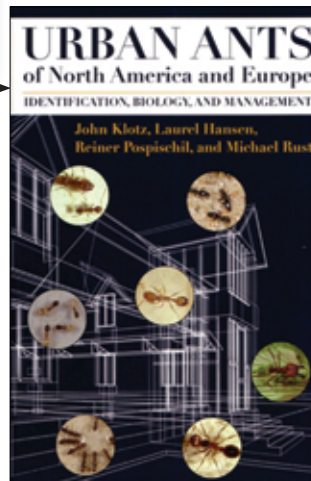


Urban Ants of North America and Europe

By John Klotz, Laurel Hansen, Reiner Pospischil, Michael Rust
Cornell University Press
October 2008, 216 pages

Ants that commonly invade homes, damage structures, inflict painful bites, or sting humans or their pets are considered pest ants. This illustrated identification guide highlights 40 species of ants that pose difficulties in urban settings. Included are well-known invasive troublemakers such as the red imported fire ant and Argentine ant, as well as native species. "Urban Ants of North America and Europe" also contains information on the diagnosis and treatment of human reactions to ant stings and bites.

Klotz is a UCR Extension specialist. Rust is a professor of entomology.



Choreographing the Folk: The Dance Stagings of Zora Neale Hurston

By Anthea Kraut
University of Minnesota Press
September 2008, 312 pages

Though Zora Neale Hurston was widely celebrated for her 1937 novel, "Their Eyes Were Watching God," she was also a prolific choreographer and stage director in the 1930s. Kraut's research details Hurston's contributions to modern dance and illustrates how she used the arena of performance to advance an understanding of the black diaspora with perceptiveness, sensitivity and originality.

Kraut is an assistant professor of dance at UCR.

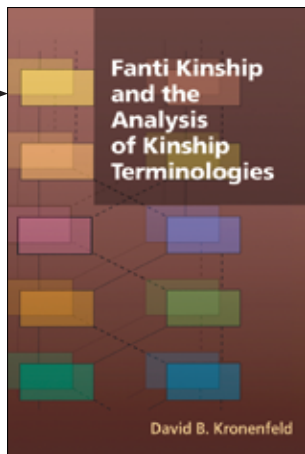


Fanti Kinship and the Analysis of Kinship Terminologies

By David Kronenfeld
University of Illinois Press
February 2009, 392 pages

This book examines Fanti kinship from a variety of systematic, analytic perspectives. Kronenfeld details the internal usage of Fanti terminology and explores the relationship between social groups and communicative usage, relating his findings to the intersections of language, thought and culture. Including computational and comparative studies of kinship terminologies, this volume represents the fullest analysis of any kinship terminological system in the ethnographic record.

Kronenfeld is a professor of anthropology at UCR.

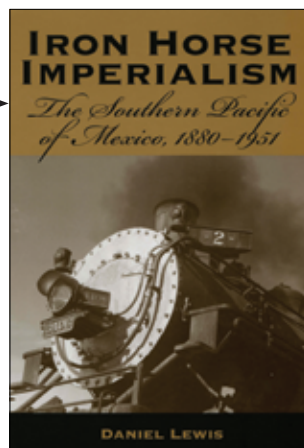


Iron Horse Imperialism: The Southern Pacific of Mexico, 1880-1951

By Daniel Lewis ('97, Ph.D.)
University of Arizona Press
October 2008, 149 pages

The Southern Pacific of Mexico was a railroad owned by the Southern Pacific Company that ran from the Sonoran town of Nogales to the city of Guadalajara between 1898 and 1951. It transported millions of passengers and freight, but rarely turned a profit. Lewis reveals there was a complex relationship between the Mexican government and the U.S. rail company that continued its commitment to operating the railroad in a country that was ambivalent about its presence, long after it ceased to make sense economically.

Lewis is the full-time Dibner Senior Curator for the history of science and technology for the Huntington Library.



Makeover Nation: The United States of Reinvention

By Toby Miller
Ohio State University Press
October 2008, 240 pages

In "Makeover Nation," Miller looks at the power of various forms of knowledge about people and their emotions as they have been applied to the United States population, from talk therapy to drug treatment. He is particularly interested in young people — in examining how childhood is constructed — and pays close attention to the much-favored diagnosis and treatment of ADHD/ADD. He also focuses his attention on metrosexuals and right-wing Christians to disclose how these opposing groups manifest their drive toward self-creation. Miller believes that we must question the pleasures of reinvention even as we embrace them.

Miller is professor and chair of the Department of Media and Cultural Studies.

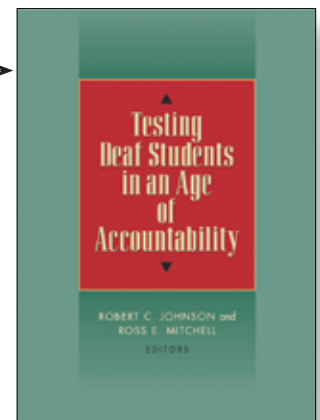


Testing Deaf Students in an Age of Accountability

Edited by Ross E. Mitchell ('93, '01, Ph.D.) and Robert C. Johnson
Gallaudet University Press
October 2008, 248 pages

Despite the idealism represented by the No Child Left Behind law's mandate for accountability in education, deaf students historically and on average have performed far below grade level on standardized tests. To resolve this contradiction in deaf education, this collection presents a spectrum of perspectives from the local, state and national level. The book includes an overview of the legal and conceptual issues pertaining to the inclusion of deaf students in large-scale assessment systems, and an important collection of firsthand accounts of school administrators discussing their experiences with the development, implementation and consequences of test-based accountability for deaf students and schools serving these students in several states across the country.

Mitchell teaches quantitative research methods for the M.A. programs and the new Ed.D. program at the University of Redlands.

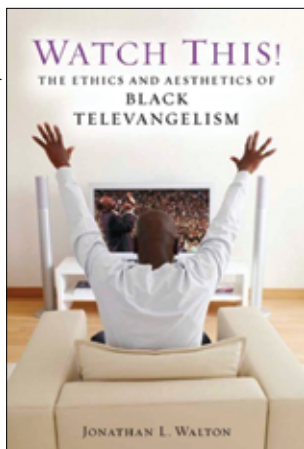


Watch This! The Ethics and Aesthetics of Black Televangelism

By Jonathan Walton
New York University Press
February 2009, 320 Pages

“Watch This!” seeks to move beyond polarizing debates by critically delving into the dominant messages and aesthetic styles of African-American televangelists and evaluating their ethical implications. Walton provides a principled ethical analysis that places televangelists against a larger cultural backdrop, evaluating them according to their own self-understandings and ecclesial agendas.

Walton is an assistant professor of religious studies at UCR.

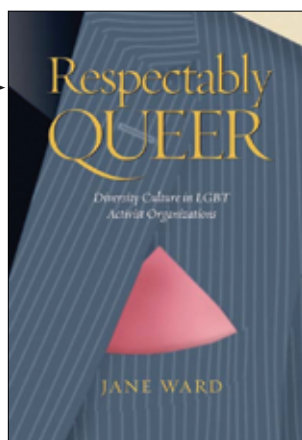


Respectably Queer: Diversity Culture in LGBT Activist Organizations

By Jane Ward
Vanderbilt University Press
September 2008, 192 pages

“Respectably Queer” reveals how neoliberal ideas about the concept of difference are becoming embedded in the daily life of the progressive movement and producing frequent conflicts over the meaning of “diversity.” Ward shows how queer activists are learning from the corporate model to leverage their differences to compete with other nonprofit groups, enhance their public reputation or moral standing, and establish their diversity-related expertise. Ward traces the standoff between the respectable world of “diversity awareness” and the often vulgar, sexualized and historically unprofessional world of queer pride festivals. She spotlights dissenting voices in a queer organization where diversity has become synonymous with tedious and superficial workplace training.

Ward is an assistant professor of women’s studies at UCR.

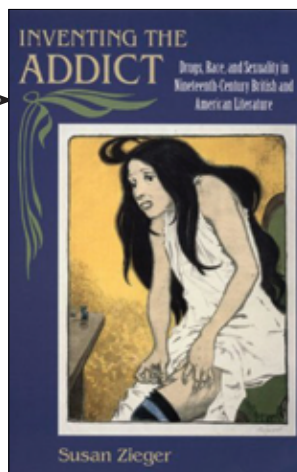


Inventing the Addict: Drugs, Race, and Sexuality in Nineteenth-Century British and American Literature

By Susan Zieger
Univ. of Massachusetts Press
December 2008, 360 pages

The notion of addiction has always conjured first-person stories, often beginning with an insidious seduction, followed by compulsion and despair, culminating in recovery and tentative hope for the future. In “Inventing the Addict,” Zieger tells the story of how the addict, a person uniquely torn between disease and desire, emerged from a variety of earlier figures such as drunkards, opium-eating scholars, vicious slave masters, dissipated “New Women” and queer doctors. Drawing on a broad range of literary and cultural material, including canonical novels such as “Uncle Tom’s Cabin,” “The Strange Case of Dr. Jekyll and Mr. Hyde” and “Dracula,” she traces the evolution of the concept of addiction through a series of recurrent metaphors: exile, self-enslavement, disease and vampirism. As Zieger demonstrates, it took form over time through specific, shifting intersections of gender, race, class and sexuality, reflecting the role of social power in the construction of meaning.

Zieger is an assistant professor of English at UCR.



The Management of Water Quality and Irrigation Techniques

By Ariel Dinar and Jose Albiac
Earthscan Publications Ltd.
February 2009, 320 pages

As countries face deteriorating water and environmental quality as well as water shortages, pollution control and the efficiency of water use become of paramount importance. This book reviews issues related to agriculture, one of the main polluters of water sources as well as a main consumer of water, and the various policy and technology developments that have been made in an attempt to regulate pollution and improve irrigation efficiency.

Dinar is a professor of environmental sciences at UCR.



**Also recently published
The American, French, Haitian and Latin American Revolutions 1775 to 1825 Social or Political?**

By Stephen Reed (B.A. '71 , M.A. '73)
Kendall Hunt
January 2009, 164 pages

Your Brain on Xbox

A journey through Xbox's "Live Your Moment" campaign

By Kat Sanchez

It started out innocently enough. Pleasant music playing in the background, the camera panning around the vacant but smiling face of a young woman — but then there was a nightmarish scene that made me question where our media culture really wants to take us.

I was watching a commercial for Xbox's "Live Your Moment" ad campaign, a global marketing initiative that is pushing the company's evolution from video games into the wider world of home entertainment.

There are three commercials in the series including one for *Lego Batman*, featuring a son and father; and *Rock Band*, with the focus on a girl and a group of her friends.

The commercial that first caught my attention was a promotion for the "movie downloads" feature of the console (Xbox 360 is the only game system that lets you watch movies with Netflix).

The creepy, lobotomized smile of the young redhead in the commercial was a reaction to the movie she was watching on her Xbox. Except, as the camera panned around the room, I didn't see her eating popcorn or animatedly laughing. Instead, she sat inactive, at a distance from her boyfriend.

I saw a cavity in the back of her head, filled with Xbox's idea of what she should be experiencing: she and her boyfriend cuddling on a couch, set in the middle of an antique cinema — the light of the



projector flashing wildly — her hair framed by silvery clouds and a shooting star.

What bothered me immediately about this, and the other commercials, was that the subjects were not "living their moment" as the ads so creatively wanted me to believe. In fact, it seemed as if they were hardly living at all.

At the heart of the new advertisements is the Xbox experience, according to a press release issued by Microsoft, and the company went to great lengths to make sure the consumer is visually awed.

The artistic ingenuity behind the commercials *is* impressive. No computer-generated imagery was used; miniature sets were built, using precise detail, including working lights in the tiny buildings of the *Lego Batman* game scene.

But, it is their beauty that worries me

in part. How many children are sitting at home watching these commercials, like me, in awe at their allure of a new sense of self-experience? But the 5-year-olds in my mother's kindergarten class don't talk about playing a magical game of *Lego Batman* with their dads. They talk about shooting prostitutes in *Grand Theft Auto*. So despite its beauty, the lure of the Xbox experience may not be a good thing.

And while parental responsibility plays a huge role in what kind of video games children are playing and what kind of influences those games have on them later in life, when I saw these commercials I couldn't help but feel a little disappointed about the way the people in them were being portrayed.

As the argument between the virtual world and reality — between *Rock Band* and a rock band — continues, it stunned me to see a commercial that seemed to broaden the divide. The players in the commercials weren't having these fantasy-laden experiences at all. Each sat, nearly disengaged from the entertainment that was supposed to be stimulating them, in what looked like a drug-induced state.

Watching the commercials, I somehow felt they were encouraging a life externally sedentary, implanted with the magical realism of Xbox's version of one's own experience. ❧

Kat Sanchez is a senior creative writing major at UC Riverside. She will graduate in June and plans on pursuing an M.F.A. to continue her study of poetry.

Henry Ramsey

Henry Ramsey Jr. ('60), a retired California Superior Court judge and former dean of Howard University School of Law, believes in giving big for the small stuff.

"The beginning of the semester when you have to buy books and groceries, that is a hard moment," says Ramsey. "In the words of the business community, 'It's a cash flow problem.' You need a bridge to get over a temporary rough spot."

The Gift

Set up a decade ago, The Henry Ramsey Jr. Emergency Loan Fund — a revolving, no interest, short-term loan fund of \$30,000 — is open to undergraduate students who are in good academic standing and are qualified to receive need-based financial aid. Students can borrow up to \$1,000, which must be paid back in 30 days.

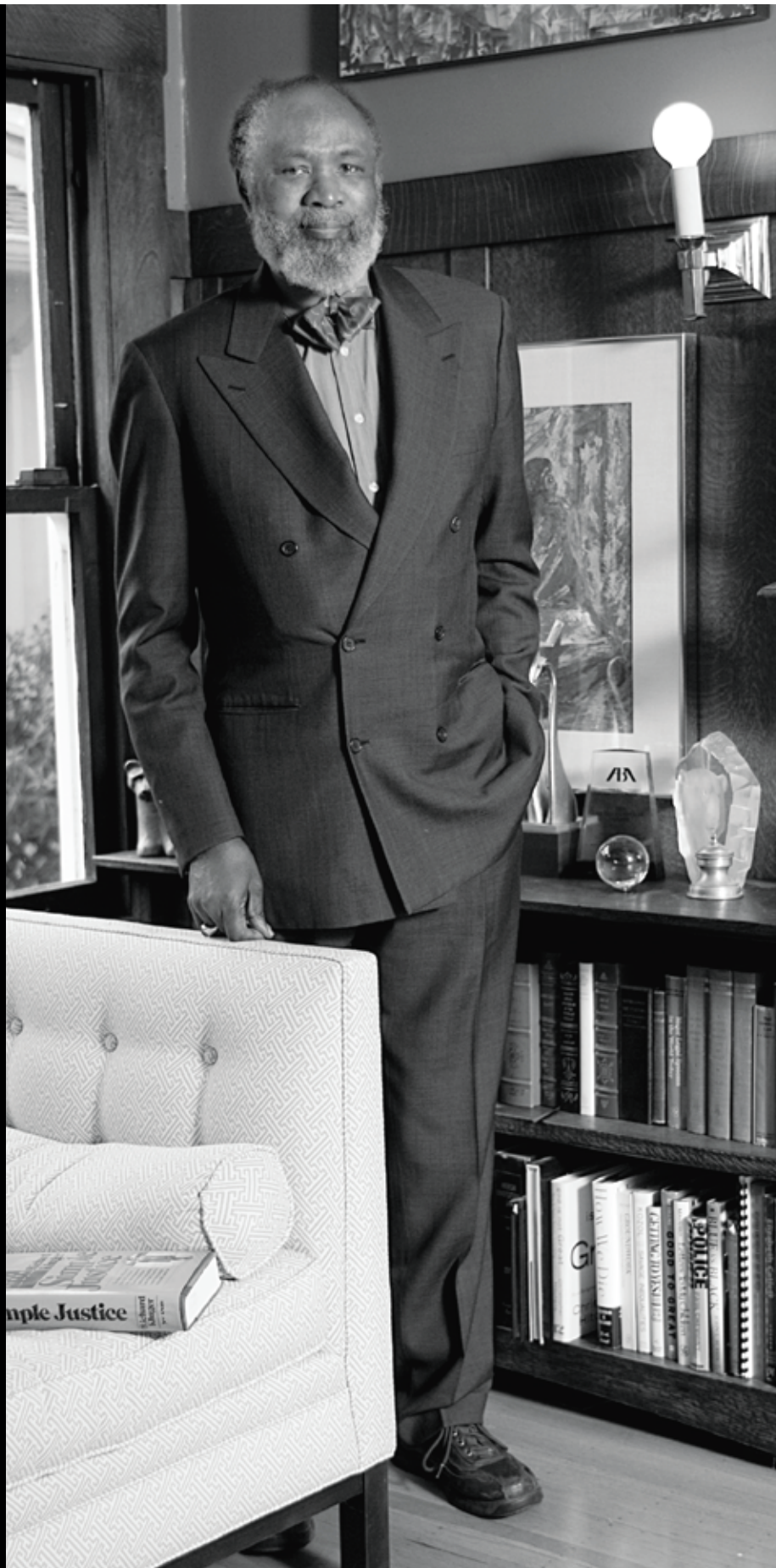
Since 1999, the fund has made 223 loans totaling \$125,706.14, helping students to pay for books and groceries, rent and car repairs.

The Inspiration

"I couldn't have gotten my higher education without emergency help for little things," notes Ramsey. "I thought there would be others who would be in the same spot and need this kind of assistance."

Ramsey had a rewarding moment a few years back when he spoke at UCR. Students who were helped by the Ramsey fund stopped by to say thanks. "It was very satisfying," says Ramsey.

Ramsey's time at UCR and his groundbreaking career are detailed in his autobiography, "The Life Story of Henry Ramsey Jr.," which was published in January.





SPEAKING WITHIN A COMFORT ZONE

By Bettye Miller

When people are oppressed, they often take their conversations underground to people who share their oppression. But, says one UCR professor, there is much to be learned by listening to those hushed conversations.

When Barack Obama disavowed what to many Americans seemed intemperate remarks by his church pastor about racism and the United States, he effectively neutralized a historical and important aspect of black culture and knowledge, said Vorris Nunley, assistant professor of English.

Nunley studies African-American hush harbor rhetoric, which he said is language and rhetoric grounded in an African-American perspective of the world. It is saying to people of similar background what cannot be said, or is not understood as legitimate or normative, in the public sphere.

Nunley, who has studied African-American hush harbor rhetoric for a decade, said it is language which, if expressed outside a community that understands its history and context, is often marked as angry, militant and distorted.

Hush harbors exist in a variety of cultures, Nunley



“Hush harbor rhetoric is important to have a sense of the world that is grounded in your own communal histories and knowledge. What is unsayable in the world gets said there.”

Norris Nunley
assistant professor of English

says. For example, the feminist movement emerged in part from women’s clubs, homes and kitchens across the country where women would share information and tactics with one another that they would not share with men. NASCAR races and book clubs also can be kinds of hush harbors. So can socially conservative evangelical churches rallying the base of the Republican Party. Other variants of hush harbor rhetoric are constructed around ethnicity, class, and sexual orientation.

“Hush harbor rhetoric is important to have a sense of the world that is grounded in your own communal histories and knowledge,” Nunley says. “What is unsayable in the public sphere gets said there.”

Inherent in Many Cultures

The ability to say something in a place that otherwise cannot be said in public is not the sole criteria for a hush harbor. Rather, hush harbors are connected to a particular space that has a particular history, such as black churches, which are so central to the experience of being African American in the United States that politicians recognize them as important venues on the campaign trail, Nunley says.

Gays, feminists and others have places where they gather. Although distinct from African-American hush harbors, those spaces do provide a safe place to communicate experiences and ideas without fear of being discriminated against

or labeled angry, unprofessional, or inappropriate, says Jane Ward, assistant professor of women’s studies.

“Many Americans now claim to be pro-diversity, and beyond racism and sexism. Yet, we still live in a time in which members of oppressed groups — such as people of color, queer people and women — gain access to basic rights and acceptance only as long as they are willing to contain their anger, express gratitude for the rights they are given, and behave in the most normative fashion,” says Ward.

Many women, for example, avoid identification with the feminist movement because they fear being labeled as unattractive, man-hating, or queer, Ward says. “What happens in feminist space is that feminists get to talk about how in fact they *are* angry, some *are* queer, and they *do* sometimes feel hatred directed toward sexist men.”

In the lesbian, gay, bisexual and transgender movement, leaders have adhered to a strategy of telling the broader society that “we’re exactly like straight people, but we love people of the same gender. There is nothing distinct about us culturally,” Ward says. “But, queer subculture *is* different. It is about celebrating gender non-normativity and about making different familial, reproductive and consumer choices than straight people, like saying, ‘I don’t ever want to have children,’ which is not OK to say in the mainstream. What queer people talk about when we are among ourselves

reflects our unique humor, our history and our critique of heterosexual norms.”

Hush History

Many African-Americans speak differently in front of white audiences than in front of black ones, says Nunley. That has been true since the 17th century when enslaved Africans and African-Americans met in bush arbors, which eventually became known as hush harbors — places where they could speak freely, outside the hearing of whites and without risking jobs, money and personal relationships. Fredrick Douglass, Victoria Earle Matthews, the Rev. Martin Luther King Jr., Toni Morrison and other African-American artists, activists and academics have alluded to, practiced, or written about hush harbor rhetoric in various forms for decades, Nunley says.

“These places were hushed from white interpretation,” he explains.

They were necessary, and they remain, Nunley said.

Witness the media furor after the public airing of sound bites of sermons by the Rev. Jeremiah Wright, who until recently pastored Trinity United Church of Christ in Chicago.

“I’m not arguing that hush harbor rhetoric is always correct,” Nunley says of Wright’s strident calls for reform. But to disown African-American hush harbor rhetoric is to ignore the struggles of African Americans who have practiced it, sometimes at great cost.

“Three hundred years after slavery that kind of rhetoric still makes many white people uncomfortable,” Nunley says. He argues that true democracy is big enough to embrace whatever an individual or a community really wants to talk about.

The response to Jeremiah Wright’s comments is an example of why marginalized or oppressed groups are careful about what they say in the public sphere, Ward says.

“What you find in public isn’t the raw expression of what people feel. Sometimes it is what elites in that community, people who have access to the public stage, have decided is strategic to share,” she says. “Do I want queer subculture brought into the mainstream? I’m not sure. It gets commodified, assimilated. The media isn’t going to let it maintain its critical, subcultural form. It will morph into something that is palatable to straight people.”

“In the case of feminism, I believe it’s still very appropriate for women to be angry, very appropriate to blame men for misogyny. Many of the issues that are represented as gender neutral — war, imperialism, school violence, there’s a long list — are presented as terrible things that humans do when they are in fact often terrible things that men orchestrate. We constantly miss opportunities to have a feminist analysis of what is happening globally.”

Any meaningful discussion about race and democracy needs to take seriously hush harbor opinions, Nunley says. It will require everyone to engage in what Nunley calls “rhetorical listening” — that is, listening to understand another person’s views and how they came to those beliefs without having to agree with what is said. For example, “while I agree that racism is endemic to American culture, I understand the assumptions of others who disagree and do not dismiss or trivialize those who disagree as merely irrational, angry or un-American.” That could lead to people rethinking who they are as individuals and what it means to live in community, Nunley says. “That’s enough to unsettle people. ... It means understanding what people believe. You don’t have to agree. Democracy requires serious, empathic engagement. That is difficult to do. But that’s what democracy is about — I’ve got to listen.”

The nation has had moments of rhetorical listening, he said, such as the Rev. Martin Luther King Jr., who “could bring hush harbor rhetoric to the public square and talk about race and what that meant for everyone.”

Nunley sees reason for optimism in the expansion of African-American hush harbor rhetoric into the public sphere in the response to Obama’s election as the 44th president of the United States.

“There was a cathartic release when he won. Hope was palpable. People were crying. There is a notion that finally more is possible than before. Hope creates the possibility for something different. To the extent that percolates out, if people can be different, they can speak differently. While hope in and of itself is not sufficient, it is a necessary beginning for reformist or transformative political policies and projects. Hope means something. What it means we’ll have to see.”



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ALUMNI CONNECTION

For more information about these and other alumni events, visit www.alumni.ucr.edu

Scholarship Brunch

The annual Scholarship Recognition Brunch was held on Oct. 11 at the Aberdeen and Inverness restaurant. The brunch, which honored the recipients of the Regents, Chancellors and Alumni scholarships, was attended by more than 230 scholars, family members, faculty and staff, and featured a speech by Chancellor Timothy P. White.

"Being the recipient of the Walter A. Henry Prize has helped me in more ways than just helping me financially through college; it has made me realize the greater importance of giving back to the community," said scholarship recipient Linda Ong.

Support UCR students by making a tax-deductible contribution to the UCR Alumni Association Scholarship Endowment Campaign. Visit the Alumni Association and click on the "Support Student Scholarships" link under Featured Programs.

Alumni Association Web site and Online Community

In fall 2008, the UCR Alumni Association launched a new online community and Web page redesign.

Registered users of the new Highlander Online community receive benefits such as searchable online directories and e-mail subscriptions. Users can create a profile that will allow them to network with other alumni and keep in touch with former classmates. Registration is free and exclusive to UCR alumni, so log on to www.alumni.ucr.edu and start your profile today.

Alumni and Visitors Center Art Exhibit

The photography of M. Robert Markovich ('99) is on display at the Alumni and Visitors Center. The exhibit, "Film Set to Hard Space: a Dialogue of Projects," features images taken from several different projects over the years. The

photos on display include images from the Kress Building, California Museum of Photography, the Riverside County Courthouse renovation, projects by Frank Israel and film sets by production designer John Iacovelli. The exhibit runs through May 14. Exhibits change twice a year. Alumni artists are invited to show their work. Any interested alum can contact the UCR Alumni Association at ucralum@ucr.edu for more information.

How to contact the UCR Alumni Association:

Web site: alumni.ucr.edu

E-mail: ucralum@ucr.edu

Phone: (951) UCR-ALUM or (800) 426-ALUM (2586)

Travel the Globe and Expand Your Horizons

The UCR Alumni Association offers many opportunities to expand your cultural horizons. Take a journey through Europe from June 24 to July 4 and visit the Netherlands, Germany, France, Switzerland and more. If wildlife is your interest, take a tour of Alaska on a cruise from July 1-8. Set your sights on one of the world's most dramatic landscapes and immerse yourself in culture with a trip to Norway from July 7-15. Or, if Italy is the destination of your dreams, join us on a tour from Sept. 9-16. All trips booked through the UCR Alumni Association receive special alumni rates. Contact the UCR Alumni Association to request a detailed travel brochure.



UC Day in Sacramento

March 9-10

Support UCR and higher education by serving as a delegate. Join fellow alumni from all the UC campuses to share issues with elected officials concerning the University of California.

Inaugural Tour Receptions

In recognition of the inauguration of Timothy P. White, UCR's eighth chancellor, the UCR Alumni Association is scheduling an inaugural tour of regional receptions to provide the opportunity for alumni to meet the new chancellor. Each reception begins at 6 p.m.

March 23 — Orange County Area Alumni Reception

March 24 — San Diego Area Alumni Reception

March 25 — Los Angeles Area Alumni Reception

Other locations will be announced later. Visit the alumni association Web site for more information.

Discover Day

Newly admitted high school seniors and families visit the campus. Alumni volunteers are needed to represent the UCR Alumni Association and to talk with students.

April 4 — CHASS Discover Day

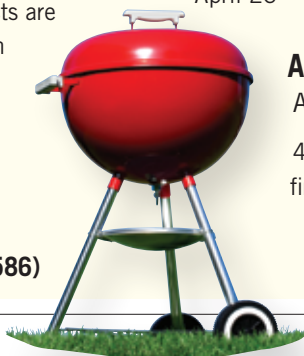
April 18 — COE/CNAS Discover Day

April 25 — Highlander Day

Alumni Family BBQ and UCR Baseball game

April 18

4 p.m., barbecue at the UCR Sports Complex; 6 p.m., first pitch vs. UC Irvine at the UCR Sports Complex.



50s

'55 **Ernest Garcia** was awarded the Lifetime Achievement Award from the Inland Empire's Hispanic Image Awards. Ernie is the former dean of the College of Education at Cal State San Bernardino and taught elementary school for 13 years before teaching at the University of Redlands and Cal State San Bernardino for 23 years. He was the first Latino to graduate from UCR.

60s

'62 **Kerry Jones** is directing "Tom, Dick and Harry" at the Rialto Community Players. She has been involved with theater in many different capacities, such as designing scenery for the La Mirada Theatre for the Performing Arts, and acting for the Rialto Community Players.

'66 **Pat Zaharopoulos** became a deputy city attorney in San Diego in September 2008. She advises the mayor and the City Council on civil law, and greatly enjoys her position. Pat has also funded a scholarship in the name of Nick and Christina Zaharopoulos at UCR.

70s

'72 **Jerome Thompson** was recently elected president of the American Society of Pediatric Otolaryngologists (ASPO) and was appointed by Tennessee Gov. Phil Bredesen to serve as physician representative on the Tennessee Board of Communication Disorders and Sciences

Committee. Jerome developed the Pediatric Ear Nose and Throat division for the University of Tennessee at Le Bonheur Children's Medical Center and St. Jude's Children's Research Hospital. He also published an article on Forbes.com on a study he led on reduced hospital stay for pediatric patients treated with Omniguide Flexible C2 laser.

'72 **Marlene Dobkin de Rios** was a consultant for the National Geographic Cable Network program "Taboo," drawing on her knowledge of anthropology, particularly culture and hallucinogens. Her new book, co-authored with Roger Rumrill, "A Hallucinogenic Tea, Laced with Controversy," was published in July.

'74 **Erlinda Martinez** was selected as one of the "Top 25 Latinos in Education" in the September/October issue of Latino Leaders magazine. Erlinda has served as the president of Santa Ana College since 2005. Prior to this, she served as vice president for student services at Cerritos College in Norwalk, where under her leadership the college developed a new gathering center for the campus as well as a new streamlined registration process for students. Erlinda also was the administrative dean and dean of students for Mission College in Santa Clara for nine years, and was the director of student affairs at El Camino College in Torrance ... **Carole Nagengast** ('78 M.A.)



was elected to the Amnesty International USA Board of Directors where she was also given the position of vice chair. Carole is on the faculty of the anthropology department at the University of New Mexico, where she chairs the peace studies program. She is also involved with the American Association for the Advancement of Science (AAAS) Committee for Social

TAKE FIVE

Marisol Aviña

'01 Political Science/
International Affairs



Aviña, (above right) with fellow alumna Maricela Rodriguez ('03), is a consultant for the California Assembly Education Committee.

- 1. What is most rewarding about your job?**

The most rewarding aspect of my position is the opportunity to affect policy for the more than 6.2 million students in our public schools and the opportunity to be a voice for English learners, students with disabilities and foster children.
- 2. Who was the professor or teacher who had the greatest impact on you?**

It was my principal at Upland Elementary School. I entered her school not knowing a word of English and she was the one person at the school who took the time to develop a relationship with me and my family. Her faith and confidence in me motivated me to excel.
- 3. Where do you see yourself in 10 years?**

Working hard trying to make a difference in people's lives, perhaps in a different capacity, but still working on behalf of the disadvantaged, whether it is at the state, national or (why not) at the global level.
- 4. Which class did you enjoy the most in college?**

Politics of Mexico with Professor Jonathan Hiskey. I learned so much about the political and economic environment in Mexico that led my family to immigrate to the U.S.
- 5. What is your favorite memory of UCR?**

Performing plays at Watkins 1000 to raise funds for the charity activities of the Organización Estudiantil Universitaria de Español (OEUE). Fun times!

Names printed in **Blue** indicate members of the UCR Alumni Association. To update your membership, visit www.alumni.ucr.edu.

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Responsibility and the AAAS Committee on Human Rights. Carole continues to stay connected to Riverside where she heads the Claire Connelly Scholarship Fund. The fund was established in honor of her daughter, Claire, a Riverside police officer who was killed in the line of duty, and has provided more than \$85,000 in college scholarships to the sons and daughters of local police officers. Carole received the UCR Alumni Public Service Award from the UCR Alumni Association in 1993.

'75 **John Adams** (Ph.D.) is the historian for the Rialto Historical Society. He has written a book, "The Little Girl in the Window: A True Ghost Story," which investigates the "otherworldly" presence of the ghost of Kristina Hendrickson, an 11-year-old girl who died of leukemia more than 40 years ago.

'76 **L. Mac Taylor** was selected to serve as legislative analyst for the state of California by the Joint Legislative Budget Committee on Oct. 22. He is the fifth person to hold the position since it was created in 1941. Mac served as deputy to the former legislative analyst, Elizabeth Hill, since 1990. During his service he oversaw K-12 education, higher education, local government, state administration, and economics and public finance. In his new position, Mac will play an important role in providing counsel to legislators on fiscal matters.

'78 **Suzanne Klein** (Ph.D.) has published a book, "Power to Change the World: Alternative Energy and the Rise of the Solar City" (BookSurge). Written for the general public and government leaders, the book focuses on the current energy crisis, its causes, and the roadblocks that have prevented effective action. The book also discusses possible solutions to the energy crisis by

stopping funding to enemies, decreasing pollution of the planet and regaining energy independence in order to put Western Civilization on a more secure foundation.

'79 **Stephen Van Stockum** has taken charge at the Riverside County Department of Environmental Health as of Jan. 1, replacing the department's longtime director, Gary Root. The Department of Environmental Health oversees enforcement of the county's regulations on hazardous waste, operates a vector control unit, licenses and inspects retail food establishments, investigates landfill misuse and monitors local water systems. Stephen served as the deputy director of the department and is a 20-year veteran of county government. He has worked in environmental health for more than 28 years.

80s

'84 **Ruben Barrales** was appointed by Gov. Arnold Schwarzenegger to the state's new tax commission, which is charged with modernizing how California collects taxes. Ruben has served as president and chief executive officer for the San Diego Regional Chamber of Commerce since 2006. He previously served as a deputy assistant to President George W. Bush from 2001 to 2006, where he was the president's liaison to state and local elected officials. From 1998 to 2001 Ruben was president and chief executive officer of Joint Venture: Silicon Valley, a coalition of business, government and civic groups. He also served on the San Mateo County Board of Supervisors from 1993 to 1998 ... **Molly Holman** is now the vice president of intellectual property at Metabasis Therapeutics. Before

working at Metabasis, she was at Almylin Pharmaceuticals as the executive director of intellectual property. Prior to this, she practiced patent law at Christie, Parker & Hale, and Fish & Richardson, and was a licensing assistant at the Dana Farber Cancer Institute.

'89 **Grant Klein** is the technical editor for Statistical Research Inc., a cultural resource management firm in Redlands, Calif., which specializes in archaeology, anthropology, history and historic architecture ... **Jerry Swain** is the founder of Jer's Chocolates, an award-winning handmade-chocolate company that uses organic, all-natural ingredients grown by U.S. farmers. Jer's Chocolates has recently been featured on the "Rachael Ray Show," and just won two more International Confectioner's Awards, for a total of six confectioner's awards for outstanding chocolates. In addition to Jerry's success in business, Jerry and his wife, Mariella, welcomed their first child, Jason, in February 2008.

90s



'92 **Sherri R. Carter** is the Riverside County court executive officer. Sherri was hired from the federal court system, where she was chief executive for the Central District of California. She worked in the federal system for more than 12 years. As the county's top courts administration official Sherri will manage a staff of more than 1,200 employees and will be charged with addressing the Riverside County courts congestion problems and working to balance the court system's budget.

TAKE FIVE

Maj. Lance Aiumopas

'94 **Psychobiology**

Aiumopas is the senior defense counsel at Ramstein Air Base in Germany



- 1. What is your typical work day like?**
I'm a criminal defense attorney who also supervises five other defense attorneys (area defense counsel) and four defense paralegals stationed in Germany, Turkey and Qatar. We also provide defense-services support to bases in the United Kingdom and Italy. On any given day, I'm reviewing evidence, interviewing witnesses, visiting incident sites or advising defense counsel on different aspects of their cases. I also provide career guidance, prepare performance reports and send information to or receive guidance from higher headquarters.
- 2. What is your favorite part of your job?**
I enjoy the fact that as Judge Advocate General (JAG) officers, we do more than try cases. We're often involved in a variety of typical and atypical practice areas, such as operations law and contingency/humanitarian operations. When I joined, I wanted to serve my country and get some legal experience. But I got a lot more than I expected. For instance, I've gotten to see the world and appreciate its history, as well as learn about life in different parts of the U.S. and overseas (Korea and Germany). I consider myself extremely lucky.
- 3. Who is the person that had the most positive impact on your life?**
Col. Rocco J. Lamuro, USAF (Ret.). Mr. Lamuro was boss when I was stationed in Korea in 2005. He received his commission after college and entered the Air Force as a management engineer. He later was selected by the Air Force for the Funded Legal Education Program and became a judge advocate. He served for nearly 28 years, and then recently retired with his family to Germany. He currently works as a civilian attorney at our major command. I consider myself fortunate to have a mentor and friend here in Germany.
- 4. Any advice for students who have recently graduated?**
Don't be afraid to try something new, even if it is a complete 180-degree change from what you studied at UCR. I attended college with the intent of becoming a physician, but it wasn't until after I graduated that I realized that I would enjoy doing something else. I looked into law, volunteered at a law firm to "test the waters" and get experience. It helped me decide to get my law degree and now I'm working and living in Germany, seeing different parts of the world, learning about world history, languages, cultures, and practicing law in service of my country. Job satisfaction for me is at an all-time high.
- 5. What is your best memory of UC Riverside?**
The life-long friends I've made. In fact, I still keep in touch with several of the people I met there, including those who lived on my hall in A&I. For me, what makes or breaks an assignment are the people involved. For instance, my first assignment was at Keesler AFB, Mississippi. I spent most of my life in South Pasadena, so moving away from the big city was a foreign concept to me. However, Keesler AFB turned out to be an outstanding assignment, mostly due to my co-workers and the friends I made there. Some are still in service, others got out, but we all still keep in touch. Not only that, but I also got a fair amount of trial experience, which is exactly what I wanted.

DISCLAIMER: The views expressed herein are those of the author and do not reflect the official policy or position of the United States Air Force, Department of Defense or the U.S. Government.

Sustainable future...

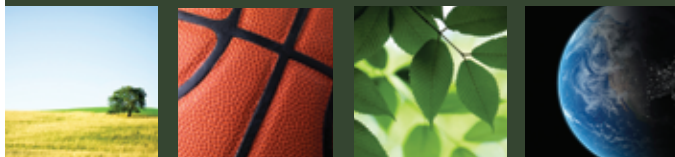
Join the UCR Alumni Association for Life



Matthew W. Nelson '95
Proud UCRAA Life Member

“My fondest UCR memory was meeting my wife. From my vantage point with KUCR Radio, doing everything from news to sports, DJ, engineering and producing, I saw UCR as a sleeping giant with great potential. We are very excited about UCR’s current growth with the medical school, public policy school, and athletics. We’ve been attending Highlander games as the most tangible way to support UCR, sharing in the pride. I became a life member of the Alumni Association because it was the most immediate and easiest way to start my lifelong involvement with UCR. You can, too.”

Matthew Nelson is a lawyer with Gresham Savage Nolan & Tilden, San Bernardino. He is putting his B.S. in Environmental Science to good use in his practice, which primarily involves land use, including compliance with the California Environmental Quality Act.



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To join, call (951) UCR-ALUM (827-2586)



'93 **Lisa James** is the producer and screenwriter for the award-winning independent feature film “Defying Gravity,”

which has been released by Indie-Pictures. The film has appeared in nine film festivals and won four awards including Best Narrative Feature at the Wildwood by the Sea Film Festival. Lisa has a long history in the film business. She wrote three screenplays that have been optioned. From 1998 to 2003 she organized and administered an annual screenwriting competition. In 2003, she was the director of development for the former Zeta Entertainment and continues to offer story analyst services. In addition to her experiences in entertainment, Lisa has also been happily employed as a math teacher for more than 15 years ... **Marco Perez** is now the assistant director of Government and Community Relations at UCLA. Marco previously worked for First Interstate Bank.

'95 **Victor Perez** was elected to the state Assembly in November. The 80th Assembly District is made up of the communities of Blythe, Brawley, Calexico, Calipatria, Cathedral City, Coachella, Desert Hot Springs, El Centro, Holtville, Imperial, Indio, La Quinta, Palm Springs and Westmorland. It encompasses both Riverside and Imperial counties. Before becoming a state assemblyman Victor served as a school board trustee for the Coachella Valley Unified School District.

'97 **Mariah Hartman** graduated from Oxford University in England with a master's degree in business administration in September.

'98 **Cassandra Hughes** is working more than 12 hours a day, seven days a week with veterinary externships all over California.

She will graduate in May ... **Carole Kennedy** is an associate professor of political science at San Diego State University.

'99 **M. Robert Markovich** has a photography exhibit displayed in the UCR Alumni and Visitors Center. He has had a diverse career, exhibiting his work across the country and garnering attention in the form of grants, exhibition reviews and feature articles. His work has been published internationally in Japan, Italy and Great Britain, as well as in the U.S. In addition to working on his own projects, he is currently the photography specialist managing the photography facility and studio at Chaffey College. He previously worked as a technical director and instructor teaching both beginning and advanced photography courses.

00s

'01 **Bryan Caron** recently published his senior thesis, “Jaxxa Rakala: The Search.” Caron’s short film, “My Necklace, Myself,” also premiered on July 11 at the Temeku Cinemas in Temecula. Prior to his publication, Bryan was a full-time graphic designer and a part-time screenwriting instructor at the Studio Academy in San Diego, and co-edited a documentary — a mock documentary — called “Homosimians.” The film became a top-50 finalist in the 48-Hour International Film Festival. In 2005, Bryan started a new production company called Divine Trinity Films and formed his own freelance graphic design company, BC Illustration & Design. Bryan continues to work as a full-time graphic designer and is writing his second book ... **Sandy Lee** is now the director of catering for Marriott Ontario Airport.

'03 **Eduardo Garcia** was sworn in as mayor of Coachella in December. This is his second term. He was sworn in by fellow UCR alumnus, the Honorable

Jorge Hernandez ('86). When Eduardo was first elected to office in 2006, he was 29 years old, making him the youngest mayor ever to be elected in Coachella ... **Tiffany Karlin** purchased Accurate Business Results, a health care consulting practice, in November. Prior to this purchase, Tiffany worked for Kellogg & Andelson Accountancy Corp. as a marketing director.

'06 **Emmanuel Martinez** was sworn in as a Coachella City Council member and **Steven Hernandez** was sworn in as mayor pro tem for the city of Coachella. Both were also sworn into office by fellow UCR alumnus Judge Jorge Hernandez ('86).

'07 **Charles Alamo** is playing professional soccer for the L.A. Galaxy. Prior to playing with the Galaxy, Charles worked with Environment America, a nonprofit environmental lobbying firm in New Orleans. Charles played soccer for UCR and was named Big West Conference keeper of the year, and earned six shutouts and a 1.03 goals-against average during his senior year at UCR.

'07 **Kasdit "Kas" Siriyarn** is carrying on the legacy started by his father as chef at Marnee Thai restaurant in San Francisco. Father and son work side by side mixing their award-winning pad Thai sauce and other family recipes.

The Class Acts section of the Fall 2008 UCR magazine, incorrectly stated who gave the 1970 commencement address. William F. Buckley gave the address. The pig was given to him by a handful of graduate students.

WE REMEMBER

FACULTY AND STAFF

Eleanor M. Buker, retired staff member, died in October. She was 80.

Ms. Buker worked for 30 years as an accountant at UCR and was a member of the UCR Retirement Association.

She is survived by her brother, Carl Andrews Jr. of Louisiana; sisters Lucille Cady and Bernice Keyes, both of Iowa; three grandchildren; and five great-grandchildren.

W. Mack Dugger Jr., longtime professor and former dean of UCR's College of Natural and Agricultural Sciences, passed away at his home in Riverside on Dec. 26. He was 89.

A plant physiologist, Mr. Dugger came to UCR's Statewide Air Pollution Research Center in 1960 from the agricultural experiment station at the University of Florida. Three years later he became professor of botany and, in 1964, the chair of the life sciences department.

When UCR's Department of Biology was taken out of the College of Letters and Sciences in 1968 and combined with the Citrus Experiment Station and the Agriculture Research Center, it created a single college of Biological and Agricultural Sciences. As the first dean of this college, Mr. Dugger guided the campus through a difficult merger of the then-life sciences department with the research and teaching activities of the Citrus Experiment Station.

In 1974, under his stewardship, the physical sciences were folded into the college to create the College of Natural and Agricultural Sciences.

He served as dean from 1968 until 1981, then returned to teaching and research in the Department of Botany and Plant Sciences. It was at this time that he was recognized by Chancellor Tomás Rivera for his "many and substantial contributions" to the university.

After retiring in 1990, he remained an active scientist and researcher, as well as mentor to graduate students. He will be remembered particularly for his work with plant irrigation systems and published research on the subject of boron. Additionally, Mr. Dugger was honored with UCR's Emeritus Faculty Award for 1996-97.

He was preceded in death by his wife, Dot, and is survived by his son Thomas, daughter Lucinda and three granddaughters.

The family asks that donations in his memory be sent to the UCR Botanic Gardens.

Glenn I. Hatton, distinguished professor in the Department of Cell Biology and Neuroscience, died Jan. 16 in Riverside from cancer after a brief illness. He was 74.

Dr. Hatton joined the faculty of UCR in 1992 as professor and founding chair of the Department of Neuroscience, which later became the Department of Cell Biology and Neuroscience. During this time, he founded the neuroscience graduate program and served as its first director. During his career, he advanced twice to the rank of distinguished professor, first at Michigan State University in 1986 and then at UCR in 1997.

Internationally recognized for his scientific contributions that advanced key concepts in neuroscience, Dr. Hatton was one of a relatively small but growing number of neuroscientists to tackle the interaction between neurons (cells traditionally regarded as delivering all signals in the brain) and glial cells (cells formerly thought to provide little more than metabolic and structural support for neurons).

Dr. Hatton is survived by his wife, Patricia; his children James, William, Christopher, Jennifer and Tracey Silla; daughter-in-law Caroline; son-in-law Sam; and granddaughter Aubrey. In lieu of flowers, the family requests that donations be made to the UC Riverside Foundation - Glenn Hatton Memorial Fund, 120A Highlander Hall, Riverside, Ca. 92521.

ALUMNI

'59 **Eleanor Blackman**, former school teacher, December.

'08 **Tejal Pati Reddy**, graduate of the College of Natural and Agricultural Sciences, December.

S. Sue Johnson

Alumna, '62 history



S. Sue Johnson is a strong leader with a passion for higher education.

By Litty Mathew

Blame it on her DNA.

That's what S. Sue Johnson, former UC Regent chairperson and member of the UC Riverside Foundation Board of Trustees, credits for her passion for education. Johnson comes from a family of educators. Her grandfather, P. Boyd Smith, started Riverside's California Baptist University. Her father, S.E. Boyd Smith, was professor of music at Azusa Pacific University and a founding faculty member of both California Baptist University and the University of Corpus Christi in Texas. Johnson, who graduated from UCR in 1962 with a B.A. in history, never took the value of learning for granted.

Her dual passion for education and the city of Riverside propelled Johnson into becoming an active alumna. She was the first woman president of the Citizen's University Committee, the group that lobbied to bring a UC campus to Riverside. In 1986, Johnson was the first graduate to be awarded the Alumni University Service Award, which honors deep volunteer commitment, contribution and support for the benefit of UCR. The same year, she was Riverside Chamber of Commerce's Citizen of the Year.

Johnson went on to become an alumni regent, representing UC alumni to the UC system governing board. "This was a fabulous experience," notes Johnson. "To watch California's best minds was very stimulating, personally and intellectually."

She was appointed by Gov. George Deukmejian to the UC Board of Regents for a 12-year term in 1990, and served as chair from 2000 to 2002, where her highest priority was to monitor the quality of UC education. At the conclusion of her term, she received the Chancellor's Medal, the University's highest honor.

"I have a great appreciation for having been a regent and to have served as a trustee during UCR's formative period," says Johnson, who has seen UCR grow from a small liberal arts college into a world-renowned research university. Johnson is currently a member of the UC Riverside Foundation Board of Trustees, which supports the mission of the chancellor.

Why such a strong sense of service?

"It's the joining of the heart for a purpose," notes Johnson. "That's what volunteers provide. I feel so lucky to have an institution like UCR in my home town." ❧

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