

UC SANTA CRUZ



REVIEW

Fall 2010



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UC SANTA CRUZ

REVIEW
Fall 2010

UC Santa Cruz is 45....groovy

Bob Dylan released his iconic song, "Subterranean Homesick Blues," in 1965: "You don't need a weatherman to know which way the wind blows." The winds of change were blowing toward Santa Cruz, where a major public-research university was rising out of the coastal fog. UC Santa Cruz opened that same year with 650 students.

Mists of **time**

UC leaders founded UCSC in Santa Cruz rather than San Jose in part because of the cooling effect of the coastal marine layer. The rest is history.



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Restoring an altered **Eden**

A UCSC professor fosters a happy marriage between academic rigor and on-the-ground conservation to protect and renew an estuarine gem.



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Oh brother, where **art** thou?

Early in the life of the campus, three artists helped establish UCSC's art department with little more than grit, humor, and creativity. Where are they now?



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Material culture

A young alumna costumes actresses on the white-hot TV show Mad Men, capturing the social turbulence of the '60s.



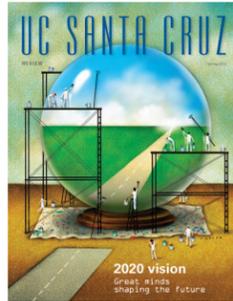
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Your turn

A sampling of reader reaction to recent issues of the UC Santa Cruz Review.

E-mail us at review@ucsc.edu.



'STATE OF CONFUSION' CONFUSION

I am confused after reading "State of confusion" (spring, p. 14). Do you think that presenting the something-for-nothing viewpoint of the GOP and the Tea Party movement will ingratiate yourself to their modest thought processes? Or maybe it's their pocketbooks that you are appealing to? The fair and balanced reporting of Faux News is not what I what I expect from a university publication.

Proposition 13 and other such initiatives passed by popular support are symbols of failure and poor governance. A representative government that plays second fiddle to mob rule (initiative polling) is not a sustainable vehicle for the people or institutions of California.

—PETER BURKETT
(Merrill '78)
Granite Falls, Wash.

After reading the discussion between Laird and Morgan I was shocked by the figure Morgan claimed that California has \$500 billion (and growing) unfunded public pension obligations.

Was that the correct figure or was it supposed to be \$500 million? If it's the correct amount, we are so screwed.

—KEVIN KELEM
Santa Cruz, Calif.

ED. NOTE: *\$500 billion is correct, according to the Stanford Institute for Economic Research.*

DON'T JUST FEED US FEEL-GOOD STORIES

Review is not what it could be. For many of us, it's the only regular contact that we have with the university. I'm really not looking for a bunch of feel-good stories. I can deal with a few, but not a whole magazine.

At least some alumni are looking for a little more than the typical corporate PR approach to communication. An example of where the *Review* really falls short is having the narrative evaluation decision by the Academic Senate buried at the end on the Alumni Notes page (spring, p. 25, "Narrative evaluations become instructor optional"). To my mind, it should have been up front as it represents for many of us a significant loss of UCSC's heritage and soul.

—MICHAEL S. BROWN
(Crown '74)

PAPER VIEW

I spend eight hours a day in front of a computer for work (and have done so for 20-plus years), and when I get done with that, I simply

do not want to read another sentence on a screen. For me, the online version of the *UCSC Review* was simply a no-go. Thanks for bringing back the paper!

—LISA SCHAECHTER
(Crown '83)

I was pleasantly surprised to read your comments about the "value of the printed word" (spring, p. 2, "From the editor"), especially in a publication such as this. I understand the financial difficulties we are all faced with and appreciate that you were able to reallocate funding to allow the *Review* to be produced. I do find the Internet helpful and it has its place, but being able to hold this publication and read through it ... the web site is a distant substitution.

—ROBERT KEMP
Director of Print, Mail & Receiving Services, UCSC

THE OTHER MEANING OF 'GREEN REVOLUTION'

The title of the article "Cathy Calfo: An advocate of the green revolution" (spring, p. 27) could be interpreted in a wrong way since the term "green revolution" has been associated with industrialized monocrops, highly dependent on chemicals and so destructive of the environment and agriculturalists who worked on such lands.

—GUILLERMO DELGADO-P.
Anthropology, UCSC

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UC SANTA CRUZ REVIEW
Fall 2010

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10/10(1011-391/50M)

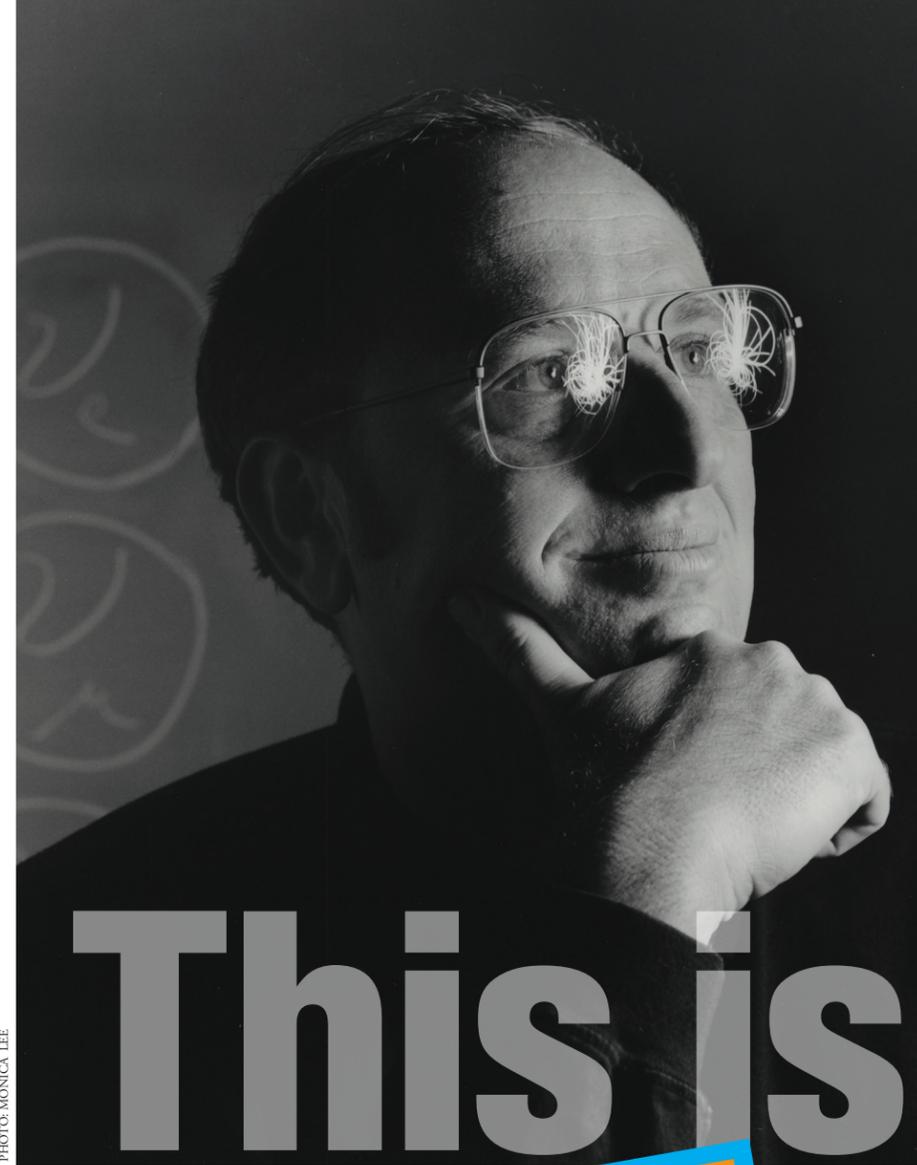


PHOTO: MONICA LEE

Seiden steps down from physics institute

Abraham Seiden, professor of physics, has led the Santa Cruz Institute for Particle Physics (SCIPP) since its founding in 1981. At the end of June, he stepped down as director of SCIPP and returned to full-time teaching and research.

"It's been 30 years and I thought this was a good time to step down," Seiden said. "We've broadened the scope of our research programs dramatically, and I'm very proud of the scientists and staff we have. It's been an honor to help facilitate these programs."

Steven Ritz, a professor of physics who has been associate director of SCIPP since joining the UCSC faculty last year, replaced Seiden as director.



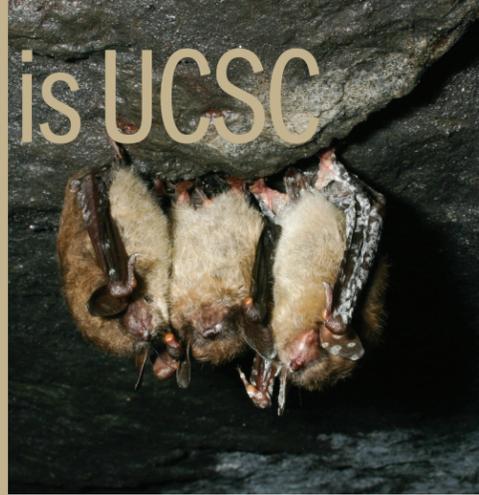
Sprinkled throughout this issue are **45 info-nuggets** of UCSC history, discoveries, and oddities. Enjoy!

Eye on alumni: 45+5

In celebration of the 45th anniversary of UCSC's first class, which arrived on campus in fall 1965, we'll be rolling out online profiles of 45 alums who are having an impact on our world. In addition, we'll highlight five young up-and-coming alums in anticipation of the campus's 50th anniversary. Visit ucsc.edu/45years.

Help us commemorate this important milestone! We hope you'll feel a sense of Slug pride when you read about these outstanding individuals.

This is UCSC



Astronomer Jerry Nelson wins prestigious Kavli Prize

Jerry Nelson, professor of astronomy and astrophysics, received the \$1 million Kavli Prize in Astrophysics along with two other researchers for their innovations in the field of telescope design.

The achievements of Nelson and his co-recipients—Roger Angel of the University of Arizona, Tucson, and Ray Wilson, formerly of Imperial College London and the European Southern Observatory—have made possible the building of telescopes that can see deeper into space and further back in time.

Nelson, Angel, and Wilson are among eight scientists whose discoveries in the fields of astrophysics, nanoscience, and neuroscience have been recognized with the award of the 2010 Kavli Prizes, announced in June by the Norwegian Academy of Science and Letters. The laureates each received a scroll, a gold medal, and a share of the \$1 million prize for each of the three fields.



Nelson is internationally renowned as a developer of innovative designs for advanced telescopes.

Chancellor George Blumenthal accompanied Nelson to the ceremony in Oslo, Norway, in September, when Nelson was presented with the award.

Disease threatens bats with regional extinction

A new infectious disease spreading rapidly across the northeastern United States has killed millions of bats and is predicted to cause regional extinction of a once-common bat species, according to the findings of a UCSC researcher.

The disease, white-nose syndrome, first discovered near Albany, N.Y., in 2006, affects hibernating bats, writes lead author Winifred F. Frick, in a study published in *Science*.

Frick, a UC Santa Cruz graduate (Porter '98, environmental studies) who is now a post-doctoral researcher in UCSC's Environmental Studies department, said the disease is spreading quickly across the northeastern U.S. and Canada. If death rates continue as they have over the past four years, this disease will likely lead to the regional extinction of the little brown myotis, previously one of the most common species in North America, she said.

The loss of so many bats "is basically a terrible experiment in how much these animals matter for insect control," Frick said.

UCSC goes dot-fabulous

UC Santa Cruz in late August launched a newly designed campus home page and a number of related upper-level web pages.

The structure and design of these pages reflect input from faculty, staff, students, alumni, and others. The new pages are part of a comprehensive web improvement program, co-led by the campus's University Relations and Information Technology Services divisions.

New major: Jewish Studies

Students at UC Santa Cruz will now have the opportunity to work toward a B.A. degree in Jewish Studies, beginning this fall.

The Jewish Studies major will provide knowledge of Jewish thought, literature, art, and history—with classes taught by faculty across the Arts, Humanities, and Social Sciences divisions.

The launching of the new major is largely due to the efforts of Murray Baumgarten, who has been teaching courses and mentoring students in Jewish Studies for several decades at UCSC.

Three other programs also launched this fall: a bachelor's program in cognitive science, and doctoral programs in film and digital media and visual studies.

A Writer's Life celebrates writing at UC Santa Cruz

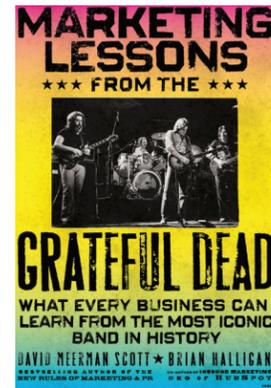
UC Santa Cruz alumni from all areas of the writing and publishing professions will return to campus on Sunday, May 1, 2011, to celebrate the art and business of writing. Sponsored by the Division of Humanities, the program will include sessions on fiction and nonfiction writing, nature and science writing, writing for children and young adults, journalism, and more.

The event is free and open to the public. It dovetails with UCSC's Reunion Weekend Intellectual Forum (ucsc.edu/daybythebay/), to be held April 30, which will include a roundtable with best-selling alumni authors.

The keynote speaker is David Talbot, founder of Salon.com and best-selling author of *Brothers: The Hidden History of the Kennedy Years*. For more information, visit writerslife.ucsc.edu.

Authors follow Grateful Dead's philanthropic model

Inspired by a thought-provoking article in *Atlantic* magazine titled "Management Secrets of the Grateful Dead," Boston writers David Meerman Scott and Brian Halligan recently published a book called *Marketing Lessons from the Grateful Dead*.



Including a foreword by basketball legend Bill Walton, plus photos by longtime Dead photographer Jay Blakesberg, the book describes how the band's marketing strategy has become the quintessential model for the Internet age.

But here's the best part: 25 percent of the royalties will be donated directly to UCSC's Grateful Dead Archive.

"The Grateful Dead were famous for their devotion to charitable causes," explained Nicholas Meriwether, UCSC's Grateful Dead archivist, "and that is another lesson from the band that David and Brian took to heart."



Alison Galloway

Girls discover engineering potential

Twenty-nine middle school girls graduated from the fourth annual Girls in Engineering program this summer. The seventh- and eighth-grade girls from schools in Monterey and Santa Cruz counties conducted experiments, built towers with toothpicks and marshmallows, programmed software to control robots, and devised packaging to help an egg survive a plunge from the third floor of the Baskin School of Engineering to the sidewalk below. Along the way they had daily visits from women employed in various engineering fields and enjoyed field trips to such places as Google's campus in Mountain View.

UCSC benefactors Jack Baskin and wife Peggy Downes Baskin have supported the program conducted with UCSC's Educational Partnership Center since it began in 2006.

Meet new Campus Provost Alison Galloway

Professor of anthropology Alison Galloway was selected as UCSC's new campus provost/executive vice chancellor. She started her new job in September, replacing former CP/EVC Dave Klinger.

"A big part of my job will be to anticipate what's coming and be sure we are prepared," said Galloway. In an era of tight budgets, she plans to make fiscal decisions with an eye toward what will best serve faculty and students.

Galloway stepped down as vice provost of academic affairs and dean of UCSC Extension. She has also served previously as chair of the UCSC Academic Senate, campus diversity officer for faculty, and department chair of anthropology.

Galloway was selected by Chancellor George Blumenthal and approved by the UC Regents.

HOT DATES

Founders Celebration 2010

ucsc.edu/founders

October 22, 2010, at 6:30 p.m.

Founders Day Gala Dinner

Cocoanut Grove, Santa Cruz

Scholarship Benefit Dinner

ucsc.edu/sbd

February 26, 2011

Fairmont San Jose

Reunion Weekend

ucsc.edu/daybythebay

Including Day by the Bay

April 29–May 1, 2011

Campus

mists of time

The marine layer did more than just lure a major university to Santa Cruz. It also shaped its identity over 45 years.

It's the dog days of August, and the thermometer says 62 degrees. Out on the beach, no one dares to wear a Speedo. Tourists stand around in heavy fog, shivering in Polartech hoodies. It's easy to read the expressions on their faces: We drove all the way over the hill for *this*? On chilly days, it's hard not to curse Santa Cruz's marine layer, the cooling air pattern that drives temperatures down. But the marine layer is responsible for more than just seasonal affective disorder and strange beachwear. It also brings the fog, which feeds the redwoods and moistens the banana slugs. It keeps Santa Cruzans cool while the masses melt in places like Atlanta and New York City. And it played a decisive role in luring a University of California campus to Santa Cruz, forever changing the Central Coast, while helping to steer the course of the university over 45 years.

A hot and sweaty bus

To those who grew up with a UC in their backyard, it may be hard to imagine the Central Coast without it. After all, the people who designed the UCSC campus worked hard to create the illusion that the campus arose naturally from its surroundings.

The decision to put a UC school in Santa Cruz may also seem obvious, natural, even inevitable now.

But it wasn't then. A half-century ago, when the UC Regents were trying to choose between San Jose's Almaden Valley and Santa Cruz as the site for a new UC campus, Santa Cruz was just a second-place contender.

In 1960, the Regents had all but made up their minds to build in Almaden Valley, the logical choice, thanks to the large population base in the city of San Jose.

According to UCSC founding chancellor Dean McHenry, in his detailed oral history of the campus, a trusted adviser to the Regents "virtually adopted" the San Jose/Almaden Valley site. In other words, for proponents of the Almaden plan, it was their battle to lose. "And then," McHenry said, "Santa Cruz began to fight back ..."

After an outspoken group, including then *Santa Cruz Sentinel* editor Gordon "Scotchie" Sinclair, urged reconsideration, a Regents' committee—including McHenry, who would go on to become UCSC's founding chancellor—decided to humor them in the spirit of fair-mindedness. A delegation, consisting of two-thirds of the UC Regents, boarded a bus in the fall of 1960 to tour both the Santa Cruz and Almaden Valley sites.

Suddenly, one of the Regents shouted out: "Why, it'd cost a fortune to air-condition a campus in the Almaden Valley!"

The Regents visited the Cowell Ranch property, assessed its benefits, and planned the design of

Campus founders chose Santa Cruz over San Jose for UCSC's location in part because of the cooling effect of the marine layer. The rest is history.



UC Santa Cruz. Governor Edmund G. Brown, Clark Kerr, and "Scotchie" Sinclair with dedication plaque. Dean McHenry spoke.



Australian for 'lots of trees'

1964: The UCSC Arboretum gets started with a gift of 90 species of eucalyptus, the foundation for what will become the largest collection of Australian plants outside of Australia.

Cowell College founded

1965: Cowell College opens as UCSC's founding college. It is named for Henry Cowell and the Cowell family, who donated the land UCSC is built on.

Beginning enrollment

1965: Undergraduate enrollment starts with 652 students; the following fall, it nearly doubles, to 1,267.

Milestone: graduate students

1966: UCSC enrolls its first graduate class—27 students.



Mists of time

What is this 'marine layer'?

What is this mysterious force, the marine layer, which helped transform Santa Cruz—an area that was once the exclusive domain of agriculture and tourism?

The marine layer is a body of moist, ocean-cooled air, which forms above the water and floats over nearby lowlands. The thickness can range from a few hundred to a few thousand feet.

This cold air lingers and drives down surface temperatures on land because it cannot escape. The Monterey Bay's chilly waters cool the air that hovers above the ocean, but warmer air rises, capping and entrapping the colder air.

On high humidity days, fog drifts across the marine layer, up over the foothills, and through the coastal redwoods.

McHenry, who was part of that tour group, had few expectations, though he always thought Santa Cruz was "by far the prettier of the two."

First, the group hit Santa Cruz, where a delegation, including Cabrillo College trustee Harold "Hal" Hyde, an ardent proponent of a local UC campus, was there to meet them. Hyde had his hopes up—but at the same time he was well aware that certain outsiders then regarded Santa Cruz as a backwater.

On that fateful day, Hyde—who would go on to become a founding vice chancellor of UC Santa Cruz, playing a key role in campus planning and development—knew the Regents' decision was hanging in the balance.

"It was an Indian summer day," Hyde remembered, in a recent phone interview. "A beautiful day in the fall and pretty warm for Santa Cruz, but there was just a slight breeze coming in off the coast."

Hyde, in his own oral history of UCSC, remarked that "the whole sweep of the bay stretched out beautifully from the Cowell Ranch out across toward Monterey."

After witnessing the splendor of Santa Cruz in great comfort, the Regents drove off to Almaden Valley, where their "ooing" and "ahing" gave way to groans of misery. The sun pounded them.

The local chamber of commerce feared their comfy, air-conditioned bus was too wide to make it up a narrow vineyard road leading to the Almaden Valley site, and asked the Regents to board two smaller buses with no air-conditioning. This simple decision turned out to be a game-changer.

"It was very hot," McHenry recalled in the oral history, "and men began to peel their coats off, and we finally got up on top of the hill and looked down, and it was ... very warm and wasn't particularly attractive You could see the subdivisions creeping up on this area."

Later, when the Regents had settled into a sweltering, non-air-conditioned clubhouse, there wasn't enough ice in the bar to cool the beverages down—yet another fatal error. Finally, one of the

Regents shouted out, "Why, it'd cost a fortune to air-condition a campus there!"

"Santa Cruz had real luck on the day that was chosen," McHenry remembered. "If it had been thick fog down here and proper over there, it might have been another story."

The first students began classes at UC Santa Cruz in the fall of 1965.

Marine focus strengthens

Building a campus in Santa Cruz helped establish the campus's priorities, especially in the sciences.

Early on the campus committed itself to marine science, said Distinguished Professor of Earth & Planetary Sciences Gary Griggs, who has taught at UCSC since 1968. As early as 1960—even before the Regents had chosen Santa Cruz as a site—the campus leaders recognized that marine sciences would be an area of "special significance" for a new UC campus, Griggs said. "It was in the early campus plans, and the original faculty had at least a couple of marine scientists."

But when Santa Cruz became the official spot, supporters of a marine division redoubled their focus.

Biology professor Bill Doyle, though not a marine scientist, helped plan and develop the marine science program. He founded and became the long-term director of the Institute of Marine Sciences (IMS). The late Kenneth Norris, a pioneering whale and dolphin researcher, headed UCSC's nascent marine program in the 1970s.

Both realized the need for a facility with access to running ocean water. UCSC considered Pigeon Point, nearly 30 miles up the coast, but then the Younger family decided to give UCSC the land along the bluffs on the north end of Santa Cruz where part of UCSC's marine lab is now located. Retired developer and engineer Jack Baskin and Longs Drugs co-founder Joseph Long were major early benefactors.

While Griggs feels that a landlocked Almaden Valley UC campus might have had some marine focus, it would have paled compared with the UCSC version.

Mist and mysticism



Kresge lecturer Elizabeth McKenzie

UCSC's pioneers found the marine-layer-cooled weather in Santa Cruz refreshing and inviting, but the climate here also serves as a fount of inspiration for the many poets, writers, and artists who cluster around the campus.

The local weather figures prominently in a story collection by author and Kresge lecturer Elizabeth McKenzie that involves a character named Ann Ransom driving the poet Allen Ginsberg up the coast from the UCSC campus.

"We crawled forward, penetrating the fog as if we were exploring the inside of a mattress ... "

McKenzie said the fog is "essential to the Santa Cruz writing experience. It's a foxy obfuscator of the landscape and one's perceptions. It makes you want to stay inside and drink. Or at least get to work. Fog and confusion are the writer's friends—the straight way was lost' is the theme of all literature."

The fog transforms the very landscape of UCSC. As McKenzie writes in one of her stories, "It's one of the few things that can make everything seem different when you're in exactly the same place."

"Look at UC Berkeley," he said. "It has a few marine biologists, but it doesn't have a marine science institute or an ocean sciences department. The fact that you can get down to the shore in five minutes, you can see the ocean from campus—it makes the difference."

Atmospheric variations

Of course, it would be an oversimplification to say that the Regents chose Santa Cruz solely because of the weather. The board also found that buying the Cowell Ranch site was considerably less complicated than purchasing the Almaden Valley site. The Regents were wary of the multi-million-dollar price tag for the San Jose area properties that made up the Almaden site and of the multiple landowners who might hold out for top dollar.

But the marine layer certainly helped. The new campus was dubbed University of California, Santa Cruz, in early spring of 1961, shortly before McHenry was named founding chancellor.

Aside from merely luring a UC campus to town, the marine layer, in many ways, gave the campus an identity and direction.

As Griggs pointed out, the marine layer is the result of a process known as upwelling, in which chilly water rises to the surface of the Monterey Bay, cooling the air above it.

The same upwelling lifts nutrients from the ocean floor, which activate diatoms and other plankton,

which feed sardines, anchovies, and squid, which feed an array of marine mammals and birds, which feed the careers and research of UCSC marine scientists.

Strikingly, the same marine layer that keeps cool air from leaking out also prevents distinguished faculty from leaking out.

"The climate brought the university here—but it also kept people here," said Griggs, who is also director of the Institute of Marine Sciences. "The turnover rate on the faculty is very, very small. In Earth Sciences I know of two people who left—one who did not get tenure and another from Australia who got a big offer to go back there. Most people who come here spend their whole career here."

In fact, Griggs attributed an uncanny combination of climate and university-inspired culture to the flourishing literary scene, arts scene, and the sheer number of potters, writers, explorers, thinkers, and former UC students who settled here for good.

"Certainly, part of it is the fact that we are working at a world-class university," Griggs said. But he wondered out loud if all those faculty members, artists, and students would have stayed if that world-class university were located somewhere inland, smoggy and hot, far from the fabled marine layer.

"I wouldn't have," he said with a smile.

Contact Dan White at dwhite1@ucsc.edu

Stevenson College founded

1966: Stevenson College founded, named after Adlai Stevenson, an American politician and United Nations ambassador.

Outstanding in their fields

1967: UCSC's organic horticulture apprenticeship program begins. The program has trained more than 1,300 organic farmers who are now growing and teaching worldwide.

Crown College founded

1967: Crown College founded, with facilities built through a partnership of public funds and a gift from the Crown Zellerbach Foundation.

Understanding elephant seals

1967: UCSC's renowned elephant seal research program is founded. The program has revealed the animals' phenomenal diving abilities (they can reach depths of nearly 5,000 feet and remained submerged for over an hour) and 3,000-mile migrations.

Restoring an altered Eden

A UCSC professor fosters a happy marriage between academic rigor and on-the-ground conservation to protect and renew an estuarine gem.

ELKHORN SLOUGH—As Kerstin Wasson stands at the edge of the rising tide lapping gradually higher, her slight frame bubbles with enthusiasm and guarded optimism for the sprawling salt marsh around her. | “It sends shivers up my spine sometimes as I’m walking around these mudflats on Elkhorn Slough holding an oyster in my hands,” says Wasson, an adjunct professor of ecology and evolutionary biology at UC Santa Cruz. “There have been humans standing in these places holding oysters in their hands for 7,000 to 8,000 years.” | It’s true. Wasson and her colleagues know that, millennia ago, Native Americans feasted on the petite Olympia oyster from Elkhorn Slough. The former human residents’ trash piles, known as middens to archeologists, are still around today, replete with bits of the faded half dollar-sized shells. | Then, in the 1920s, oyster fishermen from San Francisco Bay trekked down the coast

to Elkhorn Slough, located east of Moss Landing. According to the records, they cleaned out the area in a few weeks, harvesting Olympia oysters by the bushel. U.S. Fish and Game biologists surveying the area just a short time later would struggle to find a single oyster. So for decades, it was assumed that the West Coast’s only native oyster was gone from the slough for good. But about 10 years ago, a few oysters were discovered here. | When Wasson became research coordinator at the Elkhorn Slough National Estuarine Research Reserve in 2000, the oysters were ideal subjects for the type of conservation research, grounded in ecological theory, that Wasson wanted to develop in her new role. With one foot in academia as a UCSC professor and another in applied restoration and conservation as a member of the reserve staff, Wasson bridges these two worlds, with each benefiting from the close connection.

Human impact

A bustling harbor nearby, intensive agriculture seemingly surrounding every one of its myriad spindly fingers, and a behemoth power plant looming large at its entrance, the slough is beset by a bevy of human impacts. Like estuaries everywhere, which are “some of the most altered ecosystems on earth,” Wasson says, Elkhorn Slough sits surrounded by fertile farmland, near a harbor offering boats protection from the open ocean, and has the relatively still water needed for power plant intake pipes.

But a walk with Wasson and her students makes the recovery of this marshy Eden feel possible. In seemingly every direction, they point out ongoing research intended to increase our knowledge of how the

estuarine ecosystem functions, what effects we’re having on it as humans, and what can be done to restore the slough to a more natural state.

Preliminary study of the Olympia oyster showed that, while a few were holding on (literally and figuratively) to any hard surface they could find, their numbers were still dangerously low—by Wasson’s calculations, only about 500 live in the entire reserve. Even absent the pressure of commercial harvesting, their numbers didn’t seem to be rebounding. But things had changed since the days when Native Americans sustainably cultivated the oysters for centuries. The sediment and pollution caused by intensive agriculture and other human activities that have become the norm pose serious problems for filter-feeding oysters.

Operating on the hypothesis that the oysters needed more solid footing, Wasson and her team built oyster reefs, embedding hand-sized native clam shells in one-foot by two-foot block rectangles of concrete. Wasson and newly minted UCSC Ph.D. Rikke Preisler designed these reefs to be “modular and mobile” and placed them at varying depths in the slough.

“It’s a general question in conservation biology: If we build it, will they come?” Preisler says.

The hope is they’ll learn where best to locate the reefs and more about the effects of pollution, high nutrient loads, and silt on the oysters’ recovery, while also accomplishing the conservation goal of doubling the number of oysters in the reserve to 1,000.



Huffman coding

1967: Founding computer science department faculty member the late David Huffman arrives at UCSC. As an MIT graduate student in 1952, Huffman developed a data compression scheme called Huffman coding—which is now used in the MP3 files on your music player, the JPEG files on your digital camera, and on your high-definition television.

Merrill College founded

1968: Merrill College founded, named after donor Charles E. Merrill Jr., headmaster of the Commonwealth School in Boston.

Porter College founded

1969: College Five founded; formally dedicated as Porter College in 1981. The college is named as a memorial to the grandfather of three UC benefactors: Porter Sesnon, Barbara Sesnon Cartan, and William T. Sesnon.

Kresge College founded

1971: Kresge College founded, endowed by the Kresge family trust. The trust’s fortune came from Kmart, which had its roots in Sebastian Spering Kresge’s opening of a modest five-and-dime store in downtown Detroit in 1899.

Where he’s calling from

1971: Celebrated American short story writer Raymond Carver teaches poetry and writing classes as a visiting lecturer. Carver taught at UCSC for three years.

Restoring an altered Eden

A productive partnership

Wasson relishes the relationship with UCSC, because each master's or doctoral thesis adds new pieces to this complex puzzle. "That's the gold standard of understanding ecological processes, having those thorough, in-depth, years of focused study," she adds. "No matter what, we always learn something that ends up being relevant for conservation."

Preisler's doctoral work began at the slough when she noticed how many non-native green crabs had taken up residence. She took on what Wasson calls an "ambitious biogeographic analysis" of the green crab, examining their numbers, not just in the slough and other invaded sites on the West Coast, but also at three sites each in the eastern United States and in the green crab's native Europe. Incidentally, green crabs like to dine on small oysters, so exploring whether an exploding crab population might drag down oyster numbers was an interesting corollary to the abundance issue.

What Preisler found was surprising. While Elkhorn Slough and San Francisco Bay certainly have a lot of green crabs, they were much more abundant on the East Coast and in their native range. And in a later year of her study, Preisler noticed a dip in the population, suggesting that the situation might not be totally out of control.

"This is not to say, well, we have so few, we shouldn't be concerned about them," she warns. But this is the type of work that can be used directly by managers and policy makers, Wasson says. For example, based on this study, they might conclude that it's better to eradicate a species that definitely



Kerstin Wasson (left) and postdoctoral researcher Rikke Kvist Preisler examine an artificial reef made of clam shells, which they are deploying in Elkhorn Slough to give native oysters a hard substrate to grow on.

is causing environmental problems. "This is where the slough is really valuable, because you can think of an interesting project ... and you actually have the opportunity to use the reserve to carry out your experiments," Preisler adds. The combination of academics and conservation is, in her words, "a happy marriage."

Save the world with science

With a goal of bolstering shorter-term projects like Preisler's with the long-term data that makes them possible, Elkhorn Slough was one of the first National Estuarine Research Reserves—a network similar to the National Park System, but for estuaries, Wasson says. The National Atmospheric and Oceanic Administration oversees the network, and each reserve is run by a state partner—

toring stations dot the slough and waters nearby, some taking measurements every 15 minutes and transmitting them via satellite to publically accessible web pages.

Data from those stations stretching back 20 years will help Brent Hughes as he begins his doctoral research at UCSC in September. As an ecologist at the reserve for the past two years, he's grown curious about fertilizer runoff from agricultural fields upstream and its influence on the estuarine environment. Hughes explains that the cold water stirred up from the depths of Monterey Canyon offshore, which makes its way into the slough, is brimming with nutrients, with some of the highest naturally occurring nitrate levels in the world.

"That's super nutrient-rich water," Hughes says, and it's the reason Monterey

coast, this algae is decidedly underachieving, its abundance kept down by competition with more robust species. In the slough, though, it seems to have gone viral.

"Here, maybe it should be an inferior species, but it completely changes the entire system," he adds. At night, the algae suck precious oxygen from the system. When the sea lettuce washes ashore, it putrefies into a gunky mess that fosters the growth of microbes that further deplete oxygen levels and create an inhospitable environment for struggling species like the Olympia oysters.

Hughes plans to track the nutrient inputs that pervade the estuary from their sources by looking at their unique chemical signatures. And he'll survey the multitude of tiny invertebrates that evade the gaze of most visitors but are so critical to its health.

He notes the UC Cooperative Extension already works with farmers to find the Goldilocks amount of fertilizer to apply to their crops—enough to

make their fields productive, but not so much that it causes environmental problems. Hughes's work could help land managers and farmers further home in on that happy medium.

Wasson sees that drive to see their work applied to a problem in many of the students she advises at the reserve. "There's this excitement about having your research translate to something that affects management on the ground or regional policy," she says.

John C. Cannon is a freelance writer living in Pacific Grove. He is a 2008 graduate of UCSC's science writing program.

"It's a general question in conservation biology: If we build it, will they come?" —RIKKE PREISLER

that's the California Department of Fish and Game at Elkhorn Slough.

Nearly 30 years after the reserve designation, the nonprofit Elkhorn Slough Foundation, which works closely with the reserve, has become the largest landowner in the watershed, and about 90 percent of land that touches the estuary is managed for conservation in some way. Evidence of that focus abounds: Fields up-slope of the slough, owned by the foundation and leased to farmers, boast avocado trees and rosemary bushes, which need less water and fewer fertilizers than crops more typically associated with this region such as strawberries. And 25 water-quality moni-

Bay is such a fecund area for plants and wildlife. But those nitrate levels are dwarfed by the ones recorded adjacent to the slough at the old Salinas River channel monitoring station, sometimes 300 to 400 times higher, owing mostly to the massive farms that line the waterway.

But what are the quantifiable consequences to the slough's ecosystem? Hughes will delve into that question in the coming years. He knows more nutrients often translate into burgeoning algal populations. Pointing to sheets of translucent green sea lettuce the size and shape of dinner plates that form thick mats on the water's surface, he explains that out on the



Oakes College founded

1972: Oakes College founded; major funding came from the generosity and philanthropic efforts of Margaret and Roscoe Oakes and the San Francisco Foundation.

College Eight, too

1972: College Eight founded.

Social animal

1973: Social psychologist Elliot Aronson wins the American Psychological Association's award for distinguished writing. Later he becomes the only psychologist to have won the association's highest awards in all three major academic categories when he follows with distinguished teaching (1980), and distinguished research (1999).

Milestone: 5,000

1974: Undergraduate enrollment reaches 5,000.

Women's studies pioneer

1974: The campus becomes one of the first schools in the country to offer a major in women's studies. UC Santa Cruz has developed one of the most highly regarded and longstanding programs in the nation—although it goes by a different name these days: feminist studies.

Hello, birdie

1975: The Santa Cruz Predatory Research Group forms at UC Santa Cruz. Only two nesting pairs of peregrine falcons remained in California then. Thanks to the group's efforts, the falcon was removed from the endangered species list in 1999.

Judy Yung: Angel Island Centennial teaches important lessons

At 100, the “Ellis Island of the West” shows us that immigration reform is needed now.

January 21, 2010, marked the centennial of the Angel Island Immigration Station, popularly known as the “Ellis Island of the West.” But to the thousands of Chinese immigrants who were detained there for weeks and months to undergo harsh examinations, and to appeal exclusion decisions, Angel Island was nothing more than a prison.

This place is called an island of immortals, | When, in fact, this mountain wilderness is a prison. | Once you see the open net, why throw yourself in? | It is only because of empty pockets I can do nothing else.

This Chinese poem that was found carved into the immigration barrack walls remind us that unlike Ellis Island, which restricted but did not exclude European immigrants to this country, Angel Island was built specifically to enforce the Chinese Exclusion Act of 1882, to keep Chinese laborers out of the country. The first racial group to be excluded by U.S. law, Chinese like my own father, Tom Yip Jing, were the first “illegal immigrants.” To circumvent the exclusion laws, he assumed a false identity. Once admitted into the country, my father had to live a life of deceit and duplicity, under constant fear of deportation.

Today, immigration is still a complicated and contentious matter, as we debate over who to let in and who to keep out, and what to do with the 11 million undocumented immigrants in the country. Last April, Arizona passed the toughest immigration law in decades, authorizing local police to arrest and detain suspected “illegal immigrants” and requiring aliens to carry immigration documents with them at all times.



PHOTO: JIM MACKENZIE

“The Angel Island story tells us that the United States has always had a complicated relationship with immigration, including some and excluding others.”

How does this anti-immigrant trend jibe with the popular view of America as a “nation of immigrants” that welcomes “the tired, the poor, the huddled masses yearning to breathe free?” The Angel Island story tells us that the United States has always had a complicated relationship with immigration, including some and ex-

cluding others. While many Asian immigrants were denied entry at Angel Island because of race- and class-biased exclusion laws, thousands of newcomers from Asian, European, and Latin American countries were admitted, allowed to settle and eventually become U.S. citizens. Like other immigrants before them, they went on to help make America the powerful and rich country it is today.

In 1965, Congress passed new immigration legislation that put every race and nation on an equal footing. However, years of lax enforcement of our immigration laws, backlogs and bureaucracy, and inadequate work visas to meet the needs of a global economy have resulted in a vast population of undocumented immigrants, all forced to live in the shadows.

As we commemorate the 100th anniversary of the Angel Island Immigration Station, let us remember its multiracial history of inclusion and exclusion. Discriminatory and unfair immigration laws have harsh and deep repercussions on the lives of people. Conversely, fair immigration policies that uphold our values as a nation of immigrants have led to beneficial gains for the entire society.

More than ever before, our country needs comprehensive immigration reform that will secure our borders, benefit our economy, and provide a pathway to responsible citizenship for those undocumented immigrants who deserve it.

—By Judy Yung

Judy Yung is a professor emerita of American studies. She co-authored Angel Island: Immigrant Gateway to America with historian Erika Lee.

Learning from a master

1978: Acclaimed performer and writer the late Spalding Gray teaches a summer session course at UCSC. The experience helps spark his interest in dramatic monologue.

Milestone: 500

1981: Graduate student enrollment reaches 500.

Sam Farr: Sea changes

The world’s ocean’s and coasts have recently suffered setbacks but have also seen positive policy changes based on research out of UC Santa Cruz.

The spring and summer months of 2010 have seen some of the best and the worst developments for the ocean.

The BP Deepwater Horizon oil rig disaster in the Gulf of Mexico continues to remind us that the ocean and coasts are woefully mismanaged and the agencies with jurisdiction are severely underfunded.

However, in July we also saw President Obama sign an executive order ushering in our first federally recognized National Ocean Policy. The House of Representatives added to that victory by passing a regional ocean governance structure and ocean trust fund.

The president’s executive order establishes a comprehensive, integrated national policy for stewardship of the ocean. It creates a new National Ocean Council to provide sustained, high-level, coordinated attention to ocean, coastal, and Great Lakes issues.

On the legislative side, the House passed the Consolidated Land, Energy, and Aquatic Resources Act, known as the CLEAR Act. In addition to addressing the country’s oil spill prevention and response needs, the CLEAR Act mirrors the regional ocean governance portions and trust fund set forth in my Oceans-21 legislation.

Oceans-21 was written to provide the mechanisms needed to establish better coordination, collaboration, funding, and research to protect, conserve, and sustainably manage our essential ocean and coastal resources, and I’m proud that it has served as a model for this year’s triumphs.

These legislative gains are huge, and the future of ocean and coastal health starts now. But we must remember that



“I couldn’t be prouder to represent a district that boasts one of the most diverse marine ecosystems and that is home to an internationally recognized center for marine science.”

Oceans-21, the executive order, and the findings of the Interagency Ocean Policy Task Force, the Pew Oceans Commission, and the U.S. Commission on Ocean Policy would not have been possible without sound ocean research and science supporting their guiding principles.

To that end, I couldn’t be prouder to

represent a district that boasts one of the most diverse marine ecosystems and that is home to an internationally recognized center for marine science with 23 institutions and counting.

Included in this group are UCSC’s Institute of Marine Sciences, Center for Ocean Health, and Seymour Marine Discovery Center at Long Marine Laboratory. UCSC professors Mark Carr and Pete Raimondi are fine examples of the great work being done at the school. Their expertise in coastal biology and marine ecology put the university’s Institute of Marine Sciences on the cutting edge of coastal ecosystem research that informs policy makers on how to best manage our ocean and coastal resources.

The partnerships UCSC has formed with agencies like the NOAA National Marine Fisheries Service, the U.S. Geological Survey, and the California Department of Fish and Game have created an unmatched synergy of science, research, and discovery on the Monterey Bay, making it a premier point of contact to help guide progressive ocean and coastal policies.

While it has been painful to watch the oil tragedy unfold in the Gulf of Mexico, it has been inspirational to see both the executive and legislative branches take action and make positive strides forward for the health and sustainability of our invaluable ocean and coastal resources.

—By Congressman Sam Farr, D-Carmel

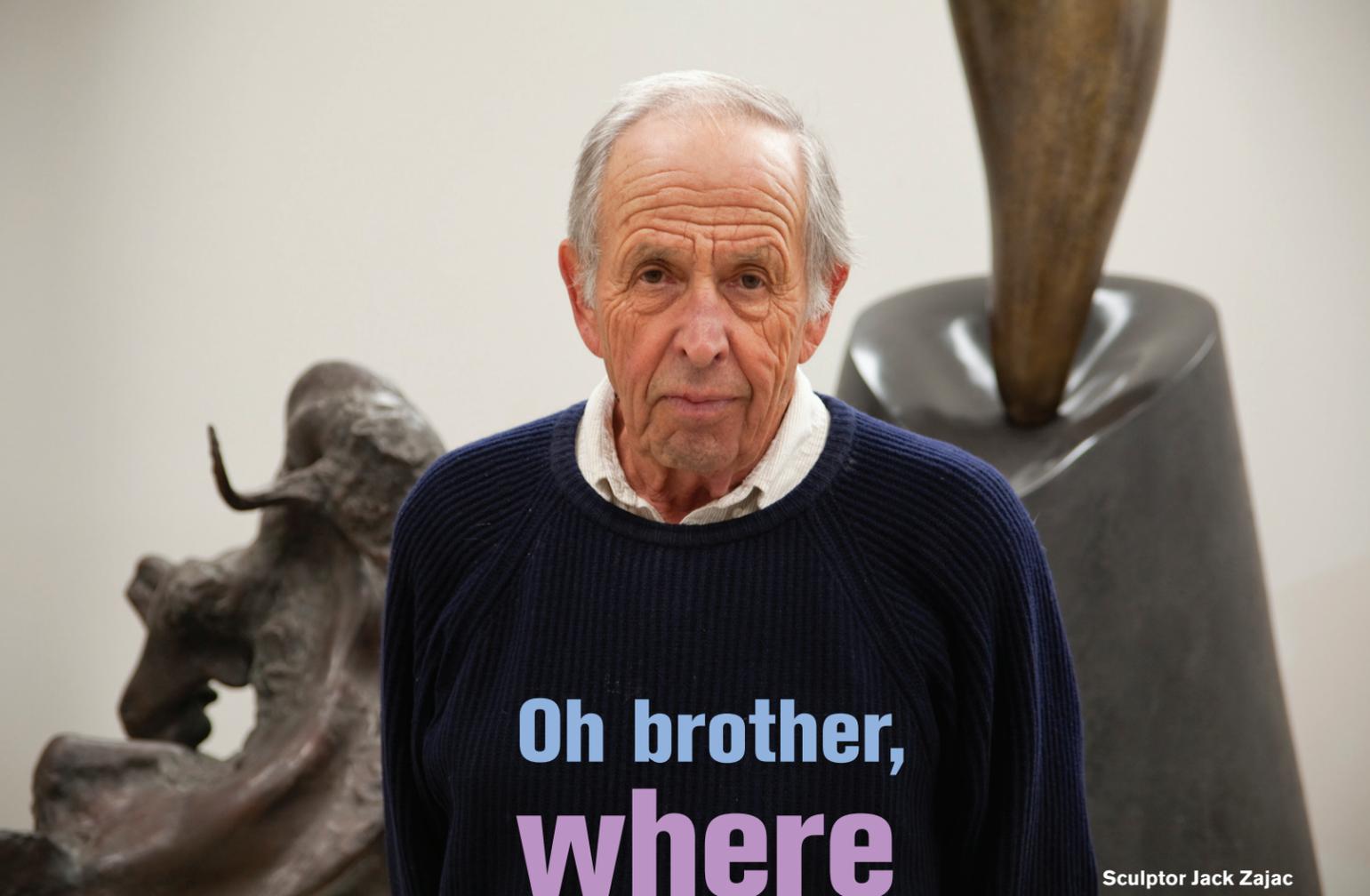
Congressman Sam Farr represents the state’s Central Coast. His district covers part of Santa Cruz County, including UC Santa Cruz.

Play’s the thing

1981: Shakespeare Santa Cruz founded. Almost 30 years later, SSC continues to be heralded as one of the nation’s most innovative theater festivals.

Dickensian devotion

1981: The Dickens Project is founded at UCSC, becoming the premier center for study of novelist Charles Dickens and one of the leading sites for research on 19th-century British culture.



Oh brother,
where

Sculptor Jack Zajac

ART thou?

Early in the life of the campus, three artists helped establish UCSC's then-fledgling art department with little more than grit, humor, and creativity. Where are they now?

The three young artists and professors had no department, no center, no studios of their own. They drifted from place to place like pollen—and some of their fellow faculty members seemed to be allergic. It might have been the turpentine fumes. Or it might have been the weird sounds coming from makeshift art classrooms in the campus library and the communications office. “We made odors and noise,” said Doug McClellan, 88, professor emeritus of art and an accomplished maker of three-dimensional art boxes. “Remarks were made. We were looked on as interlopers because we had stuff that smelled.” “I had a class—rather messy, I recall—in the basement of one of the buildings,” said Jack Zajac, 80, an internationally known sculptor and also emeritus art professor.

In many ways it was a chaotic time for McClellan, Zajac, and the painter Don Weygandt, now 84. | They started teaching at UC Santa Cruz when the campus, founded in 1965, was still brand new. | All departments were vying for space. But sometimes, having no options is a form of freedom. They set up in storage rooms, among the cows in a field, and on the first and third floors of Applied Sciences. | Weygandt arrived in 1967; Zajac in 1969; and McClellan two years later, after Zajac brought him on board.

If you worked as an art professor at UCSC, it helped if you were an accomplished hiker. Instructors hoofed it several miles a day to get to their makeshift, itinerant classrooms. And somehow, through all that craziness, Weygandt, McClellan, and Zajac put on gallery shows, guided thousands of students, and forged a friendship that lasts to this day. | These and other UCSC art pioneers did more than just influence the direction of UCSC's art department. They gave students a new way of existing in the world, said Andrea Hesse, a UCSC alumna (Porter '83, art history) who has worked with Zajac on an exhibition and took classes from both McClellan and Weygandt. | “I learned how to hand-sharpen our pencils, using sand paper to file them to a precise point,” Hesse said. “Having that close a relationship to your materials, to your medium, and to your craft was very important. When I think about art as life, Doug is the person I learned that from.” | Their art classes changed lives. | “Often, students who really lost

themselves in the classes would go out into nature and see colors, forms, and relationships that weren't present before in quite that way,” Weygandt said. “What you are really teaching them is another language that they have already, but one that they had not been allowed to exercise and develop.”

Drawing up a department

After arriving on the UCSC campus, the artists were brimming with ideas. Prior to teaching at UCSC, McClellan chaired the art department at Scripps College, one of the Claremont Colleges, and the Claremont Graduate School M.F.A. program.

Weygandt, son of a coal miner, studied art on the GI Bill, as did McClellan. He was lured to UCSC by the sculptor and art professor Gurdon Woods, who was a former director of the San Francisco Art Institute, where Weygandt had taught art alongside such luminaries as abstract painter Richard Diebenkorn, a longtime friend and colleague.

Zajac had been in Italy on a prestigious Prix de Rome art prize. His trips to the countryside outside the city inspired his lifetime fascination with the goats, sheep, and “poetic caprice of water” that figure prominently in his work. One of his works, “Sacrificial Goat”—dedicated to two members of UCSC's pioneer class who died in the Vietnam War—still stands at Cowell College.

“By the time we all got to UCSC, each of us had accumulated a kind of vocabulary, a teaching syllabus drawn from our personal experience,” Weygandt said.

Those early students were “wonderful,” McClellan said. “They had never really taken art courses. Wow, they were raw, but so smart and motivated.”

With such inspired pupils, who needs a proper classroom? Zajac liked to teach sculpture out on the pond at nearby Westlake Park, using a wax made of paraffin, beeswax, and resin.

“I had a station wagon with a burner in the back,” Zajac said. “We'd melt the wax and go out to look at the grebes and ducks and geese. They would swim and sleep and fly and sometimes attack us. The students would get a handful of wax and look at these creatures and try to replicate these images in forms that could fit in your hand.”

A formal art department did not even exist until several years after they started teaching at UCSC.

Warhol in the house

1983: Cowell Provost House receives a donation of an Andy Warhol rug. The rug, which features a repeating flower image, has decorated the Provost House in different years, according to the taste of the provost in office.

1,500 degrees

1985: UCSC awards more than 1,500 degrees.

Banana slug prevails

1986: After a five-year stalemate between two conflicting mascots—the sea lion and the banana slug—students sway the chancellor with an overwhelming pro-slug straw vote.

Oh brother, where ART thou?

Practice and hard work

These days, the three men have been retired, and senior citizens, for almost the same number of years that they taught at UCSC. The art landscape at UCSC has utterly transformed since the time they taught there.

"I don't even recognize my way around up there," said their colleague Hardy Hanson, who, like the others, is long since retired. UCSC now has a lavish arts complex including the Elena Baskin Visual Arts Center—which opened too late for them to make full use of it—and a

\$35 million Digital Arts Research Center, which opened this year and would have sounded like a science-fiction daydream in the '60s. But in those scrappy early days of art-making at UCSC, they made do without fancy facilities.

McClellan worked hard to disarm the students, to free them from self-consciously trying to do "good work" by giving them prompts that would surprise them and catch them off guard in a low-pressure way. "The spirit of play has always been important to me."

Like his cohorts, Zajac emphasized hard work and inspiration. "Some of

the students were enthusiastic but somewhat hopeful that art would come without the work it requires," Zajac said.

The campus continues to build on the tradition established by UCSC's art pioneers, said Dean of the Arts David Yager. "It's incredible for me, talking to alumni from the first, second, and third classes and realizing that their experience is very similar to the kind of experience I want our students to have now," Yager said. "Although some of the tools students use have changed, it's still about the content and the ideas."

Still vital after all these years

Zajac, McClellan, and Weygandt are still making art, still in regular contact, and still in Santa Cruz County.

"We respect each other as artists, and we're not in competition," McClellan explained. "It's like the Mafia. We don't mess with each other's territory."

McClellan made—and still makes—art boxes that combine wildly disparate elements: lentil-shaped doll's eyes, El Greco figures, Hubble space imagery, Day of the Dead skulls, insects, household tools, Eadweard J. Muybridge's kinetic photos—and makes them work together. In one of his "Wow Boxes," viewers peer through a spy hole and get pulled into a dreamscape of leaning towers and endless M. C. Escher corridors.

Weygandt continues to make highly regarded monoprints. Like one of his many inspirations, the Italian painter Giorgio Morandi, he uses unassuming forms—vases, pots, and pitchers—and finds infinite variations of form, texture, light, and color.

Zajac, like the others, is disarmingly humble, so it takes some digging to find out that he is a Guggenheim Fellowship recipient, and that his work is part of the holdings of the Whitney Museum of American Art and the Museum of Modern Art, among many others. "They keep my work in a place of honor," he said, in regard to MOMA. "It's down in the basement."

Zajac speaks of his UCSC colleagues with the same admiration that he bestows on far more famous artists. At his home, the work of Hardy Hanson and Weygandt hang side by side with the work of Giacometti and Morandi, and he calls McClellan "the Duchamp of our time."

Clearly the three understand each other's overlaps and differences.

"Jack is a refiner," McClellan said. "His work depends on exactness, the finish, the clarity. Don is all about re-

working. I'm more of a fumbler."

As different as they are, the three have striking commonalities. McClellan and Weygandt both served in World War II—though not together, and they did not face combat.

McClellan often lunches with Zajac. McClellan and Weygandt have a longstanding bocce rivalry. All have worked a number of odd jobs on their way to becoming artists, though Zajac has the most distinction in that regard, having served as a painter of grocery store window advertisements, a fisherman, a caller at a bingo parlor, and the house fiddler at a coffee shop.

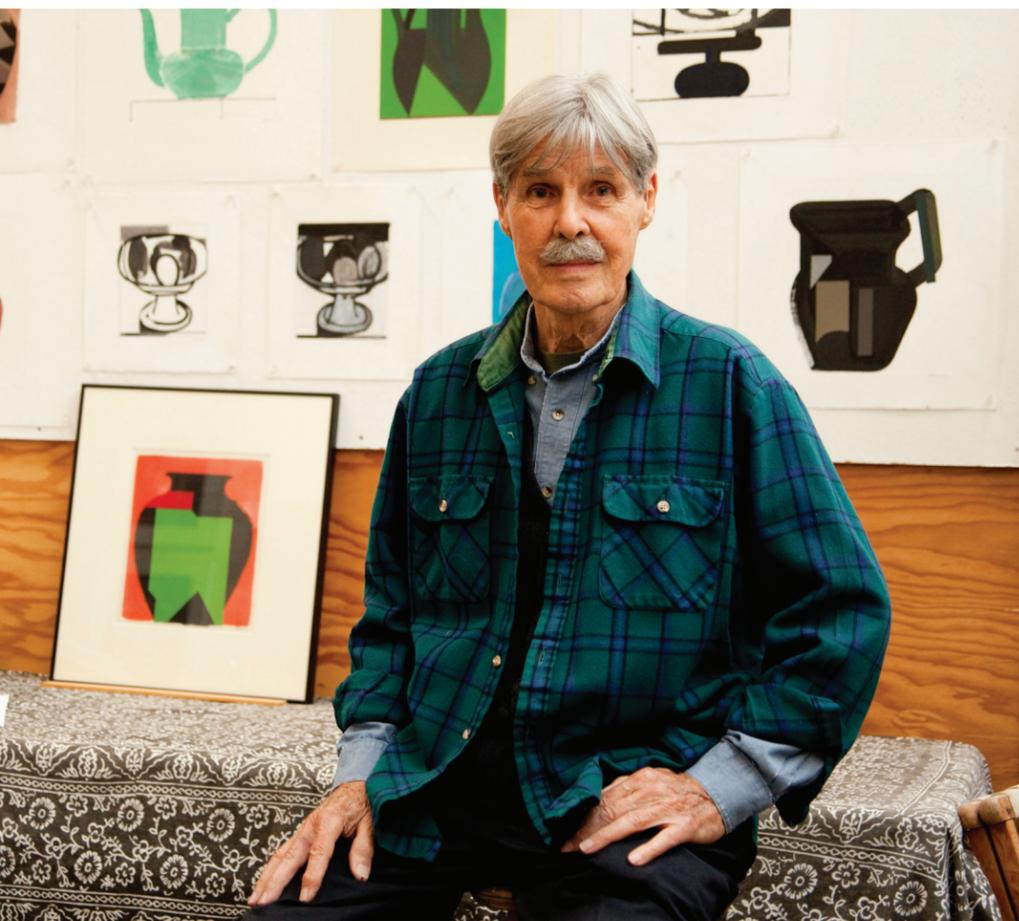
McClellan and Zajac have known each other off and on since they were young men. The three men also share a trait common to artists; when it comes to inspiration and career paths, there is no such thing as a straight line. Their friendships and

long careers are the result of false starts, unexpected changes, snap decisions, and coincidences. The only constant in their lives, their teaching, and their adventures is perseverance.

"Life will lead you where it will," Weygandt said.

Contact Dan White at dwhite1@ucsc.edu

Art box maker Doug McClellan



Monoprint maker Don Weygandt

New Arts Division fund honors pioneer arts faculty

UC Santa Cruz's pioneer arts faculty helped establish the campus's visual arts, music, and theater departments.

Now they are about to get the recognition they so richly deserve. Two alumni from pioneer classes—Jock Reynolds, class of 1969, and Peder Jones, class of 1970—have teamed up with several other pioneer-era alumni to form a special endowment fund honoring influential arts faculty from the early years of UCSC.

The Division of the Arts has just announced the formation of the Pioneer Faculty Endowed Fund: A Legacy for the Future of the Arts—which will provide annual awards to students and faculty.

"Those awards will support and sustain direct contact between faculty and student artists," said Lesley Brander, director of development for the Division of the Arts.

"Reynolds and Jones felt their education was based on the fact that these teachers took the time to mentor students one-on-one. This endowment will encourage and preserve that spirit of mentorship.

"Their experience with those faculty significantly changed their lives," Brander continued. "This comes out of their love for the education they received."

Individual alumni can donate money to the fund, or groups of alumni can pool their resources to name individual honorees. These funds will be channeled into the Pioneer Arts endowment.

For more information, contact Lesley Brander at lbrander@ucsc.edu.

Pulitzer haul

1992: Alumnus and *Los Angeles Times* reporter Hector Tobar wins a Pulitzer for his work as part of a team covering the Los Angeles Riots. Other Pulitzer-winning Slugs are author Laurie Garrett, *Washington Post* reporter Dana Priest, photographer Annie Wells, and Associated Press reporter Martha Mendoza.

World of finance

1992: UCSC's doctoral program in international economics awards its first Ph.D. The campus's economics department is often listed among the top 10 worldwide in international finance.

Milestone: 1,000

1994: Graduate student enrollment reaches 1,000.

Covering the outbreak

1996: Alumna Laurie Garrett, who graduated with honors in biology (Merrill '75), pens a groundbreaking series of articles for *Newsday*, chronicling the Ebola virus outbreak in Zaire. The series wins 1996 Pulitzer Prize for Explanatory Journalism.



MATERIAL CULTURE

A young alumna dresses up actresses on the white-hot TV show *Mad Men*, capturing the social turbulence of the '60s

by Gwen Mickelson | Photography by Mike Yarish



"I think there's an appreciation of style. We want to look like that even if we don't want to wear it."

—MARY McNAMARA
Los Angeles Times
TV critic

Almost all of the clothing on the show is actually from the 1960s, even the shoes.



Tiffany White (Kresge '03, psychology) has had a passion for clothing ever since she wore a vintage gown from the early '70s to her senior prom. Even then she was a tinkerer, redesigning the dress by lowering the garment's back and re-creating its top before wearing it.



Three years later,

when she traveled the world during her junior year at UC Santa Cruz with Semester at Sea, a shipboard program for global study abroad, clothing became much more than a diversionary pastime.

Left: *Mad Men* character Don Draper, played by Jon Hamm, checks out a female extra walking by in a scene from the show's fourth season, set in 1965. UCSC alumna Tiffany White costumes the background women on the show.

Above: Tiffany White, right, adjusts the necklace on one of her charges before a scene.

"In each country I just found the clothes to be such an amazing expression of people, of time and culture and place, not just fashion or trendiness," said White, 29. "From an outsider's perspective, it's storytelling. I had an 'a ha' moment with a beautiful mix of psychology, which is analyzing character, and clothing, which I've always had a passion for."

White is now a costumer for one of the hottest shows on television—AMC's *Mad Men*, set in 1960s New York, starting at the fictional Sterling Cooper advertising agency on Madison Avenue and later at the fledgling firm of Sterling Cooper Draper Pryce.

The show centers on Don Draper, played by Jon Hamm, creative director at Sterling Cooper and a founding partner at Sterling Cooper Draper Pryce. Through the characters' expe-

MATERIAL CULTURE

periences, both in and out of the office, the show depicts the changing social values, fashions, and politics of 1960s America.

In its fourth season, which began in July, the show is set in 1965—the year UC Santa Cruz was founded. The country was on the brink of enormous social change.

“So much was changing,” said *Los Angeles Times* TV critic Mary McNamara. She referenced the deepening Vietnam War, “hippie stuff,” and the sexual revolution, “but as much as those changed things, it’s almost the more subtle cultural shifts that make us realize when we see the ‘before’ how different the ‘after’ is,” she said.

For example, the sexism, racism, classism, cigarette smoking, emotional repression, and rampant boozing in the office portrayed on the show are shocking to today’s audiences.

“It’s pretty astonishing that we’ve gone from a nation where you had a three-martini lunch, to where if you do that now people are going to be leaving AA literature on your desk,” McNamara said.

BACKGROUND IS HER FORTE

White outfits the female background characters, or, in the lingo, “BG women.” Any non-speaking female character in the background—in the office, a restaurant, bar, doctor’s office, or hotel lobby—is her charge.

On fitting days, “each girl comes in and I fit her top to bottom with stockings, pantyhose, panties, girdles, bras, everything,” White said.

That attention to detail, down to the undergarments, helps transport television viewers through time, said Brandin Barón, associate professor in theater arts at UCSC, who specializes in costume design.

“As we become more casual in society, women are not used to wearing heavy foundation garments such as they do on *Mad Men* because it’s not part of our lifestyle,” Barón said.

White then gives *Mad Men* costume designer Janie Bryant two outfit options for each character.

“We treat all the backgrounds as if they’re principals,” said White. “I try to make characters out of people. I look at her and think, ‘Is she a mom? A grandmother? Does she have a lot of money?’ I think that’s a reason people do respond to the show, because they notice people feel really real in a scene and that they have a story.”

BUZZ GENERATOR

Mad Men has received critical acclaim, particularly for its historical authenticity and visual style, and has won 13 Emmys and 4 Golden Globes. The show is meticulously researched, with almost maniacal attention to detail and historical accuracy in every frame—from the bottle openers to the vernacular to the lamp on the side table in Don Draper’s bachelor pad.

“I credit [*Mad Men* creator] Matthew Weiner and AMC for not scrimping on sets and costume and realizing that God is in the details,” said McNamara.

Every detail serves a narrative function. The main characters’ clothing—tailored suits and pressed white shirts for the men, girdles and waist-conscious dresses and skirts for the women—is polished, sleek, fitted and perfect, serving as a contrast to the messiness of their lives and psyches.

Amazingly, almost all of the clothing on the show is actually from the 1960s, even the shoes, White said. There are a few exceptions, such as pantyhose and costumes designed specially by Bryant.

Viewers have noticed. The buzz around the show is almost a roar, and media and cross-marketing blitzes are everywhere—the September 16 issue of *Rolling Stone* magazine featured a sexy shot of four main characters on the cover and pronounced *Mad Men* “the best show on TV,” while a large clothing retailer teamed with the show to offer a casting call that ended in September. As of early September, there were more than 4,500 entries.

Vogue, *Cosmopolitan*, *Marie Claire*, and *Women’s Wear Daily* have published *Mad Men* fashion articles. Bryant is coming out with her own ‘60s inspired line called Mod. There are even *Mad Men* Barbie dolls.

When the pilot episode aired in 2007, “we were all struck with the beauty of it—the cinematography, the costumes, the set. It was evocative of a dreamlike interpretation of the ‘50s and ‘60s, where men looked like men and women looked like women,” McNamara said. “I think there’s an appreciation of style. We want to look like that even if we don’t want to wear it.”

For White, working with ‘60s clothing has provided a unique perspective on an era that ended long before she was born.

“In school we always thought of the ‘60s as a time of cultural revolution, but from where we’re working you can see why people started to go that way,” White said. “Just dealing in clothing, it’s so strict, and there are so many etiquette rules—when to wear gloves, when to wear a hat—I can see why people wanted to break free of that.”

Nowadays, it’s easy to glamorize the dressy style of the time, she added, “but if you had to wear a girdle every day it would not be so glamorous and you’d be ready to burn it.”



PHOTO: TIFFANY WHITE

Alumna Tiffany White (center, in brown jacket) with actresses playing Sterling Cooper office staff from *Mad Men*’s second season. White costumed all of these characters.

such as visual media provider Corbis Images and watches movies from the time period.

“We do research and a lot of it, all the time,” she said. “You start to see different silhouettes—no matter the print or the pattern, you see where the seam lines are, and I can recognize it’s the proper silhouette.”

In 1965, the civil rights movement and the feminist movement were making huge inroads. Record numbers of people who had attained a college education courtesy of the post-World War II GI Bill were working to change American society.

Mad Men offers a measuring stick for how far we’ve come, said critic McNamara.

By our current thinking, “everyone deserves an equal chance, smoking is bad for you, you need to be able to talk about your feelings, and you need to find some kind of inner happiness—no matter how good you look in a suit.”

But the show roots viewers in a time period before these beliefs had caught on.

“*Mad Men* has done a good job of presenting a fascinating and beautifully put together ‘before’ picture,” McNamara said, “and that’s more effective than any kind of chronicling of the actual change.”

Contact Gwen Mickelson at gwenm@ucsc.edu

ROAD TO COSTUMING

White’s journey to costume work for major television productions—she also works on HBO’s *True Blood*—is a story about persistence and a little bit of “right time, right place.”

After Semester at Sea, she took some costume-design-related classes at UCSC, as well as figure drawing and sewing.

At UCSC, she also learned to take on the world with a laid-back attitude.

“You can look at the other side of things and not be judgmental,” said White, who lives in Los Angeles with her husband, James Stanton (College Nine ‘04, community studies), a freelance TV and film editor. UCSC is something of a family affair: Stanton’s mother, Marti Stanton, works at UCSC as manager of the American Studies Department.

After college, White got a degree in fashion design from the Fashion Institute of Design & Merchandising in Los Angeles.

She then landed a job as a shopper for the entertainment division at Disneyland.

She had made contact with Bryant earlier, and made sure to keep in touch with an e-mail every few months. Shortly after White left Disneyland, she got a call from Bryant asking if she’d like to join her in a new show on AMC.

Her days for *Mad Men* are filled with tasks including “pulling” vintage clothing from Los Angeles-area costume houses, where she’ll rent two or three racks’ worth of period clothing for a scene.

Then she fits the actors and works on set to make sure the costumes are “100 percent correct on every single person every single time”—snaps are snapped, hook-and-eyes are fastened, buttons are in the proper place, bows are tied.

When she’s not pulling, fitting, or on set, she’s searching through magazines from the 1960s such as *Good Housekeeping* and *Vogue*, as well as Sears and Montgomery Ward catalogs. She also scans web sites

Milestone: 10,000

1999: Undergraduate enrollment reaches 10,000.

Orbital motion

1999: While doing research at the University Archives, Anthony Misch, a support astronomer at Lick Observatory, discovers a 400-year-old manuscript penned by Johannes Kepler, one of history’s greatest astronomers.

Number nine

2000: College Nine founded.

Computing the genome

2000: The first draft of the human genome sequence was assembled at UCSC on off-the-shelf Pentium III processors running a software program written in four weeks by graduate student Jim Kent.

Perfect 10

2002: College Ten founded.

3,000 degrees

2002: UCSC awards more than 3,000 degrees.

Alumni Notes

To receive invitations and e-newsletters about alumni activities, send your e-mail address to review@ucsc.edu.

We'd like to hear from you. ▶ Send an e-mail to review@ucsc.edu

▶ or submit a note via the web at alumni.ucsc.edu (go to Online Community/Class Notes)

COWELL COLLEGE

'69 Warren L. NELSON was selected for inclusion in "The Best Lawyers in America, 2011"; he practices labor and employment law at Fisher & Phillips, LLP, in Irvine, Calif.

'70 Sandra KATZMAN has been diagnosed with terminal lung cancer. She teaches English in Japan at Kansai and Osaka Universities and wrote an article entitled "Japanese Uses of the World Wide Web" for Osaka University.

'72 Adilah BARNES received a Lifetime Achievement Award in Entertainment and a Spirit of Peace Award. The Adilah Barnes Arts and Literary Achievement Scholarship was established for inner-city youth in Minneapolis.

'82 Steven B. HERRMANN has published *Walt Whitman: Shamanism, Spiritual Democracy, and the World Soul*. A psychotherapist, he and his wife live in Oakland, Calif.

'84 Carlos R. PAGAN accepted a position as assistant professor at University of New Mexico, College of Education, Department of Educational Leadership and Organizational Learning.

'88 Hammon P. ACUNA, a vice president at Cooperative of American Physicians, married his partner, Jeffrey P. Muehl, in West Hollywood, July 3, 2008. Their daughter, Lola, was born in July.

'88 Greg NERI won the 2010 Lee Bennett Hopkins/International Reading Association Promising Poet Award for his book *Chess Rumble*; he's working on two novels, *Yummy* and *Ghetto Cowboy*.

STEVENSON COLLEGE

'69 Ken MARKS has been clean and sober for 67 years.

'84 Edith ROYAL Allison was awarded the Brian Deever Memorial Scholarship, which she used to complete her doctorate in curriculum studies at Georgia Southern University in December.

'86 Stacy HANDELMAN Stark is celebrating 20 years in Seattle, where she teaches visual art at Orca K-8 Alternative School. Her own 5- and 6-year-old children "love making art!"

'92 Timothy WEINER, a criminal prosecutor with the California Department of Justice, received his LL.M. in prosecutorial Science from the Chapman University School of Law.

'95 Tlaloc RIVAS is joining the faculty of University of Missouri, Saint Louis, as an assistant professor of theatre—with emphasis in directing and performing.

'09 Aaron Steven WHITE is pursuing a Ph.D. in linguistics at University of Maryland, College Park; areas of study include semantics and first-language acquisition.

CROWN COLLEGE

'69 Barbara THORNTON graduated from Harvard Business School in 1995, started designershoes.com in 1997, and has two grown children.

MERRILL COLLEGE

'80 Lori PLAGER Friedman married songwriter Jud Friedman in February; the couple is raising their son and Jud's son and daughter from a previous marriage. Lori's business specializes in video game licensing.

PORTER COLLEGE

'78 Peter THOMAS and his wife, Donna, published *The Muir Ramble Route* (Poetic Matrix Press), a guidebook based on John Muir's first trip to Yosemite in 1868.

'80 Shel PERKINS published the second edition of his book *Talent is Not Enough: Business Secrets for Designers* and completed a three-year term on the national board of AIGA, the professional association for design.

'84 William RUE published a novel in March, *Last Tango in Jacksonville*. At UCSC, he studied with several well-known writers, including James Houston and Page Stegner.

'05 Theresa LAFLESH published *Curly Like Me: How to Grow Your Hair Healthy, Long, and Strong*—an owner's manual for people with tight, curly hair—in May.

KRESGE COLLEGE

'82 Panda KROLL presented her paper "Teaching through a Study of the Borat Litigation" at the World Universities Forum in Davos, Switzerland, in January.

'91 Marjoel MONTALBO was recently appointed director of budget and planning for the New York Public Library; prior to this appointment, she worked for the city of New York for almost 10 years.

'99 Claire HOFFMAN married Ben Goldhirsh in summer 2009, gave birth to a daughter in May, wrote a cover story on Michael

Jackson for *Rolling Stone*, and appeared on *AC 360* (CNN).

OAKES COLLEGE

'02 Niketa CALAME was an understudy for four roles in *Women of Brewster Place*, a musical that played in May and June in Los Angeles; she received an M.F.A. from New School University, New York City, in 2005.

GRADUATE STUDIES

'80 Thomas R. WEBB (Ph.D. chemistry) is a member of the faculty at St. Jude Children's Research Hospital. In June, his youngest

daughter graduated from UCSC and he presented a seminar to the campus's RNA Club. He's married to Mary "Molly" TOWNE (Porter '80).

'93 Miriam WALLACE (Ph.D. literature) published *Revolutionary Subjects in the English "Jacobin" Novel 1790-1805* and edited *Enlightening Romanticism, Romancing the Enlightenment* in 2009.

'02 David Delgado SHORTER (Ph.D. history of consciousness) published *We Will Dance Our Truth: Yaqui History in Yoeme Performances* (University of Nebraska Press); he lives in Los Angeles.

IN MEMORIAM

'75 Sharon ROSEME (Kresge) died peacefully at home in Newcastle, Calif., June 8, 2010. A fifth-generation native of Placer County, she had a 30-year career in commercial real-estate law; she was 56.

'76 Jerrold "Yaakov" SHEMARIA (Cowell) died the day after Yom Kippur, 2009. He was a rabbi, and lived in England, Australia, and Israel.

'80 John Paul BURRIS (Cowell) died January 9, 2009. He held a master's degree from Syracuse University and a doctorate from UC Santa

Barbara, and wrote two books on religion; he was 52.

'81 Dana Lloyd SPRADLEY (Cowell) died unexpectedly on April 28, 2010, at his home in Seattle. He held a Ph.D. from Yale University, taught literature and literary theory, and later worked as a software engineer; he was 52.

'06 Erik Allen FITZPATRICK (Cowell) died on May 19, 2010, in Oakland, Calif. He was a full-time law student at the time of his death; he was 35.

By Gwen Mickelson

We're 45 years young

You may have noticed that this issue of *Review* commemorates UCSC's 45th anniversary. We know, we know—we haven't exactly been subtle about it. But that's just because we're so proud.

Starting with about 600 students who lived in temporary trailers on the East Field, UC Santa Cruz has grown into an internationally recognized leader in innovative undergraduate education, and too many areas of research and inquiry to name here.

We're letting the world know that at 45, we're young, vibrant, and full of promise—building on our accomplishments while holding on to our free spirit.

Ways we're doing that include:

Review magazine: "45 years ago" stories and designs in this issue, with 45 "Easter eggs" about discoveries, breakthroughs, and milestones at UCSC sprinkled throughout.

45+5: Profiles of 45 alumni of note, plus five up-and-coming young alumni, rolling out at ucsc.edu/45years.

Publicity: We'll have various 45+5 alumni at our signature events and publicize the profile campaign in our monthly e-newsletter; we've also hung celebratory banners in downtown Santa Cruz.

Now let's blow out the candles.

Stay connected: Download UCSC's new iPhone app

Keep up with life at UC Santa Cruz with a brand-new free iPhone app featuring regularly updated campus news, videos, photos, and events.

The app includes a map that uses GPS to help users pinpoint their location in relationship to a UCSC destination; photo profiles of UCSC's people, architecture, and environment; the latest campus news; and an interface with UCSC's online calendar.

It's the brainchild of Kushyar Kasraie, 24 (College Nine '09), and current student Jamieson Johnson, 22, who came up with the idea last year.

To download the iPhone app, go to: <http://www.ucsc.edu/mobile/> The web site also includes information describing how other smartphones can access the application's content.



Astronaut Hall of Fame

2004/2007: Two UCSC alumni inducted into NASA's Astronaut Hall of Fame: Kathryn Sullivan (Cowell '73, B.S. Earth sciences), the first American woman to walk in space; and Steven Hawley (Ph.D., astronomy and astrophysics '77), whose five space shuttle flights included the 1990 mission to deploy the Hubble Space Telescope.

Serious gaming

2006: Faculty in UC Santa Cruz's Jack Baskin School of Engineering launch a popular computer game design undergraduate major—the first of its kind in the UC system.

Antarctic landmarks

2006: Two geological features in Antarctica are named after UCSC biologists—Terrie Bluff and Costa Spur, named in honor of Terrie Williams and Daniel Costa, respectively, professors of ecology and evolutionary biology.

Relevant education

2006: Former U.S. ambassador to Iraq Joseph Wilson—the husband of ousted CIA operative Valerie Plame—among the featured speakers at "The War on Terror: A Credible Threat," an educational teach-in at the Quarry Amphitheater.

Alumni in Profile

To receive invitations and e-newsletters about alumni activities, send your e-mail address to review@ucsc.edu.

Brenda Wong Aoki: Bringing stories to life



PHOTO: CONTRIBUTED

In 1909, Gunjiro Aoki, a dashing young Kendo master from Japan, sparked demonstrations and a California law adding Japanese to the races forbidden to marry Caucasians when he and the white daughter of the archdeacon of Grace Cathedral fell in love.

As punishment for introducing the pair, the young man's brother—the archdeacon's protégé—was banished to Utah.

The protégé and his wife died there, leaving behind 11 children whose history vanished into the dirt of the land they share-cropped. Years later, Brenda Wong Aoki, one of the exiled protégé's granddaughters—a flowing-haired dancer and 1976 graduate of Merrill College (community studies)—resurrected the story in a one-woman play that she took to cities around the world.

"In Shintoism, the dead are more important than the living because it is the people who came before us who put us on the path we are on today," says Aoki from her home near Golden Gate Park in San Francisco. "If you know your past, you can change your future."

Three times a National Endowment for the Arts fellow, Aoki has plenty of stories about where she came from, along with ghostly tales of old Japan, which she recounts through dance, music, and spoken word in her award-winning monodramas.

"If you know your past, you can change your future."

—Brenda Wong Aoki

Combining the ancient arts of Noh and Kyogen theater and commedia dell'arte, Aoki brings her stories to life, including tales of her childhood as a Long Beach "ghetto girl" of Japanese, Chinese, Scot, and Spanish descent.

In her working-class neighborhood, she shared close quarters with five siblings. With a laugh, she says the biggest appeal of college was sharing a room with only one person.

For Aoki, college was a mixture of discovery, guilt, and self-doubt. She dropped out once to do community work, but returned, brimming with the idea that people also needed food for their souls.

Her experiences as a girl facing prejudice from all sides became a one-woman play and a CD titled, "The Queen's Garden."

One night, she says, after performing that play in a small high school in Appalachia, two young women came up to say her story had been theirs too. It didn't matter that they grew up in a different time or place.

"Storytelling is the coming together of everybody, the first art," Aoki says. It's what shamans did, "connecting heaven and Earth, and weaving the collective unconscious into a community."

Just as she did that night.

—by Peggy Townsend

Stephen Abreu: At the intersection of business and science

One day, stem-cell transplants may allow patients' bodies to secrete insulin on their own, rendering insulin shots for diabetics obsolete.

If and when that happens, one of the people on the path to that pioneering treatment will be Stephen Abreu, who received his bachelor's degree in biochemistry and his master's in molecular biology from Kresge College in 1999 and 2003, respectively.

Abreu is an industry contracts manager for UC San Francisco's famed Diabetes Center and Immune Tolerance Network, where his job places him at the intersection of business and science.

The 6-foot-5 Abreu took a purposeful but zigzagging path to a job he envisioned more than a decade ago. Born into a working-class family, he came to UCSC on a \$10,000 Academic Achievement Award created by then-chancellor Karl Pister. Intelligent but slightly adrift, the young man played basketball for UCSC's men's varsity team, chased girls, and worked at fast-food restaurants to make ends meet.

"While I loved science, I wasn't the best student I could be," he admits.

Then, Abreu met molecular biology professor Barry Bowman. Seeing the potential in the skinny, bright undergrad, Bowman helped him nab a grant from the Minority Biomedical Research Support program, administered by the National Institutes of Health.

The grant allowed Abreu to leave behind his fast-food jobs for work in

Bowman's lab. Out of that grew a passion for science and the first glimmers of his life's work.

In the late 1990s, the dot-com world was booming and Abreu was fascinated by the multi-million-dollar contracts being hatched between business and science. After graduation he went to work on Wall Street at a big investment firm. He spent two years in that fast-paced, cutthroat environment.

"Then I understood what money meant," he says.

Abreu returned to UCSC and got his master's degree working with calcium transport proteins, then earned his law degree at UC Davis, followed by a stint at a big legal firm in San Francisco.

Abreu said he is exactly where he wants to be now: helping science move from the lab into doctors' hands. He helped close the \$20 million deal that has UCSF scientists working with Novocell of San Diego to develop a stem-cell therapy for diabetes.

But Abreu, who is of Afro-Caribbean descent, hasn't forgotten the role education played in his life. He is on UCSC's Alumni Council, and has worked as an advocate for disadvantaged youth who want to get into law school.

"UCSC was really a formative place," says the recently married Abreu. "It was a place where I could find myself, where I could find my own way."

—by Peggy Townsend



PHOTO: HEIMO

Abreu helps science move from the lab into doctors' hands.

Starship Trooper goes online

2007: The complete archive of renowned science fiction author Robert Heinlein made available online. Heinlein donated his archives to the Library's Special Collections in 1968.

Milestone: 15,000

2008: Undergraduate enrollment reaches 15,000.

Grateful Slugs

2008: The Grateful Dead donates its historic archives to McHenry Library's Special Collections.

Most distant galaxies

2009: Astronomer Garth Illingworth leads a team that peers deep into the universe with the Hubble Space Telescope to reveal the most distant galaxies ever seen.

Alumni in Profile

Gregg Herken: Unraveling history's mysteries

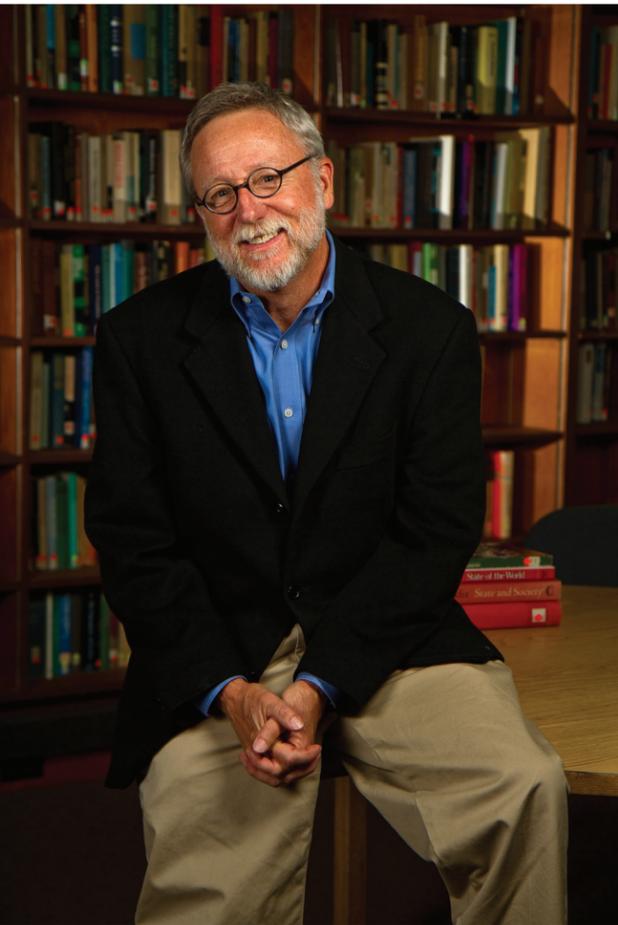


PHOTO: JIM MACKENZIE

Herken brought secret weapons of the Cold War into the public view.

It sounds like the plot of a Cold War spy novel: delicate negotiations with the Soviet military, clandestine satellite recovery, the unmasking of a secret Communist in the highest branches of science.

Instead, it's part of the life story of Gregg Herken, a retired professor of history at UC Merced and a member of UC Santa Cruz's first graduating class (Stevenson '69; history, politics).

Herken borrowed the motto of Cowell College, UCSC's founding college—"the pursuit of truth in the company of friends"—and carried it into his professional life. Herken looked for the truth in some of the mysteries of history, and brought secret weapons of the Cold War into the public view.

Herken made his most publicized discovery while researching his book, *Brotherhood of the Bomb*, a finalist for the *Los Angeles Times* Book Prize in history in 2003. While exploring the lives of the three creators of the nuclear bomb—Robert Oppenheimer, Ernest Lawrence, and Edward Teller—Herken uncovered something Oppenheimer had tried to hide for years. Despite his denials, Oppenheimer had once been a member of a closed unit of the Communist Party.

"But was he a spy for the Soviets?" says Herken. "Categorically, absolutely not."

Now Herken has turned his research focus toward three men who played pivotal roles in the Cold War: col-

umnist Joe Alsop, *Washington Post* owner Philip Graham, and head of covert operations for the CIA Frank Wisner.

"They got together every Sunday for supper and, basically, they ran the country from those meetings," Herken says. His book about "The Georgetown Set," scheduled for publication in 2016, promises an in-depth look at this powerful group and the answer to another mystery: Who tried to blackmail one of those men?

Herken's pursuit of truth also came into play in his role as chairman of the Department of Space History at the Smithsonian Institution's National Air and Space Museum.

During his 15-year tenure, Herken obtained a top-secret U.S. spy satellite that the government refused to admit even existed at first, and also acquired one of the Cold War's most notorious missiles, the Soviet SS-20, for the museum. The latter deal required long negotiations with the Soviet military, three trips to the U.S.S.R., and a last-minute flurry of talks when the missile was unveiled with a very unhistoric "SS-20" the Soviets had painted in huge, celebratory red, white, and blue letters on its side.

Herken smiles when he remembers the way his jaw dropped in reaction to the altered missile. But visitors to the Air and Space Museum will only see the results of Herken's negotiations: a discreet Cyrillic U.S.S.R. on the 55-foot-tall weapon.

—by Peggy Townsend

Author in the house

2010: Celebrated writer Jonathan Franzen, author of *The Corrections*, wrote much of his new best-selling novel, *Freedom*, at Cowell College. Franzen, recently on the cover of *Time* magazine, and his partner live part time in Santa Cruz. Both are longtime friends of UCSC.



Why UCSC was the right choice for our son

As a parent, you're always trying to help your child make the best decision. When it comes to colleges, students and their families have a mind-boggling array of choices, and selecting the right campus can be an almost Herculean task.

For Aggie Leon-Guerrero-Winters and Dwight Winters, both professionals at biotechnology company Amgen, the decision was easy. Their son, Tyler Winters, is a UCSC junior in biochemistry.

Q. Why did you and your son decide on UC Santa Cruz?

A. UC Santa Cruz is large enough to offer diversity and world-class facilities, yet because of its history and relatively small size, it's still able to pay attention to the individual student. The campus is truly beautiful and has aesthetics second to none. Also, it ranks consistently in the top 100 universities in the United States for academics.

Q. What has struck you most about Tyler's experience at UCSC so far?

A. The early emphasis on writing at College Eight helped provide Tyler with the communication skills necessary to be successful not only through the rest of his college career, but also in life.

Q. How is UCSC preparing your son for the future in ways other schools don't?

A. We believe UCSC provides more detailed evaluations than other universities. A frank assessment of strengths and weaknesses helps students direct themselves toward a field of study in which they can really excel.

Q. Where did you go to school? How does Tyler's experience compare with yours?

A. Both of us attended the University of Nebraska. Our son's experience is so much more than his student ID number, test scores, and transcripts. The UCSC faculty is much more available and helpful throughout the courses. There are also more courses that delve into the real problems we confront in the country and in the world.

Also, UC Santa Cruz involves parents in university events in a way that University of Nebraska never did.

Q. Would you recommend UCSC to others?

A. We would definitely recommend UC Santa Cruz to any serious student.

You can share your experiences and chat with other Slug parents online. Go to community.ucsc.edu, request an account ID, and join the conversation.

For more information about UCSC's parent programs, contact Frankie Melvin at (831) 459-1770 or fmelvin@ucsc.edu.

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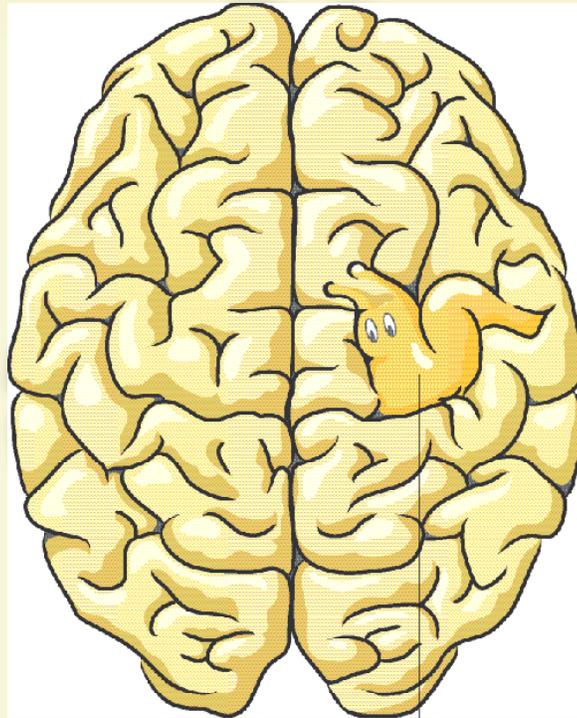


figure A.

THE HYPERCAMPUS
*Reaches maturity in early
20s; may fade over time
with career, mortgage, kids.
Can be reinvigorated with
proper nourishment.*

Your university memories should last a lifetime. By joining your Alumni Association as a life member, you'll experience a lifetime of *pride* and *connections*. Support student scholarships. Stay in touch with friends, faculty, campus news, and events, while enjoying membership discounts and access. Please visit community.ucsc.edu/joinalumni.

