Dear Alumni and Friends,

All year, I have been on the road visiting our Cal Alumni Association (CAA) Alumni Chapters. From the beautiful banks of the Potomac and the shores of the Atlantic Ocean, to the Pacific Coast's beautiful Monterey Peninsula, the CAA alumni community continues to grow its ranks. You are full of energy, and your ongoing commitment to the University inspires me. I am motivated by you, our amazing and dedicated alumni.

Our fellow alumni passionately support Cal across the country — Orange County members welcomed newly admitted students; Cal alumni at Wells Fargo evaluated scholarship applicants; the Black Alumni Club welcomed alumni and leaders to campus during BlackCal2016; Houston students sought new opportunities to advocate for the University; and Cal alumni at Google, one of our newest partners, grew their Corporate Alumni Committee. I’ve met with the Chinese Chapter, the Japanese American Women’s Society, and the Pacific Alumni Network; all engaged in great work.

We’ve met at Hoops Parties, Leadership Retreats, our Alumni Chapter Leadership Conference, and an exciting CALFAMILY Live event in Los Angeles — all in an effort to stay connected to one another and to the University. Our work is important and engaging — forging relationships and creating a lasting connection to Cal.

We’re working to bring more alumni into this remarkable Berkeley’s most avid supporters. It is clear that you see your membership in CAA as richly rewarding. Help us grow by reaching out to alumni who are not currently CAA members and inviting them to join us in this extraordinary network of people who care passionately about Cal. The number of alumni in the world through the active engagement of stellar alumni like you. Together, we do great things! I am so proud to be numbered among you.

I urge you to make your tax-deductible donation today and continue your lasting connection to Cal.

Thank you for your support. We are blessed to have you as a member of the CAA family.

Diane Rene Ferron and Albert T. Stewart
CAA Chair and President
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TAAP Scholar Dreams

Big and Achieves

Born and raised in Oxnard, California, an agricultural community of Hispanic and Filipino immigrants, Cesar Arroyo ’17 did not encounter the idea of a university education in his childhood. Yet, he never doubted his intent to go to college, and his sister helped pave the way. “She helped me to realize the possibility, and my parents were always supportive.”

In high school, Cesar was accepted into Upward Bound, where he gained the mentoring needed to sustain his dream. He served as the vice president of Students Against Animal Cruelty and as vice president of the French Club, as well as the co-captain of his wrestling team and a senior advisor for the California Scholarship Federation.

Today, Cesar is a business administration major at the Haas School of Business and a recipient of CAA’s The Achievement Award Program (TAAP) scholarship. “The TAAP Scholarship has been a blessing. If I have worry about something financially, it has completely removed that burden,” says Cesar. As a TAAP scholar, he helped develop a pilot program for TAAP alumni to mentor current TAAP scholars. The program identifies students’ professional interests and links them to alumni in matching fields, where they receive help in obtaining internships or research projects and gain access to resources within the alumni network.

Cesar has taught writing courses at Cal’s branch of Upward Bound, helping first-generation college students polish their skills. “People feel sympathy for first-generation college students, but I look at it with a sense of pride that I get to be the first person in my family to attend college.” An active member of the Latino Business Student Association at Haas, he encounters other students who share his passion for serving the community.

He is part of Management Leadership for Tomorrow, a national program with more than 200 corporate sponsors who identify and develop minority talent at universities across the country.

“My best memory at Cal is when I brought my family up for their first visit. I was able to show my siblings that college is something to aspire to.” Cesar helps his younger brother stay on track and inspires his cousins toward higher education. “My goal is to build a Berkeley dynasty among my siblings.”

Cesar finances his education through his TAAP scholarship, internships at companies including Google and Wells Fargo, and the support of his parents. After graduation, he plans to work in finance or technology before returning to school for an advanced degree.

“Cost is a huge risk, but without a doubt, a degree from Cal is the best value for the money. My four years were some of the most valuable years of my life.”

As a former CAA Alumni Scholar, Richard believes “CAA plays an important part in helping students alleviate the financial burden.” Through his position as the Chair of the Cal Corporate Committee at Wells Fargo, he hopes to engage more alumni in supporting CAA and the students we serve. “We’re planning more events that help Wells Fargo employees rekindle their connection to CAA,” he says. “It helps employees know and support one another. A connection to Cal makes a lot easier within the firm. I hope to see this replicated by CAA throughout the corporate community.”

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“The CALIFORNIA Live! lecture series returned this past May with a lively discussion on “Celebrity Politics in the Digital Age” before a Los Angeles audience. Learn more at alumni.berkeley.edu/california-live.

(top right) La Curarsee cartoonist Lalo Alcaraz M. Arch ’92, Variety’s Jim Rainey ’81, Los Angeles Times columnist David Lazoza ’83, and Vidiu Haddick (pictured with California magazine Editor-in-Chief Wendy Miller, second from right) shared their thoughts about gender, race, media, and celebrity in the 2016 presidential election. (left) CAA Executive Director Cloey Hewlett ’76, J.D. ’79 took time to catch up with Craig Keys ’92 during the event. (top right) Four-time Emmy Award-winning NBC4 Southern California reporter Kim Baldonado ’87 (center) joined guests for a pre-event dinner.

(bottom right) Members of the Northern C’s alumni chapter gathered for their annual banquet at the McConnell Foundation in Redding, welcoming Mary Brace ’97 (third from right) as their new chapter president.

Cal Corporate Committee Keeps Alumni Connected at Work

Wells Fargo Cal Corporate Alumni Committee

Chair Richard Zhu ’09, a graduate of the Haas School of Business and a classical pianist, believes in building community. “We know there are at least 400 Cal alumni working at Wells Fargo and we want them all to join us.” Richard and others encourage new Cal alumni hired at Wells Fargo to join their corporate committee. “We are forming a more formal mentorship program,” says Richard. “It’s important that we support new hires, more internships, and leverage our networking potential throughout the Cal/Wells Fargo community to get more people connected.

“The recent reading event for The Leadership Award at Alumni House was a great volunteer effort complete with lunch from Top Dog, an iconic symbol of our time at Cal,” says Richard. “Almost 75% of the Wells Fargo Cal alumni live in the Bay Area. We want to bring them all together with more opportunities to build the relationship between Cal alumni and other Wells Fargo employees.”

Born and raised in the Bay Area, Richard’s father was a scientist at Berkeley. He was a Cal sports fan as a kid, always cheering for the University. Attending college was a given, and his interest in business made the Haas School of Business the obvious choice. The diversity of ideas and ethnicities was also a factor, something he found unique at Berkeley.

“Cal teaches you to step out of your comfort zone,” Richard notes. “Classes of hundreds of students taught me to speak in front of large groups. The smaller classes at Haas helped me forge close and lasting relationships.” His work with Net Impact, a Haas organization focused on corporate responsibility, taught him to “think beyond myself and make a difference in my community.”

When asked about his greatest concern for the future of Berkeley, Richard cited the rapid increase in tuition. “The cost of higher education is rising at an incredible rate,” he says. “Students now question the value of education. Cost is a huge risk, but without a