Welcome to the Economic Revolution
Kings of the Court

Our men’s basketball team took their new conference by storm and brought the West Region Division II championships home to Humboldt County for the very first time.

Endurance

Jim Hunt has helped transform skinny kids into world-class runners for close to 60 years. What makes Hunt tick and, at 80 years old, why does he refuse to quit?

The Chicken-Algae-Sushi-Powered Economic Revolution

An innovative program is turning students’ dreams into profitable businesses and, in the process, helping to build a stronger Humboldt County.
Generations to Come

ONE COUPLE’S GENEROSITY is changing lives in our community every year.

ON THE COVER: Humboldt alumni Sarah Brunner and Shail Pec-Crouse hold the fruits (so to speak) of their labor—sustainably-raised chickens and eggs. The pair recently won a $25,000 grant to fund their innovative business. You can find their story on page 20.

THIS PAGE, PHOTO: Jarad Petroske
Are You Giving Yourself A Heart Attack?

DO YOU FIND YOURSELF clenching your fists when the supermarket “Quick Check” lane is anything but quick? Does your middle finger ever itch to show itself off during the morning commute? Perhaps you see red every time your neighbor allows his dog to decorate your front lawn?

Few of us are strangers to hostility, which is understandable, really, but also potentially deadly.

A growing number of large-scale scientific studies have shown a definite link between hostility and cardiovascular disease. In fact, hostility levels may be as likely a predictor of heart disease as the old standby factors, such as high blood pressure and cholesterol levels, smoking and obesity.

“Exactly how hostility affects our cardiovascular health is still unclear,” says Humboldt State kinesiology professor, Dr. Anthony Kontos. “We do know that hostility increases lipid (fat) levels, blood pressure and blood clotting. It also increases cortisol levels. Cortisol is known as the ‘stress hormone’ and is not bad per se, but chronic increases in cortisol have numerous adverse effects including reduced immune function, increased fat levels and increased blood pressure. Each of these things can contribute to your risk of cardiovascular disease.”

An expert in the field of sport and exercise psychology, Kontos regularly teaches the hostility/heart disease connection at HSU. “The good news,” says Kontos, “is that because hostility is a behavioral response, this is something the average person can improve much more easily than they can, for instance, reduce their genetic or physiological risk factors.”

“Stress management is the key to limiting hostility,” continues Kontos. “It starts with awareness. How do I react when I am frustrated or angry? What triggers this reaction? Changing the way we think can help prevent hostile reactions and the concomitant physiological or stress response. Focus on what you can control in a situation. Moderate physical activity, such as walking, jogging and Yoga, can also help us better respond to stress. Personally, I love activities that demand my complete mental and physical attention such as surfing or mountain biking because it is tough to be thinking about deadlines, your mortgage payment or traffic jams when you are paddling into a six-foot wave or careening down a single track trail. Stress will always be present in our lives to some degree—the key is learning to embrace that notion and using stress to your advantage for energy, motivation and challenge.”

Illustration: Hugh Dalton
Inspiring Professor Wins Prestigious Award

PROFESSOR STEPHEN CUNHA MAY be best known on campus as the teacher who makes geography, well, cool. Enrollment in his Cultural Geography course, alone, has skyrocketed from 40 to 340 students since he joined HSU in 1996. Dr. Cunha is also, however, gaining an international reputation as a leader in advancing the teaching and appreciation of geography.

Cunha was honored this past spring with one of the highest distinctions bestowed by the California State University system: the Wang Family Excellence Award. It’s the second year in a row that an HSU professor has earned that honor and it underscores Humboldt State’s dedication to mentoring students.

Dr. Cunha, a world traveler with an undeniable knack for inspiring wanderlust in his students, also works closely with the National Geographic Society on a variety of endeavors including the International Geographic Bee. In 2001 Dr. Cunha received the Distinguished Teaching Award from the National Council for Geographic Education.

Faculty Garner Fulbrights

TWO HUMBOLDT STATE PROFESSORS were recently awarded Fulbrights. Political science professor Dr. Sam Sonntag, is currently researching resistance to the global spread of English as the research chair at McMaster University in Hamilton, Ontario. Likewise, associate professor of psychology, Dr. Tasha Howe, won a Fulbright scholarship and will travel to Cyprus this spring. Once in Cyprus, Howe will work with child abuse scholars, teach graduate-level courses on childhood mental illness and train social workers in violence prevention skills.

The Fulbright Program is sponsored by the U.S. Department of State and is designed to increase understanding within the global community. The prestigious international education program enables students, scholars, and professionals to undertake graduate study, advanced research and university teaching abroad.

“I feel very honored,” says Howe. “It’s a tremendous opportunity to internationalize your own knowledge base. I think my experience in Cyprus will enrich the way I work and give me a more global perspective on how violence manifests itself in other cultures.”
Professors Patricia Siering and Mark Wilson of Humboldt State University’s Biology Department recently won a $1.2 million National Science Foundation grant to study organisms living in some of the most extreme conditions on the planet: the boiling acid pools and hot acidic lakes of California’s Lassen Volcanic National Park.

The award will fund a five-year collaboration with microbiologists at Portland State University and CSU Chico to establish a microbial observatory at Boiling Springs Lake, the largest hot spring in North America.

The grant will also provide independent scientific research opportunities for approximately 100 undergraduates at the three universities, and will be integrated into classroom research projects that reach hundreds more.

The study of organisms that dwell in extreme environments provides insight into the biodiversity and evolution of life on earth, aids in understanding how organisms adapt and thrive in diverse environments, and helps identify where and how to search for life on other planets.
Wildlife Students Win National Competition

By Jane Rogers

IT WAS JUST A small chirp, modest as sounds go. But when the Humboldt State Wildlife Conclave team identified that little peep as a tiny cricket, they once again proved themselves the best in the nation. For the fifth time in seven years, HSU’s team took first place at the The Wildlife Society’s National Quiz Bowl. The competition tests students’ knowledge of wildlife biology, behavior and management.

And, the pressure was on. The score was tied in the final round when questioning turned to wildlife calls.

“I knew we knew our animal sounds,” says Dr. David Kitchen, Professor of Wildlife Management. And, sure enough, the team nailed the cricket question.

Next came a bird’s song. “We’re really good with our bird calls. We have students who do Biology by ear. And, it’s at that point in the competition that we really took off.”

Sixteen teams from across the country competed in the quiz bowl, the largest showing in the 10-year history of the national competition. Four of those teams were Big 10 schools. Humboldt State, however, proved once again that they are the university to beat.

“The other coaches came up and asked how we do it. We know the questions for ALL areas. I think its how we train,” chuckles Kitchen. “We just get together and we have a good time…We work on the fundamentals of what you need to be a wildlife biologist,” says Kitchen.

Fans of the National Quiz Bowl come not only to watch, but to find the best and brightest in the field and offer them jobs. Those job offers are flowing already to team members. One has landed a graduate assistantship at another institution following completion of their degree at HSU. Several have jobs for next summer sewn up already and one landed a permanent gig after graduation with the New Mexico Department of Fish and Game. “And, these are only sophomores and juniors!” an impressed Kitchen adds.
Lumberjacks, lawyers and 60-year old retirees stood shoulder to shoulder with soccer moms, hard-luck biker types and scruffy teenagers.

This wasn't a place for the faint of heart.
Just picture it—one in the morning, cold and wet outside, a bitter March wind sweeping in off Humboldt Bay. The faithful hunkered down against the wall outside Eureka Sport and Cycle, determined to grit it out.

DETERMINED...THAT'S THE RIGHT WORD. How else do you even begin to explain why more than 100 Humboldt County residents were willing to huddle there in line for a chance to score some basketball tickets? Tickets, mind you, that wouldn't go on sale for another 15 hours. Then again, if you think the Humboldt Faithful were going to miss a chance to see their home team play in the final round of the NCAA Division II West Region Championships—hosted for the very first time on our own home turf—you have another thing coming.
CoaCh Tom WoOd anD the rest of the team are the first to point out that, in the long run, winning really isn’t the only thing that matters. Success isn’t merely a matter of trophies and titles—it’s about giving the people you work with an opportunity to excel. That’s where Humboldt State shines. Humboldt State has a history of bringing out the best in its student athletes. A knack for seeing something special in many of the same students that are often overlooked by other, larger schools. This team—the most dominant squad in California—was a great example of that success.

“I just didn’t get the same kind of publicity as the players at other high schools.”

- Jeremiah Ward
“I was blown away,” admits Tom Trepiak, Associate Athletic Director for Humboldt State and the man in charge of selling tickets to the tournament. “I mean, we knew demand for those championship tickets would be big, but I honestly didn’t expect it to become the all-consuming experience that it was for our fans.”

a fever sweeps humboldt

ALL-CONSUMING WAS AS GOOD a way as any to describe the 2006-2007 basketball season.

Humboldt State entered the 2006-2007 season an unknown entity in a new league—the California Collegiate Athletic Association. Sure, many coaches pegged the Jacks as a potential threat, but plenty others weren’t so confident that Humboldt State could excel in a league dominated by longtime powerhouses such as CSU San Bernardino, Chico and Los Angeles.

Those doubts, however, were quickly quashed. By the time March Madness rolled to an end, our men’s basketball team had sealed their conference title and finished the season 26-4, the second best record in over 84 years of HSU basketball.

The Jacks had gone all the way—number one in the league, number one in the region, and number four in the nation. And as if that weren’t enough, the regional ranking automatically designated HSU the host school for the West Region NCAA Division II Championships. That’s a first for Humboldt State. While HSU hosted the tournament twice before as a Division III school, it hadn’t won that honor since making the leap to Division II almost 30 years ago.

For one golden week in March, Humboldt County was obsessed with college basketball. Or, at least, more obsessed than usual. “We sold over 4,000 tickets during just the first four hours after we put the tickets up for sale, if that’s any indication of what it was like,” explains Trepiak. “It was an absolute fever. The energy level and noise level that our fans brought to the gym was just incredible. We had coaches from other schools saying they wished Humboldt State could host this tournament every year. Part of that was because we organized the event well and took care of their teams, but a big part of it was the amazing support they felt from this county. You can go to championship tournaments at other schools and half the gym will be empty. Not here. We packed this place.”

down to the last second

IF SOMEONE FROM HOLLYWOOD wrote this story, it would end with a team coming from behind, duking it out against a mighty foe, and winning the tournament with a single swish, right at the buzzer. As it turns out, that’s how it happened—almost.

Eight teams faced each other in the East Gym. On the line was the West Region crown and a shot at the Elite Eight. Humboldt State won the first round against Grand Canyon and soon only two schools remained: CSU San Bernardino and our number one Jacks.

If Humboldt State can be said to have a nemesis, it’s arguably the San Bernardino Coyotes—one of the strongest programs on the West Coast. In fact, before their match up in the East Gym, the Coyotes had killed the Lumberjacks’ playoff dreams twice before, back in 2001 and 2002. The question this past March was, Would they do it again?

It was a nail biter. San Bernardino came out swinging and racked up an early lead. Midway through the second half, the Lumberjacks were trailing by as many as 12 points. But the game wasn’t over yet.

After keeping the Coyotes at bay for a good five-and-a-half minutes, the Jacks narrowed the gap to one point with 7:31 remaining. Next possession? Tied game at 61-61. The east gym was in pandemonium.

In those final minutes, though, San Bernardino made every opportunity count. With eight seconds remaining they sunk a basket to make it a 68-66 game, Humboldt ball. First attempt—the ball ricocheted off the rim. The Jacks secured the rebound, but were unable to get the shot off before the final buzzer. It was an epic battle and a bittersweet ending to one of the best seasons in HSU history.
I felt what it was like to play real basketball again.

- Evan Way

"I wasn't in a winning program—and I wanted to win."

- Kevin Johnson

"I felt what it was like to play real basketball again."

- Evan Way
Take recently graduated team leader Kevin Johnson: An Oakland native, Johnson’s athletic career began at the local Boys’ and Girls’ Club, where he played basketball, baseball, and football everyday. By high school he was devoted to basketball (his 6’7” stature didn’t hurt). Even then, however, Johnson says he wouldn’t necessarily call himself a “standout” player.

“I wasn’t in a winning program—and I wanted to win. Humboldt’s program was winning and that was part of the reason why I came here.” Other reasons included a scholarship and the tight-knit team community.

Fellow seniors Jeremiah Ward and Evan Way have similar stories.

Ward hailed from Fontana, California. As a freshman, he’d gone straight to his high school’s varsity team. But when he reflects on those times, Ward describes himself as something of an “underdog.”

“I just didn’t get the same kind of publicity as the players at other high schools,” he recalls.

Humboldt was, in fact, the only school that picked Jeremiah up for the basketball program. The result? By his senior year, Ward was leading the Jacks with an average 13.6 points a game and a total 64 steals.

Evan Way is originally from Kansas, but joined the Jacks in ’05 after playing for nearby College of the Redwoods for two years. The reason he transferred to HSU? “Well, the scholarship and higher stage were all good reasons,” he said. “Plus I played with my future teammates and felt what it was like to play real basketball again.”

HSU’s athletic program has made an effort to offer more and more athletic scholarships to players like Kevin, Jeremiah, and Evan, thanks to the hugely successful annual sports auction and community support. More than $215,000 were raised for Humboldt State student-athlete scholarships at this year’s Celebrity Dinner and Sports Auction, marking the third year in a row this event raised upwards of $200,000. The men’s basketball team is just one of many examples of how that support is being repaid with success.

Though the Lumberjacks didn’t clinch the West Region title and advance to the Elite Eight, the season was still an undeniable success on many levels. Nine days after losing the West Region championship to Cal State San Bernardino Kevin Johnson was named to a pair of All-American teams, while Coach Tom Wood was named West Region Coach of the Year.

“My greatest accomplishment was finishing my senior year 26-4,” says Johnson. It’s a statement that underscores commitment to his team and is particularly impressive when you consider the caliber of his own performance: a season average of 16.4 points and 10.1 rebounds a game. That record garnered Johnson both the California Collegiate Athletic Association MVP and West Region MVP.

“I’ve definitely changed as a player—and it was because of the people who have been around me, from teammates to coaching staff,” continues Johnson. “From day one everybody gave it their all. From red shirts to the starters. That’s what made us successful. A lot of players dream of going to a Division I school, but the way it worked out for me, I think this was better.”

“Those guys really accomplished a lot,” says Coach Wood. “Not only am I proud, but I think the campus is too. I think they achieved a lot more than anyone expected.”

Evan agreed. “I’m very pleased with my college basketball career,” he said. “I got to experience so much, play some great basketball, travel to all types of places, and make some great friends.”

Ask Tom Wood, and he’ll tell you that’s the real sign of a successful team. “Most athletes—and I think this is true of any sport—they seem to have a special bond with the university and their team. If you think about it, Kevin, Jeremiah and Evan, who’s from Kansas - those guys had probably never heard of Humboldt State - those guys had probably never heard of Humboldt State until their senior year of high school. And here they are graduating with very fond memories of this campus. They’re always going to remember this time in their lives. It will always be a highlight for them. To me, that’s the ultimate sign of success.”
This 80-year old coaching legend isn’t about to call it quits.
IT SOUNDED LIKE A SIMPLE ASSIGNMENT:
walk into the Redwood Bowl, find the 80-year old guy coaching all the teenage runners, and interview him.

HOW HARD COULD THAT BE?

ALL I HAD TO do was to find Jim Hunt.
Your typical teenager is nimble and spry.
Your typical eighty year old?
Not so nimble. Not so spry.
Locating the lone octogenarian amidst a pack of giddy, hurdle-jumping, track-running adolescents should have been a piece of cake. Then again, the 80-year-old in question was Jim Hunt and the one thing you soon learn about Coach Hunt, is that he’s anything but typical...

Every summer Jim Hunt coaches a running camp at Humboldt State called, aptly enough, Runnin’ Away. It’s a week of grueling work-outs that attracts cardio-monster, overachieving high school athletes from every corner of California. It was also a perfect opportunity to catch up with Coach Hunt on his former home turf.

In his 22 years as the head track and field coach at HSU (1965-1987), Jim Hunt transformed a small, unknown state school into a national powerhouse. Jim’s 1980 cross-country team won the NCAA Division II National Championships and his teams regularly finished in the top 10 at NCAA Nationals, producing 64 All-Americans and 11 National Champions. When it comes to running, Coach Hunt is the stuff of legend and the perfect subject for a profile.

I immediately spied an older gentleman shuffling around the track in a determined fashion. There was my man. Oddly, he didn’t respond to any of my questions, opting instead to wave a weary arm at me as if batting aside a large and annoying insect.

A trainer watched all this from the bleachers and gave me a quick pointer. “Uh, that’s not Coach Hunt. That,” he said gesturing towards a man darting to and fro on the astro-turf while gesticulating like a madman, “is Coach Hunt.”

Quite nimble and quite spry, thank you very much.

STARTING FROM SCRATCH

DURING THE 1950S AND early `60s, Jim Hunt built some of California’s most successful high school track and field teams. His 1964 Buena High team, for instance, was voted the best high school track team in the state. In 1965, Hunt made the move to collegiate track and field, taking a job at Humboldt State College. When Hunt arrived, it was a bare bones operation.
“There really wasn’t much to their running program,” recalls Hunt. “There weren’t many runners of any ability. Gary Tuttle, who I’d taught back at Buena High in Ventura, was the real stand out. He came to HSU the year before me and was developing, but the team didn’t have any depth.”

Under Coach Hunt’s guidance, the team soon reaped results. Tuttle, in particular, blossomed into a sensation—eventually becoming a five-time NCAA All-American and national record holder. “Gary really jump-started the program,” explains Hunt. “A lot of strong runners from Gary’s neck of the woods followed him up here and we went from not much of a program to, well, where we ended up.”

Where we ended up, as Hunt modestly puts it, was as one of the most dominant track and field programs in the nation. In a few short years, Humboldt State emerged from relative obscurity to become home to scores of National Champions. Gary Tuttle was first in 1968 and ’69, and was soon followed by the likes of Bill Scokey, Mike Bettiga, Chuck Smead, Barry Anderson, Gordon Innes, Danny Grimes and Mark Conover. And to cap it all off, Hunt’s 1980 cross country team out-ran hordes of big-name, powerhouse universities to become America’s Division II National Champions. Humboldt State had arrived.

“You have to understand just what an achievement that was,” explains Vince Engel, a teammate of Tuttle’s who became a record-breaking All-American at HSU and, like Tuttle, later competed on America’s National Team. “We produced as many National Champions as schools that had these huge, historical powerhouse teams. Back then, big schools ran against small schools; it was a very competitive mix back then. We turned out an incredible number of nationally-ranked guys. It almost seemed impossible.”

**HUMBOLDT’S LONG RUN**

HOW, IN FACT, DID Humboldt State achieve that kind of success? Coach Hunt’s explanation is straightforward. “Well, we were able to attract some good runners and if you get enough good runners, well, sooner or later you’ll start beating people.”

While there’s an undeniable logic to that reasoning, there’s still more to it than that. Some of those triumphs have to be attributed to Hunt’s own work ethic. He was a one-man coaching machine, mentoring 60 to 70 kids every year. Hunt coached distance runners, sprinters, discus-throwers, shot-putters and pole-vaulters alike. It was a Herculean workload.

“I was doing the whole ball of wax,” says Hunt. “I was going from seven in the morning to seven at night, every day—plus I was teaching and traveling every weekend for meets...Looking back on it, I was probably overboard on the coaching. I could
humboldt state university

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have balanced my work and personal life better. I’m just lucky I had a wife who understood all that and stood by me through it all—otherwise I would have probably deteriorated into a grumpy, old has-been,” Hunt finishes with a laugh.

“What still impresses me,” says Engel, “is that Coach never denied anybody an opportunity. There were people who’d show up to practice and I’d think, selfishly, to myself ‘Man, what is this guy even doing here? There’s no way he’s going to make it.’ These were people who didn’t stand much of a chance of even making the traveling team. But Coach spent as much time with those guys as he spent with any of the top athletes. Even though those slower guys may have never won any races, they still achieved a lot. A lot of them are still running today and they’re still grateful for what Coach Hunt gave them.”

“Sometimes in life you get lucky and I was very lucky that I picked Humboldt State. Hunt had a huge impact on my life” agrees alum and former Olympic marathoner, Mark Conover. Conover won All-American honors in Division I, II, and III while at HSU, and later shocked the world when he came out of nowhere to win the 1984 Olympic marathon trials. Conover is now, himself, a successful track and field coach at Cal Poly San Luis Obispo.

“Jim Hunt is just good people,” Conover continues. “With him, there’s no game playing, no personal agendas, no nonsense. He just wants to instill in you a passion for achieving your best and an understanding of how to get there. Coach was competitive, but he never ran a burn-and-churn program up there in Humboldt. It was never about running your ass off and getting burnt out on competition. He taught us how important running could be throughout our lives...that’s why so many of Hunt’s former runners are out there coaching right now, or jogging, or, at the very least, still passionate about the sport.”

NO SLOWING DOWN

JIM HUNT RECENTLY TURNED 80. More than a hundred of his former athletes celebrated the milestone by throwing him a birthday bash. Generations of runners came from every corner of the country. The entire 1980 National Champion-ship team reunited at the event and were joined by some of Coach’s earliest charges.

Kevin Searls, a two-time All-American at Humboldt State, organized the party. Like Conover, Searls is now a coach himself and still stays in close contact with Hunt. “I’m not sure if I’m stuck with Hunt or he’s stuck with me,” says Searls, “but I talk to him at least once a week. He’s my friend. Heck, he was in my wedding party.”

“Coach was never the screaming, clipboard-banging, whistle-blowing, dictator type of coach. Don’t get me wrong—he was competitive as could be, and still is, but he’s always been our friend. What we had up there in Humboldt was more than a team. We were family. He made a difference in so many people’s lives. We’d do anything for the guy.”

For his part, Jim Hunt is still going strong. After he left Humboldt State, he went on to coach at UC Davis and the University of Nevada, Reno. Hunt is currently the head cross-country coach at Bishop Manogue, a high school in Sparks, Nevada, and when school’s out for the summer, he’s…well, he’s still coaching. You’ll find Hunt inspiring a new generation at the Runnin’ Away camp and you’ll find Kevin Searls and Mark Conover coaching right alongside him in the Redwood Bowl.

Though he’s brought out the best in students for almost 60 years now, Hunt isn’t about to call it quits. “The other day, somebody asked me how much longer I was going to do this and I told him, ‘Well, when you come to my memorial, you’ll know I’m not coaching anymore.’ Coaching is one of the things that keeps me going. I look back on different people and see what they did as athletes at Humboldt or what they have achieved later—like making the Olympic team and winning all kinds of international races.... They did those things themselves, but it’s nice to be able to think I had something to do with that...that I helped them get there.”

Hunt pauses for a moment. “In the end though, my greatest achievement is really the relationships I’ve had and continue to have with all my athletes. Seeing all those people who came to my birthday party and wished me well? It was amazing to think I had some kind of influence on that many people. I guess I feel that if I touched that many lives and people still think I’m okay, well, that’s got to be my greatest accomplishment.”

“WELL, WHEN YOU COME TO MY MEMORIAL, YOU’LL KNOW I’M NOT COACHING ANYMORE.”
The chicken-algae-sushi-powered revolution

An innovative competition is turning people’s dreams into profitable businesses

by Vernon Felton
When Shail Pec-Crouse left Santa Rosa to attend Humboldt State, the aspiring biologist probably never dreamed she’d spend her post-college years chasing chickens through cow pastures, but here she is, a giant fishing net in one hand, deftly dodging cow patties, close on the heels of “Dude.”

“Dude” is a rooster. A brilliantly-plumed, feisty bird who, minutes earlier, had been wreaking avian havoc upon this photo shoot: spoiling perfect pictures by shooing his hens out of camera range, pecking at our photographer’s buttocks and the like.

“The thing is,” explains Shail, “if you don’t dominate these roosters every once in a while, they get aggressive and start making life here on the farm really difficult.” She says all this while gently extricating Dude from the net. Dominating, it turns out, amounts to simply holding the rooster and making him pose for a few photos. Things could be worse for the rooster, though Dude apparently doesn’t think so as he slinks away in defeat.

Chasing chickens isn’t the sum total of Shail’s dream—it’s just a necessary part of a very complicated process—the process of starting a new business.

Shail, and her business partner, Sarah Brunner, are the owners of Wild Chick Farm—a company dedicated to raising and selling pasture-ranged chickens and eggs. What does “pasture ranged” mean? Just envision Julie Andrews in The Sound of Music—arms outstretched, twirling about in a field of green, and then replace Ms. Andrews with dozens of happy, clucking chickens. In a world where poultry production has been reduced to warehouses, cages and debeaking machines, the Wild Chick Farm concept is nothing shy of revolutionary.

Taking that concept and making it a profitable business with a solid future—meant solving these questions. That’s where Economic Fuel entered the picture. Economic Fuel gave the up-and-coming businesswomen the answers they’d been looking for—and much more.
ECONOMIC FUEL IS A business competition that gives Humboldt County college students and recent graduates a crash course in transforming their dreams into lucrative businesses. That means learning how to size-up the market, pitch your product, develop a business plan and turn a profit.

Now entering its third year, Economic Fuel is the brainchild of Rob Arkley, a long-time Humboldt County resident and local businessman. Business competitions have been around since the 1980s and are staples of MBA programs at universities such as UC Berkeley, MIT, Harvard, Duke and Yale. It was Arkley, however, who understood what such a competition could do for Humboldt County.

“I read about other business plan competitions and I was inspired,” says Arkley. “I believed that we could and needed to do that here. The capital we provide to our aspiring entrepreneurs helps to jumpstart their business ventures. We made sure when we created the eligibility criteria and entry guidelines that we focused on fueling the local economy by requiring that new business ventures maintain their principal place of business in Humboldt County and base a majority of their employees here, as well. Having the competition focused on our local economy is what makes Economic Fuel unique when compared to other competitions out there.”

Last spring 32 teams entered the Economic Fuel competition and a grand total of $117,000 in seed money was distributed amongst the eight teams of finalists. Finalists are judged by an independent panel of local business leaders and professors who evaluate the viability and quality of each team’s business plan.

The contest is a truly collaborative affair. Arkley provides the award money and his daily newspaper, The Eureka Reporter, publicizes the event, while both Humboldt State’s School of Business and College of the Redwoods’ Center for Entrepreneurial Studies teach contestants the finer points of starting a business.

Entering Economic Fuel is a bit like walking into a boot camp for aspiring businesspeople. Each team is given the equivalent of a mini-MBA in just three, short months’ time. The learning curve is steep.

“We provide these contestants with as much information and experience as possible in a very short and intense period of time,” says HSU School of Business lecturer, Nancy Vizenor. “Everybody who enters Economic Fuel learns how to write a business plan. That sounds easy, but before you write a plan, you have to understand marketing, operations, finance, accounting... Every contestant walks away with a much stronger understanding of what it takes to make a business succeed.”

A FEW MILES FROM campus you’ll find the Wild Chick Farm, and on that farm, you’ll find 120 chickens roaming free in a pasture beneath towering redwoods. It’s quaint, it’s bucolic and it’s also a paradigm shift in poultry production.

Most chickens today spend their entire lives in cages. The pricier “cage free” or “free range” chickens live a surprisingly similar existence. Cage-free chickens are packed wing to wing in crowded warehouses. If there is an open door in that warehouse that leads outside, the chickens are labeled “free range,” though the vast majority never see the light of day.

Two years ago Sarah Brunner and Shail Pec-Crouse began building an entirely different kind of business. They’ve ditched the warehouse in favor of that picturesque pasture. The two farmers move the chickens around the field in mobile chicken coops (called “chickshaws”) so that the chickens never denude the farm or fill it with piles of guano. For their part, the chickens eat a healthy diet of bugs and organic feed, lay plenty of eggs and, if consumer demand is any indication, taste a whole lot better than conventionally-raised chickens. Sarah and Shail raise 120 chickens at any given time and typically sell the entire flock within a few days of processing them.

“Obviously, we had a strong following, but there were still so many business details to figure out,” says Sarah. “We needed to bring in more money and grow our business, but that meant raising prices and how many people in Humboldt County would pay a higher price?”

“Economic Fuel was really a great experience for us,” Sarah continues. “We learned so much more about our market. We found that we could raise our prices and sell just as many chickens. We also made all sorts of relationships we might not have made otherwise. Now we’ve got managers at the Co-Op and local restaurants who want to sell our chickens.”

As the winner of a $25,000 Economic Fuel award, Wild Chick Farm also benefited from some much-appreciated capital. “It came at the perfect time for us—it’s really going to help us take the next step in our business,” says Sarah. Wild Chick Farm will use the prize money to build a mobile processing unit. The new machinery will save them time and help them gain state certification. Once they’ve received the state’s stamp of approval, Wild Chick Farm will be able to sell their chickens directly to local restaurants and grocery stores. “It’ll open up a whole new market for us,” explains Sarah.
“It came at the perfect time for us—it’s really going to help us take the next step in our business.”

... Sarah Brunner

Sarah Brunner and Shail Pec-Crouse walk the grounds on their innovative, pastured-chicken farm. For more information, contact Wild Chick Farm at wildchickfarm@gmail.com
Kalindi Rogers and Erin Slattery, co-owners of Agogo, will soon set up their mobile, vegetarian sushi shop in downtown Arcata. Agogo also caters events. For more information, email agogoarcata@gmail.com
without a fixed address, the two budding restaurateurs will follow demand and take their sushi straight to the street. it’s a product that’s tailor made for workers on lunch break, hungry college students, and the bar-hopping, movie-going diners who often face “closed” signs in downtown Arcata once the sun goes down.

At first blush, vegetarian sushi may not sound appealing to every consumer. Isn’t sushi supposed to have fish in it? And who’d buy it on the street? Kalindi and Erin, however, are confident in their product’s potential.

“Humboldt State students and staff are a big part of our target market, so we’ve been product testing our rolls and sauces with students and professors for a couple years now,” explains Kalindi. “Our menu is full of items that have proven really popular over time.”

An example? “One of our favorites,” says Erin, “is our spicy peanut roll. It’s made with spicy peanut butter, cilantro and jalapeño—the flavor combination is so startling and so fulfilling—it’s been a consistent knock out. We’re ready to go.” Indeed, Agogo’s biggest potential hurdle—securing their sushi house on wheels, is a hurdle no more. Just weeks after graduating from Hsu, Erin and Kalindi used part of their $25,000 Economic Fuel award to buy their rolling kitchen. They’re also starting business armed with important lessons they’ve gleaned from more experienced entrepreneurs.

“Economic Fuel gave us the chance to meet all these people in the community who have gone through this same start-up process themselves,” says Kalindi. “Their advice was a huge help, because we can’t afford to take make mistakes or take a trial-and-error approach to this business. We couldn’t have launched like this without the people we met—their advice was invaluable.”
“There is tremendous talent and expertise here in Humboldt County. This contest gets experienced people to pool their resources and work together.”

... Nancy Vizenor

the wonder goo

FUNNY, IT DOESN’T LOOK like something that’s going to save the world, this viscous, green goop. And yet, if you spend just two minutes talking to Brandon Hemenway and Patrick Wiley, the chief officers of AlgaRhythms, you’ll walk away believing that their brand of slime might do just that.

The recent HSU graduates are a great example of Economic Fuel’s power to bring talented people together over great ideas. Patrick is the lead scientist in the project and has spent the last two years conducting graduate research on chlorella—microscopic, single-cell algae that accumulate in waste-water treatment ponds.

Brandon brings business acumen and marketing savvy to the table. He’s a School of Business grad with a passion for proving that big business and big profits don’t have to come at the expense of our environment.

Patrick’s research initially centered on asking whether or not he could make cost-effective biodiesel out of the algae. The short answer was “no,” but Wiley did learn that all that green stuff floating in the Arcata Marsh could be made into a wonder fertilizer; an affordable, all-natural additive that leaves soil healthier than conventional, synthetic fertilizers. An added benefit? Producing this algae-based fertilizer doesn’t require using heaps of fossil fuels—a definite advantage over synthetic fertilizers. When Brandon heard about Wiley’s work, he knew the two had a project with real potential.

The pair entered Economic Fuel last spring and, like many other contestants, benefited from on-campus expertise.

Several professors from Humboldt State’s applied technology, engineering, fisheries and forestry departments helped AlgaRhythms fine tune the technology behind their business plan.

“That’s one of Economic Fuel’s greatest benefits,” says Fuel advisor Nancy Vizenor.

“There is tremendous talent and expertise here in Humboldt County. This contest gets experienced people to pool their resources and work together. The ripple effects of that kind of collaboration are huge.”

In the end, the brilliant idea and extra brain power helped AlgaRhythms advance to the finalist round where the team received an Honorable Mention award of $1,000. While some contestants might be discouraged if they didn’t bring home one of Economic Fuel’s $25,000 grand prizes, Brandon and Patrick are more determined than ever to make their business succeed. The pair has brought in additional partners and is tweaking their manufacturing process. They also plan on entering the upcoming 2008 Economic Fuel contest.

“We came away from last year’s competition a much stronger company,” says Brandon. “Economic Fuel gave us a real bird’s eye view of our market. We had to look beyond just the marketing or engineering or accounting side of things and consider every aspect of the business. Once we did that, we realized where our potential road blocks were. We may not have won the grand prize, but what we learned is just as valuable to us. And,” he says with a smile, “there’s always this year’s contest.”
Recent graduates Brandon Hemenway and Patrick Wiley are making an earth-friendly fertilizer out of chlorella—an algae that grows in waste-water treatment ponds.
“[A student nurse] was really the person that was there for me throughout my son’s birth...she made a difference for me, I’d really like to make a difference for other people.”

– Hannah Boomer
Hannah Boomer was grappling with an unusual question: How exactly do you pay your PG&E bill with a pie? That’s right. Pie. You know, blueberry, pecan, apple—crust, fruit, a little pinch of love—that kind of pie.

While dessert is tasty, it’s not exactly considered the coin of the realm when it comes to paying your electric bill, rent or mortgage. Not so long ago, however, Hannah Boomer’s paychecks were, from time to time, paid in pies...

When Hannah was 19, she gave birth to her son, Joaquin. Becoming a parent is, in and of itself, a profoundly life-changing experience. For Hannah it was doubly so. On that day, she not only brought her son into the world, but also decided, right then and there, to become a nurse.

A student nurse from Humboldt State inspired that life-changing decision.

“She was really the person that was there for me throughout my son’s birth,” says Hannah. “That made me think, ‘she made a difference for me, I’d really like to make a difference for other people.’”

Paid in Pie

REALIZING HER GOAL OF working in the medical field, however, didn’t come easy. Hannah and her son were living in the remote hamlet of Petrolia—population 300 and a 50-mile commute to the nearest college campus. Once Hannah factored in the travel time, bills, and daily challenges of raising a newborn, reality set in: Earning a college degree was simply more than this young mother could contend with at the time.

“Going back to school full-time wasn’t really an option for me at the time. It was so far and my son was an infant, so I did what I could from home.”

Somewhere between the thousands of diaper changes and bottle washings, Hannah began studying at home to be both a childbirth educator and doula—a professional trained to assist during the birthing process. Soon Hannah was helping deliver children in rural outposts throughout the county.

It couldn’t have been easy.

All this studying, all this sacrificing to achieve her goal of becoming a nurse, all the extra effort it takes to keep a roof over not one, but two heads, and what did Hannah get for her work? Pie.

While payment in the form of paper with dead presidents stamped on it would have surely helped Hannah feed her own child and pay her own electric bill, those pies (and the occasional stack of firewood) were often all that these young families had to give. Besides, deep in her heart, Hannah knew that helping these young mothers during their most trying of journeys was the right thing to do.

This past spring, Hannah Boomer graduated from Humboldt State with a degree in nursing after years of working with expectant mothers and, yes, accepting some money along with those pies. Along the way, she’s raised her son, attended Humboldt’s nursing program and continued to volunteer—it’s hard not to admire that kind of perseverance.

In the world of higher education, however, will power alone can only take you so far. With university fees across the country rising at a rate that outpaces federal aid, students are relying more than ever on private scholarships to help them meet the challenge. Simply put, today’s students want to prove they can carry the world on their shoulders, they just need someone to help hoist it up there.
“We thought we’d like to have [the scholarship] apply to something that was local, rather than one of the larger universities that is outside of this area...we felt that by giving it to a smaller educational institution it’d have a little more effect.”

— Thomas Montgomery
Gift with a Ripple Effect

THIS IS WHERE THOMAS and Doris Montgomery enter the picture. The Montogmerys have quietly created what could become one of the largest scholarships Humboldt State has to offer. Thomas, a retired Superior Court judge, and Doris, an investment whiz who was able to use her abilities to create the fund, approached Humboldt in 1999 about creating the Montgomery Scholarship.

“We thought we’d like to have it apply to something that was local, rather than one of the larger universities that is outside of this area. Along with that, too, we felt that by giving it to a smaller educational institution it’d have a little more effect. For example, if we were to set it up at Stanford it would’ve just been a drop in the ocean,” said Thomas.

The couple, who’s son, Thomas, graduated with a degree in sociology and daughter, Jane, graduated with degrees in history and nursing, donate shares of stock. The arrangement is a truly win-win situation for both the university and the Montgomerys. With Doris’s stock savvy, investments purchased a decade ago at $100 per share, for example, might now be going for $1,000 each. By donating that earned money to the university, they not only provide a generous gift, they also avoid losses to capital gains taxes they might have incurred had they used the money in a different way.

To date, some 34 scholarships have been awarded, with a few going to repeat winners. The competition for this prize is open to a wide range of students—including those with a demonstrable financial need, single-parent status, a commitment to community service, or an interest in international affairs.

But the true intention of the scholarship goes further than those requirements: It’s about the Montgomerys finding a way to share their own financial success in a way that has an amazing, ripple effect. Not only does the money help a student get through college, it goes to students who are involved in projects that directly improve the lives of others.

Hannah Boomer is a great example. In the here and now, the Montgomery Scholarship has helped Hannah achieve her goal of becoming a nurse. Over time, that same scholarship gift will trickle down and help the hundreds of young mothers who benefit from Hannah Boomer’s care and attention as a nurse.

“The Montgomery Scholarship is actually the first and only scholarship I’ve written an essay for and received,” Hannah says. Like all Montgomery Scholarship recipients, Hannah completed an application that asked her to prove that she truly strives for excellence in her field.

Hannah has had no problem proving her dedication. By the time she applied for the scholarship, she was well on her way to a BS in nursing. When we caught up with Hannah, the degree was in the bag, and she had just received her results from the National Council Licensure Examination. After graduation, the NCLEX is the final step in becoming a registered nurse, leaving many in the nursing program gritting their teeth in anticipation.

But the true intention of the scholarship goes further than those requirements...Not only does the money help a student get through college, it goes to students who are involved in hands-on projects that directly improve the lives of others.

Hannah passed the exam with no problems, and started her first day as a full-time registered nurse this summer with a position at the Redwood Memorial Hospital in Fortuna, California. Hannah hopes to earn her advanced practice master’s degree in nursing one day, becoming a midwife in the process and returning to the delivery room where she first learned of her passion for nursing.

When she looks back on all those pies she took as payment in her early career, does she remember any favorites? Hannah laughs, “I don’t, but I do have a piece of artwork that was given to me by a new mother that I absolutely love. Every time I walk by it I think about that family and the role I was able to play in their life. I think that’s a great exchange.”
From Humboldt to Hollywood

HE’S ON A FIRST name basis with John Travolta, he’s acted alongside Mel Gibson, and Bono (you know, the lead singer of U2) says he smells like rain.

Rain?

“Yeah, well, Bono may have been drinking when he said that,” admits Tony Potts, Humboldt State journalism grad (‘87) and Access Hollywood weekend co-anchor.

For the past 20 years Tony Potts has earned his keep as a broadcast journalist—starting as a college intern at KVIQ Channel 6 in Eureka (“It was one of the best jobs of my life. I got to do everything there. I learned so much,” says Potts) and working his way up to his current position at Access Hollywood. Along the way, he’s won an Emmy Award for feature reporting, two Associated Press Awards and one Society of Professional Journalists Award.

Potts’ newsbeat runs the gamut—he’s done the red carpet deal at the Academy Awards, Golden Globes and Emmys. He’s covered the Sundance, Venice and Cannes Film Festivals. He’s performed the play-by-play for the Super Bowl, World Series and the NBA Finals. He’s also a regular contributor to NBC’s Today show.

A single week in Potts’ life can find him covering the Grammy’s in Los Angeles, appearing on Larry King Live in Miami, chasing down a story in the Bahamas and playing in the NBA All Star Celebrity game in Las Vegas (where he, incidentally, earned Most Valuable Player honors).

Potts leads life at breakneck speed and yet somewhere between all the red-eye flights and interviews, he also finds the time to run his own production company, act (his credits include CSI Miami and the Mel Gibson movie Ransom), and balance the hectic Hollywood schedule with the daily rigors of being a husband and father—diaper changes, soccer games, parent-teacher conferences… the whole paternal enchilada.

How does he manage it all?

“I have two things working for me: I have a wonderful wife who’s also a senior producer in this business, so she understands the demands of the job; and I have a boss who has kids, so he understands my need for family time. That helps me balance things. I also try to un-plug from work every day, otherwise it’s just all-consuming. We have a five-minute rule at home—you can talk about work for five minutes and that’s it. That rule, right there, could save a lot of marriages.”

Humboldt alumn, Tony Potts, interviews Johnny Depp, at the premier of Pirates of the Caribbean.

Photo: Tony Potts
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www.humboldt.edu/~alumni/newsletter

Class Notes

1950s

Richard Ransom, ‘53, a wildlife graduate, is a retired civil engineer. Richard lives in Sacramento, CA.

Reed Sanderson, ‘57, a wildlife graduate, is retired from the U.S. Forest Service and currently works part time for the University of Arizona Mt. Graham biological programs. Reed is looking forward to retiring soon and lives in Green Valley, AZ.

1960s

Charles “Tom” Schubert, ’61, ’66, a physical education graduate with a master’s degree, lives in Klamath Falls, OR.

Shirley (Cherry) Forrest, ’64, a nursing graduate, is retired and lives in Sacramento, CA.

William “Bill” Roberts, ’67, a theater arts graduate, is an actor on stage and in film, television and radio. William has lived in the United Kingdom since 1969 and would love to hear from his old Humboldt friends.

Stan Hall, ’68, a forestry graduate, worked in Navy Intelligence studying U-2 photography after graduation. He then taught high school forestry in Porterville, CA, before entering careers in maintenance management, plant engineering and refrigeration. Currently, Stan is the Manager of Refrigeration at Patterson Frozen Foods. He and his wife Jeanne have two children and six grandchildren and live in Ripon, CA.

Merlin Hehnke, ’69, ’73, a wildlife management graduate with a master’s degree, is a retired biologist for the U.S. Forest Service. Merlin lives in Fresno, CA.

1970s

Allan Baird, ’70, an environmental resources engineering graduate, works as a civil engineer in Fortuna, CA.

Bonnie Newman Julien, ’71, a journalism graduate, is a secondary library technician for Eureka City Schools. A member of the North Redwoods Book Art Guild, Bonnie enjoys making unique books. She and her husband Howard, a fellow HSU graduate, recently enjoyed a trip to Germany and Prague. They live in Eureka, CA.

Eric Oyster, ’71, a journalism graduate, is a senior equipment planner for Radixos, LLC. In 2006, Eric was inducted into HSU’s Athletics Hall of Fame. He and his wife Claudia live in Mill Creek, WA, and recently became first-time grandparents.

Brad Smith, ’71, a wildlife graduate, has spent more than twenty years as a president and CEO of two community banks. Currently semi-retired, Brad works part time as a bank business development/retention officer. Brad lives in Gilroy, CA.
Win an iPod Nano

To qualify, just complete our online survey. Go to www.humboldt.edu/~alumni

Heidi Kagarakis, ’72, a Humboldt graduate, works as an investor in Roseville, CA.

Joan Lorton, ’72, a social science graduate, is a library media assistant for the Anaheim City School District. She lives in Anaheim, CA.

Ronald Woychak, ’74, a wildlife management graduate, is a regional fire management officer for the Bureau of Land Management. He lives in Escondido, CA.

Albert Bammann, ’75, a wildlife graduate, has retired from a career as a Bureau of Land Management biologist, which took him to Idaho, Arizona and Oregon. Albert now lives in Portal, AZ.

Richard Casale, ’75, a natural resources management graduate, is a district conservationist for the USDA Natural Resources Conservation Service. Richard co-founded the international Certified Professional Erosion and Sediment Control Program and mentors students from UC Santa Cruz. A model and actor in his spare time, Richard recently appeared in the film “Pursuit of Happyness.” Richard and his wife operate their own travel agency, Port of Travel, and live in Aptos, CA. Their daughter is a student at CSU Chico.

Tom Montgomery, ’75, a sociology graduate, lives in Smithers, British Columbia.

Noreen Rosichan, ’75, a nursing graduate, lives in Ambler, PA.

Fraser Sime, ’75, a natural resources graduate, is an environmental scientist for the California Department of Water Resources. Fraser lives in Red Bluff, CA.

Pam Heilman, ’76, a nursing graduate, received a master’s degree in public health from Oregon Health Sciences University in Portland. Pam is a division director for the Marion County Health Department’s Public Health Services. She lives in Silverton, OR.

Carl “Chip” Kalvin, ’78, a natural resources management graduate, worked in forestry and mapping and surveying before becoming a helicopter pilot. A pilot interpreter for Temsco Helicopters, Inc., Chip flies people into the backcountry of southeastern Alaska, teaching them about the region’s glaciers and natural history. Chip lives in Crescent City, CA, with his wife, Kareen (Moriarty) Kalvin, a fellow HSU graduate.

Douglas Osmundson, ’78, a wildlife graduate, earned a master’s degree in aquatic ecology from Utah State University. Since, Douglas’ career has involved researching endangered fish of the Colorado River. He is currently a fisheries biologist for the U.S. Fish and Wildlife Service, studying the Colorado pikeminnow. Douglas lives in Grand Junction, CO.

1980s

Brian Akre, ’80, a journalism graduate, is a director of speaker services for the Nokia Corporation. Brian and his wife Rene, a fellow HSU graduate, and their three children recently moved to Espoo, Finland, from Ann Arbor, MI, for Brian’s new job.

Deborah Willoughby, ’80, a journalism graduate, has worked for newspapers in Alabama, Washington, New York and California. Deborah lives in Vancouver, WA, with her husband and their two children.

Joy Dellas, ’81, a journalism graduate, is an artist and the founder of Arcata Artisans Co-Op. Joy lives in Arcata, CA.
HSU Grad Nominated to Lead Fish and Wildlife, National Parks

President Bush recently nominated Lyle Laverty to be the next Assistant Secretary of the Interior for Fish and Wildlife and Parks. The nomination is currently pending Senate confirmation. In his new position, Laverty would oversee policy for both the National Park and U.S. Fish and Wildlife Service. Laverty would also now manage 30,000 employees and a combined annual budget of some $3.6 billion. It’s been a long and rewarding road for the Forest Management grad who began his career forty-two years ago as a Forest Supervisor at Mendocino National Forest.
Alumni Turn Profit into Social Justice

As HSU students, both Alli Minch and Byron Turner worked at organizations that sought to eliminate violence and discrimination. Minch and Turner have not only remained true to their convictions, but have also found a novel way to fund a new violence prevention program. The couple recently developed and sold a software program ("TeachMac"), which helps non-techies bridge the digital divide. Now Minch and Turner are donating up to $1 million in matching funds to found the Oasis Project—a program that will enable victims of domestic violence to undertake long-term healing, learn new skills and become independent. To learn more, visit www.teachmac.com/oasis_project

Joe Foggia, ’89, a business administration graduate, works as the director of field sales operations for Symantec Corporation in Asia. Joe is in his fourth year of living abroad in Singapore.

Scott Hill, ’89, a wildlife graduate, is a wildlife biologist for the California Department of Fish and Game. Scott lives in Red Bluff, CA.

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Jon Pede, ’90, a social science graduate, is the principal of Adams Middle School in Redondo Beach, CA.

Lisa Tubbs Garcia, ’91, ’94, ’95, a geography, social science and single subject credential graduate, currently works as a high school principal and will begin her dream job as an elementary school principal in fall 2007. Lisa lives in Castro Valley, CA.

Gail (Diani) Levario, ’91, a French and Spanish graduate, works as an assistant federal security director for the Department of Homeland Security. Gail lives in Oregon City, OR.

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Jeannie Duncan, ’87, a business administration graduate, works as a legal business manager in the district attorney’s office. She lives in Eureka, CA.

Lynn Hazzard, ’87, an English graduate with a teaching credential, taught high school before switching careers to work in social service. Lynn has now retired and moved to Macon, GA, where she has remarried and adopted two sons. Her daughter is an HSU graduate.

Anthony Manning, ’87, a journalism graduate, works as an in-flight services manager for Air Canada. He lives in New Westminster, British Columbia.

Tony (Anthony) Potts, ’87, a journalism graduate, is a host and correspondent for Access Hollywood and also runs his own production company, Organized Chaos.

Vincent Hernandez, ’88, a journalism graduate, is a news editor for Recharger Magazine and is the publisher of the web site and newspaper Trade Show Expo. Vincent writes that he is sorry to hear about the passing of retired HSU journalism professor Howard Seemann, who he describes as “truly one-of-a-kind.” Vincent and his family live in Las Vegas, NV.

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Jeff Rich's wildlife photography has graced the pages of dozens of publications including *The New York Times* and *National Geographic*.

COMMITTED—IT’S THE WORD THAT best embodies Jeff Rich’s approach as a photo-naturalist. How else do you describe a man who once sat hunched in a wildlife blind for two days straight in order to snap a photo of eaglets breaking free of their shells?

This blind, mind you, wasn’t exactly the Taj Mahal. A couple feet wide, a couple feet tall. Did I mention that over the course of those 48 hours, Rich never left the blind to go to the bathroom? Not once. All for the sake of capturing the perfect photo...

That is commitment.

It’s also that same commitment to craft which has made Rich a successful photographer. Indeed, the Humboldt alum’s photos have graced the pages of dozens of major newspapers and magazines, including the *Los Angeles Times*, the *New York Times*, *Audubon*, *National Geographic World*, *National Wildlife*, *Outdoor Photographer* and *Sierra*.

“I’d always been interested in photography and in wildlife,” says Rich, “but it wasn’t until I came to Humboldt State that the two interests really merged. When I came to HSU I learned why animals behaved the way they did—that was key because the real challenge in what I do is knowing all the intricate details of how each subject behaves. Those details are what allow you to capture interesting behaviors on film.”

Rich regularly trots the globe in search of new subjects to capture on film. Snow monkeys in Japan, bald eagles in the Aleutian Islands, grizzly bears in Alaska’s hinterlands, elephant seals off of Ano Nuevo Island... The Humboldt grad still, however, has a soft spot for photographing the fauna in his own backyard.

“I’ve been fortunate enough to travel to some pretty amazing places,” explains Rich, “but I’d have to say that my all-time favorite is still the Klamath Basin in Northern California. The Arcata Marsh is also kind of like a first love for me. In fact, some of the first photos I ever sold were shot at that marsh.”

Bio Training Gets Photographer Up Close
Claralynn Nunamaker, ’91, ’93, a natural resources and forestry graduate, is a composer for Heartwood Music Trust, LLC. Claralynn lives in Linlithgow, Scotland.

Brock Ortega, ’91, a wildlife graduate, works as a wildlife biologist for a consulting firm. Brock writes, “I often think fondly of Humboldt and, in particular, Dr. Kitchen’s ethology class and the hunting dogs of Africa test.” Brock lives in Poway, CA.

Christine (Tina) Shoys, ’91, a liberal arts graduate, lives in Forestville, CA.

Mark Sheppard, ’92, a political science graduate, works as a substitute teacher and is pursuing a career as a community college political science professor. Mark lives in Redlands, CA.

Jesse Ettinger, ’93, a journalism graduate, works as a picture and sound editor for Ettinger Productions. Jesse lives in Culver City, CA.

Dave Albert, ’94, a physical education graduate, received a master’s degree in kinesiology from San Jose State University in 1997. He has since changed careers and works as a police officer and member of the SWAT team for the City of Santa Cruz. Dave lives in San Jose, CA, with his wife and their three children.

Wendy Bedwell, ’94, an English graduate, is a professional writer and author. She lives in Koloa, HI.

Jeanine Canedo-Moncrief, ’94, a natural resources planning and interpretation graduate, works as a division director. She lives in Eureka, CA.

Christopher Gast, ’94, a journalism graduate, is a group marketing manager for Intuit. He and his wife Cherlyn, a fellow HSU graduate, live in San Diego, CA.

Jilayne Jordan, ’94, a journalism graduate, works as a parks communication specialist for the Clark County Public Information and Outreach Office. Jilayne and her husband live in Vancouver, WA.

Melissa Kirk, ’94, an English graduate, works as an acquisitions editor at New Harbinger Publications, publishing psychology and health books. She lives in Richmond, CA.

Christine Moen, ’94, a wildlife graduate with a master’s degree, manages a wildlife reserve in southern California. She lives in Temecula, CA.

Keri Sadowski, ’94, a general biology graduate, lives in Kanata, Ontario, Canada.

David Swenk, ’94, a forestry graduate, works as a senior planner for the land-use consulting firm Urban Planning Concepts. David lives in Santa Maria, CA.

Brandye Alexander, ’95, a journalism graduate, works as a news editor at the Stockton Record. Brandye lives in Sacramento, CA.

Jesse Elston, ’95, an interdisciplinary studies graduate, is a media specialist for Mapleton Public Schools in Colorado. Jesse lives in Morrison, CO, with his wife and their three children.

Lisa (Wannamaker) Forster, ’95, a journalism graduate, has worked as a television anchor and freelance reporter and, most recently, as a graduate assistant at Ohio University. Lisa has been accepted into the University of Oregon’s PhD program and traveled across country from Ohio to Eugene, OR, this summer. Lisa is married and has two children.

Jennifer Kopp, ’95, an interdisciplinary studies graduate, is an executive director with the Napa Valley Winegrowers. She lives in Napa, CA.
Physical Education Grad Wins Coach of the Year Award

Rick Francis was recently named California High School Basketball Coach of the Year by the National Federation of High School Coaches. It’s just one of many awards that have been showered on Francis in his 36 years of coaching. Francis is currently the varsity basketball coach and athletic director at Sonora High School. To date, his teams have won 564 games and made it to the Section play-offs a record 23 years in a row. Coach Francis was, himself, a three-sport athlete at Sonora, before graduating and moving on to HSU where he played basketball. Francis is shown here, receiving his award during a game at Sacramento’s ARCO arena.

Sandy Neumann, ’95, 97, a psychology graduate with a master’s degree, is an assistant psychology professor at the University of Wisconsin at Marshfield. Sandy lives in Marshfield, WI.

Rita Swanson, ’95, a journalism graduate, works as a freelance reporter. Rita lives in Willow Creek, CA.

Kevin White, ’95, a wildlife graduate, studies moose and mountain goats as a wildlife biologist for the Alaska Department of Fish and Game’s Wildlife Conservation Division in Douglas, AK.

Crystal Brightbill, ’96, a studio art graduate, works as an operations manager for CAIS, LLC. Crystal lives in Rancho Cordova, CA.

Karrie (Kritzmacher) Duckworth, ’96, a wildlife graduate, sells medical devices to the healthcare industry for Novo Nordisk Pharmaceuticals. In her spare time, she volunteers with the Irvine Sea and Sage Audubon Society, monitoring and maintaining tree swallow nest boxes. Karrie lives in Laguna Hills, CA.

Kevin Beard, ’97, a social science graduate, is a loan officer for The Mortgage Consultants Group. Kevin lives in Sacramento, CA.

Sherry Constancio, ’97, an environmental resources engineering graduate, works as a water resources engineer for California’s Department of Water Resources. Sherry lives in Arcata, CA.

Jacqueline Lyndon, ’97, a zoology graduate, works as a marketing copywriter for Policy Studies, Inc. She lives in Boulder, CO.

Michelle Mazzolli-Osborne, ’97, a psychology graduate, lives in Kapaa, HI.

Thia Parodi, ’97, a marketing and management graduate, is a marketing manager for Global Inventures. Thia lives in Martinez, CA.

Shannon Smith, ’97, a wildlife graduate, works as a deputy project leader at the Humboldt Bay National Wildlife Refuge.

Michael van Hattem, ’97, a wildlife graduate, conducts wildlife surveys and oversees compliance with wildlife laws for SHN Engineers and Geologists, Inc. Michael lives in Eureka, CA.

Clinton Wahl, ’97, a nursing graduate, has deployed to Jordan, Kuwait, Qatar and Iraq as a member of the United States Air Force. Clinton is pursuing a master’s degree in health care administration and currently works as a change nurse/nurse manager in the emergency department at Lackland Air Force Base in Texas. He lives in San Antonio, TX, with his wife and their young son.

John Watterson, ’97, an industrial technology graduate, works as an engineer for Engineered Control Systems. John lives in Spokane, WA.

Michelle Teasley, ’98, a journalism graduate, lives in Fortuna, CA.

Sara Skinner, ’98, a natural resources planning and interpretation graduate, works as an interpreter for the California State Parks. Sara lives in Pacific Grove, CA.


William Lamar Miles, ’99, a Teaching English as a Second Language graduate, is a producer/writer/host for LetsFilm.tv and a teacher/assessment administrator at Sylvan Learning Center. William currently plays in two bands.

Photo: Rick Francis
Alumn Reveals Human History Inside DNA

EVERY DAY DR. PETER Underhill goes to work and brings humanity one step closer to understanding its past. Underhill is a senior research scientist at Stanford University’s Department of Genetics.

“Basically, we’re reconstructing the story of human history,” Underhill explains. “Our research is like the laboratory equivalent of going back in history with a time machine.”

The time machine, in this case, is the Y chromosome. Every man has one. It’s only recently, however, that the Y chromosome has been used to map human evolution. It took Peter Underhill to make that happen. In the late ’90s the Humboldt alum pioneered a research method that revealed the chromosome’s story-telling potential.

Underhill patented a process of quickly comparing the 60 million base pairs of nucleotides on one Y chromosome with the 60 million pairs on other men’s Y chromosomes. The process is known as Denaturing High Performance Liquid Chromatography and until he popularized it, finding mutations was, as Underhill puts it, “…a lot like moving a mountain with a teaspoon.”

Detecting these mutations, however, is the key to unraveling humanity’s tangled history. Each mutation reveals a man’s paternal family tree—going back tens of thousands of years. When mutations from a large number of men are assembled together, these genetic markers form a much larger family tree that maps the history of human evolution—from our beginnings in Africa, to our migrations across Europe, Asia and the Americas.

To date, five hundred Y chromosome mutations have been discovered. Underhill’s own lab has played a major role in finding many of the genetic markers, which is one reason his own name is commonly cited in genetics text books and journals.

“It’s gratifying to see our findings used in forensics kits, or genealogy projects, or being discussed on the Discovery Channel,” says Underhill. “It’s been a fun ride and I’ve been exceptionally fortunate to have experienced it.”

When he graduated from Humboldt State in 1970 with a bachelor’s degree in oceanography, Underhill’s passion was plankton. Human evolution, he admits, has a bit more public appeal.

“There’s just something hard wired in our species that makes us ask, ‘Who are we? Where are we from? Who are we related to?’ What we’re doing here is helping to answer those questions,”
Heather Sorenson, ’99, a journalism graduate, runs her own public relations consulting company in Portland, OR.

Casey (Lydon) Trumbo, ’99, a botany and environmental biology graduate, is a biologist and environmental planner for the County of San Diego’s Department of Parks and Recreation. Casey lives in San Diego, CA.

2000s

Benjamin Hoffman, ’00, a journalism graduate, is a staff editor at The New York Times. Benjamin writes, “I am exactly where I want to be doing exactly what I want to be doing. It’s pretty great to realize that.” He lives in New York, NY.

Elizabeth Jackson, ’00, a Native American Studies graduate, works as a grants and contracts manager for the Blue Lake Rancheria. She lives in McKinleyville, CA.

Lesley Jones, ’00, a cellular molecular biology graduate, is a water quality specialist for the Upper Deschutes Watershed Council. Lesley is currently completing her graduate work at Oregon State University and lives in Bend, OR.

John Replogle, ’00, an English graduate, received a master’s degree in international relations from San Francisco State University and currently works as the mailroom director for Senator Diane Feinstein’s office in Washington, D.C. John writes that he was on track to become a literature teacher when he took Professor Emenhiser’s American Government class his last semester at HSU, and the course really lit a spark in him. John lives in Baltimore, MD.

Jake Verschuyl, ’00, a wildlife graduate, is working toward a doctorate degree in landscape ecology at Montana State University. Jake lives in Bozeman, MT.

Andrew Westerholt, ’00, a business administration graduate, is a software engineer for Dirixion Software. He lives in St. Louis, MO.

Christopher Barnes, ’01, a biology graduate, works as an environmental scientist for King County, WA. He lives in Seattle, WA.

Jon Shawn Broenen, ’01, a journalism graduate, is a spokesperson for Evan Data Corp. Jon lives in Santa Cruz, CA.

Stephanie (Kent) Carr, ’01, a communications graduate, is the Director of International and Compassion Ministries for Oak Hills Church. She lives in Folsom, CA.

Ardella Koester, ’01, a mathematics graduate, lives in Rocklin, CA.

Adam Miles, ’01, a wildlife graduate, received a master’s degree in forest resources from the University of Georgia in 2005 and is currently pursuing a doctorate in botany from the University of Hawaii at Manoa. Adam works as a research supervisor for the U.S. Geological Survey, studying Hawaii hoary bats in Hawaii Volcanoes National Park. Adam lives in Hilo, HI.

Esau Nunez, ’01, a Spanish graduate, is a banker at Bank of America. Esau lives in Los Alamitos, CA.

Patricia Parkinson, ’01, a liberal studies graduate, is a realtor at Prudential Realty. She lives in Olympic Valley, CA.

Rebecca Walker, ‘01, a speech communication and business administration graduate, works as a life coach. She lives in Walnut Creek, CA.

Nancy Karroker, ’02, who graduated with a master’s degree in wildlife, is pursuing a doctorate in conservation biology at the State University of New York. Nancy lives in Syracuse, NY.

Leticia Velasco-Fausto, ’02, a kinesiology graduate, is a diagnostic medical sonographer for Little Company of Mary Hospital. She lives in Downey, CA.

Christie Wahlert, ’02, a natural resources planning and interpretation graduate with a master’s degree in outdoor recreation, works as a life sciences marketing and communications specialist for Indiana University. She lives in Bloomington, IN.

Jennifer Watkins, ’02, a journalism graduate, is pursuing a master’s degree in Traditional Oriental Medicine from Pacific College of Oriental Medicine, where she works as a clinical assistant. Jennifer lives in Brooklyn, NY.

Anni Bladh, ’03, a wildlife graduate, works for the Florida Fish and Wildlife Conservation Commission as a nuisance wildlife biologist, helping people with wildlife nuisance issues. Anni lives in Starke, FL.

Tamara Sears, ’03, a liberal arts graduate, is a maintenance worker for the California Department of Transportation. She lives in Willits, CA.

Heather Sunblad-Rhoade, ’03, a journalism graduate, is starting her own home-based publishing business. She lives in Washington state with her husband and daughter.

Christian Hansen, ’04, a journalism graduate, works as an inventory control specialist for Costco Wholesale. Christian lives in Danville, CA.

Cara Meinke, ’04, a wildlife graduate, is a wildlife biologist for the environmental consulting firm Woodlot Alternatives, Inc. She lives in Portland, ME.

Helayna (Cooney) Pera, ’04, a wildlife graduate, is a wildlife biologist for the California Department of Fish and Game. She lives in Gridley, CA.

Michelle Roberts, ’04, an environmental systems/geology graduate, lives in Arcata, CA.

Paula Siskron, ’04, a studio art graduate, works as a virtual assistant in promotional marketing. She lives in Santa Rosa, CA.

Alexander “Skip” Westbrook, ’04, a journalism graduate, works as an industry specialist for Jobing.com. Alexander lives in Scottsdale, AZ.

Armand Gonzales, ’05, a wildlife graduate, is a fisheries and wildlife program manager for the California Department of Fish and Game. He lives in El Dorado, CA.

Mellisa Hannum, ’05, a journalism graduate, is a cashier at Briar Patch Co-Op. She lives in Grass Valley, CA.

Praline McCormack, ’05, a natural resources planning and interpretation graduate, works as a planner for the City of Medford, OR.

Teresa Mahoney, ’05, a wildlife graduate, is an operations assistant at Mammoth Mountain Ski Area in Mammoth Lakes. She lives in Winnetka, CA.

Manolo Platin, ’05, a political science graduate, is an assistant secretary for the State and Consumer Services Agency. Manolo lives in Sacramento, CA.

Jeremy Todoroff, ’05, a wildlife graduate, works as a wetland biologist for the Suisun Resource Conservation District. He lives in Suisun City, CA.
Janelle Blakely, '06, a communications graduate, is interning at USA Rugby’s Championships Department. She lives in Boulder, CO.

Shari Damron-Billy, '06, a journalism graduate, works as a freelancer for the Humboldt Beacon. She lives in Fortuna, CA.

Kevin Farley, '06, a journalism graduate, is a television news producer for KSBW-TV. He lives in Seaside, CA.

Nancy Fox-Fernandez, '06, who received a master’s degree in wildlife, works as a biologist for Rincon Consultants, Inc. She lives in Ventura, CA.

Paige Glenn, '06, a communications graduate, lives in Arcata, CA.

Keith Henson, '06, a social work graduate, lives in Eureka, CA.

Sara Lyon, '06, an interdisciplinary studies graduate, lives in Blue Lake, CA.

Melvin Meadlin, '06, a computer science graduate, works for a United States Air Force contractor, writing computer software for aircraft testing. He lives in California City, CA.

Jeremy Netka, '06, a Humboldt graduate, is a vice president of account management for the Bovitz Research Group. He lives in Burbank, CA.

Michelle Villalba, '06, an anthropology and Native American Studies graduate, lives in Eureka, CA.

Carolyn Warren, '06, an elementary education graduate, is a substitute teacher for West Side Union School District. She lives in Palmdale, CA.

Juanita Duran-Wilson, '07, a social work graduate with a master’s degree, is a social worker for Humboldt County Child Welfare Services. She lives in Arcata, CA.

Laura Jaworski, '07, a nursing graduate, is a RN for Mad River Community Hospital. She lives in McKinleyville, CA.

Martin Overstreet, '07, a psychology graduate, lives in McKinleyville, CA.

**ATTENTION ALUMNI** Affinity programs are agreements between the university and a business partner to offer discounted services (such as travel, insurance or credit card memberships) to alumni. These affinity partners also give a portion of their business back to universities, which use the funds to support alumni programs, student scholarships, academic programs, etc. In the process of providing you with these benefits, your information is shared with select partners, which sign a privacy contract and are not allowed to share your data. Senate Bill 569 was recently passed to allow the continuation of these beneficial programs for our alumni and friends. Per SB 569, you also have a Privacy Choice (see below).

**IMPORTANT PRIVACY CHOICE**

You have the right to choose whether we share your name, address, and electronic mail address with our affinity partners (companies that we partner with to offer products or services to our alumni). Please read the following information carefully before you make your choice below:

**YOUR RIGHTS**

You have the following rights to restrict the sharing of your name, address, and electronic mail address with our affinity partners. This form does not prohibit us from sharing your information when we are required to do so by law. This includes sending you information about the alumni association, the university, or other products or services.

**YOUR CHOICE**

Restrict Information Sharing With Affinity Partners: Unless you say “NO,” we may share your name, address, and electronic mail address with our affinity partners. Our affinity partners may send you offers to purchase various products or services that we may have agreed they can offer in partnership with us.

**TIME SENSITIVE REPLY**

You may decide at any time that you do not want us to share your information with our affinity partners. Your choice marked here will remain unless you state otherwise. However, if we do not hear from you, we may share your name, address, and electronic mail address with our affinity partners.

If you decide that you do not want to receive information from our partners, you may do one of the following:

1. **FAX** completed form to: 707-826-5148
2. **Reply electronically by submitting this form online at:** www.humboldt.edu/~alumni/benefits.html
3. **Fill out, sign, and send back this form to us at the following address (you may want to make a copy for your records).**

   Humboldt State University
   Department of Alumni Relations
   1 Harpst Street, Siemens Hall, Room #215
   Arcata, CA 95521

[ ] **NO**, please do not share my name, address, and electronic mail address with your affinity partners.

Name (w/Middle Initial) ____________________________________________________________

Address: __________________________________________________________________________

Phone: ___________________________ Signature: _________________________________

Email: ___________________________ Date of Birth: ________________________________

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