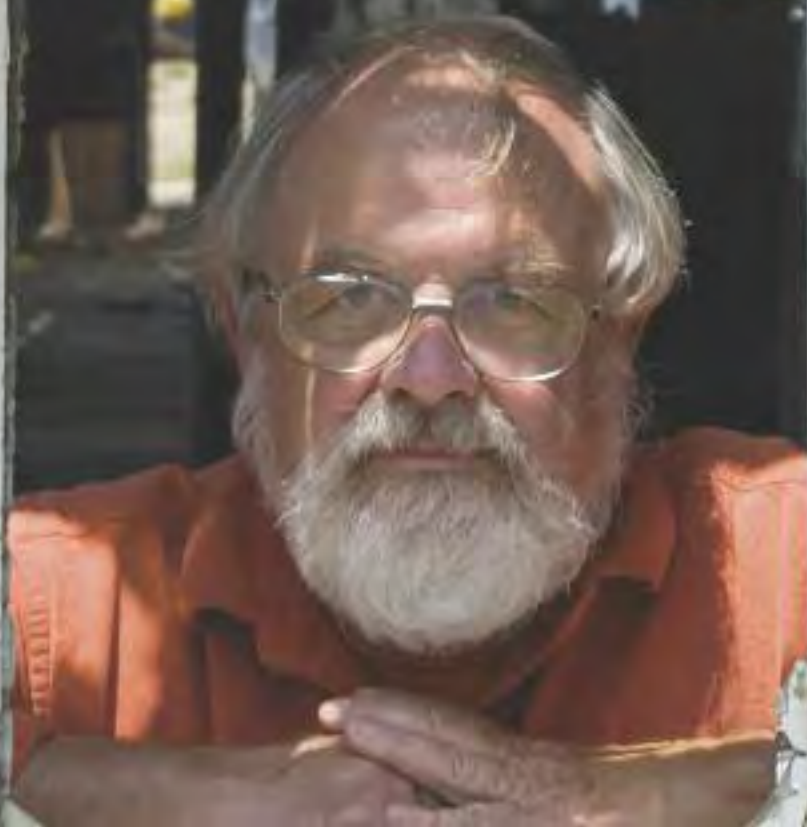


INSIDE: A FEW GOOD GOOGLERS, THE PERFECT NERD, PUZZLING FUTURE

Pomona

COLLEGE MAGAZINE

Fall 2010



THE NOIR THRILLERS OF
JOHN SHANNON '65
COULD BE THE BEST
LOS ANGELES MYSTERIES
YOU'VE **NEVER** READ...

SPECIAL ISSUE:

SEARCH

A Daring Mind

“Daring Minds” is the theme of the campaign that Pomona will launch this fall. A richly nuanced concept, it is also an apt descriptor for former President David Alexander, who died this summer at the age of 77.

I first met David Alexander in 1983 when I was a job candidate. The setting was a lounge at the University Club in downtown L.A., and David had excused himself from a board meeting for a 30-minute interview. He was animated and looked much younger than his 51 years. He wondered why I would consider leaving UC Berkeley for a liberal arts college. He asked if I were related to Mark Pattison, a 19th-century English author, educator, and priest of the Church of England. I am not, and his question prompted research—a common occurrence in conversations with David, thanks to his rich vocabulary and, in this case, expertise in the philosophy of religion.

In January, I returned for a second interview. This time, David seemed more pensive. He told me of the death of beloved Professor of Chemistry R. Nelson Smith ’38. He discussed his apprehension about a forthcoming profile in the *Los Angeles Times*. He described *The Centennial Campaign* and where things stood at the midway point, expressing confidence that the goal of \$80 million would be reached but concerned about the time it might take.

Later that year, I was appointed director of public affairs and for the next seven years, until his retirement in 1991, I worked with David on communication issues of all kinds. My appreciation grew as I observed how deftly he tackled curricular issues, among countless other matters, while interacting on a daily basis with trustees, faculty, staff, students, parents and alumni.

Much was accomplished during David’s presidency. He and the board concluded a successful campaign. He thought deeply about Pomona and never ceased searching for ways to make it better. He initiated a major effort to diversify the faculty. Bridges Hall of Music was saved from demolition. And the College, a regional powerhouse when he arrived, joined the ranks of the very best liberal arts institutions in the nation.

In the 18th year of his presidency, I had a conversation with David that was destined to be printed in *Pomona Today*. In that interview, he addressed many subjects: Pomona’s selective divestment policy in South Africa, the limits of college rankings, how a healthier bankroll was affecting the College and how students were coping with pre-professional pressures.

At the end of our discussion, he enunciated two guiding principles. “I think the two most important virtues are unselfishness and humility, and they are closely related. Unselfishness would lead one to work for the good of others, which I believe may be the essence of humanity. Humility is a precondition to learn, and it’s certainly a precondition to appropriate relationships with one another. There are some subsidiary virtues that are closely related and very important: commitment, a sense of passion to do something and to do it well, work for other people, and engagement in political life. But I think they all derive from unselfishness.”

As the institution continues to move forward, let us remember David Alexander’s daring mind, his eloquent words, and his passion, dedication, and high hopes for Pomona College.

—Don Pattison

Don Pattison was editor of Pomona College Magazine from 1985 until 1998. Today he serves as Pomona’s director of donor relations.

Pomona

COLLEGE MAGAZINE

Fall 2010 • Volume 47, No. 1

Visit PCM Online at www.pomona.edu/magazine.

EXECUTIVE EDITOR/ART DIRECTOR/DESIGNER
Mark Wood (mark.wood@pomona.edu)

EDITOR
Mark Kendall (mark.kendall@pomona.edu)

WEB EDITOR
Laura Tiffany (laura.tiffany@pomona.edu)

ASSISTANT EDITOR
Mary Marvin

CLASS NOTES EDITOR
Perdita Sheirich

PUZZLE EDITOR
Lynne Willems Zold ’67

CONTRIBUTORS
Amber Dance (“It’s Right On the Tip of My Tongue”) is a Pasadena-based science writer whose work has appeared in the *Los Angeles Times*, *Nature* and the *HHMI Bulletin*.

Scott Martelle (“Mystery Man”) is a journalist based in Irvine, Calif., and author of *Blood Passion: The Ludlow Massacre and Class War in the American West*.

Adam Rogers ’92 (“A Few Good Googlers”) is a senior editor for *Wired* magazine.

John B. Saul (“Puzzling Future”) is a former *Seattle Times* editor who now teaches part-time at the University of Montana.

Glenn Whipp (“Searching for the Perfect Nerd”) is an entertainment writer and film critic.

CONTRIBUTING STAFF
Sneha Abraham Will Hummel ’12
Ben Belletto Ratna Kamath ’11
Cindy Calderon Cynthia Peters

Pomona College Magazine is published three times a year. Copyright 2010 by Pomona College. Send letters and submissions to: *Pomona College Magazine*, 550 North College Ave., Claremont, CA 91711 or pcm@pomona.edu. For address changes, class notes, scrapbook photos, or birth or death notices, email: adv_update@pomona.edu; phone: 909-621-8635; or fax: 909-621-8535. For other editorial matters, phone: 909-607-9660 or email: pcm@pomona.edu. Magazine policies are available at: www.pomona.edu/magazine/guidelines.

Pomona College is an independent liberal arts college established in 1887. Located in Claremont, Calif., it is the founding member of The Claremont Colleges.

PRESIDENT
David W. Oxtoby

VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT
Christopher B. Ponce

NONDISCRIMINATION POLICY
Pomona College complies with all applicable state and federal civil rights laws prohibiting discrimination in education and the workplace. This policy of non-discrimination covers admission, access and service in Pomona College programs and activities, as well as hiring, promotion, compensation, benefits and all other terms and conditions of employment at Pomona College.



THIS ISSUE OF POMONA COLLEGE MAGAZINE IS DEDICATED TO THE MEMORY OF

David Alexander
1932–2010

Seventh President of Pomona College (1969–1991)

Memorial section on page 60

Corrupt Congress

Receiving my Spring/Summer *PCM*, I was diverted by what must be the most beautifully-produced issue ever, by the story on the resurrection of the great art of classmate Norm Hines and by reminders of the sad passing of classmates David Spivek and Jon Olsen.

Then I finally read the transcribed "In Class" exchange of the U.S. Congress course taught by Professor David Menefee-Libey. Given the history of that tattered branch of government over the past few decades, it seems to me that the "How a Bill Becomes a Law" approach—including the intricate technical rules governing the House and Senate—has been rendered virtually irrelevant by the ancient and modern vice of greed. The mechanics of how measures arrive (or not) at a vote seem almost trivial when compared to the reasons the individual representatives and senators actually grant or withhold their support. And given the astonishing departure from established principles limiting corporate power to influence elections recently promulgated by our Supreme Court, it seems to me that any course on the Congress must investigate the effects of the special interests that ever more easily control its membership.

It was idyllic, as I recall, watching the black and white movies with the animated paper "bills" traveling through committees and preening for a vote, as a few smaller dinosaurs frolicked outside the windows of our high school. But those days are over, if, indeed, they ever existed. The one law which now appears to be the best approach to understanding our Congress was eloquently expressed by Willie Sutton's translation of "Qui Bono?"

—Joseph Peter Myers '61
Riverside, Calif.



Honest Doubts

Many thanks for the article on Carlo Diy '06 ("Haiti Before and After," Spring/Summer 2010 issue). This interesting, sensitive and profound sharing of self—doubts and all—was a welcome change from the self-celebratory stuff more commonly found in alumni publications. Congratulations and thanks to this young man for his insights, and to you for running the piece.

—Dave Rearwin '62
La Jolla, Calif.

A Friend in Time of Need

I was saddened to read of the death of Andrew Jaffe '60. As an exchange student from Pomona to Fisk University in Nashville in the spring of 1960, I became involved in the sit-in demonstrations that would spread like wild-fire across the South.

The demonstrations began when four African-American students in Greensboro, N.C., spent the day sitting at a lunch counter at which they had been refused service. In Nashville, students had been studying non-violence, and soon joined the anti-segregation sit-ins. I found myself in the Nashville jail.

Andy came to Nashville to report on the sit-ins for *The Student Life*. He was like a gift from home. In a scary situation I really appreciated his interest and support and considered him a friend from that time on.

—Candie Anderson Carawan '61
New Market, Tenn.

Life-Changing Exchange

In the college year 1952-1953, an exchange program was started between Pomona College and Fisk University, and I volunteered to be a roommate of Joan Murrell coming from Fisk, an experience that helped shape my understanding of African Americans and race for the rest of my life.

Since President Obama's inauguration, I have been reflecting on the vast changes in race relations that have occurred since that important part of my college education. I wonder if the Fisk exchange is still going on, and what impact it has had on others.

For me, the Fisk exchange had a great influence, as I had attended a large, white public high school in Fresno, Calif. Even though this was in the Far West, the Black teens in our town attended another high school "across the tracks." In my first two years at Pomona, I don't recall any African-American students in attendance, though we did have a few international exchange students.

Joan was intelligent and well-traveled, and I learned a great deal by living with her in Harwood Court. She went on to earn her Ph.D., becoming a professor at Howard University and working for the U.S. Department of Education, as I recall.

Throughout my lifetime, as a high school teacher and counselor, later a college professor of education, and as a mother, Girl Scout leader, Sunday school teacher and community activist, my college friendship with this strong Black woman influenced my understanding of race. Perhaps our alumni magazine could look into this program and its impact throughout the years. I would find it of great interest to know who some of the other participants were and how it influenced them, as well as the general college community.

—Jeanne Cassell '54
Sun Valley, Idaho

Editor's Note: *Our historical files hold stories about the program's early days as well as Andrew Jaffe's Student Life articles from the time of the Nashville sit-ins. The last mention we find is a press release announcing that two Pomona students were heading to Fisk University in the fall of 1971.*

Repairing Bodies and Lives

I spent this summer in Uganda, including 13 days at a special camp to treat women with obstetric fistula, a painful and debilitating condition that affects the lives of countless women in developing countries.

Largely unheard of in industrialized nations, obstetric fistula is a result of prolonged and/or obstructed labor. Vaginal tissues die and a hole (fistula) develops through which urine and/or feces leak constantly. Fistulas are preventable through proper prenatal care and supervised childbirth, two things that women in poverty often make do without. Many women go undiagnosed for years and live under the assumption that they are cursed.

As awareness of obstetric fistula has grown, efforts have been made to provide women with

surgery free of charge. Interning with Uganda Village Project I was able to accompany fistula patients to a free surgery camp at Kamuli Mission Hospital, and witness the transformation of their lives. All of the women had truly painful and inspiring stories, but one was particularly moving in her illustration of the power of fistula surgery.

Atim Caroline is 19, one year younger than I, and suffered from fistula for one year. She was attending boarding school when she got pregnant, but her fistula forced her to drop out and left her completely alone. She withstood the surgery as though resigned to her fate, hardly daring to believe what was happening. We became friends during her recovery, and watching her come back into herself was the most inspiring thing I have ever seen. At such a young age, she has her whole life in front of her, and she confided that since having surgery she hopes to eventually become a doctor.

I want to believe telling her story will move people as it did me, and maybe help one more woman get her happy ending.

—Claire Lauer '11

Correction:

In the Spring/Summer 2010 issue, the story "Offshore Treasures," about Professor Jennifer Perry's research on the Channel Islands, should have said Perry was an undergraduate at the University of San Diego in 1992, not 1982. Perry, after all, is only 36 years old.

Cecil's Summer Vacation

Visiting China in July, I brought along my beloved Cecil Sagehen, and the days on which I remembered to stuff poor Cecil into my overcrowded and poorly ventilated backpack yielded a few memorable photos. Here Cecil is sitting on the ledge of the Ju Yong segment of the Great Wall, taking a breather and enjoying the view of endless woods and hills stretching toward all sides—though I'm the one who had to lug Cecil up countless rugged, uneven and steep steps. After this photo was taken, Cecil went on to enjoy the fair weather and water

canal neighborhoods of Hang Zhou, as well as making an appearance at the 2010 World Expo in Shanghai.

—Hsuanwei Fan '12

Alumni and friends

are invited to send us their letters by email to pcm@pomona.edu or by mail to the address on page 2. Letters are selected for publication based on relevance and interest to our readers and may be edited for length, style and clarity.

sightings

On a trip to California this summer, I visited my favorite place on the planet—the Lone Cypress on the scenic 17-Mile Drive in Pebble Beach. It turns out there are 47 steps leading down to the lookout platform by the Lone Cypress. Both my kids eagerly proclaimed this to me as they came running down the stairs—they love the 47 folklore, too!

—Randa Karadsheh Anderson '89
Libertyville, Ill.



grew up in Portland driving on Pomona Street all the time, since it's about a mile from my house on the way to the grocery store and the music store where I took drum lessons. After going to Pomona College, I noticed the cross streets were around 47 and I happened upon the Internet site. How awesome!

—Alex Sh... '12

Calendar / Fall 2010

Exhibitions

Pomona College Museum of Art hours: Tues.-Fri., 12-5 p.m.; Sat.-Sun., 1-5 p.m. Thurs., 5-11 p.m., "Art After Hours" with live music. Information: (909) 621-8283 or www.pomona.edu/museum.

Aug. 31-Dec. 19 "Steve Roden: when words become forms"—Sept. 11, *Opening Reception*, 4-6 p.m. New paintings and a large-scale installation, *bowrain*, created specifically for the Museum.

Aug. 31-Oct. 17 "Project Series 41: Ginny Bishton"—Sept. 11, *Opening Reception*, 4-6 p.m. Ginny Bishton presents two projects, one featuring large collages, the other consisting of minimalist pen and ink drawings.

Oct. 30-Dec. 19 "Project Series 42: M.A. Peers"—Combining delicately rendered figures and forms, Peers selects subject matter that ranges from portraits of dogs, to portraits of corporate and political figures.

Lectures/Debates

Oct. 6 "Raising Hell: How to Change the World with No Money and a Lot of Rage"—7 p.m., Pomona College Ena Thompson Reading Room, Crookshank Hall. Jaime Court '89, author and president of Consumer Watchdog, discusses strategies for political action.

Oct. 7 "A Conversation with Steve Roden and Michael Ned Holte"—8 p.m., Pomona College Museum of Art. Includes book signing and reception.

Oct. 12 "On (Re-)Translating Japanese Fiction, Old and New"—4:15 p.m., Hahn 108. Anthony Chambers '65, professor of Japanese at Arizona State University. Sponsored by PBI.

Oct. 20 Faculty Lecture Series "Achieving Cosmic Clarity: The Power of Astronomical Adaptive Optics"—12:15 p.m., Frank Dining Hall Blue Room. Professor Philip Choi on the latest developments in adaptive optics.

Oct. 21 "Leaving the Light On and the Curry Off: Life in the Indian American Owned Motel"—Noon, Oldenborg Center. Asian Indian Americans have come to own almost half of the nation's motels. Pawan Dhingra, associate professor at Oberlin, explores these trends.

Japan at War (A Three-Part Lecture Series)

Oct. 8 "Mitsukoshi at War: Refashioning a Department Store when Luxury was the Enemy"—3 p.m., Hahn 108. Noriko Aso of UC Santa Cruz explores the dilemma the Japanese department store Mitsukoshi faced when Japan went to war with the Allies.

Oct. 22 "Imag/in/ing War: The Japanese Propaganda Effort, 1938-1945"—3 p.m., Hahn 108. David Earhart, author of *Certain Victory: Images of World War II in the Japanese Media*, will talk about the effort by the Japanese media to create and disseminate a narrative of racial superiority and national destiny.

Nov. 17 Fall Faculty Lecture Series "Was There Popular Resistance to the Wartime Japanese Government and its Policies?"—Noon, Frank Dining Hall Blue Room. Professor Samuel Yamashita will explore popular Japanese resistance to the wartime government and its policies.

professor of Women's Studies at UC Riverside.

Nov. 10 Faculty Lecture Series "Zoot Suit: Mexico in the Chicano Imagination"—12:15 p.m. Frank Dining Hall Blue Room. Last April, the National Theatre Company of Mexico premiered Luis Valdez's *Zoot Suit* to critical and public acclaim. Professor Alma Martinez, who developed the project, discusses the play's profound resonance.

Nov. 11 PSU Event: "The Future of American Atheism"—7 p.m., Edmunds Ballroom.

Nov. 17 English Literary Series: Reading by Cynthia Arrieu-King, Claire Becker and Lily Brown—4:15 p.m., Ena Thompson Reading Room, Crookshank Hall. Cynthia Arrieu-King reads from *People Are Tiny in Paintings of China*. Claire Becker, editor of *RealPoetik*, reads from *Where We Think it Should Go*. Lily Brown reads from *The Renaissance Sheet*.

Nov. 18 "A Conversation with Doug Harvey, M.A. Peers and Steve Roden"—8 p.m., Pomona College Museum of Art.

Nov. 23 "Association of Southeast Asian Nations in East

Asia: Institutional Challenges and Constraints"—4:15 p.m., Hahn 108. Alice D. Ba '90, Director of Asian Studies, University of Delaware.

Nov. 30 & Dec. 2 "PBI Student Research Video Screenings"—12 p.m., Oldenborg Center. Student-produced videos focusing on topics ranging from "Okinawa civilian suicides" to "Hawaiian sovereignty."

Dec. 1 English Literary Series: Reading by Eileen Myles—4:15 p.m., Ena Thompson Reading Room, Crookshank Hall. Eileen Myles's work includes the new novel *Inferno* and the poetry collection *Sorry Tree*.

Theatre/Dance

More information and tickets at (909) 607-4375.

Oct 7-10 "John Gabriel Borkman"—Th-Sat, 8 p.m.; Sat-Sun, 2 p.m., Seaver Theatre. Henrik Ibsen's play about a man with visions of saving humanity through a Ponzi-like scheme. Directed by Leonard Pronko.

Dec. 2-4 "In the Works—Pomona Scripps Fall Dance Concert"—Th-Sat, 8 p.m.; Sat, 2 p.m., Pendleton Dance Center. Original works by senior dance majors with lighting by theatre design students.

Music

More information: (909) 607-2671 or concerts@pomona.edu

Oct. 9 & 10 Pomona College Orchestra—8 p.m.; Sun., 3 p.m., Bridges Hall of Music. Eric Lindholm, conductor; Jack Sanders, guitar. Haydn: *Symphony No. 95 in C Minor*; Rodrigo: *Concierto de Aranjuez*; Dvořák: *Symphonic Variations*

Oct. 12 Anonymous—4-8 p.m., Bridges Hall of Music.

Marsha Genensky, Ruth Cunningham, Jacqueline Horner-Kwiatk, Susan Hellau. Program of Sacred Songs from medieval England and early America.

Oct. 30 Classical Voices—8 p.m., Bridges Hall of Music. Karen Hogle Brown, soprano; Scott Graft, baritone; Shawn Kirchner, piano. Music by Bach, Barber, Holby, Kirchner, Lauridsen and others.

Oct. 31 Bassoon & Piano—3 p.m., Bridges Hall of Music. Carolyn Beck, bassoon; Genevieve Feiwen Lee and Karl Kohn, pianos. Music by Karl Kohn, François Devienne, others.

Nov. 1 ċudamani—4 p.m., Bryant Hall, Thatcher Music Building. Lecture/Demonstration of Balinese music and dance.

Nov. 7 Early Music—3 p.m., Bridges Hall of Music. Edward Parmentier, harpsichord. Music by J.S. Bach, F. Couperin, Byrd.

Nov. 12 Traditional Afro-Puerto Rican Music: Los Pleneros de la 21—7 p.m., Edmunds Ballroom. New York's preeminent bomba and plena ensemble.

Nov. 13 Violin and Piano—8 p.m., Bridges Hall of Music. Jonathan Wright, violin; Stephan Moss, piano. Music by Brahms, Nielsen and Elgar.

Nov. 19 & 21 Pomona College Band—Fri., 8 p.m.; Sun., 3 p.m., Bridges Hall of Music. Graydon Beeks, conductor; Stephen Klein, tuba. Music by Barber, Gregson, others.

Nov. 29 Pomona College Afro-Cuban Drumming Ensemble—8 p.m., Lyman Hall, Thatcher Music Building. Joe Addington, director.

Dec. 3 & 5 Pomona College Choir—Fri., 8 p.m.; Sun., 3 p.m., Bridges Hall of Music. Donna M. Di Grazia, conductor. Music by Britten, Bruckner, Howells, Poulenc, others.

Dec. 4 & 5 Pomona College Orchestra—Sat., 8 p.m.; Sun., 8 p.m., Garrison Theater, Scripps College. Eric Lindholm, conductor. Brahms: *Tragic Overture*; Britten: *Four Sea Interludes*, *Peter Grimes*; Vaughan Williams: *Fantasia on a Theme by Thomas Tallis*; Strauss: *Death and Transfiguration*.

Dec. 6 Giri Kusuma—8 p.m., Bridges Hall of Music. Pomona College Balinese Gamelan. Nyoman Wenten, music director; Nanik Wenten, dance director. Balinese music and dance.

Class of 2014 / The Boden Triplets

POMONIANA
HOW TO
ATHLETICS

8
10
16

PHOTO BY JOHN LUCAS

Three for Three

The Boden triplets (from left, Stephanie, Allison and Lauren) make up their own little sliver of the Class of 2014. Lauren picked Pomona first, followed by Stephanie, with Allison the last on board. "We weren't going to go simply because someone else was going," says Allison, explaining their college decision-making process. "And we weren't going to not go" just to avoid picking the same school.

Back home in Atlanta, the Bodens say, they often shared the same friends. They shared good study habits as well: Lauren was valedictorian of their high school, and Allison and Stephanie were salutatorians. At Pomona, all three will pursue pre-medical studies, and they all plan to play softball in the spring. But in their new setting the triplets also will get a bit of distance from each other, since they've each been assigned to a different residence hall. "I wrote that on my housing form," says Lauren. "Please do not put me with my sisters."



/pomoniana/

CAMPUS TIDBITS, TRADITIONS, LORE AND MORE

Jacksonian Studies

Always under the media glare in life, the late King of Pop is undergoing a more academic evaluation this fall in the freshman critical inquiry course Michael Jackson: Who is the Man? Who is the Artist? Who is the Myth? Led by Professor of Music Emeritus Jon Bailey, students will digest a 750-page biography and study the singer's recordings, music videos and conversations to discover "what made him tick and what makes the society tick that creates this mega-star—and the interaction between the two."

Night at the Museum

From now until Dec. 2, Pomona College Museum of Art will be open till 11 p.m. Thursday nights for weekly "Art After Hours" programs with lectures, panels, workshops, concerts, spoken word, DJs and film screenings in conjunction with the museum exhibitions. The idea is to expand access to the museum and present "art as an integral part of campus life," says Curator Rebecca McGrew '85. And for Claremont as a whole, it's a dash of caffeine for the town's weeknight scene.

Elks Club

Oh, deer. Dorm décor is going back to the '80s—as in the 1880s—thanks to a pair of basketball teammates' quirky purchase of a mounted elk head. David Liss '10 and Justin Sexton '10 were working at a camp in Maine the summer before senior year when

they decided they had to have something unique for their Pomona dorm room, and that the beast-head for sale in a nearby town was just the thing.

They named him Fletcher, and the elk became quite the conversation piece in their Clark I suite shared with fellow seniors Adam Chaimowitz and Kael Kristof. "We didn't tell anyone we purchased him until school started, allowing for our friends and teammates to be shocked when they saw him," says Sexton. "Fletcher quickly became loved by all."

Friends brought Fletcher to one of Liss and Sexton's last basketball games, and he also attended their Commencement, lugged along by their teammate Danny Brown '12, who has been chosen as Fletcher's new on-campus keeper. Brown will display the dearly-departed deer in his Walker Hall room this year. Says Sexton: "Our intentions are for Fletcher to live on at Pomona for a long time."

Top 5: Magazines

The Economist is now the most-subscribed-to magazine among Pomona students, based on the observations of Student Mail Services Supervisor Glenn Gillespie. Just a few years ago, *Sports Illustrated* and *ESPN The Magazine* were tops. Are Sagehens



turning high-brow in their publication tastes? Perhaps, though Gillespie notes that *The Economist*, along with *Time* and *Newsweek*, may be getting a boost from being required reading for at least one class. Here are the top 5 magazines with the most Pomona student subscriptions.

1. *The Economist*
2. *Sports Illustrated*
3. *Time* (tie)
3. *Newsweek* (tie)
5. *The New Yorker*



Doughnut Pilgrimage

Here in the nation's hotspot for independent doughnut shops, customers can afford to hold out for the very best crullers and tiger tails. And so generations of Sagehens have learned to pass by perfectly good little bakeries to make the 9-mile pastry pilgrimage from campus to The Donut Man.

Around since the 1970s, The Donut Man is a 24-hour, walk-up eatery along old Route 66 in Glendora. The humble-looking shop is beloved for its seasonal strawberry doughnuts, which are served sliced in half, laden with fruit and "probably weigh a pound," according to Jennifer Sweda '11, who also recommends the peach doughnuts and the giant cinnamon rolls.

"The whole place oozes with character, the same way their Bavarian cream doughnuts ooze with delicious custard filling," adds Katie Strong '11. She likes how well the workers know The Claremont Colleges, understanding the difference between Pomona and Harvey Mudd (which has its own Donut Man tradition). "The trick is to go late at night, when they make all the doughnuts, and get whatever they've just made," says Strong. "It'll be warm and delicious."

Those late-night runs to The Donut Man will finally get their rightful recognition in Pomona

lore this fall as the College unveils an updated version of its "47 Things Every Sagehen Should Do Before Leaving Pomona." Kick-started by President David Oxtoby in 2004 as a way to get students out of the Claremont bubble, the list was created with input from students, faculty, staff and alumni. When surveyed this year to refresh the list, several students clamored to add The Donut Man.

Now The Donut Man's cult following on campus can only grow, with fans given away by their slightly glazed expressions. "During finals week when we really don't have time to do anything but study, my friends and I will hop in the car and head there for a late-night break," says Sweda. "Then after all the fried sugary goodness, we can't really study anymore and we go into doughnut comas."

—Mark Kendall

Verbatim: Carbon Neutrality

"If we wanted to, we could spend some money to become carbon neutral immediately, just by buying carbon credits. I think that's a really false sense of sustainability. In my view carbon credits are underpriced—the cost of serious investment to reduce energy [use] is much higher than that. We're spending more money than that, for example, to build solar roofs, and if we were to divert that into carbon credits, it would save us money—but I don't think it would accomplish the goal of reducing our use of energy."

—President David Oxtoby
quoted in the July 31 Science News



Danny Brown '12 and Fletcher

HOW TO BECOME THE FASTEST WOMAN IN SAGEHEN HISTORY...

STORY BY MARK KENDALL
PHOTOS BY JOHN LUCAS

ALICIA FREESE '10
HAS RUN AN
OFTEN-BUMPY PATH
TO BECOME A
POMONA-PITZER
RECORD-BREAKER...

1

GROW UP IN SMALL-TOWN

Vermont playing basketball and soccer. Reluctantly start running as a teen after your dad and brother coax you into joining a road race. Go on to compete in cross country as your high school's only female runner (and your brother the only male). Start taking the sport seriously in your senior year. Craft your own training program, running from telephone pole to pole along country roads.

2

DECIDE TO SEEK SUNNIER

climates for college. Pick Pomona from a slew of California schools. Go out for cross-country, just hoping to make the team. Feel wiped out on your first run with the team in late-summer heat at Claremont Wilderness Park. Wonder whether you're cut out for California running. Surprise yourself and everyone else by coming in first among Pomona-Pitzer runners at the first meet of the season.

3

DROP OUT OF REGIONALS,

citing asthma. Admit to yourself later that you were feeling intimidated, placing too much pressure on yourself. Get over the jitters and step it up your sophomore year. Break the school record in the 6k, win the SCIAC cross-country title and go on to compete at fall nationals. Make nationals again in the spring for track. Return home with a foot injury after spending your summer teaching running at a school in Tanzania.

4

START THE NEXT SEASON

still injured. Sweat it out on a stationary bike while your teammates go out to run. Hate it. Finally return to running for the regional meet in Oregon. Worry because you haven't competed for so long. Finish third and feel great doing it. Earn All-American honors at nationals. Soon face a new injury, this time to your knee. Sit out spring track and set off for study abroad in South Africa.

5

RETURN FOR YOUR SENIOR

year, injured once more and feeling out of shape. Take second at your first race and feel ecstatic. Push yourself harder than ever before. Place All-American again in cross country. Break school records in track for the 3k, 5k and 10k. Race to second place at spring nationals. Get asked to return to Pomona in the fall to fill in for on-sabbatical Coach Kirk Reynolds. Ponder your post-Pomona future, but know you'll keep running.

Bernard Field Station / Professor Jonathan Wright

Bug Hunt



Clockwise from top left: a cactus coreid (*Chelinidea vittiger*); a Southern California shoulder-band snail (*Helminthoglypta tudiculata*); Professor Jonathan Wright (*homo sapiens*); a millipede (*Tylobolus claremontus*) and a bee fly (*Lordotus planus*).

Biology Professor Jonathan Wright reaches into a patch of prickly pear cactus to take one more photo of the cactus coreid bug *Chelinidea*, perfectly perched on a full-bloom flower. Wright gets the shot, but also comes away with a forearm full of needles, which he plucks out one by one.

The advent of digital photography has greatly simplified Wright's quest to document each and every invertebrate—from mites to mantids to millipedes—found in the Bernard Field Station, The Claremont Colleges' 85-acre nature preserve that lies within easy walking distance of the campuses. No longer hassling with film rolls, Wrights finds a quick camera snap is often all he needs get an image he can use to identify a bug. Still, in other ways, the professor's research remains an old-fashioned, low-tech quest involving plenty of legwork, turning over of rocks and the occasional minor flesh wound.

If his sneakers-on-the-ground pursuit sounds almost quaint at a time when much biology research has shifted into the realm of genetics, Wright is quick to explain that his bug-hunting

serves a very relevant, even urgent, purpose. Coastal sage scrub—a mix of sagebrush, buckwheat and other low-growing plants—is the natural coverage for most of the flat land in the Los Angeles Basin. That land tends to be the most buildable property, though, and so less than 5 percent of the habitat remains in its natural state today, by Wright's reckoning.

Getting an accurate assessment of the coastal sage scrub biodiversity, Wright says, is essential to studying the impact of global warming, the impacts of introduced species and the consequences of increasing habitat fragmentation. Knowledge gained from the field station can help with the development of conservation plans for the ecosystem generally. "It seems odd that we should have to go back to the basics," he says. "But until you catalog all the species that are there, you can't begin to address that question other than very superficially."

For his invertebrate inventory, Wright is collaborating with Harvey Mudd College Biologist Nancy Hamlett and local entomologists Harsi Parker and Hartmut Wisch as part of a wider effort to document the fauna and flora of the preserve.

Over the years, Wright notes, the labor-intensive work of taxonomy has been carried on by a relative few researchers in Southern California—even though coastal sage scrub habitat is known both for high levels of biodiversity and for many endemic species. Some of the key studies identifying the region's species were conducted 60 to 100 years ago. "We know remarkably little about this ecosystem, despite it being one of the rarest habitat types in the world," says Wright, who does this as an extra project beyond his primary research involving wet-lab physiology.

So Wright, sometimes with the help of students, sometimes on his own, makes hour- or two-hour-long forays into the field station north of Foothill Boulevard whenever he can, taking photos or using his aspirator to catch the invertebrates. So far, the survey has turned up three species—two mites and a moth—that are apparently new to science. Only begun in 2009, the invertebrate list (found online at bfs.claremont.edu/biota/inverts) already runs into the hundreds and will certainly grow to thousands. He expects to be at it for years to come.

—Mark Kendall

PHOTOS BY CARRIE ROSEMA AND JONATHAN WRIGHT

Leadership / New Trustees

On Board

The Pomona College Board of Trustees has elected three new members who began their terms this summer:



Joel A. Feuer '76 is an attorney at Gibson, Dunn and Crutcher, where he is co-chair of the firm's Litigation Department for the Los Angeles and Century City offices and a member of the Securities Litigation Practice Group. He became a partner in 1989. A Los Angeles resident, Feuer is vice chairman of the Constitutional Rights Foundation and is active in the Ronald McDonald House Charities of Southern California. An English major at Pomona, he was commissioner of communications in the student

senate, editor of *The Student Life* and a member of the editorial board of the *Spectator*, a student literary magazine. He graduated *magna cum laude*, and later earned a B.A. in politics, philosophy and economics from University College, Oxford University, and a J.D. from the UC Berkeley Boalt Hall School of Law.



Bryan White '84 is managing director of BlackRock and co-head of BlackRock Alternative Advisors. He served as a senior consultant at Price Waterhouse and a senior vice president at Collins Associates before becoming a principal and co-founder of the financial services firm Quellos. In 2007, the investment management division of Quellos, which he headed, was sold to BlackRock, and he assumed his current role. A resident of Seattle, he serves on investment committees for the University

of Washington and the YMCA of Greater Seattle. An economics major at Pomona, White was active in club and intramural sports, Sigma Tau fraternity and KSPC. Since graduation, he has volunteered with the College's admissions and career development offices, established merit prizes for finance and economic reasoning and served as a director of the College's Pacific Basin Institute. He earned his M.B.A. in finance, with honors, from the University of Chicago.



Reza Zafari '82 is a managing director—investments in the private banking and investment group at Merrill Lynch. He previously worked at JP Morgan in Los Angeles, where he managed all private banking services for the West Coast – South Region. A resident of Los Angeles's Encino area, Zafari is treasurer of the Robertson Education Empowerment Foundation (R.E.E.F.) and a member of the advisory board for the Jordan Center at UC Irvine. An economics major at Pomona, Zafari served on the student senate as the

internal affairs commissioner and was a member of the Dorm Council, Economics Club, International Club and Ski Club. He continues to volunteer with the College's Career Development Office and served on his 20-year reunion gift committee. He earned his M.B.A. with a focus in finance from UCLA.

SUMMER=RESEARCH

At Pomona, summer means research. This year, the College had a record number of participants, with upwards of 170 student projects funded through Pomona or outside sources. Here's a sampling of the work that goes on.

Reviving Ghanaian Theatre

When **Emelia Pinamang Asiedu** '11 visited her native Ghana this summer for a research project on "Reviving Ghanaian Theatre," she was dismayed to find that racy movies vastly outnumber theatrical productions. Most film previews have nudity or sex and "sometimes you can't even tell what a movie is about," says Asiedu. "People are really angry about that."

One of the negative consequences of this trend, she learned from her research, is that Ghana's woefully underfunded theatre barely plays the vital role it once did in preserving and perpetuating the nation's fragile oral traditions.

In Ghana's capital, Accra, Asiedu visited her primary school, where she worked on a project aimed at gauging the creative ability of seventh-grade students in the school's drama club. Showing great enthusiasm and initiative, the students wrote their own plays and performed them while Asiedu filmed the details.

"But not a single one of them used a Ghanaian name, which is understandable—we are all given our English names," says Asiedu, a theatre major. The rub, she adds, is the students adopted names they saw in movies. What's more, one of the plays was about a boy whose father is kidnapped for ransom, a crime largely confined to the silver screen in this African nation.

In an interview with the executive director of Ghana's National Theater, Efo Kodjo Mawugbe, Asiedu learned how social and cultural elements that were once integral to the nation's theatre are being steadily replaced by ideas borrowed from Western mass media. "We should have a system of arts management that allows us to teach children about what we go through as Ghanaians, and then fuse them into theatre," the director told Asiedu.

Bridging the gap between foreign ideas and Ghanaian culture, however, can be a delicate task. A few years ago, for example, the National Theater organized a local version of *Cinderella*. Titled *Cindorama*, the play focused on how Cinderella's character was abused as a child and why it's important for people to stand up for their rights.

"The children who saw the play got riled up and wanted to attack the actors because the human rights issues in the play were very real to them," says Asiedu, explaining that child abuse is rife in Ghana, where children are often forced to earn a living at an early age instead of going to school. But, adds Asiedu, "the play was also an education for them."

Emelia Pinamang Asiedu '11
at Ghana's National Theater.



Where the Herring Once Spawned

As a boy, **Nicholas Tyack** '11 often went on boat rides and caught fish in a stream barely 50 feet behind his house in Hanover, Mass. Called Third Herring Brook, the stream flows to a pond that once served as a spawning area for herring, a food staple of the local Wampanoag tribe. Over the decades, however, three dams straddling the stream have blocked the fish's passage from the ocean, forcing them to spawn downstream, thereby drastically affecting their population as well as the brook's water quality.

"Growing up, I didn't know about these issues, but I wondered why there weren't many river herring," recalls Tyack, a biology major who spent the summer conducting a 10-week research project on herring conservation in his hometown.

Thanks to a \$4,000 stipend from the Environmental Analysis Mellon Grant and guidance from Biology Professor Nina Karnovsky, Tyack was able to conduct a series of tests on two dammed streams in the region, including the one near his home where herring spawn. He found that both streams were suitable nursery habitats for young herring and that Third Herring Brook had dangerously high levels of coliform bacteria, most likely because of a faulty sewage system.

Built hundreds of years ago to power cotton gins and saw mills, the dams created high water levels that facilitated such recreational activities as swimming, boating and fishing. But the structures have long been falling apart and leaking. Fixing them is prohibitively expensive.

Tyack presented his research data to a number of organizations that own the dams and are under considerable public pressure to remove them. "I met with dam owners to give them a perspective on the benefits of removing the dams," says Tyack. "Surprisingly, all of them were interested in it."

In an op-ed article that he wrote for a local newspaper in August, Tyack argued that removing one of the major dams, a fixture of the regional landscape, "shouldn't be seen as a negative thing" but rather as "a return to the natural state of the stream ... a restored cultural resource resonating with local history."

Taking On a Scourge

Every 40 seconds somewhere in the world, a child dies of malaria, and hundreds of millions of people are infected by the virulent mosquito-borne disease each year. For **Ulysses Gomez** '11, those grim statistics sparked his desire to create a new drug that would end malaria's stubborn resistance to existing treatments and involve nine U.S. laboratories in tackling malaria research.

Gomez spent the summer synthesizing chemical compounds in the lab in a painstaking effort to design a revolutionary drug that would prevent *Plasmodium falciparum*, the malaria-causing parasite, from multiplying in the human body. "It takes months to go from one step to the next," explains Gomez, who began his project in fall 2009 and is still working on it. So far, Gomez has synthesized three different antimalarial drugs and hopes to create three more before sending them out for tests in collaborators' laboratories.

Fortunately, he had expert help all along: Gomez worked with Chemistry Professor Cynthia Selassie, associate dean at the College, and he had the funds for specialized lab equipment. Last year he was one of two students who won the prestigious Pfizer Academic Industrial Relations (AIR) Diversity Fellowship in Organic Chemistry, which came with an award of \$15,000 for each winner.

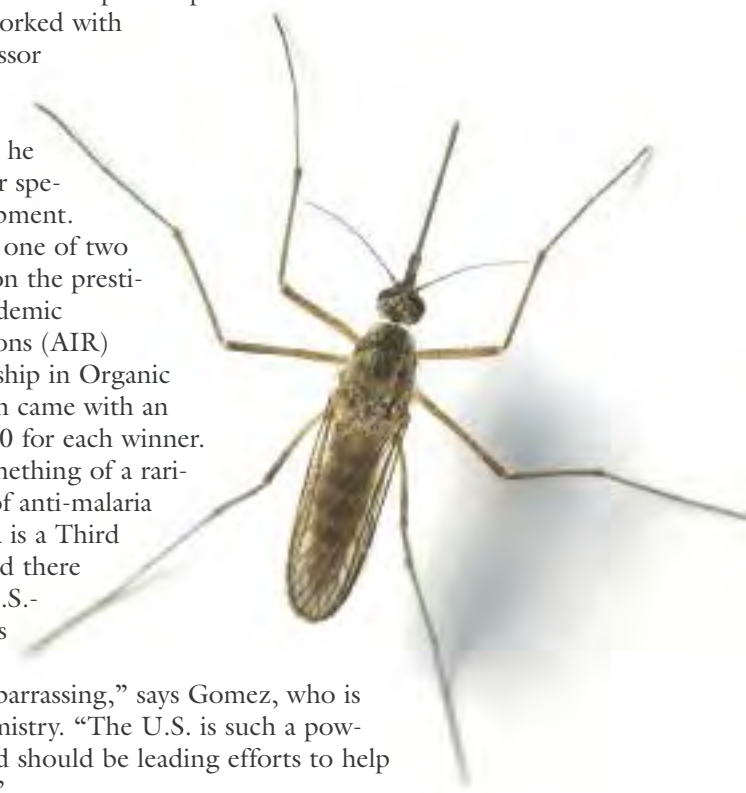
Gomez is something of a rarity in the world of anti-malaria research. Malaria is a Third World disease and there are hardly any U.S.-originated efforts to combat it.

"It's kind of embarrassing," says Gomez, who is majoring in chemistry. "The U.S. is such a powerful country and should be leading efforts to help combat malaria."

Gomez attributes his interest in medical research to his childhood in a low-income Latino community in the Coachella Valley, where, he recalls, "there were health disparities, the doctors were mostly white and my mother was intimidated to ask them anything."

In August, Gomez presented his research findings at one of Pfizer's major global research and development facilities in La Jolla, Calif. After his presentation, he was taken on a tour of the complex. "I got to see how it is that industrial chemistry works," he says. "Overall, a wonderful learning experience."

—Ajay Singh





Athletics / Frank Pericolosi

OLD WORLD, NEW GAME

Earning SCIAC championships three of the past four seasons, Frank Pericolosi has racked up the most wins of any Sagehen baseball coach in history. But when the Pomona-Pitzer season ends in May, there's scant time to rearrange the trophy case. Most every summer, Pericolosi sets off to coach half a world away, helping to bring the old ball game to Old World nations such as Belgium, Italy and Sweden.

It was the College's previous coach, Mike Riskas, a longtime promoter of baseball abroad, who turned Pericolosi on to the opportunities in Europe. Over the last decade, Pericolosi has become a fixture in the continent's ballparks, playing and coaching for the Brussels Kangaroos and the Leksand Lumberjacks of Sweden, and serving as an international envoy for Major League Baseball. This summer, he worked in Italy teaching coaches how to coach.

Baseball remains a minor sport in Europe, and players typically hold

Baseball Coach Frank Pericolosi wears the uniform of the Swedish national team.

down separate 9-to-5 jobs. A team might practice just twice during the week before playing a single game on the weekend. "It's not high-stress," Pericolosi says. Playing on a U.S. "Division III college team, there's much more of a commitment." Still, his players back home benefit from his continental connections.

Since he became head coach at Pomona in 2003, a dozen Sagehen stars have gone on to play overseas, mostly in Europe, with a level of competition that is a bit lower than the U.S. minor leagues (where a smaller number of his players land). Pericolosi sees these foreign gigs as a "life experience" and an opportunity for free room and board in Europe, where the part-time nature of baseball allows ample time for sightseeing and cultural exploration. And on that count Brussels is sure to beat Bakersfield.

Sports Update / Spring 2010

SOFTBALL

(5-19 SCIAC, 12-21 overall)

The softball team beat Chapman for the first time in program history, run-ruling them in the first game, and beating them in the second game for the season sweep. Alexis Garcia PI '11 led the conference in batting average at .542, and set a single-season record. Garcia was named to the all-SCIAC first team. Teammates Brianna Marcantoni PI '12 and Ali Corley '11 joined Garcia on the all-conference team.

BASEBALL

(23-5 SCIAC, 31-11)

The team won the SCIAC championship for the second straight year, earning an automatic berth into the NCAA tournament. In the process, the Sagehens set a team record with 23 in-conference wins. They were ranked 12th in the nation and second in the west region. James Kang PI '10 and David Colvin PI '11 were named second-team All-Americans. Kang led the league with 11 homeruns, and was in the Top 5 in every major offensive category. Nick Frederick '11 was among the league leaders in hits, runs scored, RBI's, doubles and total bases. Erik Munzer PI '13 was among the SCIAC leaders in hits and doubles. Nick Gentili '13 finished tied for fifth in conference with 62 hits. Colvin led the conference with 95 strikeouts, and he finished third in the nation in strikeouts and seventh in wins.

WOMEN'S TRACK AND FIELD

(Sixth place, SCIAC)

Alicia Freese '10 set new school and SCIAC records in the 3k and 10k. Freese, Ellie Chestnut '10, Annie Lydens '13 and Zoe Myers '10 were named to the All-SCIAC team. Freese, Chestnut and Claire McGroder were national qualifiers, where Freese was a double-All-American finisher. She finished second in the 10,000 meters and fifth in the 5,000 meters.

MEN'S TRACK AND FIELD

(Sixth place, SCIAC)

The team had five NCAA championship qualifiers in Anders Crabo '12, Brian Gillis '10, Jack Lewis '12, Reily Janson PI '10 and John Mering '10. Gillis and Crabo earned All-American nods in the steeplechase, finishing sixth and seventh, respectively. Crabo set a SCIAC record and was a repeat conference champion in the steeplechase. Mering was SCIAC champion in the 1500 meters. In the 800 meters, Wynton Marsalis II PI '10 was conference champion and a national qualifier.



Fired-up Dragons

The Claremont Colleges Rugby Football Club secured its first Division II championship after beating Temple University 25-19 in May. The triumph capped head coach Jeremy Ognall's first year with the Dragons, and he was named the *American Rugby News*' national coach of the year. Now Ognall and his team face even tougher turf. The Dragons this year will move up into the newly-formed Division I College Premiere League, meant to host the highest level of college competition. In the new league's Pacific conference, Claremont will compete against such national rugby powerhouses as Cal Berkeley, UCLA and San Diego State. The Claremont club will have to push ahead in everything from year-round training to nutrition to film review, says Ognall, who played and coached at San Diego State. "People will want to show us that it's hard for a small school to compete with the top flight, and we need to respond."

Lewis, meanwhile, repeated as SCIAC champion in the 110 meter high hurdles. Crabo was conference champion in the 3,000 meter steeplechase, with Gillis second in SCIAC. The 4x800 meter relay team of Marsalis, Mering, Janson and Colin Flynn PI '12 set a school record.

WOMEN'S TENNIS

(10-0 SCIAC, 18-4 overall)

The team won the SCIAC regular season title and conference championship tournament to earn an automatic bid to the NCAA tournament. Siobhan Finicane '10, Nicole Holsted '12, Jamie Solomon PI '13 and Kara Wang

'13 were named to the All-SCIAC first team, while Jessica Hsu '13 was named to the second team. The team advanced to the NCAA quarterfinals, assuring a season-ending Top 10 ranking. Finicane, Solomon and Wang qualified for the NCAA tournament in singles, while Solomon and Wang competed in doubles. Wang earned All-American status, advancing to the round of 16.

MEN'S TENNIS

(4-5 SCIAC, 13-10 overall)

The team finished with the most wins since 2001. Tommy Meyer '12 advanced to the NCAA round of 16 in the NCAA singles championships, earning All-American status. Meyer also was named to the All-SCIAC first team, while Uday Singh '12 and Frankie Allinson '13 were named to the all-conference second team. Meyer became the fifth-ranked singles player in the west region, while Singh was ranked 14th. Singh and Allinson finished the season ranked No. 13 in the West region in doubles. The team finished the season ranked in the top 25 in the country in Division III.

GOLF

(Fifth place, SCIAC)

The Sagehens ended the year with a team-record score of 296 and 307 for the 36-hole championship event at the end of the season. John Hasse '12 and J.D. Nako '13 both made the all-SCIAC second team.

WOMEN'S WATER POLO

(9-1 SCIAC, 18-14 overall)

The team placed first in SCIAC after a hard-fought overtime win over Occidental. With the conference championship, the team secured the automatic bid to the NCAA championships. Tamara Perea PI '11 was named SCIAC player of the year, while teammates Karen Bonner '10, Sarah Woods '10 and Sarah Tuggy '13 were named to the all-conference second team.

WOMEN'S LACROSSE

(3-7 SCIAC, 6-12 overall)

In its third year as a varsity sport, the lacrosse team defeated Redlands for the first time. They also defeated Occidental in the quarterfinals of the conference tournament, advancing to the conference semifinals. Martha Marich '12 was the league leader in goals per game and draw controls, and was the Division III leader in goals, with 113. She was named to the All-SCIAC first team. Senior captain Kira Watson '10, third in SCIAC in assists, and junior captain Hannah T'Kindt '11 were both named to the All-SCIAC second team.

—Ben Belletto

Advancement / *A Brief History of Pomona College Campaigns*

From "Canvass for Funds" to "Daring Minds"

In October, the College will formally launch a five-year effort to raise funds to carry out some of the most important parts of its strategic plan for the coming decade. *Campaign Pomona: Daring Minds* will be only the 10th fundraising campaign to be launched in the 123-year history of the College.

Early Pomona College campaigns were primarily focused on meeting financial emergencies and increasing the endowment. Over time, campaign goals grew beyond mere survival, with funds earmarked for new buildings, campus improvements, professorships and financial aid.



Holmes Hall, finished in 1893, was funded by Pomona's first campaign, the "Canvass for Funds."

1890 Canvass for Funds

During his first year as president, Cyrus Baldwin announces the "Canvass for Funds" and makes every donor a "stockholder." The Holmes family donates \$25,000 for a new hall, igniting a discussion about whether it should be built on Scanlon Mesa in the city of Pomona, the original College site, or in Claremont.

Baldwin supports the Claremont location, and the Board of Trustees agrees, by a vote of 7 to 4. The campaign raises \$50,000 for the endowment.

1896 Matching Campaign

To secure a \$25,000 gift to the endowment from the estate of Nancy Field, the College must initiate a campaign to raise \$75,000 in less than a year. The campaign meets its goal, with the largest gift coming from President Baldwin's father, C.H. Baldwin, who gives \$25,000.

1901 Church Campaign

President George Gates sets the stage for the "Campaign among the Southern California Congregational Churches" with an address to the General Congregational Association, where he emphasizes the role of the Christian college. A \$50,000 pledge to the endowment from Daniel Kimball Pearsons stipulates that the College raise funds to liquidate its \$67,000 debt. In late 1902, the campaign meets its goal.

1907/1910 Forward Movement/Campaign of the Crisis

Another financial emergency prompts "The Forward Movement" campaign. Andrew Carnegie promises a gift of \$50,000, contingent on Pomona raising \$200,000. But, before the campaign reaches that amount, President Gates resigns, citing poor health brought on by the stress of fundraising. James Blaisdell is selected as his replacement and launches "The Campaign of the Crisis." Two-thirds of the alumni contribute, and women students earn money by blacking shoes, cleaning houses and selling peanuts and popcorn. In only three months, the College raises more than \$135,000, enough to secure the Carnegie grant, retire the debt and establish two professorships.

1913 Million Dollar Campaign

The "Million Dollar Campaign," the second campaign under Blaisdell's tenure, is intended to support the goals of "Greater Pomona," which include funds for the endowment, buildings and grounds, and to retire debt. Four new buildings are financed by campaign donations: Rembrandt Hall, Mabel Shaw Bridges Hall of Music, Harwood Hall for Botany and a marine laboratory at Laguna Beach, where Professor William Atwood Hilton holds summer sessions for students for the next 30 years.



Bridges Hall of Music, completed in 1915, was funded by the "Million Dollar Campaign" of 1913.

1919 Three Million Dollar Campaign

A record enrollment of 685 students prompts President Blaisdell and the trustees to push a new campaign to raise money for the endowment and library, new buildings and campus improvements. The success of the "Three Million Dollar Campaign" leads to the construction of Harwood Court, Mason Hall of Chemistry, Crookshank Hall of Zoology and the reconstruction and relocation of Sumner Hall. In 1923, the editor of *Metate* writes, "men have dreamed of a greater Pomona. That dream is about to become a reality."

1923-1963 Alumni Fund and Pomona Plan

No formal campaigns. The College establishes the Alumni Fund in 1929 to encourage annual contributions and the Pomona Plan in 1944 as a basis for long-range financing and continues to receive individual major gifts toward new buildings and endowment support, as well as financial help from the government and grants from private organizations.

1963 Advancement Program

"The Advancement Program," a campaign launched by President E. Wilson Lyon, sets a fundraising objective of almost \$13 million. Frank Seaver 1905 makes an early gift of gift of \$1 million for a new chemistry building and, when building costs double, increases his gift to \$1.6 million. In 1965, a Ford

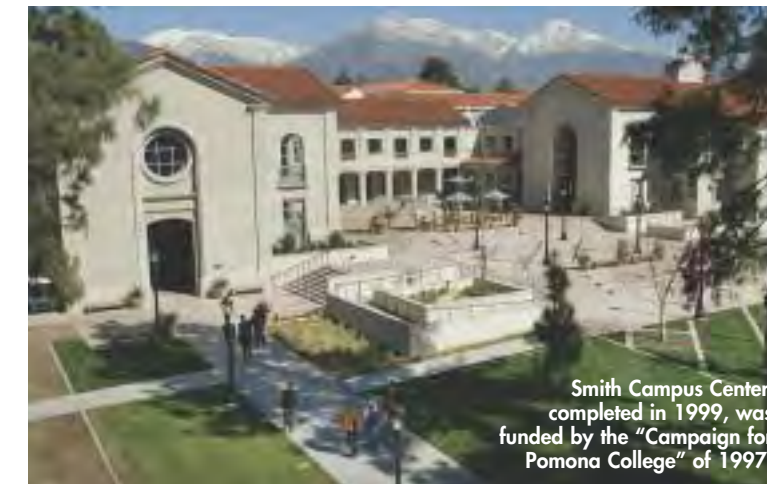
Challenge Grant prompts the trustees to expand the campaign, which eventually totals \$21 million and leads to the redesign of Mason and Crookshank halls and the construction of Oldenberg Center, Pendleton Center and Thatcher Music Building.

1982 Centennial Campaign

On Founder's Day, President David Alexander announces "The Centennial Campaign" will seek \$80 million for faculty support, scholarships and financial aid, capital improvements and operating expenses. In 1986, the College receives a surprise bequest of more than \$40 million—the largest gift in the College's history—from the estate of Liliore Green Rains. It helps propel the campaign to a record \$135 million and leads to the construction of the Rains Center. Frank Dining Hall and the Seeley Mudd Science Library are built before the end of the campaign, with legal battles delaying the Hahn Building until 1997.

1997 Campaign for Pomona College

"The Campaign for Pomona College," conducted during President Peter Stanley's tenure, sets a goal of \$150 million to create professorships, expand international studies and Study Abroad, and increase endowed scholarships for students. Two of



Smith Campus Center, completed in 1999, was funded by the "Campaign for Pomona College" of 1997.

the top objectives include \$35 million for the sciences and \$22 million to enrich campus life. The campaign tops the \$100 million mark in 1999 and, three years later, exceeds its goal, raising \$206 million, including funds to build the Smith Campus Center, Andrew Science Building and Richard C. Seaver Biology Building.

2010 Campaign Pomona: Daring Minds

In October, the College, led by President David Oxtoby, will publicly launch *Campaign Pomona: Daring Minds*. Look to receive a case statement in the mail this fall, highlighting the campaign's goals of providing endowed scholarship aid, enhancing teaching and learning, renewing Pomona's investment in creativity and the arts, improving critical facilities, and expanding opportunities for students to engage with real-world problems both within and beyond the academic setting.



IN HIS CRITICALLY ACCLAIMED DETECTIVE SERIES, **JOHN SHANNON** '65 DELVES INTO THE COMPLICATED LIFE OF LOS ANGELES P.I. JACK LIFFEY AND THE CITY HE LIVES IN. SHANNON HAS HAD HIS OWN UPS AND DOWNS AS WELL. NOW IF MORE PEOPLE WOULD JUST BUY HIS BOOKS...

Mystery Man

STORY BY SCOTT MARTELLE
PHOTOS BY JOHN LUCAS

A thick haze

muffles the morning sky as author John Shannon '65 pulls his battered Toyota pickup truck—odometer: 266,982 miles and counting—into an illegal parking spot in San Pedro, and hops out. “Nobody will give us a ticket here,” he says, more a question than a statement, as he leads the way to a cyclone fence at the edge of the world.

This is the “sunken city” section of San Pedro, the Los Angeles district overlooking one of the busiest ports on Earth. Once home to a neighborhood with a spectacular ocean view, the land here began collapsing more than 80 years ago and now slumps into the sea, leaving behind surreal ocean-edge mesas that seem to float in the thick morning haze. Old macadam rests like geographic strata beneath mats of wild grass, and elsewhere graffiti covers old sidewalks that cant awkwardly, as though in a Salvador Dali painting.



Shannon, who grew up in San Pedro, regularly includes this location on tours he leads because it's one of the places where Jack Nicholson, as private eye Jake Gittes, pokes around in the noir classic *Chinatown*. Today the site forms an illicit adventure spot for folks willing to skirt the fence and "no trespassing" signs. On tours, Shannon stays on the safe side of the chain-link. But in his noir-tinged detective tales, Shannon is a fence-cutter, taking readers into L.A.'s often-ignored ethnic neighborhoods and subcultures.

In fact, Shannon's Jack Liffey series of noir thrillers could be the best Los Angeles mysteries you've never read, mixing progressive political messages and literary references into the lives of all strata of Angelenos, from idly rich surfer kids to homeless Latino laborers to the vestiges of old Hollywood.

The books are a key part of neo-noir revival in Los Angeles-focused mysteries and can trace their genetic trail back to Raymond Chandler, James Cain, Jim Thompson and, more recently, Walter Mosley, writers who were able to say a lot about life in L.A. by exploring the gray areas of morality, love and violence.

"He's certainly in that lineage," says Gary Phillips, another noir writer who has known Shannon for more than a decade. "Unlike, say, Jim Thompson, who gets discovered after he's gone, let's hope John gets discovered before he's gone so he can see some of the fruits of his labors."

Shannon's detective is both a familiar and unusual character. A one-time tech writer in the aerospace industry, he lost his job as part of the 1990s "peace dividend" meltdown in Southern California's military-industrial complex. Booze and cocaine then cost Liffey his marriage, but a knack for being able to find runaway teens has developed into a new career—though not a very well-paying one. Quick to anger and a little loose on impulse control, Liffey's always months behind in child support for his teen-age daughter, Maeve, who is always anxious to help him with his cases. And Liffey has the requisite jaundiced view of the world, marbled with a romantic sense that things might not be quite as dark as he thinks.

If Liffey is an unlikely detective, Shannon is his unlikely creator. Born in Detroit in 1943, Shannon moved with his family during the postwar boom to San Pedro, where his father began a newspaper career at the nearby *Long Beach Press-Telegram*. Shannon contemplated journalism himself—he'd always been a writer—but found that asking people questions they didn't want to answer, and having to hew to the facts, didn't suit him. He studied literature at Pomona and earned a master's degree in film writing at UCLA, was married for a blink of an eye, then lit out for Malawi through the Peace Corps, lucky enough to escape being drafted and ordered to Vietnam—orders he says he would have refused.

Shannon fell in love a couple of times with English women and moved to Great Britain twice in the 1970s, but neither romance worked. One woman, he discovered when he arrived, neglected to tell him she was in love with someone else, an international case of crossed signals. (He lives now in Topanga Canyon with Charlotte Riley, a psychoanalyst). He became a

political activist, pushing socialism and anti-war and anti-nuke messages into the 1980s, and even worked a couple of years making basketballs at the old Voit factory in Costa Mesa, Calif., as part of a union-organizing drive. He was a member of the Communist Party for a bit, thinking maybe Karl Marx's followers might have the antidote to the excesses of capitalism (they didn't).

Through it all, Shannon wrote. As his books became increasingly political, publishers became increasingly resistant. He couldn't sell the manuscripts. After a while, even his agent stopped answering his calls. "Eventually I got a letter that she'd moved to another address without telling me," he said. "I think she'd given up on any possibility" of selling his books.

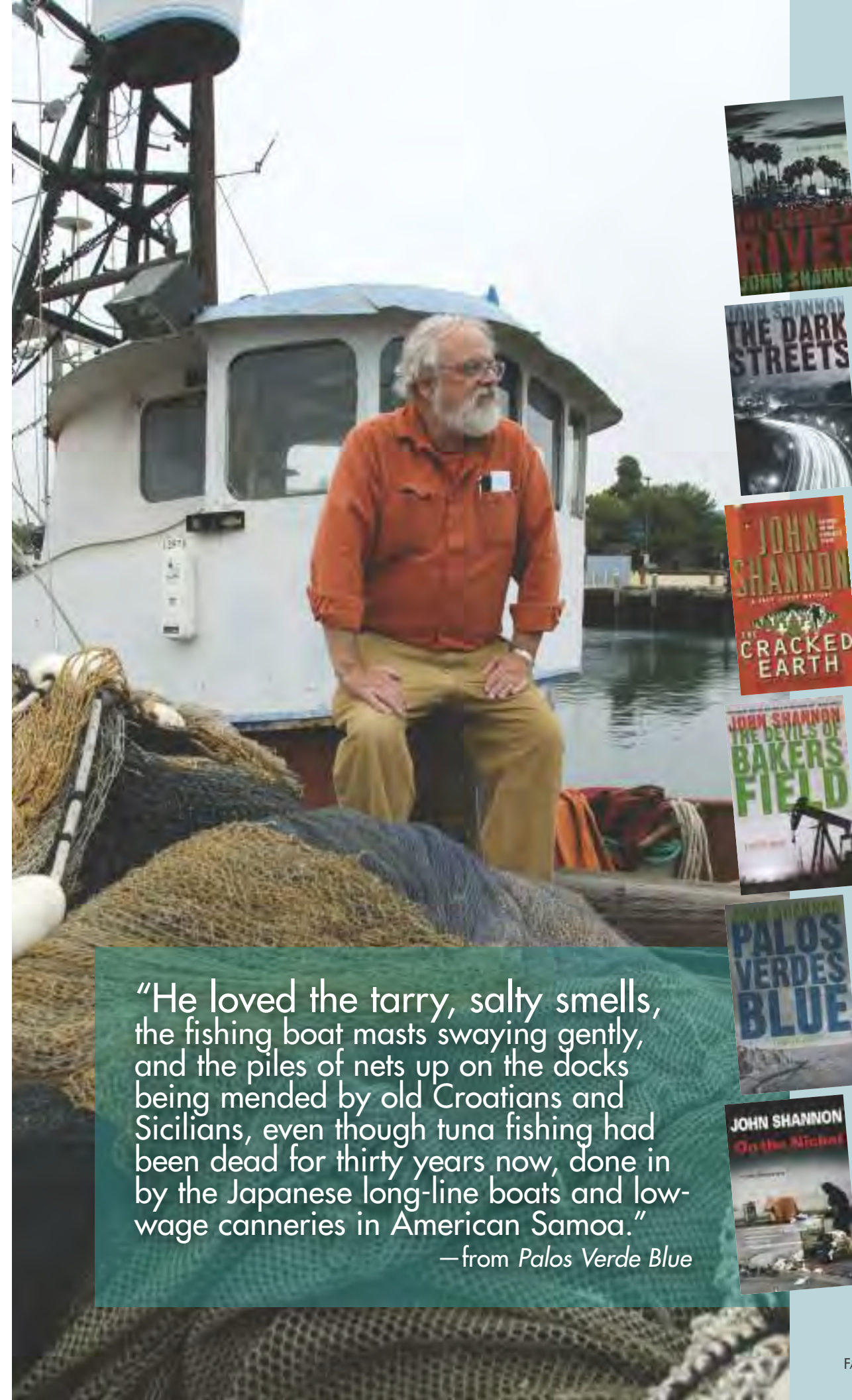
And then came Jack Liffey. It hasn't exactly put Shannon on the top of the mystery-writing heap—one mystery-watcher says his books lack the "bigness" to join the ranks of Michael Connelly or Dennis Lehane. But the books have received consistently strong critical acclaim, with positive reviews from *The New York Times* and elsewhere, as Shannon renders Los Angeles in all of its quirky splendor.

There's a scene in Shannon's *Palos Verde Blue* from 2009 in which Liffey meets Sheriff's Deputy Dennis Ross at Utro's, a bar "at the tip of the diagonal slip where the San Pedro fishing boats now tied up. ... He loved the tarry, salty smells, the fishing boat masts swaying gently, and the piles of nets up on the docks being mended by old Croatians and Sicilians, even though tuna fishing had been dead for thirty years now, done in by the Japanese long-line boats and low-wage canneries in American Samoa."

The bar really exists. Shannon, at the end of the San Pedro tour, pulls into a parking space—a legal one this time—and leads the way inside. It's vintage working class, down to the pen-and-ink drawing of Harry Bridges, the Australian-born labor hero who in the mid-20th century built the International Longshore and Warehouse Union into a powerhouse while fighting off U.S. government attempts to deport him as a suspected Communist. At the bar, Shannon checks his watch to verify it's past noon, orders a beer, then carries it outside where he slides onto the bench seat of a picnic table.

Shannon landed at Pomona College by happenstance. "I was a working-class kid and I was going to go to UCLA, because that was all I had ever heard of." A teacher urged him, as a straight-A student, to raise his horizons. "I had been going at night to a philosophy class at Harbor College and the philosophy text had been written by W. T. Jones of Pomona College. And I say, 'Well, that must be a good place.'" In some ways, though, he thinks he missed out on a key part of college—finding a mentor. However, "I finally found an English teacher that I liked," Professor Frederick Mulhauser, who was the first to put literature within a social context for him.

But Shannon didn't catch fire as a writing student until he hit UCLA's film school, where he learned the intricacies of plot structure from former screenwriter Marvin Borowsky. "Unlike most writing teachers who fuss with your prose and give you a few hints, he really was big on structure," Shannon says. »



"He loved the tarry, salty smells, the fishing boat masts swaying gently, and the piles of nets up on the docks being mended by old Croatians and Sicilians, even though tuna fishing had been dead for thirty years now, done in by the Japanese long-line boats and low-wage canneries in American Samoa."

—from *Palos Verde Blue*

A Partial Timeline of Jack Liffey

1946—Born in San Pedro, California, father a longshoreman, later a rightist ideologue and racist. Jack tells all that he has died.

1964-65—Pomona College, kicked out for marijuana use.

1966-67—Long Beach State College, B.A. in English Literature.

1968—Drafted, army radio school. A year in Thailand monitoring radar.

1970—Travels around the world, spends time in Southern Africa.

1971-72—Long Beach State, masters in English literature.

1973—Takes work as technical writer at aerospace companies.

1982—Marries Redondo Beach schoolteacher Kathy McDonough.

1987—Daughter Maeve Mary born.

1995—Aerospace subsidiary goes bust, laying him off without benefits.

1996—A lost year of drinking and drugs; Kathy leaves him.

1997—Discovers a talent for finding missing children. Finds out what happened to the missing Senora Beltran in *The Concrete River*.

1999—Falls in love with aging movie star Lori Bright before the great 1999 earthquake, in *The Cracked Earth*.

2000—Rescues missing boy from the great Burbank chemical gas spill, much like Bhopal, in *The Poison Sky*. Moves in with Marlana Cruz. Searches for a missing Vietnamese girl and runs afoul of a tormented serial killer in *The Orange Curtain*.

2001—Nearly killed in new rioting in South Central L.A. in *Streets on Fire*.

2002—Hunts for a missing Iranian boy in *City of Strangers* and is nearly killed stopping a terror bombing. Revisits San Pedro to help an old friend in *Terminal Island*. Meets his significant other, a Native American cop, Gloria Ramirez.

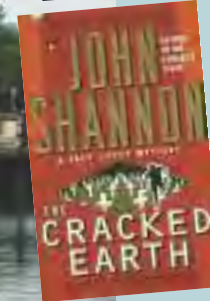
2003—Jack and Gloria seek a missing Native American girl and get caught up in a dangerous brushfire in Malibu, in *Dangerous Games*.

2004—Looking for a missing Korean girl, he gets picked up by Homeland Security and sent to a private military contractor for waterboarding in *The Dark Streets*.

2005—Travels to Bakersfield to rescue Maeve from a whipped up fundamentalist devil-worship hysteria in *Devils of Bakersfield*.

2006—Tries to stop a feud between turf-conscious surfers and Mexican day laborers in L.A.'s horsy southern suburb in *Palos Verdes Blue*.

2007—Temporarily disabled, Jack has to go into L.A.'s skid row to stop a gentrifiers vs. homeless fight in *On the Nickel*.



“He was one of those old story editors out of Hollywood in the ’30s. And he knew how to take a script that wasn’t working and” fix it. “Shannon also got his first agent from Borowsky, which led to some TV writing gigs, including a 1968 *I Spy* episode, before he went to Malawi for two years.

When Shannon returned, he slowly started piecing together a career. His debut book, *The Orphan*, in 1972, was a “standard first novel ... a bildungsroman about growing up in the ’60s.” Then came *Courage* in 1975, about Malawi and “an old Communist who kind of has seen the movement collapse in the U.S. and goes to Africa as a last chance to overthrow Kamuzu Banda,” Malawi’s president for life. Shannon says the book landed him on Malawi’s unwanted-visitors list until Banda was ousted in 1994.

By then, Shannon had become deeply politicized. “I spent a lot of time in the movement, and I wasn’t writing” outside of political tracts, including a history of the left, before he moved to England. He began to broaden his writing horizon. “I published a spy novel in which everybody’s bad guys,” he said. “The C.I.A.’s as bad as the Russians. That one I only published in England. Then I wrote a book that I really, really, really cared about. It’s a three-generation saga of the American left and what was done to destroy it. Socialist, communist and the New Left. Also about the water wars. And the middle third is based straight on the Flint sit-down” strikes in Michigan that led to the formation of the United Auto Workers. The novel was called *The Taking of the Waters*, and it effectively drowned Shannon’s writing career. “I couldn’t sell it.”

So around 1990 Shannon and some others, including Phillips, formed a small press—West Coast Crime, and its John Brown Books imprint—to publish their own works. Mysteries, Shannon realized, were the way to get back into publishing. “You can deal with social history in mysteries, and that’s what I care about,” Shannon says. They published a few books, including the first Liffey novel, *The Concrete River*, but had trouble, as a small independent press, getting distributed to stores.

“I wanted to write about a guy who was kind of lost and in-between, laid off from his job and found out he had this talent for finding missing kids,” Shannon says. “I said I’ll write one, I’ll see if I can do it. But then when I started writing, it just fell into place. I really enjoyed it.” All this came as a surprise to him. “I hate to admit this, but I’m really not a big mystery reader. I read a few these days because they’re my friends and we go to mystery conferences. But there’s a lot of stuff to read out there. I’ll read a couple of novels and then I’ll read a mystery.”

Shannon eventually signed with Berkley Prime Crime, which republished the first Liffey book and the next two before changing focus in 2000 and cutting all their *noir* writers, Shannon says. He landed at Carroll & Graf, which published the next five books before it was shuttered as part of some corporate maneuvering. The most recent Liffey novel, *On the Nickel*, was published by the British-based Severn House in July 2010, which also will publish the next book (the date and title are still being hashed out). All of which means Shannon has had to endure the

kinds of unanticipated derailments that Liffey faces as he tries to track down missing kids.

Shannon’s books aren’t classic mysteries, in which the author drops clues in the early chapters and the reader, in effect, races the detective to try to figure out who did the deed. They are closer to police procedurals, like Michael Connelly’s books centering on Los Angeles Police Det. Hieronymus Bosch, himself a bit of a rogue cop in the *Dirty Harry* mold. But in Shannon’s treatment, the cops aren’t often the good guys.

He notes that in the crime and noir genres, “police procedurals are about reasserting the status quo, and mysteries are really about turning over rocks and finding the ugly stuff underneath,” Shannon says. And Liffey, he says, “came out of me. Except that he’s braver than me. And I don’t have a daughter.”

In Shannon’s books, the reader follows Liffey as he tries to figure out what’s happened to the person he’s been hired to find, though in truth, the plot is little more than an excuse for Shannon to explore characters—and Southern California. So far, he’s set books in the Hollywood Hills, San Pedro, Orange County and Bakersfield (the only outlier), among others. And with each novel Shannon tries to break as many caveats as he can—which he recognizes could well be the key reason he hasn’t catapulted to higher sales.

“I think I could probably mimic the kind of writing that mystery writers do, that have a hook at the end of each chapter, and follow all these guidelines,” Shannon says. “I’m only interested in character. There’s very little mystery. They’re family dramas and character studies.”

They’re also subtle examinations of the effects of socio-political forces, the kinds of issues that have been the focus of Shannon’s own political life—living conditions for undocumented workers just trying to stay alive; urban poverty and the people who devote their lives to trying to alleviate it; the racism and neo-nazism that occasionally break out like small brushfires; the worship of money, and the decisions some people make to get it.

“I try not to shout in people’s faces because probably half of mystery readers are Republicans,” Shannon says. “I don’t want to beat them over the head with it. But I like to have a social issue in each of the books. ... Every one of them has an ethnic issue and hopefully a political issue.”

But the books aren’t polemics. Shannon’s Liffey is just as jaded about political philosophy as he is about the motives of others, as in this scene from *The Cracked Earth* as Lilley makes his way through a quake-destroyed neighborhood in Hollywood Hills:

“They started by scrambling up the pile and hurling the sofa off to the cliff side. Under the sofa he saw piles and piles of plain brown books, some of which showed a fierce bearded face in silhouette. It was the collected works of Lenin, and mixed in were other works of politics and social history. If you really like symbolism, he thought, you could probably find something in that. He kicked again and again, sending volumes of Lenin flying.” ♦

A Few Good Googlers

STORY BY ADAM ROGERS '92 / ILLUSTRATION BY JESSE KUHN / PHOTOS BY CHUCK BARRY

Seventeen thousand people owe their jobs to Laszlo Bock '94. Actually, that's not totally fair to the 17,000 people. Bock is vice president of people operations at Google, the Internet giant. So it's safe to assume that some significant percentage of those people were geniuses. But Bock is the guy who runs the intricate, data-intensive process by which Google picks its Googlers. And he's responsible for sustaining his company's high-powered start-up culture even as it has grown into dominance over searching (and advertising on) the Internet in much of the world. If you want to understand how Google works,

you have to understand who the company hires and how—and to understand *that*, you have to talk to Laszlo Bock.

Google's headquarters—the "Googleplex"—is in Mountain View, Calif., at the southern tip of the San Francisco Bay. It's the heart of Silicon Valley, home to the companies that built the information age: Hewlett-Packard, Apple, Intel, Adobe, Cisco. Most of them live in boring glass-and-steel boxes. Not Google, though. If human beings ever voyage to the stars in massive world-ships, the artfully-built dome environments in which those travelers live will look very much like the Googleplex. It's a landscape of cubic buildings set amid highly designed parkland, full of locally appropriate vegetation and the occasional volleyball court. The main building is guarded by a *Tyrannosaurus rex* skeleton; Googlers tool around on company-provided bikes (wearing company-provided helmets).

Bock's building fronts a pretty reflecting pool surrounded by lunch tables. In fact, when his group moved into the building, he got challenged to fight a duel over that shallow pool—he shows off the weapon of choice, a seven-foot tall padded stick, as he uses it to shoo a bird away from his picture window.

That's not the only touch of whimsy in his office—Google regularly customizes the logo on its home page, and Bock, a lifelong comic book fan, has a personal version in which each of the letters is themed as a comic-book superhero. "We also have a giant Hulk," Bock says. "He's 10 feet tall." There's a life-size Spider-Man, too, but Bock mostly scoffs at that one. "The Spider-Man came with the building," he says.

Bock's route to Google wasn't exactly a comic-book origin story. An international relations major at Pomona, he graduated a year early and found himself at loose ends. He even did a little acting, with bit parts on *Baywatch* and *Diagnosis: Murder*. But eventually he joined a consulting firm that specialized in human resources. And he grew to hate it. "The questions people were grappling with just didn't seem interesting," Bock says. "People are very thoughtful and scientific about how to sell. They're very thoughtful about how to do operations and manage factories. And HR hasn't grown or developed."

So he bailed out and headed for business school. But after a round of statistics and operations classes, he found his mind wandering back to HR—specifically, he was starting to wonder why it so often sucked. "People could no longer expect lifetime employment, pensions, healthcare. What people want out of work is meaning and having an impact," he says. "Organizations, to get good out of people, need to provide them with something else, and no one was talking about that. So HR suddenly became really interesting to me." He spent seven years doing human resources work, with the latter half of that period at G.E., a company famous for its HR acumen. And then, in late 2004, a recruiter called him about Google—back then the company had just about 3,000 employees, and management knew it was going to have to staff up.

It took 14 interviews and three trips across the country before Bock got hired, but in the process he found a company that was actually doing everything that every other HR department only pretended to do. They were hiring the top people



Laszlo Bock '94, vice president for people operations at Google, shows off one of the indoor playgrounds where Googlers come to meet, work and lounge in the hammock. It's just one of many perks at the "Googleplex."

in every field, and they were keeping data on hiring, retention and satisfaction—and then using that data to make changes. “That’s part of what drew me here,” Bock says. “When I got to Google I was blown away. Not only is there this data focus, but the company sort of operates by this idea of Hegelian synthesis as a path to truth.” In other words: Everyone argues until everyone agrees.

Not even the topmost managers are exempt. Bock remembers being in a meeting with several higher-ups including one of the founders, Larry Page; co-founder Sergey Brin was absent. “We were debating, just about in agreement, and Larry says, ‘Well, if Sergey were here, he would argue the opposite,’” says Bock. “That’s when I realized, this idea of hammering things out and getting at the truth was real, when you have one of the founders of the company—who wanted to do whatever it was

we were talking about—throwing out arguments why we wouldn’t, in the interest of getting consensus.”

So what kind of company grows out of that approach? Obviously, Google is the index of the Internet; few other corporations can claim to have given the name to the generic form of what they do or make. You xerox copies, blow your nose with a kleenex, and when you’re looking for something on the Internet, you google it. As a result, the company is worth nearly \$160 billion, and is wildly, consistently innovative. It makes an operating system for cell phones that competes with Apple’s popular iPhone, and, by many media accounts, is preparing to sell a tablet computer. As the owner of YouTube, Google essentially dominates video on the Internet, and it also provides a long list of software “in the cloud”—that is, resident on their servers instead of a user’s computer—that’s becoming a de facto

standard. There’s a word processor, email, spreadsheets, photo-sharing, video chat ... look, if the world were a James Bond movie, then 007 would probably be up against the head of Google. (And he might lose.)

Working at Google is by all accounts awesome. The company provides free snacks and coffee in mini-kitchens spread throughout the Googleplex. The onsite cafeterias are gourmet. Staffers get free massages, dry cleaning and car washes. Every engineer gets 20 percent of his or her time to work on independent projects. And I will tell you from personal experience that as of a couple years ago the toilets featured fancy, water-squirting heated seats from Japan. *Fortune* regularly lists Google as one of its top five places to work in the world.

The point is, those two things—what Google makes and how Google treats its employees—are connected. “This is a human capital business. Most of us don’t act that way. Google not only says it, but actually understands it and acts on it,” says Jeffrey Pfeffer, a professor of organizational behavior at Stanford. “The key to their success is their attraction and motivation of talent.” Pfeffer says that Google’s combination of letting data drive management decisions, and letting every staffer have an influence on decisions and do interesting work, are the not-so-secret secrets to its success.

“Laszlo has been a big part of this,” Pfeffer says. “I think it’s very hard to get a good HR manager, because HR managers tend not to think like—well, maybe I could stop after ‘tend not to think.’” But Bock, Pfeffer says, “is thinking like a scientist, which is very rare in the world of organizational management. It’s having an inquiring mind, as opposed to just saying, ‘I think I know.’”

Just a third of Bock’s group come from traditional HR backgrounds. Another third are from other business specialties, like sales or finance. And the final third do data analysis, with advanced degrees in statistics, organizational psychology and so on. “He draws from a wide range of tools, frameworks and knowledge to communicate, and has built a team where this works well,” says Judy Gilbert, who works for Bock as director of people operations at YouTube. “In a typical staff meeting, you might hear references from psychology, economics, philosophy, history and at least one of the natural sciences. Latin is used infrequently, but is not unheard of.”

In practice, that approach takes a lot

of work. The interview process at Google, for example, used to be famously grueling—and tricky. Before Bock arrived, the company put a complex math problem on a billboard alongside the 101 Freeway running through Silicon Valley; solving it led to a website that was also an application to work at the company. And interviewers used to ask brainteasers like “how many golf balls could fill an airplane?” It could also take dozens of interviews and months before a decision was made.

Now, people asking questions have more specific goals—assessing someone’s leadership skills, let’s say, or cognitive abilities. (Though for recent college grads, Google still might ask for an applicant’s grade point average.) You can imagine that this news comes as little comfort to people who go through the process and don’t get a gig. But for what it’s worth, quarterly performance reviews are just as structured, and they’re what counts for promotions and raises. After all, this is a company that lives and dies on data, monitoring everything down to how long the lines at the cafés are—too long, and they’re wasting people’s time, but too short, and people won’t interact and discuss their projects.

In fact, all of Google’s perks have that kind of motivation behind them. One of the policies Bock is most proud of is the way the company treats new mothers—if women choose to take time off to take care of a baby, they typically return to the workforce with lower salaries and less seniority. A few years back, Bock set about making Google an exception to that rule. He thought: “What if we just took the financial piece out of it? Statutory leave was 12 weeks. I said, ‘what if we make it five months, with full pay?’” Bock says. “I mentioned it to the management team, and we did it. That ability, to just make that change, was awesome.”

Google’s initial public offering of stock in 2004 raised fears both inside the company and among investors that the growth everyone expected would disrupt the corporate culture and break its ability to innovate. More recently, as the social networking site Facebook began its accelerated growth, a few high profile Googlers left to join the other company, which further set Silicon Valley gossip blogs on fire. While Google doesn’t release its job stats, a spokesperson says the company’s turnover rate is far lower than the industry standard. “The most talented people in the world can go anywhere,” Bock says. “If the only hook you have into them is a nice salary and a nice office, that’s not enough. What will really keep people is an emotional connection, some sense that the organization will do right by you.”

Maintaining that sense of connection among Googlers has become Bock’s biggest concern. As the vice president of HR for what’s grown into a transnational tech company with tens of thousands of employees—and the steward of its corporate culture—he worries about loss of intimacy, and an accompanying loss of emotional and intellectual investment. But that hasn’t happened yet. Google’s share price is still high. It has more users than ever. And it recently announced a foray into television that sent TV networks, cable providers, and Apple scurrying for a response. Bock’s Google, in other words, is doing fine: Just look at the data. ♦



At the "Googleplex," workers can tool around on company-provided bikes, wearing company-provided helmets.

THE THRILL OF THE CACHE



If you can't find Adam Long '13

in his off-campus house, chances are good that he is in a nearby canyon, riverbank or wooded park scouting out a cache. Long has been hooked on geocaching, which combines hiking and high-tech treasure hunting, since he got a portable GPS for a gift five years ago. "It's a good excuse to get out and explore new areas," says the 20-year-old native of Austin, Texas.

Cachers, as they call themselves, hide small, waterproof containers filled with little toys, knickknacks and notes and then post the GPS coordinates for the hidden treasures on the Internet. The GPS devices lead cachers to the containers, which are concealed in tree knots, under bushes or under fake rocks (and many other spots). The search often requires climbing and bush whacking.

Geocaching takes Long to all sorts of terrain: He is seen here in the woods near Fort A.P. Hill in Virginia, home of this summer's National Scout Jamboree, where Long helped scouts learn to geocache. The challenge is to find as many caches as you can. Long already has found 1,600 caches. Not bad, but it's not close to the world record of more than 45,000. ♦

—Hugo Martin '87

Photo by Paul Morse, Pro Photography Network

A

LLISON JONES '77
HAS BECOME HOLLYWOOD'S
QUEEN OF CASTING FOR
QUIRKY, CHARACTER-DRIVEN
COMEDIES, FROM *FREAKS*
AND *GEEKS* TO *THE OFFICE*.



Allison Jones (above) with
comedian Steve Carell
and (at right) on the set of
the comedy *The Office*.



IN SEARCH OF THE PERFECT NERD

STORY BY GLENN WHIPP / PHOTOS BY IRIS SCHNEIDER, PRO PHOTOGRAPHY NETWORK

Allison Jones' casting office sits on the third floor in Hollywood's historic Sunset Gower Studios. Driving north on Gower Street toward Sunset Boulevard, you get a clear view of the landmark Hollywood Sign, a bit of poetic symbolism not lost on Jones. Most of the people coming to see her are dreaming about finding fame and fortune, and making an impression on Jones is not a bad way to start.



“Seeing that sign used to crack me up,” Jones ’77 says from her windowless office. “I remember watching *The Rockford Files* as a kid and seeing the Hollywood Sign in the opening credits. I never would have imagined I’d be working in show business because, as a kid, I never had a concept that you could actually work in it. I didn’t have a clue.”

Since working with Judd Apatow on the short-lived but insanely influential 1999 television show, *Freaks and Geeks*, Jones has become the most celebrated comedy casting director in Hollywood. To look at her credits is to examine the evolution of the way we’ve laughed this past decade—the early mockumentary-style tone of the television sitcom *Arrested Development*, the great, geeky, irony-steeped Apatow movies (*The 40-Year-Old Virgin*, *Knocked Up*), the improv-heavy black humor of Larry David’s HBO series *Curb Your Enthusiasm*, the acidic satire of Jon Stewart’s *The Daily Show* and the quintessential workplace TV comedy, *The Office*.

Jones peopled these projects with comedians she has championed for the past 25 years. Some began their careers with a line here, a line there in a Jones-cast program or movie and eventually became Hollywood A-listers headlining their own projects. Chances are, if you can make her laugh, you’ll have a career.

“One of Allison’s greatest attributes is her fearlessness when it comes to casting,” says *Arrested Development* creator Mitch Hurwitz. “It’s very easy to follow the crowd in casting and chase people who have already been established as a certain type for a certain role. She’s willing to go out on a limb and fight for someone she believes in. She doesn’t care who’s hot. Instead, she’s inventive and trusts her own reactions.”

Adds actress Amy Poehler, who has worked with Jones on her NBC sitcom *Parks and Recreation*: “She’s really open-minded. And she has great taste in comedy. I always talk to casting directors about people and Allison’s one of the few who knows everyone I’m talking about. Everyone! She doesn’t miss a thing.”

Becoming a comedy tastemaker isn’t something Jones set out to do. Raised in the suburbs outside of Boston, Jones spent more time following hockey than movies. She loved Peter Sellers and the Three Stooges (she’s stoked that her office is a stone’s throw from where the Stooges made their film shorts), Walter Matthau and Jack Lemmon. But she didn’t come to Pomona to be close to Hollywood. She came because California seemed liked the coolest place in the world.

Big Finds

Actress Amy Poehler puts it simply: “Allison Jones has found more talented people than anyone I know.” Here are three finds that show how Jones’ constant searching pays dividends:

Jonah Hill

Now a regular in producer/director Judd Apatow’s comedies, Hill, 26, came to Jones’ attention five years ago when he managed to wrangle a meet-and-greet while she was casting Apatow’s *The 40-Year-Old Virgin*.

“It wasn’t even an audition. He was just so anxious to meet Judd. He was sweating profusely, but he was really sweet and very funny. There were a couple of little parts and we brought him back for those. It took awhile, but Judd looked at his tape and said, ‘Let’s hire him for that kid in the eBay store.’ You know, the one who wants to buy the boots with the goldfish in them? Now he’s had this colossal rise, from a part where he had only one line and he turned it into something more with his facial expressions and quick wit.”



Dakota Fanning

Jones says her job’s greatest challenge is finding talented kids. But every once in a while, one drops from the sky.

“I used to cast *Spin City*. We were looking for a six-year-old girl who had to play an orphan in a Christmas episode. And (casting associate) Phyllis (Smith) was pre-reading kids and said, ‘Allison, come in and listen to this girl read. She’s amazing.’ And it was Dakota Fanning. She had one line but she read it so naturally. One little line ... and then she got really famous! But we weren’t surprised. She blew us away.”



Christopher Mintz-Plasse

Finding the nerdy teenager who would morph into McLovin in the hit teen comedy *Superbad* led to what Jones calls the “most painful six-months of my life.”

“That was just old-school legwork. We put signs up, had people send their pictures in and just read, read, read. It’s tedious and, at times, unpleasant, because you’re not getting any results. It’s much harder to find a big nerd than a beautiful person because nerds don’t necessarily pursue show business. And a lot of people can look like the biggest nerd in the world, but they can’t act.

“Christopher was a little over-the-top when he came in and we had to tell him to bring it down. But he had some natural talent and he really did look perfect for the part. But no one was sure of him until they finished the movie. You take a risk and trust your instincts.”



“Growing up in the ’60s, I’d watch *Gidget* with Sally Field and see her surfing after school,” Jones says, laughing. “I have to shovel the rink and here she is surfing. It blew my mind.”

Pomona had a huge influence on Jones’ comedy tastes. Living first in Harwood Court and then Mudd-Blaisdell, Jones came to admire what she calls “pure geek existence.” New friends introduced her to Monty Python and Firesign Theatre comedy albums, and together they watched *Saturday Night Live* make its network debut. When she graduated with her major in visual arts, Jones had a more developed sense of humor, but no clearer sense of purpose. She enrolled in UCLA’s business school purely out of practicality, she says.

“I thought I’d get a job that way,” Jones says. She did, working in advertising in New York for a year. But she didn’t like it and returned to Los Angeles to attend the American Film Institute. Shortly after graduating, Jones found her calling in casting work.

“I just completely happened into it,” Jones says. “And I liked it so much, I was happy to stay in it.”

The comedy landscape looked much different when Jones began as a casting assistant, working on sitcoms like *Family Ties* and *The Fresh Prince of Bel-Air*. Jones spent a good chunk of her early career casting television pilots for stand-up comedians. The shows would rarely be picked up because the mediocre writing didn’t consider the singular style of the comedian.

Meanwhile, Jones was spending all her free time going to clubs like The Comedy Store and the Improv, memorizing comedians and catching the early acts of people like Jim Carrey, Sam Kinison and Denis Leary. These were the comedians who made her laugh, but she could never convince network executives and producers to hire them.

“The problem is, most comedians and sketch people can’t audition at all,” Jones says. “They just go over the top, and they’d be the first to admit that, too. So it has taken a long time for producers and directors to come to understand this. And the other thing is that networks want pretty people ... at least they did back then. But it’s funny people, not pretty people, that keep shows on the air.”

The breakthrough for Jones—and for everyone involved, really—was *Freaks and Geeks*, a poignant, funny and painfully honest coming-of-age comedy-drama set in a suburban Michigan high school. NBC canceled the series before it even completed its 18-episode run, but it still managed to launch the careers of Apatow and co-creator Paul Feig and cast members James Franco, Seth Rogen, Jason Segel and Linda Cardellini, among many, many others.

“When I got the chance to do *The Office*, I knew I wanted to hire the person who cast *Freaks and Geeks*,” says *Office* co-creator Greg Daniels, whose career also includes writing and

producing *The Simpsons* and co-creating *King of the Hill*.

“Now having worked with her, I can tell you that Allison is an artist. She has an amazing ability to find people who are funny and soulful and blend well together. And she’s constantly bringing in people for small roles who end up becoming stars. It’s a recurring thing with her: ‘If you don’t want to make them a series regular, you’re going to have to say goodbye to them.’”

Notable examples include Jenna Fischer, who Jones touted (and cast in small parts) for years before she landed the lead role of Pam on *The Office*, and actors like Paul Rudd, David Schwimmer, Amy Adams, Ken Jeong and Zachary Levi.

“There are really hundreds of examples of people she advocates before anyone else,” Hurwitz says. “She’s always finding people a project or two before they come to mainstream attention.”

Finding the time to discover these people has become more difficult for Jones, not because of the volume of work (when we spoke, she was casting three movies), but because agents and managers often convince studio executives and producers to

insist that she see actors that she knows aren’t right for the parts. What she really needs is time to search and think and remember. She doesn’t need to look at actors just because they share the same agent as the movie’s producer.

Jones does have one thing in her favor. Beyond the work day, she still spends much of her time in the realm of movies, television and comedy. She even makes annual pilgrim-

ages to Chicago’s long-running improv theater, Second City, both for scouting and just the pure enjoyment of laughing herself silly.


And though she doesn’t see herself doing her job forever (“It’s already been too long,” she says), Jones does seem determined to stick around to take care of what she sees as unfinished business. Comedy has evolved to the point where geeky-looking schlubs like Seth Rogen and Jonah Hill can headline movies. Now Jones wants to see their female counterparts get their due, too.

“Networks want women to be beautiful and, if they have to fake the comedy, so be it,” Jones says. “So many people make a career out of being fake-funny, and that’s just not right when there are so many truly gifted women out there who understand comedy.”

“So I’ll just keep bringing people in until they get work,” Jones adds with typical low-key determination. Is she optimistic? “You know, I take a small measure of satisfaction out of the way things have evolved in the past 30 years. Very small, but I do. I’m kind of surprised. Nothing was ever planned. These were just the people I thought were funny, and now here they are, the big-dog, funny people.” ♦

“SO MANY PEOPLE MAKE A CAREER OUT OF BEING FAKE-FUNNY, AND THAT’S JUST NOT RIGHT WHEN THERE ARE SO MANY TRULY GIFTED WOMEN OUT THERE WHO UNDERSTAND COMEDY.”

YOU KNOW YOU KNOW IT, BUT YOU JUST CAN'T RECALL THE WORD. PROFESSOR **DEBORAH BURKE** HAS SPENT DECADES STUDYING THESE MEMORY LAPSES THAT INCREASE WITH AGE, AND SHE HAS TIPS FOR REDUCING THEM.



IT'S RIGHT ON THE TIP OF MY TONGUE...

STORY BY AMBER DANCE / ILLUSTRATION BY ADAM MCCAULEY / PHOTOS BY JOHN LUCAS

Quick, what's the name of that actor from *The Curious Case of Benjamin Button*?

You may have already blurted out the answer, or you may be furrowing your brow. Chances are you know who he is—you may even know you know—but you might not be able to pull up his name at this particular moment.

That state of mind is a tip-of-the-tongue experience: the feeling when you are sure you know a word or name, but can't quite produce it. Researchers call it a TOT for short.

A TOT is a very specific kind of memory lapse, says Pomona College Psychology Professor Deborah Burke, who has studied the problem for two decades. You know everything about old what's-his-name or the meaning of the word you're searching for; the problem is only in accessing the sounds.

TOTs are especially frustrating for older people, Burke says; surveys show TOTs are among their biggest concerns about aging. With an aging U.S. population—the Census Bureau projects that nearly one in five residents will be more than 65 years old by 2030—there is plenty of interest in TOTs and how to avoid the embarrassment they cause.

"People think they're going nuts," Burke says, when they forget a close friend's or relative's name. But she and her students have shown that TOTs are a normal part of aging. Their next task is to come up with a way to diminish TOTs, but Burke says that problem is much more challenging than simply devising a word game.

Burke invites older adults into her spacious offices in the new Lincoln Building to test their ability to name actors such as Judy

Garland and uncommon words such as "astrolabe." Pomona undergraduates put subjects through their paces, hoping they'll have a TOT that will add to the data collection. Subjects come from the local community and include many Pomona alumni and retired staffers. Pomona students earning psychology course credit provide the younger counterpart.

Growing Old with TOTs

There is plenty of good news about aging, Burke notes. "The maintenance of knowledge, and the development of wisdom, are happy facets of aging," she says. "This idea that you get slow and muddled is just not true." Older people also tend to keep their vocabularies.

Burke has been interested in the aging brain since she joined the Pomona College faculty in 1977, but it was another Pomona figure who put her on to TOTs. Former Dean of Students Jean Walton was a subject in the lab, and she found the language comprehension tests boring. Burke recalls that Walton said, "Look, Debby, if you want to investigate something that's really important, then find out why I can't remember the name of my friend of 20 years when I go to introduce her."

Burke decided to take on Walton's challenge. The first task was to show that TOTs do, in fact, increase with age, as Burke and colleagues did in a 1991 report in the *Journal of Memory and Language*. TOTs are common for infrequent words, or words a person hasn't used in a while. Burke theorizes that the meaning of a word and the sounds of that word are stored differently in the brain, making it possible to access the full meaning while the syllables remain tantalizingly out of reach.

The researchers found that proper names were especially likely to evoke TOTs. That may be because names are just labels, having little to do with anything else about the person. A woman called Rose, by any other name, would be the same lady. Celebrity names were the hardest—after all, the name of the actor we're looking for has little to do with him as a person or film star.

Burke, now 63, has observed first-hand that TOTs escalate with age. "It's amazing how bad it gets," she says. "My students laugh...they think it's really quite funny that I have all these tip-of-the-tongues." At least for Burke there's a benefit—every TOT is a data point that informs her research. »

Starting Hints: Brag Pitch

Being a subject in Burke's lab is rather fun, says Carolyn Loper, 72, a retired teacher and psychotherapist who stopped by recently to participate in TOT-reducing experiments. Subjects sit down in a tiny room with a student researcher and a computer that presents celebrity photos or word definitions. In this artificial setting, with a researcher waiting expectantly, it's amazingly easy to have a TOT. You might find yourself looking at a picture of Elvis Presley—and surely, you know who the King of Rock 'n' Roll is—but at that precise moment, the name can elude you.

The work is fun for the students, too, says psychology major Brett Erspamer '12. She enjoys hearing the stories older people have to tell.

Working with TOTs in the laboratory, Burke has found that she can help people resolve a TOT state by providing similar-sounding hints. For example, what's the word that means to formally renounce a throne? Unless you happen to be royalty, it's probably not one you use a lot. But say out loud: "abstract, abacus, educate." Does that get you any closer to "abdicate?" Burke's work says it should.

Lise Abrams '91, now a professor of psychology at the University of Florida in Gainesville, had her first taste of research in Burke's lab, working on speaking speed with older adults. Burke's early research on TOTs and hints, published in 2000, inspired Abrams to pursue the topic in her own lab. Abrams is one of many former Burke students who stuck with research as a career. "I feel very grateful that I was able to be one of her students," Abrams says. "She's the sort of mentor that I aspire to be."

Abrams had a hunch that the first syllables of a word would be the most effective hints. She invited undergraduates into her laboratory and tested them on uncommon words until she found one that produced a TOT. Then, she offered a list of other words, some of which shared the first letter or the first, middle or last syllable with the word the person was stuck on. As suspected, the first syllable was the most helpful hint.

These studies may help explain why many older people say the best thing to do with a TOT is to think about something else, and the desired word will suddenly, unexpectedly, pop into your mind. It may be, Abrams suggests, that the word you're looking for only pops up after you use similar sounds in another

word. For example, you might not be able to name actor Anthony Hopkins until you find yourself listening to the national *anthem* or playing *hops*cotch—and suddenly you can speak the name you knew all along.

Your Brain on TOTs

Meredith Shafto '96 is another former Burke student; at Pomona, she studied tongue twisters. Now a research associate at the University of Cambridge in the U.K., she and Burke worked together to find a physical cause for TOTs. The brain naturally shrinks with age, although scientists are not sure why. Could it be that some part of the brain, as it shrinks, also weakens one's sound-finding skills?

The researchers collected subjects between 19 and 88 years old and challenged them to identify familiar politicians, sports

emotion, for example—and producing language is one of its jobs. So as the left insula shrinks, the scientists reasoned, it may become more difficult to find the sounds you're looking for.

In another study, Shafto asked young and old participants to identify celebrities while inside the MRI machine. That way, she could look for activity in the left insula as people searched for the right sounds. When people knew the name right away, there was no difference in insular activity between younger and older subjects. But in the TOT state, young adults had higher signals in the left insula, perhaps as they amped up its activity to search for the missing sounds.

"It seems that older adults have trouble regulating this process," Shafto says. However, she notes that the left insula does not act alone; it is likely just one cog in a complex pathway between thought and sound.



"Retrieving sound information is much more precise than the meaning," Shafto says, which may be why it's hard to find the sounds for a word or person you know. For example, in the case of our actor friend, you can think of him as the guy from *A River Runs Through It*, *Se7en*, or *Ocean's Eleven*—it's all the same man. But there's only one combination of sounds that makes his name.

Homophones Help: Cherry Pit

In another study at Pomona, Burke looked at names that are homophones; they sound like another word. For example, Joan Rivers and Vincent Price share sounds with common words. So,

does naming a long stream of water or the cost of an item help you identify these celebrities? Indeed it does, for both older and younger adults. For example, if you think about a hard stone inside a fruit—the pit, that is—you may have an easier time labeling the actor we're considering.

Burke and Erspamer are now analyzing whether names or words make better hints. For example, are you a few degrees closer to naming actor Kevin Bacon if you just identified Renaissance philosopher Sir Francis Bacon, or the cured meat you eat for breakfast? One of the challenges, Erspamer says, is to come up with celebrities that both older and younger people will recognize. It took her months just to create her test.

Burke feels she has a good understanding of what causes and resolves TOTs; next, she'd like to develop ways for people to avoid embarrassing TOTs in everyday conversation. Applied science is a new challenge. "It's a different kind of research," she says. "Taking basic findings, and turning them into something that will actually improve people's everyday life, is very hard."

There are plenty of brain-training games out there, but most are junk, Burke says. "They'll make you better at the game...but they don't generalize to the everyday skills that we really care about." She was horrified to discover a website that cited her work, advertising a game she's sure won't help people retrieve words at all.

Another student, linguistics/cognitive science major Micah Johnson '10, spent the summer working on the TOT therapy project. He brought people in for multiple sessions, sending them away with homework exercises that, he and Burke hope, will help them avoid TOTs in future sessions.

Although a Burke-endorsed brain game is likely far off, there are tricks you can use now to avoid TOTs, Burke says. Like any other skill, the key is practice. *Scrabble* and crossword puzzles (see page 40) are good ways to practice word-finding; social activities such as book clubs can also help. Before a party, Burke recommends running through a mental list of the people you expect to meet and their names. Saying those names ahead of time, hopefully, should put those sounds right on the top of your mental collection when that person is standing in front of you.

All that practice might help you come up with the name—in case you haven't figured it out by now—of Brad Pitt. ♦

CROSSWORDS ARE AT A CROSSROADS AS PRINT NEWSPAPERS GIVE WAY TO THE INTERNET AGE. BUT POMONA'S PUZZLE SOLVERS AREN'T PUTTING THEIR PENCILS DOWN.

PUZZLING FUTURE

STORY BY JOHN B. SAUL / PHOTO-ILLUSTRATION BY DREW REYNOLDS

Xan Vongsathorn '09 discovered crossword puzzles in a way typical of the past century: He saw someone else doing them in a newspaper and picked one up to try it himself.

Now 23 and a grad student at the University of Chicago, Vongsathorn has gone from avid crossword puzzle solver to puzzle maker. Two puzzles he created have been published in the Carnegie Hall of crosswords, *The New York Times*, and "two or three more have been accepted to run at a later date." Crossword-doers consider *The New York Times* puzzles the best, held in such high regard that the paper is able to charge for them online, land of the mostly free content.

Things are not so rosy at other newspapers where staffs, advertising and space in the paper are shrinking, and the industry is holding on for dear life, hoping a profitable presence in the online world comes before the last edition rolls off the presses. With or without newspapers, crosswords are making the transition to online, and that raises a question: Will future Xan Vongsathorns find them there?

ACROSS

1. Hyphen look-alike
5. Shut down for the night
10. Its original cast was dubbed The Not Ready For Prime Time Players
13. "That's ___ haven't heard"
14. Vac brand
15. "Isn't ___ bit like you and me?" (Beatles)
16. Novelist Cecil's been known to mingle with?
18. Canadian add-ons
19. Brazen ladies
20. As to, on a memo
21. He noted, "A leader is best when people barely know that he exists"
23. Hornswoggle
25. Insect's feeler
26. P. in Athens
28. Chaney of horror films
29. Org. with icy competition?
30. Make a ___ (defend the net)
32. Getting good and sharp
35. Kingsley's "___ to the North-East Wind"
36. Stories Cecil's always finding himself in?
38. Sticky stuff
39. Filet ___
41. No votes
42. She's raggedy
43. "Hooray!" preceeder, when doubled
44. Blade wielded at the Henley Regatta
45. Joint strengthened by lunges
46. Oedipus became his own when he married his mother
49. Many a pass in the NBA
52. A day at the beach enhances them
53. Bandwidth hog, in modern lingo
55. Tycoon Onassis
56. Washbasin Cecil fits into easily?
60. Archenemy, for one
61. Brought to mind
62. What some students do the night before an exam
63. McHenry and Knox: Abbr.
64. Late-night host Jay and family
65. "Go ___!" In fact, Cecil has hidden many of these fine feathered friends in today's puzzle. How many can you find? Hint #1: Don't forget the clues! Hint #2: The number could also be described by the clue to 47—Down. So what are you waiting for? SEARCH!

"Hens"

By Xan Vongsathorn '09

(ANSWERS ON PAGE 52)



Xan Vongsathorn '09 stands behind his latest puzzle, designed with fellow alumni in mind.

DOWN

1. Numero of stars on Panama's flag
2. It may bite, sting, or even spray acid when defending the nest
3. Comprehend
4. Urban subculture that swept the nation in the late '70's and early '80's
5. Use sparingly, as energy
6. Trickster of Norse myth who is said to cause earthquakes
7. City of northern Spain
8. Spider-___ (source of Spider-Man's heightened awareness)
9. Ten-millionth of a joule
10. Mischief Cecil's always happy to be a part of?
11. Type of jacket worn by Dr. No and Dr. Evil
12. Sliced with a high-energy beam
14. Chemist Germain Henri whose eponymous law was a precursor to the First Law of Thermodynamics
17. Simple shelter
20. Wood alternative for Woods
21. "Well, ___-dah!"
22. Mountains Cecil loves to be among?
24. Help line for people who are apprehensive about the state of their tooth enamel?
25. ___ Penh, Cambodia: Var.
27. Body art Cecil's really into?
30. Places to wait for the next bus
31. "Kung Fu" actor Philip
32. Rte. 66, e.g.
33. Tripled trio
34. "Ain't no sunshine when she's ___" (Bill Withers)
37. Drops may treat them
40. Bitty bites
44. About 907 kilograms
45. Brandy made from cherries
46. Secret lair : henchmen :: White House : ___
47. It has mystical significance, some say
48. Fruit sacred to Athena
50. Backyard building
51. Leg. title held by Henry Cabot Lodge, or for that matter Isaac Tichenor, Willis Machen, Person Cheney...
54. Fashion designer Marc after whom the San Diego Zoo named a rhino
56. Nickelodeon's "Kenan & ___"
57. Wrath
58. Flatbread eaten in Chennai
59. U.K. distance units

Faculty / Honors

The **Wig** Awards 2010

Each year, the juniors and seniors elect the winners of the Wig Distinguished Professor Awards. Established by Mr. and Mrs. R.J. Wig in 1955, the awards recognize exceptional teaching, concern for students and service to the College and community. Here are the 2010 winners, accompanied by comments from student ballots.

Elizabeth Crighton

The William A. Johnson Professor of Government and Professor of Politics



- “She is at once demanding and encouraging, and yet never panders, preferring instead to guide students to deliberate and reach their own conclusions about social capital, global governance and religious conflict.”
- “I took Professor Crighton’s ID 1 class and it changed the course of my academic career and instilled in me a passion for comparative and international politics.”

Phyllis Jackson

Associate Professor of Art History



- “Professor Phyllis Jackson is quite possibly the best professor at Pomona College. Her pedagogy is stunning, effective and crucial given the context of our society and political world.”
- “I have never felt more challenged—academically, intellectually, emotionally, spiritually—in a classroom setting than I have in Jackson’s classroom. She holds her students to enormously high standards, and, as such, we rise to them.”

Michael Kuehlwein

The George E. and Nancy O. Moss Professor of Economics



- “Professor Kuehlwein is one of the most inspiring professors I have had at Pomona. He is incredibly available to his students and constantly instills an interest in economics.”
- “Professor Kuehlwein goes out of his way to make economics exciting and engaging, and he has a fantastic ability to explain concepts in terms that students can understand.”

Matthew Sazinsky

Assistant Professor of Chemistry



- “He made Biochemistry and Advanced Biochemistry two of the most stimulating courses I have taken at Pomona, and his enthusiasm for the subject matter is infectious.”
- “His teaching style pushes students outside of the typical undergraduate expectations and forces them to explore the subject apart from a simple textbook.”

Sara Owsley Sood

Assistant Professor of Computer Science



- “Professor Sood is a wonderful teacher and a fantastic mentor and role model. She has given me many amazing and important opportunities during my time here, and I know she has done the same for many others.”
- “Her CS30 class, computation and cognition, is hands down the best class I have taken at Pomona. She makes everything interesting and exciting, and she is always around to help out students.”

Margaret (Meg) Worley

Assistant Professor of English



- “She’s smart, hip, in touch with her students, sympathetic, understanding and a challenging professor.”
- “She leads extremely insightful and engaging discussions and lectures well. Even more impressively, though, she maintains an exceptional balance between offering her interpretations of a work and helping students to form their own opinions. The way she fosters creativity in her students is amazing.”

Since Dec. 21, 1913, when Arthur Wynne placed a crossword in the Sunday edition of the *New York World*, the puzzles have attracted new converts like Vongsathorn who happened across them in printed form. Internet searches are more directed to specific interests—you don’t happen across a crossword on the Google news page, although if you search for “crossword” you can come up with a lifetime supply in seconds.

Even though he came to crosswords through print, Vongsathorn thinks other young people are finding crosswords on the Internet.

“There’s never been a better time to get interested,” says Vongsathorn, who became thoroughly hooked on crosswords after coming across the free copies of *The New York Times* provided on Pomona’s campus.

“Crosswords used to be a solitary activity, but now there are blogs, competitions, you can do the puzzle and then go online to check what others have done. *The New York Times* has an applet that lets you time how long it takes you to do the puzzle and then compares it to others.

“It certainly opens up opportunities that weren’t there before, and it strikes me as a lot more fun this way. Now there is a crossword community.”

Michael Sharp ’91 is a big part of that community with his blog, Rex Parker Does the NY Times Crossword (<http://rex-wordpuzzle.blogspot.com>), where he not only solves the daily puzzle but rates its difficulty, says what he likes or dislikes about the puzzle and expounds on the answers.

Sharp’s first memory of doing a crossword is finishing a Sunday puzzle with three friends in the Coop at Pomona. Now his crossword blog attracts about 20,000 visitors a day. “I’ve amassed a huge following based largely on initial visits to my site via ‘cheating,’” says Sharp, referring to puzzle solvers searching for answers.

As far as crossword puzzles are concerned, Sharp thinks “online” is a deceptive term. Not all online puzzles are solved there. Some people download puzzles to their desktop and solve them in special software. Others print out the puzzles and solve them on paper. (Sharp downloads them and either works them on his desktop or prints them out and solves them on paper.)

While Sharp doesn’t claim to know what will happen with “this great online migration,” he says the mere presence of the puzzle in people’s newspapers—the visible grid, there, every day, next to the funnies—has had a lot to do with its enduring popularity.

“This may sound absurd, but how will people know what a crossword is if they don’t see it every day, if they don’t see fami-

ly doing it, don’t find it lying around? You can move the puzzle online, but that’s not a forum where people will casually bump into and decide to solve the puzzle,” says Sharp, a professor at Binghamton State University of New York, who teaches courses in medieval and Renaissance literature, crime fiction and comics.

“For several generations, the puzzle has just ‘been there,’” Sharp says, something that puzzle producers in the future can’t take for granted. “A click away may as well be a million miles away for those not already interested in the form.”

Lynne Zold ’67 has been the puzzles editor for *Pomona College Magazine* (see page 64) for almost a decade, and she has a warning to any publisher that thinks the puzzles can go online only: The Stoop Group will fight back.

The Stoop Group is a collection of a dozen 60-somethings who gather every Saturday night at 5 o’clock on Lummi Island in Washington State to trade books and solve puzzles.

“They will fight to find them in print,” says Zold. “They say, ‘You’ll have to pry this novel from my cold, dead hands, and that goes for puzzles, too.’”

She thinks the attraction is a tactile thing, that sitting in front of a screen will never be as comfort-

able as curling up next to a fire with your coffee and puzzle. “Of course, we didn’t grow up in front of a screen, but my 30-year-old daughter hates doing puzzles online, too.”

Zold, who recently retired from her psychology practice in Bellingham, Wash., thinks that doing puzzles online is too mechanical what with “moving the mouse around and all those clicks.”

Pomona’s future in the puzzle-creation world tends to agree. Joel Fagliano ’14, an incoming freshman from Philadelphia, has already had two of his puzzles published in *The New York Times*—the first when he was 17—and two in the *Los Angeles Times*. He finds doing a puzzle online annoying “to have to move around the cursor to see all the clues.”

The advantage to puzzles online is more variety, he says. For instance, there are puzzles made of rock band names and others that employ racy words not found in newspaper puzzles.

Fagliano became interested in crosswords by watching his dad work the NYT puzzle. He started doing the *L.A. Times* puzzle in the *Philadelphia Inquirer* when he was in the eighth grade, working on it while on the train to school.

He soon graduated to *The New York Times* puzzle, and by the 10th grade, he started cutting it out of the paper and taking it on the train with him, a sure source of trouble when there is more than one puzzle doer in a household. The missing puzzle forced his dad to subscribe to the NYT crossword online. ♦

“THEY SAY,
‘YOU’LL HAVE TO
PRY THIS NOVEL
FROM MY COLD,
DEAD HANDS,
AND THAT GOES
FOR PUZZLES,
TOO.’”

Religious Studies / *Ritual & Magic in Children's Literature*

IN CLASS

with Professor Oona Eisenstadt

In preparation for today's class, Professor Oona Eisenstadt has assigned students to read *Harry Potter and the Half-Blood Prince*, the sixth book in the wildly popular series. In this class, titled Ritual and Magic in Children's Literature, they also have watched an hour-long lecture (you can find it on YouTube) by ethicist Jean Bethke Elshtain on "Harry Potter, St. Augustine and the problem of evil."

Beginning the class, Professor Eisenstadt summarizes Augustine's theory that evil has no independent existence—instead, it is the privation of the good. Then she discusses 20th-century political philosopher Hannah Arendt's ideas about the "banality of evil," made famous in Arendt's book portraying Nazi war criminal Adolph Eichmann as a small-minded bureaucrat, not some grandly sinister figure.

And that launches the class discussion (edited and adapted here) of how author J.K. Rowling depicts evil in the Harry Potter books.

EISENSTADT: One of the things Rowling is doing is setting up at least three models of evil. One is Voldemort. Another is the Dementors. And a third is the

Ministry of Magic, particularly as personified in Delores Umbridge. Is one of these a better picture of evil, more convincing, or do they all fit?

MARCI: I think Voldemort. He makes a sequence of choices that lead to evil. I can't separate who he was from what he's become. For the Dementors, I don't know if they just exist in and of themselves as evil—we have no explanation of how that kind of creature came about. With Voldemort we have a full picture of how evil kind of comes to life and the places where he is continuously broken and makes the wrong decisions and chooses against love. I think he's the best picture of evil because we know exactly how it started and we know every time when he failed to step up to the plate.

EISENSTADT: OK. That's good. That's useful.

ALI: I think of the ministry. What's interesting about them is they're not that evil at the beginning and by the end they're Voldemort's little minions. You can see how just because they've become part of this system—they're going to be

Ritual & Magic in Children's Literature

The Professor

At Pomona since 2004, Oona Eisenstadt is the Fred Krinsky Professor of Jewish Studies and assistant professor of religious studies. She earned her B.A. and Ph.D. from McMaster University in Ontario, Canada.

Class Description

Many children's stories describe a passage from immaturity to individuality and responsibility, and facilitate such a passage in their readers. Our purpose is to arrive at a critical awareness of how the stories work, and to speculate on the residue they leave on our religious sense and hermeneutics.

Reading List

Natalie Babbitt, *Tuck Everlasting*
J.M. Barrie, *Peter Pan*
Frances Hodgson Burnett, *The Secret Garden*
Enid Blyton, *Malory Towers*
Jean de Brunhoff, *The Story of Babar*
Louise Fitzhugh, *Harriet The Spy*
Lisi Harrison, *Massie*
Zilpha Keatley Snyder, *The Egypt Game*
C.S. Lewis, *The Lion, the Witch and the Wardrobe*,
The Last Battle
Ursula K. Le Guin, *A Wizard of Earthsea*
Lois Lowry, *The Giver*
Ann Martin, *The Truth About Stacy*
Leslea Newman, *Heather Has Two Mommies*
Katherine Paterson, *Bridge to Terabithia*
Arthur Ransome, *Swallows and Amazons*
J.K. Rowling, *Harry Potter and the Half-Blood Prince*,
Harry Potter and the Deathly Hallows
Maurice Sendak, *Where the Wild Things Are*
Mark Twain, *Tom Sawyer*

on whoever's side's going to win. You can compare that to the people who knew what was going on in the Holocaust and didn't do anything about it or the people who played small roles. You can see how you can take an ordinary person who's just like anybody else and see how they can follow that path.

EISENSTADT: Yep, yep.

SARAH: With the Dementors, we don't ever see what they are, let alone what they come from. The picture of just evil incarnate in the Dementors is harder for me to grasp than the idea of people who are trying to obtain power and do it by following Voldemort.

REBECCA: I feel like Voldemort, as far as convincing goes, he's the most lucid form of evil ... Voldemort seems to be this picture of pure evil, actual evil. The Dementors are sort of like a spiritual evil. Members of the ministry *have* evil, they act in evil ways but they are not evil.

EISENSTADT: So Voldemort, like the Dementors, suggests a theory of radical evil where evil is a thing in itself, rather than being something that is caused by

human conditions. Rowling does have a long account of Voldemort's childhood, and you see that he's a product of dysfunction, that he was abused at every turn.

But Rowling also shows us Harry. She has to show us Harry was abused in a pattern that is almost the same as Voldemort's abuse to bring responsibility back into the equation. Because when you give an account of evil as merely a result of someone's upbringing, you take away responsibility. She borders on it—there's some ideological part of her that wants to say all evil comes out of a bad childhood. But she makes Voldemort's childhood similar to Harry's so as to say, 'but he made his own choices, he's still responsible.'

You're veering back and forth between an account of evil as dysfunction and desperate attempts to reintroduce choice and responsibility. Aristotle says all men aim toward the good. So why do they murder someone? To get something that they want that they think is good. There aren't many people who stand up and say 'I want to be bad.' They're just confused and deluded and have their priorities wrong. Rowling is saying 'yes' to this, but she's also saying 'no.'

“...Por su white, insouciant, papery look, por su semejanza a la ampola (scentless, a fin de cuentas, no obstante esa famosa escena de la Wicked Witch of the West, purring evilly, “Poppies, poppies,” will put them to sleep. Sleeeep. Sleeeep...), when I leaned in to sniff, I hadn’t been expecting any scent at all. Y por eso, el cool, familiar mounds of damp masa harina y Mercado Libertad en verano scent es—por lo utterly inesperado—lo más disturbingly startlingly, hechizante que tienen las flowers...”

OTROS DISASTERS

Scenes from la Cuenca de Los Angeles y otros Natural Disasters
By Susana Chávez-Silverman

The University of Wisconsin Press
2010 / 159 pages / \$18.95

STORY BY SNEHA ABRAHAM



Susana Chávez-Silverman draws from the same well as other memoirists: *¡La vida!*

A professor of romance languages and literatures at Pomona since 1989, Chávez-Silverman’s latest book, *Scenes from la Cuenca de Los Angeles y otros Natural Disasters*,

contains episodic chapters that follow her personal history, from California to South Africa to Australia and back, from profound grief to rich joy, against a mesh of love and loss.

This book follows her previous critically acclaimed 2004 memoir, *Killer Crónicas*, which was praised as groundbreaking with its vignettes culled from intimate diary entries, love letters of the email variety and her switching between English and Spanish—hailed by the *Los Angeles Times* as “... a refreshing turning point in Latino literature.” Some critics dared to say that with her foray into Spanglish she was doing nothing less than creating a new genre.

Scenes is part of that new genre, and while it may seem to be the conceptual and linguistic twin of *Killer Crónicas*, they are by no means identical.

Chávez-Silverman draws a distinction between the two books: “This book was *much* more difficult to write than *Killer Crónicas*, or, for that matter, *any* of my other work. I had collected a number of drafts of crónicas (short memoirs), written while *Killer Crónicas* was in press and afterwards.” But the genesis of *Scenes* was different. “I sensed that I *almost* had a second book, but I didn’t really have a hook. A heart.”

Sorrow was the way to the book’s heart. After the bitter end of a romantic relationship, her sister reminded her of an event that Chávez-Silverman had repressed and forgotten. A diary entry confirmed her sister’s memory. “Recovering this memory was like a kind of thaw; from there, I found the emotional courage [to write]...heart and hook, I intuited that returning to live in NoCal for an extended period would shake something loose in me, in my writing. And it did.”

“*This Retrete is bringing back—with great immediacy and clarity—people from my past. Gente de San Francisco/Berkeley. Y de South Africa. Sobre todo de allí. Oh, Howard,*” she writes in *Scenes*.

Her use of language is, of course, her hook, with her readers confronted again with her decision to *not* translate herself into just one language. Or as she describes it, “to work at the intersection of both these languages, and also to explore—and trouble, or elasticize—the interstices between them.” That said, she notes this wasn’t a stylistic approach, so much as it was the way she wrote in emails to friends, beginning in the summer of 2001 when she was in Buenos Aires.

“People began responding, telling me I was writing ‘*exactly* like I speak.’ This wasn’t completely true, of course, but this perception, about the *naturalness* of this voice, encouraged me.”

Chávez-Silverman says her central offering to readers of *Scenes* is an interplay “between self-discovery and self-invention ... affected by memory, imagination and by the act of writing itself.”

“*And this space inside me has opened me up to myself and also, paradójicamente (o ¿no?) al mundo.*”

Bookmarks / Alumni and Faculty Authors



Conversations with Cosmo

At Home with an African Grey Parrot

University of Georgia Professor **Betty Jean Craig** ’68 shares the story of her African grey parrot that “talks, responds and tells hilarious jokes.”

Sherman Asher Publishing, 2010 / 136 pages / \$19.95

Skinny Thinking

Five Revolutionary Steps to Permanently Heal Your Relationship with Food, Weight and Body

Laura Katleman-Prue ’80 relates ways to change your thinking about food and make better, healthier choices that bring lasting benefits.

Morgan James Publishing, 2010 / 178 pages / \$19.95



Symbols in Clay

Seeking Artists’ Identities in Hopi Yellow Ware Bowls

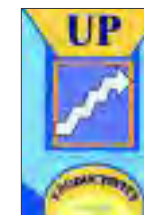
Steven A. LeBlanc ’65, director of collections at Harvard’s Peabody Museum of Archaeology and Ethnology, and co-author Lucia Henderson examine a unique pottery tradition.

Peabody Museum Press, 2009 / 171 pages / \$35

Yoga for Surfers

Ken Liberman ’70, a University of Oregon professor who has practiced yoga and surfing for decades, offers yoga tips for prolonging your surfing years, with daily routines for spinal health and flexibility.

Yoga Shakti Wellness Center, 2009 / 92 pages / \$19.95



Up Productivity

How to Increase Your Staff’s Productivity

Scott Lisbin ’77 offers business-savvy tips on improving workflow, managing manpower to match workflow and motivating employees, among other topics.

2008 / 111 pages / \$19.99

White Chief, Black Lord

Shepstone and the Colonial State in Natal, South Africa, 1845-1878

Thomas McClendon ’76, professor of history at Southwestern University, explores the contradictions between the colonial civilizing mission and the practice of indirect rule” in the colony of Natal.

University of Rochester Press, 2010 / 192 pages / \$75



Laryngeal Physiology for the Surgeon

Dr. Clarence T. Sasaki ’62, professor of surgery and director of the Yale Larynx Laboratory, explains the three key functional priorities of the larynx—protection, respiration and phonation – in this illustrated book that includes original experimental data.

Plural Publishing, 2008 / 192 pages / \$98.99

Burnished Sol

This poetry chapbook from **Celestine Woo** ’89, who teaches English at SUNY Empire State College, wins praise from *Book/Mark Quarterly* for “subtle slants that create beautiful line, in the controlled use of complex allusion.”

Pudding House, 2009 / 32 pages / \$10



POMONA RECALLS AND CELEBRATES
THE LIFE OF ITS SEVENTH PRESIDENT.



David Alexander (1932–2010)

By Marjorie L. Harth and Don Pattison

Like all those who have had the honor of serving as president of Pomona College, David Alexander left the College better and stronger than it was when he took office, but David did more—he took the College to another level as he guided it to the very top ranks of the country's liberal arts colleges. His vision was boundless, and his ability to articulate and realize that vision matchless. On this sad day, Pomona College is able to reach for the stars with great confidence in our future because David shared his “added riches” with all of us for so long and so well.

Paul F. Eckstein '62, trustee, July 2010

The death of David Alexander, Pomona's seventh president, on July 25, 2010, cuts wide and deep for precisely the reasons that his life was so profoundly significant. In a presidency that touched four decades, Alexander did more than fulfill a role—he embodied it, seamlessly blending work and life, doing and being.

The position of college president requires a daunting array of talents and skills, of intellect and practical mastery. As Emerita



Delivering his inaugural address

Professor Virginia Crosby commented at the time of Alexander's retirement, “Pomona College is a single institution but not a single community. ... To maintain direction for the College, to give consideration to the particular while keeping focused on the whole, has required courage, passion and the art of the invisible hand.” When a day's work might take one from welcoming an insecure new student to soothing a disgruntled senior trustee, from resolving a philosophical conflict within the faculty to securing an important donation, how does one strike the necessary balances, remain simultaneously open and true to oneself, sympathetic and firm, accessible and authoritative? Patently impossible, one might conclude. And yet, as both the historical record and personal tributes reveal, David Alexander accomplished all this, and more.

Alexander's 22-year tenure (1969–91) was unusually long in the history of higher education—at the time, the average college presidency lasted six years—and, at Pomona, was second in length only to that of his predecessor E. Wilson Lyon (1941–69). Like Lyon, who took office on the eve of

“As a freshman in 1977, one evening I joined a group of students on their way to President Alexander's home to protest about Something Important which I no longer remember. We stood in front of his home in the dusk chanting and holding signs. Pretty obnoxious, really. After a bit, Dr. Alexander came out and invited us in to converse about the issue. We were generally stunned and had no good reply. Most people wandered off sheepishly, but some of us went in. We were offered some sort of snacks, had a short conversation about the topic and went on our way. Looking back, I am impressed with the grace and spirit of inquiry with which Dr. Alexander handled the situation.”

—David Ruch '81



With his wife Catharine and their three children

“David Alexander was a man of fierce loyalties. He reshaped conversations, causes and organizations to align with what he understood to be good and fair and right. Given the breadth of his intellect, the generosity of his heart, and the capaciousness of both, David's friends could ask for none better.”

—Steven A. Crown,
president of the Association
of American Rhodes Scholars



With former President E. Wilson Lyon

World War II, Alexander assumed the role at a tumultuous moment, with the Civil Rights movement and Vietnam War dividing the country in ways that manifested with particular ferocity on campuses. The two presidents had much in common, including a clear and unswerving moral stance (Lyon had risked his career by opposing the McCarthy-inspired “loyalty oath” of 1949 that posed a grave threat to academic freedom; Alexander, as the recent *New York Times* obituary noted, had taken a similar risk, proposing the desegregation of fraternities at Southwestern at Memphis in 1965). They also shared an abiding commitment to the concept of the residential liberal arts college as community, as *family*, and when Alexander succeeded Lyon, he inherited the legacy of one who had admirably maintained the near-impossible balancing act that comes with this familial ideal.

Immediate family was an important part of that balance. Alexander arrived in Claremont with young children—Kitty, aged 10, John, 9, and Julia, nearly 2—and an extraordinary partner who understood and embraced the challenging role of presidential spouse. Catharine Coleman Alexander, intellectually gifted and endlessly gracious, played a critical role in creating and maintaining the deep sense of community that marked the Alexander years.

Born in Springfield, Tenn., in 1932, David Alexander attended Southwestern at Memphis (now Rhodes College), graduating in 1953, Phi Beta Kappa with honors in Greek. At Southwestern, he intended to major in music but soon discovered that the required keyboard proficiency was beyond his reach. Undaunted, he turned to the French horn, which

remained an abiding interest. A classical scholar with a lifelong interest in theological history, he went on to study at the Louisville Presbyterian Theological Seminary and, as a 1954 Rhodes Scholar, at Oxford University's Christ Church (College). He earned a D.Phil. degree in church history, Greek and Hebrew from Oxford in 1957. In 1965, after teaching for eight years at San Francisco Theological Seminary, Alexander, then 32, was named president of Southwestern at Memphis, his alma mater. Four years later, he succeeded E. Wilson Lyon as Pomona College president; the day of his induction, Oct. 18, 1969, fell on his 37th birthday and within days of the 82nd anniversary of the College.

By all objective measures, Alexander's presidency was extraordinary. During his tenure, Pomona's endowment increased more than tenfold, from \$24 million to \$296 million, the value of its assets from \$71 million to \$450 million. The College prospered equally in terms of the quality and geographic and ethnic diversity of its faculty and students. The faculty grew; the student body changed dramatically as SAT scores and GPAs rose and the College made the transition from a primarily regional institution to a national liberal arts college with the majority of its students from outside California; and the curriculum expanded significantly. As Professor Deborah Burke comments, “David moved the College in a direction that greatly improved the quality of the education it offered: He increased the number of women faculty, improved understanding of gender issues by creating the Women's Union in a Walker Hall lounge, and initiated the First Year Seminar program (ID1) to provide students with a small class designed to improve writing and oral presentation.”

"At alumni events and at Alumni Council retreats, David was at the height of his powers, always personalizing greetings and regaling with anecdotes that both amused and inspired. His magic was especially potent with youngsters, and many a future Pomona student was converted on the spot, no further recruitment needed."

—Rosemary Oelrich Choate '63, president of the Pomona College Alumni Association, 1989–90

"David Alexander was remarkable for his ability to forge personal relationships with Pomona students; he knew who we were and what we were about, often better than we did ourselves. When he gathered us together, he talked about ideas rather than singing the praises of Pomona College, serenely confident that we could draw all the necessary connections on our own. And he did it all with such a generous sense of humor. Any one of these qualities, the vision, the capacity to inspire, and the humor, are rare enough. Their combination was extraordinary."

—Ingrid Rowland '74



Introducing a trustee to a student

"I remember attending my first faculty meeting in the fall of 1985 and being amazed at the good humor and camaraderie that permeated the always packed room in Mason Hall. He knew how to set the tone—one of openness and respectfulness—without interfering with the discussions that ensued. ... That he cared deeply about the College—its faculty, staff, students, buildings, reputation—was apparent in everything he did."

—Frances K. Pohl, Dr. Mary Ann Vanderzyl Reynolds '56
Professor of Humanities and professor of art history

"During my freshman Opening Convocation, President Alexander uttered some words that have stayed with me for life: 'At Pomona, we don't care so much what you do, but that you do it well.' And so it is that I have ever since endeavored to do whatever I am doing with the highest standards possible."

—Phil Sakimoto '76



David and Catharine Alexander

"David Alexander and I arrived at Pomona College the same year, in 1969. Those were turbulent years for college students: we were distressed about the war, racism, assassinations—what we considered the general poor judgement of our elders. ... In our frustration and despair, we looked to our college president for reassurance and hope. That someone in charge could "get it." And he did. There was dialogue. There was observance and recognition of our concerns. Under David's guidance, Pomona maintained its promise of intellectual oasis, even during such a tumultuous time."

—Cynthia Thiessen '73

"David hired me as Pomona College's registrar in 1985. I was young, a bit naive, but willing to learn. His belief in me enabled me to professionally grow and have opportunities I may not have otherwise had. I am grateful to him for his kindness, patience, wit, and commitment to open doors for young professionals who were beginning their careers in higher education."

—Monica L. Augustin, Pomona College registrar, 1985–94

"At the memorial service for his colleague and personal friend, Doug Moore, president of the University of Redlands, who died while in office, David Alexander chose not to process with the "notables" forming the platform party. He sat quietly in the back of the Redlands Chapel and cried unashamedly for his friend. We will miss him especially for his quintessential humanity."

—Mary Scherer '64, professor emerita, University of Redlands

Enhanced in size, diversity, quality, and curricular innovation, Pomona joined the top tier of the country's liberal arts colleges.

During Alexander's tenure, the campus was also significantly transformed by the addition of 15 new buildings and, equally important, the preservation and renovation of many others, perhaps most notably Little Bridges, which, condemned as unsafe in 1969, was saved by a desperate fundraising effort. In 2007, Alexander remarked "I was in office long enough that every building, I think, was renovated at least once, and several residence halls more than once." Knowledgeable about architecture and the landscape arts, and respectful of tradition, Alexander worked hard to balance the inevitably conflicting needs for continuity and growth. It is significant that when Holmes Hall, one of the College's oldest structures, had to be replaced in the late '80s, the new building, modeled on its historic predecessor, was named the David Alexander Hall for Administration.

Pomona presidents are appointed by the Board of Trustees, arguably its most important responsibility, and the relationship is critical. Trustee Marylyn Prosser Pauley '64 comments: "David led with a quiet and keen intellect that automatically drew the respect of students, faculty and fellow administrators. Trustees felt a steady hand in his leadership that enabled the College to attract top administrative staff and outstanding faculty during a time of rapid growth in the endowment and the built environment. At the same time, Pomona's outreach to a more diverse universe of prospective students broadened during his presidency." H. Russell Smith, chair of the board for 18 years, puts it simply: "David Alexander, in all respects, was the personification of excellence."

The responsibilities of the college president extend far beyond the home campus. For Pomona College to gain in national stature, to take its place among the country's elite liberal arts institutions—as it did under Alexander's leadership—required its president to participate actively and effectively in the wider world of higher education. In this arena too, Alexander excelled. Early in his tenure at Pomona, he served as a trustee of the American Council on Education and later as a trustee of the Fellows of the Society of Phi Beta Kappa. Among his many long-time associations over the years to come, he served as a trustee of the Teachers Insurance and Annuity Association (TIAA, 1970–2002), the Woodrow Wilson National Fellowship Foundation (1978–99) and on the Board of Overseers of the Huntington Library, Art Collections and Botanical Gardens (1991–2010). He was also a director of KCET, the Seaver Institute, the Great Western Financial Corporation and the National Association of Independent Colleges and Universities. In 2006, he was elected a fellow of the American Academy of Arts and Sciences.

One of Alexander's longest and most distinguished roles beyond the gates was as American secretary of the Rhodes Scholarship Trust (1981–98). In this capacity, he was responsible for overseeing the selection of American applicants for the Rhodes scholarship, highly prestigious, that brings exceptional students to Oxford University. While maintaining and furthering the long and distinguished Rhodes tradition, a task that required close contact with hundreds of institutions of higher education, Alexander worked successfully to diversify the American applicant pool. He was also, as Elliot Gerson, Alexander's successor

in the role of American secretary, noted recently, the "leading historian of the American Scholarships," having written the American chapter of the history of the Rhodes Trust. "David loved the Rhodes Scholarships, and Oxford, like few others ever have." In 1998, his service was recognized by Queen Elizabeth II who ordained him Commander of the British Empire.

David Alexander had a deep respect for academic tradition, a trait amply demonstrated in his effort to maintain continuity with Pomona's history and founding principles while also leading the College forward, in his conviction that a certain distance between faculty and students should be maintained, in the decorum of the College's ceremonies, and even in his insistence on signing graduates' diplomas (parchment, of course) with a special pen and India ink. As John Dreyfuss wrote in a 1984 *Los Angeles Times* profile titled "The Paterfamilias of Pomona College," Alexander's formality, which ran counter to the culture of the early 1970s, was sometimes mistaken for aloofness. This was painful for a gregarious individual who cared deeply about people. "I think I am shy in some respects," he told Dreyfuss. "I'm not hail fellow well met. In a way, I'm sorry about that."

It may be axiomatic that we all, of necessity, develop a variety of personae to fulfill our various roles. Many of us have had the experience of attending a memorial for someone we knew well—a special friend or mentor with whom we enjoyed a uniquely privileged relationship—only to find a roomful of others who felt the same and, moreover, whose experiences were different, who knew aspects of the person we never glimpsed. Remarkably, one finds in the tributes to David Alexander both breadth and consis-

tency—reflections by a wide variety of individuals who knew him in a wide variety of ways, and who identify not only many of the same characteristics but also qualities rarely found in a single individual. *Brilliant, scholarly, accomplished, eloquent, wise*, appear side by side with *genial, accessible, witty, charming, nurturing, compassionate*; reflections on inspired leadership accompany touchingly personal stories. We all knew David Alexander differently from one another, but such was the embrace of his nature that we also, it appears, knew the same extraordinary man.

It was Alexander's habit to deliver, at Commencement each year, a "charge" to the graduating class. As Lee McDonald '48, emeritus professor of politics and dean of the College from 1970–75, wrote recently, these were "classics . . . a worthy legacy"; that alumni remember them to this day proves his point. Delivered with an easy eloquence that belied the hard work involved in their preparation, each year's charge encapsulated Alexander's convictions and hopes for the graduates, exhorting them to embrace qualities of mind and heart that, one now comes to realize, were those he embodied. In the way of exceptional art, they serve as a portrait of the artist.

Pomona College and your experience during your collegiate years should have taught you one lesson of transcendent value: temper your self-confidence with the assurance that there is more to learn, mitigate your certainties with the awareness of opposing points of view, and bolster your resolve to try always to improve yourself and to work for the improvement of the world around us. The summation of that transcendent lesson is openness: to be open to new and different ideas, to be open to the needs of others, and to be open to learn as much as your life can bring you. (1980)

One Final Evening

Nearby, I can hear the sound of the 10, a waterfall of asphalt and rubber. A helicopter putters past overhead, and there is the sudden, tubular flare of a motorcycle—a big one—climbing the on-ramp just a few blocks away. Mockingbirds swoop from fence to wire down the long line of backyards in this part of town, and the small, gray bird nesting in an angle of my porch-roof has bedded down with her eggs for the night. The twilight sky has reached the moment when, if I could, I would break a shard from it to light my way in the darkness.

Meanwhile, up in the village, every restaurant is full, every corner crowded. Claremont, Calif., is a college town, of course, and the parents have arrived for graduation. They have put their simulacra through college, and now they are all dining out in a haze of anticipatory nostalgia. I know the feeling. I graduated from this place—Pomona College—a long time ago, and I remember the eerie sensation of seeing so many adults who looked so surprisingly like their younger selves. I remember the nostalgia, too.

I have never had children, so, for me, there is something a little extra in coming to semester’s end with the students I’ve taught. Week by week, I watch their thoughts get clearer and clearer until, suddenly, my students are able to say things we can no longer quite account for. One by one, they come into focus, to me and to each other, in their writing. Just why this should be such a beautiful thing I have never figured out, unless perhaps it’s this. Even at their age, they carry such a weight of life. They are such experts in the particulars of their circumstances. They have the strange and impermanent gift of not knowing how much they know.

One by one, I’ve talked to my students about what comes next. There are plans, places. Beijing, France, Woods Hole, London. Schools of every kind, and every kind of service, as well. One by one, my students express their longing and their sense of loss as they get ready to leave this place. I tell them to keep in touch, to write and to send me what they’re writing. I am the constant one. I am now a voice in their heads, a voice that will sound surprisingly familiar to them the next time we talk. Yet only a few of them will keep up the uneven acquaintance of professor and student, which is just as it should be.

What I get in return is the knowledge of who they are at this very moment. I get to see, through the writing they’ve done for me, how life appears to them just now. And looking at my students, I can only wonder who I was all those years ago, on this same night, this one final evening. But I am long forgotten, even to myself. Tomorrow I leave this place like everyone else, and what I will think of is that nest in the porch-roof and how the last light shone through the leaves of the orange tree before I sat down to write.

This article originally appeared in The New York Times.



Story by Verlyn Klinkenborg ’74 | Photo by Carlos Puma

Answers / from Page 41

“Hens”—There are 12 hens in the grid, 34 in the clues, and 1 in the puzzle’s title, bringing the total to 47! Note that some hens are split across multiple words. For example, SEARCH ENGINE hides a hen in the title.



Answers / from Page 64

- #1—“SEEK AND YE SHALL FIND”
- #2—“IN SEARCH OF AN HONEST MAN”
- #3—All three involve the alphabet—in English, French and German. The question marks indicate those letters which have more than one syllable. English: 23rd letter is pronounced “double u”, 3 syllables. French: 23rd and 25th letters are “double v” and “i-grec,” 3 and 2 syllables. German 25th letter is “upsilon,” 3 syllables.

Alumni Leadership / New Members

New on the Alumni Board

Katharine (Kit) Rich Dreyfuss ’55



Lives in: Santa Monica, Calif. **Education:** Yale University School of Nursing, M.N. 1958. **Career:** Worked in hospitals, clinics, public health, college student health; UCLA School of Nursing assistant clinical professor, school nursing—23 years in Santa Monica Unified School District. Currently retired; volunteering as health adviser in a private elementary school and on county Medical Reserve Corps. **Concurrent profession:** camp counselor, artist-in-residence, camp co-director. Currently serving as camp nurse at Camp Trinity, Bar 717 Ranch, Hayfork, Calif. **Alumni involvement:** Pomonathons over the years. Reunion committees every 5 years since 1960; co-chair of 50th and 55th reunion program committee. **Community involvement:** former board member of Santa Monica YWCA; formerly active in AAUW, League of Women Voters, many Santa Monica area social service organizations. Former board member of Los Angeles County School Nurses Association and California School Nurses Organization. Current member of National Association of School Nurses and School Nurses, International.

Daniel Smith ’67



Lives in: District of Columbia since 1979, and originally from Palo Alto, Calif. **Family:** Daughter Hannah is Pomona Class of 2004 and is working on her graduate degree at USC. Smith’s wife Pam is also an enthusiastic Pomona supporter, and they have a son (Haverford ’01). **Education:** Sociology major, followed by a master’s in city planning from the Harvard Graduate School of Design, and then by a J.D. from Harvard Law School. **Career:** A lawyer since 1974, Smith was with a D.C. law firm for 12 years. He went to Fannie Mae in 1988 and became a vice president and deputy general counsel. Retired since early 2007. **Alumni involvement:** Smith hosted the D.C.-area Pomonathon for 17 years, held at Fannie Mae. He was a chapter chair in the ’80s and co-chaired his 35th reunion fund (which set an all-time record for a 35th reunion). He and Pam also have hosted several of the April offeree parties for the Admissions Office.

Nate Kirtman ’92



Lives in: Sherman Oaks area of Los Angeles. **Education:** B.A., government; Coro Foundation Public Affairs Fellow, 1993-94. **Career:** Vice president, publicity, NBC Universal Television—oversee publicity for *The Tonight Show with Jay Leno*, *Late Night with Jimmy Fallon*, *Last Call with Carson Daly* and *Saturday Night Live*, talent relations, events and publicity operations. **Previous experience:** was manager of marketing communications at GE Aviation in Cincinnati. Managed the corporate digital team at GE’s headquarters in Fairfield, Conn. He also worked as the GE.com content manager. Kirtman began his GE career in 1998 as a senior press manager with NBC Entertainment in Burbank. Before NBC, Kirtman was a marketing rep for Warner Bros. International Television Distribution. In 1992, he was a ninth-round draft pick of the NFL’s Dallas Cowboys. **Alumni involvement:** Alumni Board member, 1996.

If you or someone you know is interested in serving on the Alumni Board, please send an email to alumni@pomona.edu.

Young Alumni / Maia Sophia Campbell ’01

Inspirational Advocate



From the helicopter, Maia Sophia Campbell ’01 could see a pristine river forge its path through the Panamanian jungle. Occasionally, a small, isolated village dotted the river’s edge. Only 200 meters away from the villages, heavy machinery was put to work constructing a dam. Today, the villages are likely under water.

Campbell won’t forget what she saw. It was over a year ago when she visited Panama to investigate local indigenous communities that were being flooded out by the construction of hydroelectric dams. The image of “idyllic village life and the contrast with the development was really powerful,” says

Campbell. “That will stick in my mind for sure.”

The case in Panama is just one of many tackled by Campbell, winner of the 2010 Inspirational Young Alumni Award. She is the senior legal advisor to the United Nations Special Rapporteur on the human rights and fundamental freedoms of indigenous peoples. As the legal advisor, she receives letters alleging human rights violations in indigenous communities, travels to countries to investigate the situations of indigenous peoples and offers recommendations to governments.

Her interest in the issues of indigenous peoples and their rights was sparked during her time at Pomona, when Campbell spent a summer working at a human rights organization in Chile.

“It’s a group of people that throughout history and since colonization has been at the lowest rung of all indicators,” says Campbell. “They’re among the most impoverished and discriminated against and marginalized groups in the world. The fact that they’re in such a vulnerable state, I find it compelling to promote their rights and better their situation as much as I can in my work.”

After graduation, Campbell worked in Guatemala for three years at a program to reform the justice system, then she went to law school at the University of Arizona, which has a program focused on indigenous peoples. Throughout law school, she worked on cases defending indigenous peoples in Nicaragua and Belize, where she continued to work on after graduation. Campbell helped the Awastingi community in Nicaragua secure land rights and was part of a legal team that took a case regarding indigenous land rights to the Supreme Court of Belize and won.

“As a lawyer, it was the first case I worked on that was victorious,” says Campbell about the Belize case. “In my United Nations work now, there are a lot of situations where I feel like the work I’ve contributed to has had a significant impact.”

Campbell loves traveling to off-the-map areas and meeting with indigenous peoples. But the influx of letters she receives from indigenous communities and organizations can be frustrating. “It is hard seeing the amount of problems that are out there and having limited capacity to deal with those problems,” says Campbell. “You know you can’t solve every problem, so it’s always a little hard to come in and hope you’re not raising expectations. We do our best to offer a voice to their concerns.”

—Lauri Valerio ’12

New Affinity Group for LGBTQA Community

Alumni Weekend 2010 germinated conversations and questions about support on campus for lesbian, gay, bisexual and transgender students and alumni. In early June, Alumni Association past presidents Carlos Garcia '73, Frank Albinder '80 and Tom Minar '85 met with fellow alumnae Jehan F. Agrama '80 and Alumni Director Nancy Treser-Osgood '80 and others from the College's student affairs and advancement divisions. The result is an Alumni Association resolution to create and recognize the Lesbian, Gay, Bisexual, Transgendered and Allied Alumni Affinity Group. This group will be a collegial network to support LGBTQIA students, alumni and parents and be a resource to the Queer Resource Center of The Claremont Colleges (pomona.edu/administration/qrc), which is managed by Pomona.

The next step in the creation of an Alumni Association affinity group is easy—an outreach campaign to develop a roster of alumni and friends who would like to be affiliated. Anyone identifying as lesbian, gay, bisexual, transgendered or as allied to this community is invited to participate by sending their contact information to Alumni Director Nancy Treser-Osgood '80 at njto4747@pomona.edu.

Athletics Hall of Fame Ceremony

The Athletics Department will hold its annual Hall of Fame Induction Ceremony on at 6 p.m. on Nov. 6 in the Edmunds Ballroom (Smith Campus Center). This year's inductees are Steve Carlson '93 (swimming), Eric Dugan '00 (soccer), Kate Hill '00 (track and field) and Creed Pettit '99 (football). Reservations are required by Friday, Oct. 22. Tickets: \$20. Contact: Kirk Reynolds at kreynolds@pomona.edu.

Save the Date

Alumni Weekend 2011 is set for **April 29 to May 1**, for all classes ending in '1 and '6. We will be celebrating the launch of *Campaign Pomona: Daring Minds* with our lecture series on Friday, and we will have the All-Class Dinner in the gym featuring the "Over the Years" slide show, as well as the Alumni Vintner Wine Tasting in Frary.

Call for Nominations

The Alumni Association is always seeking nominations for the following annual awards:

- The Blaisdell Distinguished Alumni Award honors alumni whose contributions and achievements in a profession or community distinguish them even among the distinguished body of Pomona alumni.
- The Alumni Distinguished Service Award pays tribute to an alumnus or alumna in recognition of that person's selfless commitment and ongoing volunteer service to Pomona College.
- The Inspirational Young Alumni Award honors a young alumnus or alumna (graduate of the last decade) in recognition of their dedication, perseverance, and consistency in following the inscription on the College Gates: "They only are loyal to this college who departing bear their added riches in trust for mankind."

Please send names of your nominees, along with a brief supporting statement, to the Alumni Office at 305 N. College Avenue, Claremont, CA 91711, or alumni@pomona.edu.

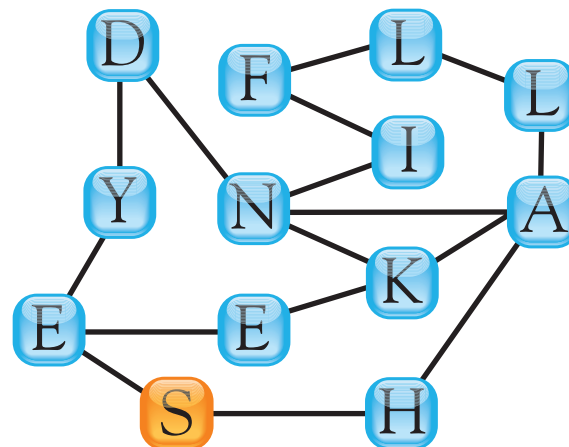
Three Searches / by Lynne Willems Zold '67

Answers on Page 52

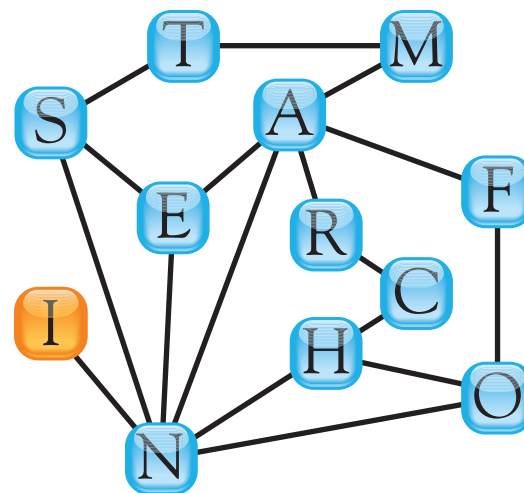
Cat's Cradle Puzzles (Directions)

Start with the letter indicated by the orange square and move along the path from letter to letter to spell out a familiar saying. You can move backward and forward, using some letters more than once. Fill in the blanks below as you go along.

#1



#2



#3 Brain Teaser

What number(s) should replace the question mark(s)?

- Jennifer might answer this one:
1 ? 1 1 1
- Pierre might answer this one:
1 ? 1 ? 1
- Hans might answer this one:
1 ? 1