You’ve graduated — but GGU hasn’t stopped working for you

Alumni Services and Resources are Available to You for a Lifetime

Log on and take advantage of the career and networking tools available to you, 24/7.

AlumniConnect
www.ggu.edu/alumni

Connect with fellow alumni, search the online directory, register for upcoming events, and update your contact information

New! Alumni Career Network
(see article on p. 17 for more info)

ggu connect, your monthly e-newsletter
(visit www.ggu.edu/alumni to update your e-mail address)

GGU Careers
www.GGUCareers.com

Free career resources for GGU alumni from the Office of Career Planning
(see article on p. 17 for more info)

www.linkedin.com (search groups for “Golden Gate University”)
www.facebook.com/GGUalumni
www.twitter.com/GGUalumni

BUSINESS | LAW | TAXATION | TECHNOLOGY

GOLDEN GATE UNIVERSITY

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- LOOK WHAT I FOUND: TAXATION OF BASEBALLS AND DIAMOND RINGS
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cover photo by Kris Davidson
November
13 School of Law Environmental Law Symposium
   “Farming and Food: How We Grow What We Eat.”
   Attorneys, law professors, and advocates from a variety of nongovernmental organizations will discuss such topics as Calif. Central Valley Irrigation Subsidies; Mexico-US Corn Trade; Grounds for Organic Decertification; Seed under International Law; and more. MCLE available.
   GGU, 536 Mission Street; 9 am-4:30 pm. Info: Natascha Fastabend 415.442.6604 or nfastabend@ggu.edu.

December
4 Swearing-In Ceremony
   GGU alumni who have passed the California Bar will be sworn in by a federal and state judge.

9 Bridge Society Luncheon
   Our annual luncheon honoring those who have included GGU in their estate plans. By invitation.
   Info: Elizabeth Brady, 415-442-7831 or ebrady@ggu.edu.

January
20-21 Thank-A-Thon
   Alumni, students, faculty and staff are invited to write a short personal note to one or more of our alumni and tell them thanks for making an annual gift to GGU. 536 Mission Street, Student Government Lounge; 4-7 pm. Info: Alumni Services 415-442-7812.

February
25 Super Lawyers Reception
   Honoring GGU alumni who have been named California Super Lawyers in 2009. 536 Mission St; 5:30-7:30 pm. Info: Alumni Services 415-442-7812.

March
19-20 Poverty Law Conference
   “Vulnerable Populations and Economic Realities: An Interdisciplinary Approach to Law Teaching” GGU School of Law and the Society of American Law Teachers will present a two-day teaching conference bringing new data and theories from the social sciences, communications and media, and education.
   Info: Michele Benedetto 415-442-6575 or mbenedetto@ggu.edu.
It’s our time to “SHINE!”
This is the year we tell the GGU story

For over 100 years we’ve been working steadily toward fulfilling our mission of providing quality, convenient, effective education for working adults. Until recently we have kept a relatively low profile. We have sharply focused on education — not expensive athletic programs or student housing. At GGU we have a unique educational model of using practitioners, so the learning is applied and students get practical, up-to-the minute information that they can use immediately.

You (our 64,000 alums) know what your GGU education has done for you, but the majority of people don’t, as evidenced by San Francisco and Bay Area awareness studies.

This is the year we tell our story!
You’ll read about our SHINE campaign in this issue. We spend a small percentage of our budget on advertising (4-5%, compared to 40-50% at for-profit institutions). This year we concentrated our dollars on SHINE to build our awareness.

GGU begins this academic year on strong footing, which is rare in this economy where state-funded schools are suffering massive budget cuts and private institutions have seen significant drops in their endowments. Today, more than ever, we thank you for your continued support and engagement with our mission.

We completed our first ever capital campaign — a five-year effort to raise $35 million. We succeeded, and went beyond. We raised $38 million.

I want to thank those who participated in the campaign, and tell you how important it is to the lifeblood of your institution. We now have the Centennial Wall in our main lobby listing more than 100 people and organizations who have given over $100,000 to GGU.

We are extremely proud of our alumni awardees highlighted in this issue. We are proud of those alumni who shared their stories with us in the 2008 edition of Profiles in Prominence and eight others who will be highlighted in the 2009 edition. Ultimately, we are proud of alumni stories that have yet to be told.

GGU has a proud heritage and a noble past. Our new Strategic Action Plan will sustain and enhance our future. More and more San Francisco and Bay Area residents will see us as a place to “SHINE!”

— Dan Angel, President
San Francisco, a world-renowned city, is also a small, tight-knit community where networking and connections are powerful. You can be a part of Golden Gate University’s rise in quality, prestige and national recognition.

If you attended GGU, you are instantly connected to over 64,000 alumni — 31,000 in the Bay Area alone — who can affect your career and job satisfaction.

GGU magazine and the Alumni Association offer you a way to stay connected to the university community.

One of the best ways to help GGU achieve the recognition it merits is to share your story: your experience of how Golden Gate helped you achieve your professional and personal goals. Please visit www.ggu.edu/alumni to enter the SHINE contest (see p. 21 for details).

Also, feel free to write to me at lbrowne@ggu.edu and let me know what you’d like to see in future issues. You are GGU and this is your magazine!

Best wishes,
Laura Browne
Editor in Chief
Alumni socialize and add new contacts to their networks — by Pollie Robbins

On September 23, over 100 alumni, faculty and staff attended a networking mixer in San Francisco sponsored by the GGU Alumni Association. It was so packed we extended the party onto the sidewalk! Attendees could participate in the Business Card Network, where business cards are collected, scanned and e-mailed to attendees. Networking mixers are held all over the Bay Area and are great for business networking or plain fun socializing.

“Since it was the first alumni event I had the pleasure of attending, I didn’t really know what to expect. But it was great fun. It was a wonderful opportunity to see old friends, meet new ones, and enjoy the festivities with good food and drink. A perfect evening. Thanks.” — Heather Shallenberger

1 – Jim O’Neill (MBA 86), Trustee, Danny Wang (JD 08), Contract Attorney
2 – Jody Santiago (JD 09), Jessica Barber Gonzalez (JD 05), Judicial Staff Attorney, California Supreme Court
3 – Peter Cottan (MBA 09), Associate Director, Advising Services, GGU, Heather Shallenberger (JD 09), Rick Mei (MAC 05), Accounting Manager, Mina Group
4 – Norma Nelson (BA 78, MBA 89), Cliff Jarrard (MBA 77), Owner, Bacchus Acres Vineyard, Sonoma
5 – Derrick Chan (BS 09), Tax Accountant, Bechtel Corp, Jimmy Joe (MBA 82), Tax Supervisor, Bechtel Corp
6 – Daniel Hewera (LLM 09), Gabriel Voisin (LLM 09)
In March, the university celebrated the successful completion of The Centennial Campaign for GGU with a Cirque du GGU celebration and unveiling of the new Centennial Wall in the lobby of the university’s main building at 536 Mission Street. The Centennial Wall lists individuals, foundations, and corporations who have made cumulative contributions of $100,000 or more since the university’s founding through the end of the campaign on Dec. 31, 2008. In the end, $38 million was raised — $3 million over the university’s original goal!

More than 200 members of the GGU community and friends came to celebrate and tour the enhanced facilities they helped make possible, including the renovated Law Library and new Student Services Center on Jessie Street. Performers, including a magician, mime, caricaturist and balloon artist, entertained the crowd. 

Image 1: Golden Gate University

Image 2: Cirque du GGU

Image 3: Caricature drawing

BY KATE McNULTY
PHOTOGRAPHY BY CHARLOTTE FIORITTO
1 — Curtis Burr* (BA 74, MBA 76) speaks at the Centennial Wall dedication

2 — Dan Angel, GGU president, hams it up with some street performers

3 — Kathryn Ringgold (JD 70) holds up her striking likeness

4 — Campaign leaders Phil Friedman, GGU president emeritus; Kenneth B. Weeman, Jr.* (MBA 90, LHD 08), campaign steering committee chair; Angel; Elizabeth Brady, VP of University Advancement; and Les Schmidt* (MS 81), chairman of the board of trustees

5 — Dan Riley* (MBA 81), president, Global Treasury Services (retired), Bank of America; and Irene Riley

6 — Anne Moller Caen* (MBA 88), president of Moller & Assoc (retired); and Madeleine Mallory* (MBA 93), president & CEO, Catalyst Financial Planning & Investment Management Corp.

7 — Helen Christopher, sister of former SF mayor George Christopher (BA 30, BS 57); and Jay Gonzalez, director GGU EMPA Program

8 — Angel and Richard Rosenberg (JD 66, MBA 63), chair and CEO (retired), Bank of America

9 — Guest with street performer

* Members of the GGU board of trustees.
AHEAD OF THE CURVE IN MOBILE MARKETING

GGU launches first-of-its-kind course: Marketing in Emerging Media

You might have asked yourself, “what is mobile marketing?” Perhaps you’ve seen advertisements inviting you to “text SONC to 20222 to donate $5 to the Northern California Special Olympics,” or to text message loyalty codes from a bottle in order to join and participate a Coca-Cola loyalty program.

The mobile channel is the fastest growing marketing channel in the world. With it you can mobile-enhance traditional media (TV, print, radio, etc.) and engage your customers directly in the palm of their hands: picture making a radio spot interactive or sending a coupon to drive foot traffic to your businesses.

Michael Becker teaches Marketing in Emerging Media (MKTG 396 V) and is a DBA candidate at Golden Gate. A leader in the mobile marketing industry, he is the VP of Mobile Strategies at iLoop Mobile, the industry’s leading mobile marketing solutions provider; the Global and North American vice chairperson for the Mobile Marketing Association; and a Direct Marketing Association Mobile Advisory Council member. For his contributions, he received the 2007 MMA Individual Achievement Award and the Direct Marketing Education Foundation 2009 Rising Stars Award.

GGU HAILED AS LEADING PROVIDER OF TECHNICAL MARKET ANALYSIS EDUCATION

The “Best of Wyckoff” conference at GGU’s campus draws top experts in the field

Nearly filling a large auditorium in August, the material presented at the Wyckoff conference focused on market trading behavior and risk. GGU Professor Bruce Fraser (MBA 82) stressed the notion that success in trading is typically diametrically opposed to the lessons we learn in life. GGU Professor Hank Pruden spoke about “Bar Charts for Wyckoff Setups and Signals.”

Widely used among financial professionals, technical analysis is a discipline for forecasting future market trends through the study of historical data, primarily price and volume.

Innovations in technical analysis education earned GGU an international reputation for leadership in the industry. The first-ever technical market analysis course was taught in fall 1976, and the first graduate certificate was offered in 1998. In June 2009, Bloomberg Markets magazine reported: “Golden Gate is the only college in the US to offer a certificate in technical analysis.”

GGU REACHES OUT WITH TAX-AID

Many low-income families qualify for tax credits that they may never realize

By Jim Kowalski

“I think I qualify for the Earned Income Credit or the Child Tax Credit, but can’t afford to pay an accountant.” A coalition of accountants and lawyers decided to address this question 20 years ago by forming Tax-Aid, whose mission is to
provide free income tax preparation to low-income families throughout the Bay Area.

GGU has joined Tax-Aid to help families realize their full tax potential in 2009 by officially sponsoring a new tax preparation site at San Francisco’s flagship Goodwill location last spring.

“Many of the volunteers at Tax-Aid have an affiliation with GGU, whether they are current students, alumni, adjunct faculty or members of firms and companies that recruit from our programs, so it was a natural progression for the university to formally sponsor a site and take GGU’s commitment to Tax-Aid’s mission and its clients to the next level,” says School of Accounting and School of Taxation Dean Mary Canning (JD 81, LLM 82).

The site yielded more than $80,000 in refunds, made possible by over 300 total volunteer-hours at the Goodwill location. Tax-Aid’s cumulative tax refunds numbered nearly $4.1 million last year.

Details for next year’s volunteers will be posted at tax-aid.org in December. To be notified of GGU’s specific dates and times, please send your contact information to tax@ggu.edu.

GGU PROFESSOR TEACHES WITH LEGOS

LEGOS are not just for children … GGU’s Walt Stevenson teaches critical thinking and team building with America’s favorite building blocks

By Alexia Marquis

“When the hands are working, the mind is working,” Professor Walt Stevenson tells 20 to 25 strangers who have arrived at a curious seminar hosted by Golden Gate University, as part of a weeklong series. The “5 Days To Shine” series was designed to reveal GGU’s innovative and most requested teaching techniques.

Stevenson’s class introduced Serious Play™. The concept: while working with LEGOS, professionals can unlock collective creative imagination; teams reached “immediate, actionable solutions to complex problems.”

Participants shared their innovative thought processes, revealing critical thinking skills, creativity, and problem-solving skills in a team environment using the building blocks that previously had been reserved for children!

Stevenson is a certified GGU in-house Serious Play™ facilitator; when he works with Serious Play™ outside the university he is associate of the Lloyd Smith Solutions Consulting Group in Vancouver, BC, Canada.

[ insider — ggu innovation ]
New dean of the School of Law aims to raise school’s national profile

Golden Gate University is delighted to welcome Drucilla Stender Ramey as the new dean of the School of Law. With a BA from Harvard and JD from Yale, Dean Ramey brings extensive experience as a practitioner, law professor, and professional director, along with numerous awards and honors in her field. She served on the law faculty at GGU from 1978 to 1985.

“GGU has evolved into an extraordinarily diverse and educationally challenging environment,” says Ramey. “Over the years, GGU has revolutionized its clinical, clerkship and externship programs, broadened its already robust public interest program, and created great depth in new and important areas, such as environmental law and justice, our new Intellectual Property Center, criminal justice and international law.”

“I plan to do everything I can to better get the word out about our superb programs,” Ramey says, “and to establish closer ties of mutual respect and assistance with legal and judicial employers across the country.”

An advocate for diversity, Dean Ramey will draw upon GGU’s historic commitment to the empowerment of underserved groups.

“I also look forward to expanding our existing LLM programs, including a proposed new joint LLM/MBA program, so as to better attract professionals seeking to enhance their careers,” she says, “and to get to know and work closely with GGU’s distinguished law alumni, who can be found at every level of the judiciary and legal profession.”

Annual Distinguished Lecture Series.
Each year, this series will feature a lecture by a state supreme court chief justice. The inaugural lecture was just delivered by Ronald M. George, chief justice of the Supreme Court of California, on October 20, with the title of “Access to Justice in Times of Fiscal Crisis.”

“We are so honored that Chief Justice George graciously agreed to deliver the inaugural lecture and to attend the reception afterwards to meet our students, alumni, faculty, and other members of the GGU community,” Dean Ramey says.

What marketers need to know about Generation Y

Professor Kit Yarrow spoke about her book, Gen BuY, on marketing to Generation Y at the Commonwealth Club on September 8. Based on hundreds of interviews, focus groups and surveys, Yarrow’s work explains how the unique psychology of today’s teens and twenty-somethings has resulted in a new breed of consumer. She offers insights for marketing to this unique segment, and...
strategies to reach today’s highly influential consumers.

“Gen Y is the now and future for businesses. They are today’s most enthusiastic shoppers, and by 2015 they’ll have more spending power than any other generation,” says Yarrow, a nationally recognized consumer expert.

Yarrow’s research in consumer psychology earned her the Russell T. Sharpe Professorship two consecutive terms. She is Golden Gate University’s 2009 Outstanding Scholar and has been a guest lecturer in consumer behavior at universities around the world, including the Helsinki School of Economics and UC Berkeley. She’s worked with General Electric, Del Monte, and Nokia, and has a MA and PhD in psychology from The Wright Institute in Berkeley.

Founded in 1903, The Commonwealth Club of California is the nation’s oldest and largest public affairs forum, providing a diverse and distinctive array of speakers on various topics, spanning politics, culture, society and the economy. Landmark presentations at the club have included the likes of Teddy Roosevelt, Martin Luther King, Ronald Reagan, Bill Clinton, Erin Brockovich and Bill Gates. Visit www.ggu.edu/alumni for a link to purchase the book.

“PONZI TSUNAMI” IS FIRST FORENSIC ACCOUNTING EXPERT SPEAKER PANEL

The first of a series of forensic accounting expert panels at GGU was a resounding success

By Jim Kowalski

Encouraged by forensic accounting advisory board members, School of Accounting and School of Taxation Dean Mary Canning has begun organizing a series of expert speaker panels to address hot topics in the accounting profession and in the greater business and financial services communities.

The first panel took place on August 4 at GGU. Entitled “Ponzi Tsunami: What Happened and How to Prevent It From Happening Again,” the panel was moderated by five thought leaders from LECG, LLC, the US Department of Justice and Ropes & Gray LLP.

Nearly 100 guests were in attendance and several dozen people participated via live webcast. Two hours of CPE/MCLE credit were offered. To be notified about future events, please send your contact information to accounting@ggu.edu.

“Ponzi Tsunami” Forensic Accounting Expert Speaker Panel

Photo by Gene Dalley
NEW GRANT BREAKS DOWN BARRIERS, PROMOTES SUCCESS AT GGU

Human resource management student among the first to receive grant through Yellow Ribbon Program

By Erica Rodefer

Continuing the tradition of rendering education accessible to our nation’s veterans, GGU is proud to announce its participation in the Yellow Ribbon Program. Started in August 2009, this federal grant, a provision of the Post-9/11 GI Bill, awards 50% of tuition costs (up to $6,586K per trimester) to eligible veterans. To ensure a truly comprehensive reward, the Veterans Administration matches the other half.

After serving for four years in the Active Duty Air Force as an Aerospace Ground Equipment Mechanic, Moses was deployed to Qatar for four months in support of Operation Enduring Freedom. Currently an Education and Training Manager in the Air Force Reserves, Moses knows his degree will help him transition into civilian life and secure a bright future.

Any interested students should initially contact the Department of Veteran Affairs to procure a Certificate of Eligibility. “We want to stress that students can come to the Student Financial Planning office here,” said Director of Enrollment Services Louis Riccardi.

Moses reports his single most remarkable achievement as the morning of his first marathon last August, when the rewards of a six-month intensive training program were realized. He has a hunch that the second will be the receipt of his MSHRM degree from GGU.

“We’ll look at the certificate with you and help you interpret it.” The Office of Enrollment Services has several workers who specialize in federal aid for veterans.

GGU HIRES NEW ACADEMIC ASSESSMENT DIRECTOR

Lisa Kramer to help GGU staff effectively measure results

By Alexia Marquis

Lisa Kramer, GGU’s new director of Assessment and Evaluation, was recently hired to design a system for assessing all
academic and non-academic programs, as well as help prepare GGU for the WASC (Western Association of Schools and Colleges) Educational Effectiveness review. Holding a BS in business administration (with a double major in human resource management and marketing management), a master’s in psychology, and a PhD in sociology, she was most recently the manager of Assessment and Program Evaluation at Stanford University. Lisa’s strategic goal is to integrate staff and faculty in the design and implementation of studies that will help them improve their programs and policies. As a case in point, Lisa, together with Director of the GGU Library Janice Carter, recently formed GGUPEG — the GGU Program Evaluation Group. “In GGUPEG, participants benefit greatly from hearing each other share their plans for evaluating non-academic programs, how they designed and implemented their data collection instruments, and how they are using research results to better manage their programs,” says Kramer. “People are sometimes unsure if they can do assessment and evaluation research correctly without formal research training. With a little help from someone like me, they absolutely can.”

GGU ACCOUNTING: THE PLACE TO PASS THE CPA EXAM

First of its kind CPA prep course slated to increase student pass rate

By Jim Kowalski

“If you want to pass the CPA exam on the first try and then get a great job at a top firm, apply to GGU’s accounting program.” This was the formula for success in the 1950’s-70s. GGU’s accounting program graduates’ CPA exam scores were often at the top of the list, smoothing the way for great beginnings to accomplished careers.

The CPA exam has undergone significant changes since this time. Exam questions are no longer made public, and students rarely have the luxury of calling on faculty with recent exam exposure for preparatory guidance.

Golden Gate University has met these changes by partnering with exam prep expert Roger Philipp, founder of Roger Philipp CPA Review, to conduct two elective courses, beginning fall 2009. The courses will be co-taught by Roger and GGU’s full-time accounting faculty. Both courses are available for online or in-person delivery to our students (and open to non-GGU students) and both can be applied to graduate and undergraduate accounting degrees.

At GGU, we strive to be known as the institution to earn an accounting degree and prepare to pass the CPA exam. We’re confident that this one-of-a-kind collaboration with Roger Philipp will provide Golden Gate University’s School of Accounting students with the tools, knowledge and leadership needed to maintain leading positions in the accounting profession.

Roger Philipp
A group’s strength lies in its people and relationships. Golden Gate University’s new Career Network aims to increase communication and sharing between alumni, students, faculty and staff, ultimately creating a stronger, more effective community.  

By Leah Antignas

GGU ALUMNI CAREER NETWORK

New program offers a chance to receive help or to give back

Research shows — and we know through experience — that employers turn to the most efficient, effective recruitment strategies first: hire internally, hire someone you know, hire someone who comes highly recommended, and only then turn to employment agencies, unsolicited resumes, or responses to an ad. This begs the question: why do job seekers so often do just the opposite — pore through employment ads, sending out hundreds of resumes, hoping that a barrage-like approach will prove to be efficient and effective? In reality, most of us realize that personal connections can make all the difference in a job search.

Informational interviews can help job candidates gain knowledge about particular practices, tips on how to develop their skill set, and advice on how to present themselves effectively. The time commitment is minimal; the payoff could result in a new job.

This fall, the Office of Career Planning, Law Career Services, and Alumni Services partnered to launch GGU’s Alumni Career Network, a new networking tool within AlumniConnect, GGU’s online alumni directory. This new service provides an easy way for GGU alumni to connect with students and other alumni to discuss their professions and share industry knowledge.

Members of the GGU community can identify and connect with alumni who are willing to share their time and valuable knowledge. You can help by making yourself available: either by speaking on campus or meeting with a student one-on-one. You’re guaranteed to have a rewarding impact on the professional development of another member of the GGU community.

Just as you received guidance and encouragement when you were embarking on your career, please consider reaching out to the community by sharing your valuable advice and experiences. In light of the current economic climate, our graduates need each other more than ever. That’s why we’re seeking your participation in this new Career Network,
and hope you will take some time out of your busy schedules to give back to your GGU community.

GOLDEN GATE UNIVERSITY LINKEDIN GROUP

Online group links current students and alumni

Universities traditionally sponsor alumni-only LinkedIn Groups; GGU strives to provide a broader networking approach, recognizing the valuable connections held by all the various member groups that make up the GGU community. Not only do GGU alumni participate in well-established networks, but the majority of GGU’s students are also working professionals who possess equally valuable connections that could benefit alumni. To this end, the Office of Career Planning launched the official Golden Gate University LinkedIn Group in October 2007 to encourage connections between alumni, students, faculty and staff. Today it has over 31,000 members and continues to support and encourage new connections, partnerships and collaborations across the university community.

Office of Career Planning

415-442-7299
www.GGUCareers.com

GGU’s Office of Career Planning provides services and resources to support students and alumni in achievement of career and professional development goals, including:

• Career advising by appointment: in person or by telephone
• Virtual career center with online industry reports, company databases, self-assessment exercises, and job / internship postings
• Online calendar of career and networking events
• Seminars on career management topics
• Tips on social networking best practices

For information and to sign up for a free account visit www.GGUCareers.com.

Law Career Services

415-442-6625
lawcareer@ggu.edu

Email lawcareer@ggu.edu to obtain a username and password for LCSonline, which provides access to all the job listings and materials available from the Law Career Services job database; and to subscribe to Onward + Upward, an e-newsletter containing networking strategies and job leads.

Step-by-Step guide to accessing free GGU alumni resources:

Join GGU’s Alumni Career Network:
1. Sign up and log in to the online alumni directory AlumniConnect at www.ggu.edu/alumni
2. Update your account profile by selecting areas of interest listed under “Alumni Career Network”

Join GGU’s LinkedIn Group
1. Sign up for a LinkedIn account at www.linkedin.com
2. Search for “Golden Gate University” in LinkedIn’s Group Directory and request to “join this group” (Note: Be sure your GGU affiliation is clearly stated in your LinkedIn profile).

Sign up for our new free e-newsletter to be informed of alumni networking events:
1. Sign up and log into AlumniConnect at www.ggu.edu/alumni
2. Update your account profile with your current email address to ensure that you will receive the newsletter.
In our fast-paced world of sound bites and banner ads, you have milliseconds to communicate your story to the saturated and savvy masses.

And what a story Golden Gate University has to tell: for over a hundred years, working professionals have come through the doors to hone their talents and build their futures with relevant, practical, accessible education. Public awareness was low, however, so it was time to better communicate our unique offerings to the public.

THE CAMPAIGN

GGU needed one word that would sum up our story; but it would be no easy feat to distill 100 years of Golden Gate’s proven history and certain future into one word.

The challenge was to launch a new marketing campaign that spoke to job seekers 2.0, letting them know that they don’t necessarily have to go to a medallion school to get the best education possible; there’s another option: an affordable, convenient, effective way to get the education they need to move them from point A to point B.

The word we found was SHINE. SHINE weds the rational reasoning behind returning to school with the passionate promise of a future fought for.

“This campaign focuses on the emotions behind making the decision to go back to school,” explains Hugh Gurin, creative director at Mortar, GGU’s advertising agency. SHINE is about that self-realizing moment in time when you have accomplished exactly what you thought you couldn’t — it’s that flush of personal pride.

“Our SHINE campaign is to let people know who we are, what we do so well, and that they can truly SHINE in their chosen career with a degree from Golden Gate University. It’s about visibility, familiarity, and success via GGU,” says University President Dan Angel.

“We’re excited about being able to celebrate our students’ inspirational decision to accomplish their goals in life and use education as the vehicle for
doing it — and we think this campaign does that,” says Tasia Neeve, Director of Marketing and Communications, GGU.

SHINE gives a nod to GGU’s historic roots, founded as it was in the gold rush days. Those glittering rocks up north eventually made it to town, and so did competitive prospectors desiring that extra edge. They signed up for evening lectures on gold assaying and other necessary subjects. Today, GGU still serves prospecting professionals looking to mine more gold from their talents.

The campaign launched boldly and covered San Francisco: a single word hanging on banners, painted on buses, popping up during your favorite TV show, buzzing over the radio waves, and zipping around online. The burnt orange of the natural light in these SHINE campaign ads is handsome, and the relatable multi-ethnic, many-aged human faces of the campaign reflect the student body demographics. We see our inspired figures with a glint of sun in their eyes at a time when the sun is low in the sky. Is that not-yet-noonday sun a metaphor for the bright futures awaiting GGU degree-seekers? The vitality of the faces of the GGU SHINE campaign comes across viscerally, and visually, the campaign conveys that the sky’s the limit for the people pictured. The subtext: be your personal best with a degree from GGU!

5 DAYS TO SHINE LAUNCH

Picture, if you will, GGU’s backyard: downtown San Francisco. Busy professionals scamper through the urban landscape. Now sprinkle that landscape with the sunrise-hued banners from the SHINE campaign. The local bus stop, the sides of buses (that artery of home to office), billboards, taxi tops ... the topography is gently conquered by that single word: an enticement of a brighter future to come with a degree from Golden Gate.

But it doesn’t stop there. Since we know that where GGU truly shines is in the classroom, we decided to offer people a test drive: so we opened up the campus to the public for the first time.
During the first week of August, the university offered a series of unique free classes on campus and free shoe shines in downtown San Francisco. The promise: “For five days, top professors from Golden Gate University will be offering you a chance to sit in on their most interesting, most-requested presentations. Definitely not your traditional lectures; these are interactive discussions of today’s most topical issues. You’ll learn, you’ll laugh and you’ll definitely be glad you took a long lunch. Or five.”

The public was welcomed through the GGU halls during their lunch breaks to explore such titillating topics as, “Look What I Found: Taxation of Baseballs and Diamond Rings,” by Michael Vinson and “Democracy and Equality: Proposition 8 and the California Constitution,” by Rachel Van Cleave, professor of law and the associate dean of Academic Affairs at the School of Law.

Some of the free shoe shines were even conducted by one of San Francisco’s folk heroes, Larry Moore, a man down on his luck until the community embraced his dedicated entrepreneurship and stepped in to help him buy his shoe shine permit as well as rent an apartment on Nob Hill — his SHINE moment.

During the first week of August, the university offered a series of unique free classes on campus and free shoe shines in downtown San Francisco. The promise: “For five days, top professors from Golden Gate University will be offering you a chance to sit in on their most interesting, most-requested presentations. Definitely not your traditional lectures; these are interactive discussions of today’s most topical issues. You’ll learn, you’ll laugh and you’ll definitely be glad you took a long lunch. Or five.”

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In conjunction with this revolutionary lunchtime learning series, GGU simultaneously launched its Facebook and Twitter pages so that the buzz could go viral in real time. Soon, Twitter and Facebook activity rose dramatically, and the strategy paid off. In a month’s time, the GGU Twittosphere grew from zero to about 150 followers, while Facebook membership hit 800 strong. Early tweets like, “Eating lunch at your desk and surfing the web is the OLD you. Try some inspiration instead...” with a link to SHINE’s new Facebook page made the experience seamless.

“In this economy, the most popular tweets are the ones about free stuff, so the re-tweeting scene when it came to posts about those free shoe shines was successful,” says Serene Buckley, a Mortar PR executive. Meanwhile, on Facebook, links to relevant articles and news clips about GGU abounded, due in no small part to the university’s well-deserved position as go-to experts on mainstream news shows. GGU’s fan page encouraged members to check out Professor Kit Yarrow’s new blog on SFGate.com, where that very week she was identified as a City Bright, someone who is a prominent local expert, or her latest NYTimes Magazine article.

**GGU IS OUR ALUMNI**

Please don’t let your GGU experience end with graduation. Join us online, for alumni events, stop by the campus to see how much it’s changed, and submit your own personal story. Because being a part of the GGU experience means that you never stop SHINE-ing. That, you know.

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**Online Extra**

Watch the SHINE TV spot and the Five Days to Shine lectures at www.ggu.edu/alumni

1 — GGU shine outdoor creative
2 — GGU alum Kian Nobari, MS 09
3 — GGU alum Heidi Lee, BAM 09
Simply e-mail us your SHINE story, and you could be in the next *ggu* magazine.

GGU is you, and you can be a part of raising GGU's national and international prestige. Alums know we do things differently here, such as offering practitioner professors that teach real-world knowledge students can use in the office the next day. But the proof is in the pudding: the success stories of our alums that illustrate how GGU's unique educational formula works.

Submit your shine story, and we may use your story and photo in the next two magazine issues. We will also select random entries and award prizes for added incentive to get out your pens and start writing.

What makes a great shine story? www.ggu.com/alumni has some free writing tips for you as you author your piece.

Here's a quick questionnaire to get you started. Email the answers to these questions plus a high-resolution digital photo of yourself (300 dpi or greater) if you have one, or compose the story yourself to lbrowne@ggu.edu.

1. What degree(s) did you receive from GGU, and in what year(s)?
2. Please describe how your life (professional and personal) changed after getting your degree from GGU.
3. What organization do you currently work for and what is your current full job title?
4. Is there a particular moment in time you would consider a “shining moment” as a result of what you learned at GGU?
5. Please tell us a little about yourself: your family, pets, interests, hobbies or activities you pursue in your free time.
Ronald Hamburger
Alumnus of the Year

Though Hamburger’s role in understanding Sept. 11 has gained the most attention, he is most proud of his work with building codes. “The U.S. today has a really good set of design requirements for seismic resistance, and I think I’ve been a major part of it,” he says.
Ronald Hamburger

MBA 86

Alumnus of the Year

Given to alumni whose professional accomplishments and contributions to the community are worthy of recognition.

On September 11, 2001, structural engineer Ronald Hamburger (MBA 86) watched two planes crash into the World Trade Center from his Oakland office. He dashed off an e-mail to his contacts at the Federal Emergency Management Agency. “If there’s anything I can do to help, call on me,” he wrote. The response was swift: Hamburger was chosen to join the federal investigation into why the Twin Towers fell.

Hamburger made the rounds on national news programs, and became something of a celebrity among conspiracy-theorist bloggers who think the terrorist attacks were orchestrated by the U.S. government. (They label Hamburger part of the cover-up.) Hamburger pays them no mind. His professional life has always been shaped by world events, and his ability to help the nation understand September 11 was simply the most prominent way this pattern played out.

From an early age, Hamburger, a native of New York, was fascinated by airplanes. So in 1970, he entered the honors program at Polytechnic Institute of Brooklyn, planning to attain bachelor’s and master’s degree in aerospace engineering in four years. The Vietnam War was in full swing, and with his low draft number, Hamburger figured that he’d head abroad right after graduation.

But as the war ramped down, Hamburger missed the draft and also changed his course of study. He watched the aerospace industry flounder as orders for military aircraft dried up, and he switched his major: BS in civil engineering and an MS in structural engineering.

His first job was with Bechtel Corporation, which designed industrial facilities such as petroleum refineries, chemical plants, and paper mills. Again, world events shaped Hamburger’s destiny: the first Middle East oil crisis of the 1970s caused Bechtel’s workload to decline, and Hamburger was transferred from New York to San Francisco in 1976. A supervisor saw Hamburger’s management potential and suggested he enroll in Golden Gate University’s MBA program.

Hamburger was not particularly interested. “But I was pretty much told that if you’re asked to do this, and you’re interested in going into management, it’s not something you turn down,” he says.
For five years, he worked full time and took two night courses, completing business pre-requisites and then his MBA. He also got married and became a father. “It was very challenging,” he says.

GGU — and one economics professor in particular — shaped his thinking. “I think Gerlof Homan was the most influential professor I ever had, in terms of giving me an appreciation of world economic events,” Hamburger says. Before he met Homan, Hamburger laughs, “I think I was largely oblivious to them.”

The global awareness he gained at GGU helped Hamburger flourish. “The most successful engineers in the United States are the engineers who can relate technical issues to the financial and political decision-making processes,” Hamburger says. “My education at GGU was invaluable in this regard.”

Hamburger still uses the case method analysis he learned at GGU. “They taught you to do this through exploring what your alternatives were, what the likely outcomes were, and then selecting a course based on the probable outcomes.

Since getting the degree, I’ve done that for every decision.”

After graduation, Hamburger’s career again turned on world events as Bechtel’s business declined with rising petroleum prices. In late 1986, he accepted a job with EQE Inc., a small engineering firm in San Francisco. Later, he learned that his former supervisor — who had suggested an MBA from GGU — was passed over for the same job. “I think the MBA was a very significant factor in why I was able to get the position rather than my supervisor,” Hamburger says.

EQE specialized in earthquake engineering, a field in its infancy. Hamburger had struck a golden opportunity. EQE had collected thousands of photographs and anecdotes from earthquakes across the globe, and Hamburger spent his daily commute on public transit — from Pacifica to downtown San Francisco — poring over the images and notes.

From 1989 through 1994, California had one significant earthquake per year — and Hamburger was there to see the aftermath. EQE flew him around California and across the globe — to Costa Rica, New Zealand, Panama, Peru. He became a leading expert on earthquake engineering.

Hamburger’s expertise enabled him to design a seismic retrofit of the San Francisco War Memorial Opera House and a number of Naval bases, head up a project for FEMA in the aftermath of the 1994 Northridge quake, and rewrite the United States building code’s standards for seismic safety. Fortunately — or unfortunately, from a professional standpoint — Hamburger’s retrofit projects have not been put to the test, since Northridge was the state’s last big one.

In 2002, Hamburger became senior principal at Simpson, Gumpert and Hager, where he works on earthquakes as well as solving non-quake-related structural engineering problems.

“When I was a little kid I loved airplanes. I went to school to become an aircraft designer,” Hamburger says. But recognizing the impact of world events on his profession helped him chart a successful course. “The golden age of aerospace engineering occurred in the 1960s and 1970s — and I would have missed that. But I hit the golden age in earthquake engineering.”
Leon A. & Esther F. Blum Foundation
Bruce M. Lubarsky, executive director
Amicus Award

Given to those whose efforts have resulted in significant contributions to the university’s resources and, thereby, to its educational capabilities and services.

Shortly out of UC Hastings law school, Bruce Lubarsky joined a San Francisco law firm specializing in creditors’ rights and debt collection. That firm was founded by a man named Leon Blum, who became Lubarsky’s mentor.

Blum had immigrated to the United States from Romania when he was 10 years old. His family had no money, so he worked his way through law school by collecting rents — an occupation considered less than prestigious. A brilliant student, Blum passed the bar at age 20, earning the third-best score in the state. He had to wait until he turned 21 to be sworn in.

By the time that Lubarsky met him, Blum had built a lucrative firm and become a wealthy investor in properties and hotels. He never forgot his humble roots. Before his death, the attorney-turned-entrepreneur set up a foundation to benefit worthy students at all of San Francisco’s law schools.

“The reason that Leon wanted to do that was because he thought of himself as a worthy student, and when he went to law school, there was nothing for him — no funds,” Lubarsky says.

Leon created the Leon A. and Esther F. Blum Foundation, but didn’t tell anyone about his gift before he died. Lubarsky says, “Quite frankly, there was much surprise because of the size of the bequest and that none of the schools knew who Leon was.”

Since Blum’s death in 1975, the foundation has bestowed several millions of dollars to each of the area’s law schools, making it the largest single continuing bequest benefiting students enrolled in San Francisco law schools. Lubarsky has been the board’s president since 1982. The board consists of Lubarsky and the deans of the four San Francisco law schools: Hastings, USF, GGU and San Francisco Law School.

In addition to his service with the foundation, Lubarsky has personal ties to the GGU: his two sons are graduates and his daughter-in-law studied accounting.

“I’ve always been impressed with GGU and with the contributions its alumni have made to the San Francisco community,” Lubarsky says.

James McGovern, BS 66
Community Service

Given in recognition of outstanding leadership and service contributions to the community.

In 1999, James McGovern (BS 66), experienced a tragedy. His two-year-old grandson, Ben, died of a rare form of leukemia. “It was a terrible blow to our family,” McGovern says.

So McGovern, a well-connected insurance man from Atherton, got on the phone to his friends. He organized a “Walking for Ben” day to benefit the Leukemia & Lymphoma Society. In 2004, the walk raised $225,000.

Heartened, McGovern kept it up, organizing four walks and raising a total of $1.2 million. “I feel most proud of ‘Walking for Ben,’” McGovern says. “Without a doubt, that’s the most important thing I’ve ever done in my lifetime.”
for L & L and sits on the Silicon Valley chapter’s board.

McGovern has made a career of giving to others. After a difficult childhood — he was an orphan who bounced from home to home — he enrolled in the University of Washington, where he made poor grades. The dean suggested he join the Army — advice that changed his life. “It gave me tremendous self-esteem that I never had before,” McGovern says. The Army also introduced him to an Irish girl named Clare. They met in April 1960, while he was on leave in London, and married in February 1961. “She’s just as pretty as the day I married her,” he says.

The couple moved to San Francisco, where McGovern earned his BS in business administration from GGU at night, while working full time. “I wouldn’t have graduated from college if it hadn’t been for Golden Gate,” he says. “They gave me an opportunity.”

McGovern started an insurance company and became active in charities, heading up fundraising efforts to benefit St. Jude’s Hospital and the Belmont Rotary’s scholarship program. In 2006, his work with L & L earned him Rotary’s Service Above Self Award — an honor given to only 150 Rotarians each year.

McGovern has no intention of slowing down, he says. “I’m going to be staying active in leukemia fundraising as long as I can.”

“Dean Mary Canning
Distinguished Service

Given to a GGU faculty or staff member in recognition of exemplary leadership and service.

After her first year on the job at Ernst & Young LLP as tax staff, Mary Canning (JD 81, LLM 82), had to give a presentation to her firm on the new tax act. Canning prepped thoroughly for the challenge.

It must have gone well, because when she finished, one of the managers asked, “Why don’t you think about teaching at GGU?” The manager introduced Canning to Joe Walsh, then dean of the School of Taxation, and Walsh hired her as an adjunct professor on the spot. Canning had never taught a class before, but that wasn’t going to stop her.

Canning loved teaching. She worked as an adjunct for 10 years, winning the Outstanding Adjunct Faculty Award while simultaneously moving up the corporate ladder. In 1997, after a particularly grueling tax season at Ernst & Young, her final professional stop outside of the university, Canning got an offer from Associate Dean Barbara Karlin to teach full time.

In 1998, Karlin became dean and tapped Canning to be the associate dean. They designed a business plan, worked to boost enrollment, and formed the school’s first advisory board, comprised of San Francisco tax professionals. Canning oversaw the launch of the school’s online and full-time day programs. She also hit the phones and the streets tirelessly to develop relationships with downtown professionals.

“When anybody says tax, they should be immediately thinking GGU,” she says.

With all these duties, Canning still excelled as a teacher, winning the Outstanding Scholarship of Teaching award.

Then, in 2002, she took off her teaching hat and became dean of the School of Taxation, and later the dean of the School of Accounting as well. She
added continuing education lectures and seminars, presented by practicing, expert professionals, and increased the school’s teaching of soft skills. When the School of Accounting was established three years ago, comprised of the existing master’s and bachelor’s degree programs, she and professors Kris Neslund and John McWilliams redesigned the master’s of accountancy program, with full involvement of the full-time and adjunct faculty, as well as review and validation by the new School of Accounting advisory board that Canning built. The goal: to produce graduates who were not only technically proficient, but also business-smart.

Among Canning’s latest accomplishments is the development earlier this year of a new forensic accounting program, with the curriculum created by an entirely new advisory board made up of professional experts — experts who jumped at the opportunity to be involved with Golden Gate University and this new academic initiative.

Michael Robertson
JD 04
Rising Star Award

Given to a graduate (10 or fewer years) who exhibits extraordinary professional achievements and contributions to the community.

Working in venture capital in San Francisco, Michael J. Robertson (JD 04) was, well, a little bored with his job. The goals of venture seemed too simple — turning good ideas into profits — and Robertson craved complexity. So the UC Berkeley grad enrolled in law school at GGU.

Though he never intended to practice as an attorney, Robertson saw the advantages of studying law. “Law school training teaches you how to approach problem-solving in a very specific way,” Robertson says. “The skills I learned are relevant to the work I do everyday.”

At GGU, he focused on intellectual property law and discovered a love for contract law. “What’s great about contracts is that within the articulated structure of contract law, you still have room to be very creative,” he says.

During his third year, Robertson sought out the advice of adjunct professor Daphne Edwards on how to get a job on Capitol Hill, where Edwards had worked for years. After talking to her, Robertson decided to join a Senate campaign where he could meet people in the political community. Robertson was impressed by the record of a rookie state senator from Illinois, so after graduation, he headed to Illinois to volunteer full time for Barack Obama’s US Senate campaign.

“For the first couple of days, I just opened envelopes. I wasn’t even allowed to read the content — I had to pass that on to somebody who was of higher rank,” he laughs. But pretty soon, Robertson was tasked with more important projects. When Obama became a senator, Robertson got a job in his DC office.

For the presidential run, Robertson was the Director of Congressional Affairs, tasked with courting the members of Congress who would be Superdelegates at the national convention. He thrived on researching each member and figuring out the best way to make the pitch. “It’s like a little mystery each time,” he says. Superdelegates played a major role in the nomination, so Robertson’s work turned out to be incredibly significant.

Now, as the US General Services Administration’s head of the Office of Governmentwide Policy and Chief Acquisition Officer, Robertson is in charge of 200 people and responsible for the government’s purchasing policies.

“I got incredibly lucky,” he says. “I’ve been in the right place at the right time.”

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The last night of the presidential primary, Robertson and a small group of Obama’s campaign staff gathered in a room to identify the last few Superdelegates that would confirm Obama’s nomination. When they had enough committed, NBC declared Obama the nominee. “It was a long buildup — years for me, months for others,” he says. “That moment was like, wow, we actually did it.”
Visit GGU AlumniConnect (www.ggu.edu/alumni), the official website of the GGU Alumni Association, for more news and events.

NEW OFFICERS

The Board elected new officers for the 2009-2010 term. President: J.P. Harbour (LLM 04); Vice President: Don Witt (MBA 86); Secretary: Leigh Sitzman (MBA 08).

J.P. Harbour has served on the Alumni Association Board of Directors since 2005 and served as vice president from 2006-2008. He practices estate planning, tax and business law and owns the Law Office of J.P. Harbour in San Francisco. In 2004, J.P. helped to revive and continues to be very involved with the Bay Area Young Tax Lawyers chapter, which holds many of its events at GGU. Throughout his term on the alumni board, he has been an instrumental reason the alumni networking mixers are a success. “My experiences at GGU as a focused student and active alumnus have been tremendously valuable to my career, both academically and personally,” he says. Without a doubt, many of the people I’ve met through the GGU community continue to play an instrumental role in the development of my professional career, and these relationships have proved to be just as valuable, if not more so, than the substantive lessons learned in the classroom. I encourage all students and alumni not to let your GGU experience end with your degree.”

WELCOME TO THE BOARD

The Golden Gate University Alumni Association board of directors is proud to introduce you to the newest member of the board: Carolyn Lee (JD 07, LLM 08). Carolyn is an attorney for Benjamin, Weill & Mazer, APC. Since becoming a member of the board of directors she remains very involved in alumni events and continuing to strengthen the name of GGU in the community.

NEW FACE

Pollie Robbins joined the Office of University Advancement as alumni services manager. She will be responsible for all alumni relations activities and work with the Alumni Association Board of Directors. She looks forward to working with all alumni to maintain and grow a successful and strong alumni network. She can be reached at 415-442-7824 or probbins@ggu.edu.

ALUMNI REUNIONS AND MIXERS


GGU Alumni Networking Mixers were held in San Jose, San Carlos, San Francisco and Los Angeles. Please visit AlumniConnect to view upcoming mixers. They are a great way to network with fellow alumni and current GGU faculty. You never know who you meet at an Alumni Networking Mixer.

STAY INFORMED

We hope you can join us for future events. All events that bring alumni together are posted online. Visit GGU AlumniConnect (www.ggu.edu/alumni) to learn about upcoming activities, search the alumni directory and keep us informed about your successes!

★★★★
The GGU Alumni Association offers FREE membership for any person who holds a degree, diploma or certificate from the university, or who has completed 12 or more units and is not currently enrolled. Alumni are also able to enjoy and utilize the following:

**Social Benefits**
- Invitations to events
- Online Alumni Directory
- E-mail for life
- Free subscriptions to the ggu and Golden Gate Lawyer magazines
- Access to GGU AlumniConnect

**Professional & Educational Benefits**
- Alumni tuition scholarship
- Access to Career Services
- Access to the university and law libraries
- Golden Gate University LinkedIn

**Personal Benefits**
- GGU/Bank of America Visa Card
- Patelco Credit Union financial services
- GEICO Auto/Homeowners/Renters Insurance
- GradMed Health Insurance
- Club Quarters discounts

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**BENEFITS AND SERVICES**

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- E-mail for life
- Free subscriptions to the ggu and Golden Gate Lawyer magazines
- Access to GGU AlumniConnect

**Professional & Educational Benefits**
- Alumni tuition scholarship
- Access to Career Services
- Access to the university and law libraries
- Golden Gate University LinkedIn

**Personal Benefits**
- GGU/Bank of America Visa Card
- Patelco Credit Union financial services
- GEICO Auto/Homeowners/Renters Insurance
- GradMed Health Insurance
- Club Quarters discounts
David M. Vogelstein (JD 75) coaches the mock trial team at Tamalpais High School in Mill Valley, Calif. The team won the California Mock Trial tournament in March 2009.

Lucy B. Robins (JD 77) is the director of clinical research contracts in the Office of Research and Development at the University of Maryland in Baltimore, Md. E-mail: lbrbalto@aol.com.

David E. Roberson (JD 78) was appointed to the board of International Game Technology in December 2008.

Julie C. Wong (BS 78) is vice president and chief information officer at National Semiconductor in Santa Clara, Calif.

Barbara M. Beery (JD 79, LLM 85) is the director of planned giving for Children’s Hospital Foundation in Oakland. E-mail: barbara@beerylaw.com.

Larry D. Ekberg (BA 79) is the operations manager at the INSCOM Future Tech-Program Management Office for L-3 Communications in Chantily, Va. E-mail: ldekberg@yahoo.com.

Karen L. Hawkins (JD 79, MBA 81) is the director of the Office of Professional Responsibility for the Internal Revenue Service.

Buddy Piszel (MBA 79) is CFO and treasurer at The First American Corp. in Santa Ana, Calif. E-mail: apiszel@firstam.com.

Michael C. Osborne (JD 80) is special counsel at Archer Norris in Walnut Creek, Calif.

Kathleen Quenneville (JD 80) is the principal counsel for governance and compliance in the Office of the President at the University of California in Oakland.
Nancy D. De Ita (JD 81) is the head of the San Mateo (Calif.) County Bar Association. E-mail: nancydeita@aol.com.

Herbert D. Hamby (MBA 81) received the President’s Volunteer Service Award from the President’s Council on Service and Civic Participation in recognition for his volunteer work with the Modesto Police Department Truancy Intervention Program. E-mail: hamby-cpa@yahoo.com.

Linda L. Hurst (LLM 81) is a judge for the San Luis Obispo County Superior Court, Calif.

Daniel P. Riley (MBA 81) has been appointed to the board of directors of United Commercial Bank and UCBH Holdings Inc. E-mail: danielpriley@comcast.net.

Kenneth J. Bozzini (BS 82) is the CFO of Arena Solutions Inc. in Foster City, Calif. E-mail: kbozzini@daboz.com.

Elizabeth A. Feingold (MBA 82) is the director of operations at the Aquarium of the Bay in San Francisco. E-mail: bethline@pacbell.net.

Thomas P. Ross (JD 82) is the senior vice president of Octagon in Larkspur, Calif.

Clement M. Chin (MBA 83) is the vice president of business development for GSC Logistics in Oakland. E-mail: cchu3@yahoo.com.

Peter M. Kujawski (MBA 83) is the vice president of international sales and training for Sig Sauer in Exeter, NH. E-mail: petekujaws@comcast.net.

Donna L. Lipinski (JD 83) opened the Blue Ridge Immigration Law Center PLLC in Warrenton, Va. E-mail: donna.lipinski@gmail.com.

Nancy E. O’Malley (JD 83) has been named to the Domestic Violence Advisory Council by Governor Arnold Schwarzenegger. She is president-elect of California Women Lawyers. O’Malley serves on the Criminal Law Advisory Committee and on the California District Attorneys’ Association Board. E-mail: nancy.omalley@acgov.org.

Pamela K. Scarrow (BS 83) has been appointed to a three year term on the editorial board of the National Association Journal for Healthcare Quality. E-mail: pscarrow@acog.org.

William E. Fowler (MBA 84) is executive director of the Nevada CASA Association and lives with his wife and daughter in Reno, Nev. E-mail: wefowler78@hotmail.com.

GGU ALUMNA TACKLES ISSUES OF DEVELOPMENT IN POST-CONFLICT IRAQ

What happens when a government is overthrown? How is a new governing body developed and how are human rights preserved? GGU professor Dr. Zakia Afrin’s (LLM 03, SJD 07) new book: Transitional Authority in Iraq: Legitimacy, Governance and Potential Contribution to the Progressive Development of International Law, addresses these issues in the case of post-conflict Iraq’s developing governing body.

The analysis delves into the composition, authority, and effectiveness of transitional powers. In particular, Dr. Afrin focuses on matters of human rights, examining women’s issues in a time of government transition. The book has incited comparative studies from prominent legal scholars.

An alumna of the Hague Academy of International law, Dr. Afrin holds an LLB from Dhaka University in Bangladesh, and LLM and SJD in public international law from GGU. Currently an adjunct professor at GGU, in spring 2010 she will teach Introduction to Islamic Law to discuss the plight of Iraqi women under the new constitution (a chapter in the book) that legitimized Islamic principles in a previously secular legal system.

Visit www.ggu.edu/alumni for a link to purchase her book and for Dr. Afrin’s contact information.
HOW TO GIVE BACK TO GGU

How was your education paid for? Did others help you with a scholarship funded by alumni? The GI Bill? Subsidy from your employer, friends or family? Won’t you reach out to help educate up-and-coming generations? It’s hard to imagine a charitable gift that has a more far-reaching, positive effect than an investment in education. There are so many ways to give — and make a real difference.

Annual Gifts
Consider being an annual giver, and help close the gap between tuition and the actual cost of educating students. Make your check out to GGU, or make a gift online by credit card.

Recurring Gifts
Monthly gifts charged to your credit card or electronically transferred from your bank account provide an easy and convenient way to give, while keeping GGU’s fund-raising cost low.

Matching Gifts
Match your gift through your company. You may be able to double or triple your gift by including a matching gift form from your human resources department along with your contribution.

Stock Gifts
Save on capital gains taxes when you make your contribution with stock or mutual fund shares instead of cash. If you have appreciated securities worth more than what you paid for them, you gain a charitable deduction for the full fair-market value of the shares and avoid capital gains tax. It is simple to do; just call for instructions.

Bequests
Include Golden Gate in your will or estate plan, and leave a legacy of education to future generations. Request information on making gifts of life insurance, retirement plan benefits, stock, property, cash or through a charitable trust.

Endowments
Establish a permanent fund in memory or honor of someone special. An endowed fund can be set up during your life or through a bequest for a wide variety of purposes.

You may give online by credit card at www.ggu.edu/giving. Questions on how to give? Visit www.ggu.edu/aboutgiving, call 415-442-7820, or e-mail alumni@ggu.edu. Please send contributions to Elizabeth Brady, vice president of University Advancement, Golden Gate University, 536 Mission St., San Francisco, CA 94105. 415-442-7820, fax 415-882-1660, ebrady@ggu.edu.

William A. Grab (MPA 84, MPA 88) is a geographer for the US Army Corps of Engineers in Alexandria, Va. E-mail: william.grab@us.army.mil.

Matthew P. Guasco (JD 84) is of counsel at the law firm of Arnold, Bleuel, LaRochelle, Mathews & Zirbel LLP in Oxnard, Calif. Guasco was named a Southern California Super Lawyer in 2009. E-mail: guasco@sbcglobal.net.

John C. Martin (MBA 84, LHD 03) is chair of the California Health Care Institute. E-mail: jcmat1980@yahoo.com.

Jon Pietruszkiewicz (MBA 84) is a project manager at Black & Veatch in Overland Park, Kan.

Nora Privitera (JD 84) is the Immigrant Legal Resource Center main attorney of the day and director of the ILRC’s Provider Fraud Project. E-mail: nprivitera@ilrc.org.

Fred V. Schiemann (MBA 84) is the CFO for Xtreme Oil & Gas Inc. in Las Vegas and treasurer of Biz2Biz.com. E-mail: fschiemann@yahoo.com.

Bruce G. Anderson (MBA 85) is the senior vice president and account executive for Wells Fargo Insurance Services Inc. in Redwood City, Calif.

John D. Clark (MPA 85) is executive director and CEO of the Indianapolis Airport Authority.

Isaac C. Dec (MBA 85) is vice president of Harris and Associates in Concord, Calif. Dec is responsible for northern California region infrastructure construction management.

John L. Dicarlo (MS 85) is managing partner at Windes & McClaughry Accountancy Corporation in Long Beach, Calif. E-mail: jdicarlo@windes.com.

Roi L. Ewell (MS 85) is the vice president of human resources at SeaWorld in San Diego. Ewell and the SeaWorld San Diego Human Resources department received the 2008 Spirit of Excellence Award in the category of Best Employee Recognition Program for their “Gratitude for Attitude” program. In June Ewell received the HR Professional of the Year Award from the San Diego Business Journal.

Lora C. Foo (JD 85) wrote a book titled Earth Passages: Journeys Through Childhood.

Scott N. Gessis (MPA 85) is a labor market analyst with the Economic and Labor Market Information Bureau of the NH Department of Employment Security. Gessis is on the board of directors for Homemakers Health Services in Rochester, NH. E-mail: sgessis@aol.com.

Emmanuel T. Hernandez (MBA 85) is on the board of directors of MEMC Electronic Materials Inc. E-mail: eth111@aol.com.

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Norman E. Strandlund (MBA 86) was appointed to the board of directors of Photonic Products Group Inc.

1987

C. D. Alston (MBA 87) is a major general in the US Air Force and assigned as assistant chief of staff at the Strategic Deterrence and Nuclear Integration at the US Air Force Headquarters in Washington, DC.

Ronald H. Cohen (MS 87) is a partner for Greenstein, Rogoff, Olsen & Co. LLP in Fremont, Calif.

Murray J. Demo (MBA 87) is the executive vice president and CFO for Dolby Laboratories Inc. in San Francisco.

John F. Ciaccella (MBA 88) presented and moderated a key note panel entitled, “Winning Strategies for the Increasingly Competitive Software Industry” with executives from Symantec, Adobe, Oracle and Salesforce.com at the Software Business 2008 Conference in San Francisco. E-mail: jf095@yahoo.com.

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Marie C. Shadden (MPA 89) wrote an article titled “Planning to Survive and Operate: Business Continuity” appearing in the spring 2009 issue of Inside Homeland Security. E-mail: mshadden-pub@gmail.com.

1988

Joseph J. Toppi (BS 89) is the executive producer in charge of nationally syndicated programming for Classical 90.7 KVNO Radio in Omaha, Neb. Toppi hosts a radio show, “Morning Cup O’ Joe with Joe Toppi,” heard every Saturday and Sunday morning.

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Corinne D. Baughman (MS 90) is a tax partner in the Orange County office of Moss Adams LLP. Baughman was honored on March 10 by California State University, Fullerton’s Mihaylo College of Business and Economics for her achievements during the annual “Salute to Business Leaders.”

MRS. NAGEL MINER’S 106TH BIRTHDAY CELEBRATION

Members of the Nagel Miner Scholarship committee helped to celebrate the 106th birthday at Mrs. Nagel Miner on July 18, 2009 at her son John Miner’s home in San Jose.

Countless international students benefitted from the gentle guidance and assistance with admissions, scholarships, immigration requirements, housing offered by Nagel Miner, who served as the first president of Golden Gate College for 27 years until 1958 when he took on a new job as dean of Foreign Students through 1969.

Grateful alumni formed the Nagel Miner Endowed Scholarship to honor Miner, and each year they help select an international student to receive the scholarship award. For information on how to honor someone special with a GGU scholarship, contact Lenore McDonald at 415-442-7829 or alumni@ggu.edu.

Standing (L - R): Romy Navarro (BA 63), Ivy J. Lee (BS 65, MBA 67), Edith Bucoy (BA 64), Board of Trustee member Suthee Tritasavit (BS 67), Alice A. Navarro

Sitting (L-R): Mrs. Louise Miner, John Miner
Vincent A. Colabianchi (MS 90) is the CFO and principal for Cypress Wealth Advisors in San Francisco. E-mail: vincecolab@aol.com.

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Anne F. MacDonald (MS 92) has been appointed to the board of the Silicon Valley Community Foundation. E-mail: amacdonald@frankrimerman.com.

Joseph F. Murphy (MS 92) is a public affairs officer for VA National Center for Patient Safety in Ann Arbor, Mich. E-mail: joe.murphy@va.gov.

Paul B. Stickland (JD 92) received the Nancy Bailey Leadership in Lesbian and Gay Issues Human Rights Award from the California Teachers Association.

Brian Buddell (JD 93) is a partner at Brydon Hugo & Parker in San Francisco. E-mail: bbuddell@bhplaw.com.

Carl S. Carande (MBA 93) is a partner at KPMG in Charlotte, NC, and is responsible for leading the firm’s banking practice in the southeastern United States. E-mail: ccarande@kpmg.com.

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Jackie H. Xu (JD 94) is general counsel for Conviva Inc. in Pittsburg, Pa. E-mail: jackiexufamily@gmail.com.

Hon. Morgan Christen (JD 86), the second woman to serve on the Alaska Supreme Court, credits GGU’s School of Law for support and inspiration. Through GGU’s clinical program, Christen secured an internship with the Anchorage Municipal Prosecutor’s Office. “I was in court every day and tried my first jury trials,” she says. “GGU has a wonderful clinical program, and I remain grateful to the Law School for giving me the opportunity to gain academic credit for invaluable courtroom experience.”

After law school, she quickly became partner at Preston Gates & Ellis LLP, where her experience included representing the state of Alaska in the Exxon Valdez oil spill litigation.

Christen notes the unusual nature of the Alaska bench, pointing out that Alaskan judges are not elected, but nominated by a panel of peers. “We are very proud of our merit selection system,” she says.

As she peers out her window, watching a whale pass by, Christen advises recent graduates that one does not have to sacrifice quality of life to pursue career goals.
Thea Beatie Eliot (LLM 95) owns the Law Office of Thea Beatie Eliot in Larkspur, Calif. E-mail: info@thealaw.com.

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Cynthia Frierson-Mitchell (MPA 96) gave a presentation at the 19th Annual Forum for Diversity in Graduate Education at University of California, Berkeley on November 8, 2008. E-mail: cmitchell@ciis.edu.

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Peter Lawrence (MBA 97) published a book titled *The Happy Minimalist: Financial Independence, Good Health, and A Better Planet for Us All*. E-mail: peterhasretired@yahoo.com.

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Bridge Society member and bachelor’s recipient (1979) Roger Barnes is proof positive that it’s never too late to learn and improve one’s life situation. Roger reflects on Golden Gate University’s influence on the transition from his military career into a new chapter in his life.

I joined the army at the late age of 21 in 1955. I found success quickly, beginning in Infantry, but soon moving into military personnel. Tragedy struck my life in 1967 when my beloved wife passed away, thrusting me instantly into the role of single father. Left to raise my son and two daughters, I began a journey down a non-traditional road. Our family moved 15 times throughout my 21-year career in the military, residing everywhere from Europe to Washington D.C, and many points in between. I even managed to squeeze in two tours of duty in Vietnam. At this stage of my life, a college education may have been the farthest thing from my mind; but change arrived swiftly.

Following retirement from the Army in 1976 as a sergeant major, a new chapter in my life unfolded. I initially came to Golden Gate University on the GI Bill to realize a lifelong dream: I always wanted to become an accountant. Golden Gate’s reputation and flexibility for working adults made it the clear choice for someone in my situation to study accounting. During my career at GGU, I gained great respect for my professors; in particular Professors Frank Weinberg and Edmund Celeski, as they rendered a potentially mundane subject matter fascinating and applicable. I learned of the importance of financial diversification, which in turn led to a more rewarding lifestyle. Perhaps most importantly, Golden Gate University helped me successfully navigate the often trying transition from military to civilian life.

After receiving my bachelor’s — although accepted into Golden Gate University’s graduate tax program — I decided to accept a position as an accountant at Janin Morgan & Brenner Law Offices. I worked with them for eight years, processing their taxes and eventually managing the office, before finally retiring.

My degree from Golden Gate University gave me the means to advance in my career. I watched my father reach an impasse in his career at PacBell due to his lack of higher education. He was even responsible for training the young college graduates who would eventually become his manager. With the broad set of skills and self-confidence I acquired at GGU, I was able to surpass my father in both career opportunities and quality of life — something he had always wanted for me.

I’m quite frankly surprised that more folks don’t give back to GGU in their estate plans. I certainly attribute my success to Golden Gate University and I would encourage everyone who has had a similar experience to look into giving back to the institution that made it all possible.
Those who are recognized on the following pages have demonstrated their loyalty and support to Golden Gate University by investing in the education of future generations.

This year, alumni and friends made cash gifts totaling $3.7 million to GGU during the period from July 1, 2008, to June 30, 2009.

centennial society

The Centennial Society recognizes those donors who gave to the university during the past year and whose lifetime support of GGU exceeds $100,000.

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### $100,000 or more

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<td>Norman R. Ascherman, 68, estate</td>
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<td>Elizabeth W. Campbell, 56, estate</td>
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<tr>
<td><strong>Chevron Corporation</strong></td>
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<tr>
<td>Juanita M. Evans, estate</td>
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<tr>
<td>The Herbst Foundation Inc.</td>
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<tr>
<td>A. Gerlof Homan</td>
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<tr>
<td>Mary E. Lanigar, 54, estate</td>
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<tr>
<td><strong>Leon A. &amp; Esther F. Blum Foundation</strong></td>
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<tr>
<td>The San Francisco Foundation</td>
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<tr>
<td>The William G. Irwin Foundation</td>
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### $50,000-$99,999

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<td>Anonymous</td>
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<tr>
<td><strong>Lee D. (74, 08) &amp; John D. Baxter</strong></td>
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<tr>
<td><strong>David M. Gregory, 93</strong></td>
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<tr>
<td><strong>Daniel P. (81) &amp; Irene Riley</strong></td>
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<tr>
<td><strong>Dana R. (95) &amp; Teresa Waldman</strong></td>
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<td><strong>The Mervyn L. Brenner Foundation Inc.</strong></td>
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<td><strong>Richard D. Seifert, 58</strong></td>
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<td><strong>Robert K. Taylor, 82</strong></td>
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<td><strong>David G. Wehlitz, 70, 73</strong></td>
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### $10,000–$24,999

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<td><strong>Dan &amp; Patricia Angel</strong></td>
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<tr>
<td><strong>Richard E. (76, 04) &amp; Charlyn Belluzzo</strong></td>
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<tr>
<td>Richard &amp; Helen Bibbero, estate</td>
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<tr>
<td>Arthur Y. Chan</td>
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<tr>
<td><strong>Charles R. (78, 81) &amp; Rebecca L. Conradi, 77, 78</strong></td>
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<tr>
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<td><strong>Leo B. Helzel, 51</strong></td>
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<td><strong>Ted Mitchell (71, 81) &amp; Tanya Slesnick, 94</strong></td>
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<td><strong>Allan H. Rappaport, 85</strong></td>
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<td>Richard &amp; Rhoda Goldman Fund</td>
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<tr>
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<tr>
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<tr>
<td><strong>James W.Y. Wong, 50, 98</strong></td>
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Clint D. Thompson, 89

James B. Tillman, 01
James J. Tomes, 75

Donald E. Torre, 53

Victor M. Torres, 00

J. Breck Tostevin, 62

Jimmy Toy, 88, 99

Michelle K. Trausch

Ray-Kent Troutman, 82

Betty W. Tse, 85

Donald J. Turano, 49
Marjorie, Irvin, Razies & Avital Ungar

Simon P. Unternaehrer, 89, 92

Craig D. Vagt, 76, 87

Nancy A. Van Horn, 88
Joann Vandenberg

Mark Vasquez, 96
Barbara B. Vaughn, 80

Takis L. Vourvoulias, 82

Charles S. Wagner, 77
Ann H. Walker, 82

Richard K. Walsh, 71

Lola A. Walter, 88

Carol A. Watson, 95, 08

Robert L. Webster, 84

Elaine M. Weeks

Weinberg, Roger & Rosenfeld
Cliff Weingus

Vincent L. Weis, 73

Steven R. Weisberg, 80

Thomas A. Weise, 73

Jonathan D. Weissglass

W. Clayton Westbay, 53

Michael P. Whelans, 00

Frederic P. & Phyllis White

Winston D. White, 86, 90

Boots E. Whitmer, 78

Steven K. Whitney, 78

Michael R. Whiten, 99

Ellen Widess

Bruce A. Wilcox, 81

Marian A. White, 96

Edward H. Wikes, 89

Michael L. Williams, 91

Glenn A. Wilson, 81

Marie Wilson, 96

Richard S. Wilson, 74

Joan D. Winston, 76

Thomasina S. Woida, 84

Mary A. wolcott

Clifton Wong, 85

Walter C. K. Wong, 59

Robert K. Wu, 77

Jane B. Wucher, 83

Jackie H. Xu, 94

Brad Yamachida

Davision G. Yee

Garrett S. Yee, 95

Kathleen A. Young, 82
Sheila B. Young, 86

Maria C. Yu, 71

William Yuen, 63

Qing Zhang, 04

Maurice Zilber

Scoby A. Zook, 86

University Board of Trustees & Life Trustees | Alumni Association Board of Directors | bold indicates those who have given consecutively for at least five years
Tribute Gifts

in the name of Christine Anderson
Robert Y. Anderson, 85

in memory of Jack Bataiff
Marion R. Bataiff

in memory of Phyllis A. Beesley
Barbara M. Beery, 79, 85

in memory of Barbee Bozzini &
Pete Lukins
Kenneth J. Bozzini, 82

in honor of Clay Burchell
Alan P. & Darleen F. Beals

in honor of Keith Chang, JD, LLM
Ronald P. (85) & Rebecca Y. Yee, 93

in memory of Gustavo De Mello
Michal A. Strahilevitz

in honor of Dohipoh
Deeneen Outlaw

in memory of Jerald D. Jolly
Marlene Jolly

in honor of Helen Kang
Marci Seville

in memory of Joseph K. Kirch
Michael Kirch

in memory of Richard H. Kurtzweil
Phyllis L. Kurtzweil

in memory of My Parents
Nagendra & Jyotsna
Rajesh N. Mankad, 78

in the name of Mrs. Veronica May
Bobbitti N. May, 90

in honor of Professor Christine Pagano
Khalil A. Esat, 04

in memory of Theodore A. Pruss
Marlene Pruss

in honor of Dru Ramey
New York Community Trust, Jane &
Donald Seymour Kelley Fund

in the name of Estelle R. Ramey
Drucilla Ramey & Marvin Stender

in memory of Angelina, Giussepi &
Anita Ricco
Anonymous

in honor of Robert M. Scanlon
Thomas M. Skaanland

in memory of Monroe A. Seifer
Julius Aires
Judith M. Bandieri
Randie Bencanann
Felix Berenberg
Margaret & Ian Berke
Joan & Lee Bertolone
Blaker Family Fund
Denice Bloom
John S. & Georganne L. Boerger
Leonard & Enid Boxer
Bradley Hospital Research
Department Staff
Larry K. Brown
Mary A. Carskadon
William B. Chapman
Chapman, Popik & White LLP
Lucille Christadore
Eleanore Despina & Bing Gong
William R. Dyess
Howard J. Edelstein
Roy K. & Gale I. Edelstein
Paul Feigenbaum & Mary J. Kemeny
Bruce Frankel
Elaine R. Fraser
Stacie D. Gallagher
Sharon R. Gelbwaks
Bonnie Gradstein & Family
Suzanne C. Grill, 88
Abraham & Lori A. Hartz
Ellen L. Hunter
Donna Kelley & Greg Marvin
Thellen Levy, 79
Mary Ann Markoff
Collaborative Practice of
San Mateo County
The Meizler Family
William K. Muraoka & Patricia Quinn
Wendy A. Plante
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Lisa B. & Mark H. Rosenthal
Safer Family
Thomas G. & Marjorie Schaefer
Steven & Gail Shak
Steven & Toba Simon

Paul C. Simpson Jr.
Richard M. Smith
Wayne A. Snow, 79
Anthony Spirito
Paul Stanger
Debra & Moshe Steinberger
Richard Stern & Risa Kagan
Angela Stewart
Edward A. Stewart & Janet Montecalvo
Bertha Sutin
Lynette & Jamie Sutton
Dianne & Dave Thomas
Michelle K. Trausch
Marjorie, Irvin, Razies & Avital Ungar
Raziel A. Ungar
James L. Waggoner
Olga M. Waggoner
Elaine M. Weeks

in honor of Law Career Services
Peter W. Hoefs, 07

in honor of Robert Shaw
Chris W. Strand, 87

in memory of Alan Simon, 50, 59
Marilyn Simon

in honor of Prof. Jack D. Simon
Ronald P. (85) & Rebecca Y. Yee, 93

in memory of Poelting Tritasavit
Pamela P. H. Paw

in memory of John Vandenberg
Joann Vandenberg

in honor of Michael Zamperini
Alan P. & Darleen F. Beals

in memory of Robert Zweigler
Barbara Zweigler
I am delighted to report positive operating results for the year ended June 30, 2009. These positive results continue the trend set last year. Operating revenues were up significantly over last year; expenses increased five percent, which included 3 percent salary increases to all full-time faculty and staff; and net cash provided by operating activities was $5.7 million, which is $2 million more than last year. The university’s financial ratios are healthy and its financial position remains strong.

Year-to-year enrollment and tuition revenue increased in every school except the Ageno Undergraduate Programs. Total units for the university increased 2.1 percent. Law School units were essentially unchanged and its revenue increased 2.5 percent to $21.2 million. The Ageno Graduate School of Business units increased by 4.5 percent and its revenue increased 10.3 percent to $13.3 million. School of Tax units increased 4.6 percent and its revenue increased 9.7 percent to $6.9 million. The School of Accounting units increased by a remarkable 18.4 percent and revenue increased 24.1 percent to $3.3 million.

Thanks primarily to increased enrollment, for the second year in a row, operating results exceeded budget expectations. Higher tuition revenue together with controlled spending produced a $1.25 million increase in net assets from operating activities. Net tuition and fee revenues were $2.6 million (5.5 percent)
Statement of Activities
June 30, 2009

Operating revenues and gains

<table>
<thead>
<tr>
<th></th>
<th>FY 2009</th>
<th>FY 2008</th>
<th>Increase/ (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net tuition and fees</td>
<td>$49,767,833</td>
<td>$47,201,745</td>
<td>$2,566,088</td>
</tr>
<tr>
<td>Government grants</td>
<td>201,215</td>
<td>247,878</td>
<td>(46,663)</td>
</tr>
<tr>
<td>Private gifts</td>
<td>1,280,469</td>
<td>1,630,188</td>
<td>(349,719)</td>
</tr>
<tr>
<td>Investment income</td>
<td>3,013,947</td>
<td>3,330,375</td>
<td>(316,428)</td>
</tr>
<tr>
<td>Other income</td>
<td>725,430</td>
<td>1,200,958</td>
<td>(475,528)</td>
</tr>
<tr>
<td>Total operating revenue</td>
<td>54,988,894</td>
<td>53,611,144</td>
<td>1,377,750</td>
</tr>
</tbody>
</table>

Operating expenses

<table>
<thead>
<tr>
<th></th>
<th>FY 2009</th>
<th>FY 2008</th>
<th>Increase/ (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instruction</td>
<td>18,618,798</td>
<td>17,435,499</td>
<td>1,183,299</td>
</tr>
<tr>
<td>Academic support</td>
<td>15,557,047</td>
<td>14,913,191</td>
<td>643,856</td>
</tr>
<tr>
<td>Student services</td>
<td>9,883,315</td>
<td>9,144,576</td>
<td>738,739</td>
</tr>
<tr>
<td>Institutional support</td>
<td>7,884,537</td>
<td>7,400,634</td>
<td>483,903</td>
</tr>
<tr>
<td>Auxiliary expense</td>
<td>173,956</td>
<td>269,297</td>
<td>(95,341)</td>
</tr>
<tr>
<td>Development</td>
<td>1,621,686</td>
<td>1,702,388</td>
<td>(80,702)</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>53,739,339</td>
<td>50,865,585</td>
<td>2,873,754</td>
</tr>
</tbody>
</table>

Increase (decrease) from Operations 1,249,555 (1,496,004)

Non-Operating activities

<table>
<thead>
<tr>
<th></th>
<th>FY 2009</th>
<th>FY 2008</th>
<th>Increase/ (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment income losses</td>
<td>(9,216,184)</td>
<td>(6,280,057)</td>
<td>(2,936,127)</td>
</tr>
<tr>
<td>Gifts</td>
<td>1,341,240</td>
<td>4,565,954</td>
<td>(3,224,714)</td>
</tr>
<tr>
<td>Loss on lease abandonment</td>
<td>(1,974,531)</td>
<td>(1,974,531)</td>
<td></td>
</tr>
<tr>
<td>Other non-operating gains (losses)</td>
<td>(426,674)</td>
<td>(384,230)</td>
<td>(42,444)</td>
</tr>
<tr>
<td>Total non-operating</td>
<td>(10,276,149)</td>
<td>(2,098,333)</td>
<td>(8,177,816)</td>
</tr>
</tbody>
</table>

Total increase (decrease) in net assets $(9,026,594) $647,226 $(9,673,820)

Management continues to invest in marketing, enrollment management, and academic programs with primary focus on our learners and the organizations that hire our graduates. For fiscal year 2010, management proposed and the Board of Trustees approved a budget that projects a surplus of $600k and a $600k reserve. Increases in enrollment and positive operating results over the last two years — and its balance sheet strength — demonstrate that GGU is thriving in a challenging, competitive market. We intend to continue to improve operations, strengthen our balance sheet, and continuously thrive.

— Bob Hite, CFO
[ time capsule ]

Over 100 years of shining GGU moments

Can you ID anyone in these photos? If so, please contact the Alumni Association at 415-442-7824 or alumni@ggu.edu.
Annual Fund gifts directly address GGU students’ most pressing needs, from financial aid to career services to improved classrooms and facilities. In these tough economic times, your commitment to education is more important — and more appreciated — than ever.

Students are calling alumni with an update about GGU and asking you to make your Annual Fund gift to GGU. If you prefer, alumni can give online at www.ggu.edu/alumni or call us at 415-442-7829.

September 3, 2009

For the last two and a half years I’ve faced the challenge of two layoffs from two different companies, leaving me scrambling to find work to meet my expenses – a situation all too common during this recession. Thanks to a scholarship from GGU, I’m going to get an MBA to move a business idea I’ve had for years past the planning stage and into execution and beyond.

Your generosity and belief in my future is the positive impetus that I sorely needed, and it will not be forgotten. I look forward to the day that I too can be a positive influence on a future Golden Gate student in need.

With much gratitude,

Laura Tellez
Charles L. Bell (MBA 75), group executive vice president at Bank of America (retired), has been a member of the Millennium Society since 2007. He came to GGU in the early years of a 32-year career with the Bank of America to pursue his MBA while managing a branch and a family with two small children.

“I look back with very fond memories of my educational experience at GGU. The learning experience was solid — the case study approach coupled with outstanding instructors, virtually all of whom did during the day what they were teaching in the evening. Being a member of the Millennium Society is a way of saying thank you and of giving back to an organization that was very beneficial to my career. It is one of those things that just feels like the right thing to do.”