About the Cal Alumni Association

The Cal Alumni Association (CAA) provides all Cal graduates with rewarding connections to the University, fellow alumni, and current students. Founded by the original graduates of the University of California in 1872, CAA today represents nearly half a million alumni living across the world. With a mission of advancing and promoting the interests of the University, CAA is committed to providing essential programs and services designed to keep alumni of all ages and interests connected to the University and each other.

Mission

Our mission is to advance and promote the interests of the University of California, Berkeley by connecting alumni with each other and our alma mater. Together with our campus partners, we play an integral role in informing, engaging, and inspiring alumni to support the University by:

- Participating and volunteering in University programs and events
- Acting as ambassadors and advocates on behalf of the University
- Giving to the University

Vision

Our vision is to be UC Berkeley’s primary campus-wide alumni relations organization responsible for building and engaging a broad alumni community that supports the University. Together, as a globally connected network of Cal alumni, we keep Cal golden.
A MESSAGE FROM
THE EXECUTIVE DIRECTOR
AND BOARD PRESIDENT

The Cal Alumni Association (CAA) is about being a part of a great and enduring community, ensuring the future of UC Berkeley while honoring the past, and engaging the present. As we celebrate 145 years of golden fellowship, there’s no better time to be part of this wonderful community. We offer a common space in which to gather—a true sense of belonging for hundreds of thousands of Golden Bears.

CAA is committed to our alumni, our outstanding scholars, and the University. It’s what we do. We’re about fun, we’re about learning, and we’re about ensuring Cal’s future as the best university in the world—and we are growing!

This year, CAA launched the Alumni Engagement Expansion initiative to increase our investment in the programs and services that support Cal alumni and students. Our goal is to enlarge the community of alumni who come together to forge new friendships with fellow Bears and deepen lifelong relationships begun during their time at Cal.

There are so many ways that being part of this vibrant community makes life better, richer, and more exciting. CAA awards nearly 800 Alumni Scholarships each year. Our scholarships play an important role in making a Cal education possible for these deserving students. We are so grateful for the many hours our alumni volunteers spend evaluating hundreds of impressive applications and ensuring that we continue to produce the world’s greatest scholars.

In an era of deep budget cuts and increasing public policy challenges we are committed, as graduates of the number one public university in the world, to be a voice for UC Berkeley. Through the revitalized Cal Advocacy program, thousands of Cal alumni, students, faculty, and staff engage legislators at the state and national levels to fight for public education. Cal advocates are a diverse and vocal group who welcome the increasing number of alumni lending their voices to our future.

But it’s not all about fighting the good fight. We’re also leading alumni to adventure and lifelong learning through programs like Cal Discoveries Travel, where exciting destinations await the traveler under the guidance of knowledgeable faculty and experts. Closer to home, we’re building memories and friendships at the Lair of the Golden Bear—where generations of families enjoy camping at Cal’s signature summer destination or gather at the Pinecrest Chalet in the beautiful Stanislaus National Forest.

Our fall and spring seasons bring tailgates and Hoops Parties, where hundreds of loyal Bears get together to hear from coaches, eat, drink, and root for Cal. Current-events programs like CALIFORNIA Live! provide a lively forum to hear from experts and alumni who take on the most important issues of the day. Our award-winning CALIFORNIA magazine reports on the latest in research, culture, and innovation.

CAA provides ongoing support to hundreds of new and mid-career professionals through The Berkeley Network, offering professional-development webinars and an expanding program of opportunities to network with new and seasoned alumni from a range of industries. This year we launched the first in an ongoing series of career-navigation events for alumnae, featuring some of Cal’s most successful women.

CAA volunteers spend thousands of hours each year in an effort to keep Cal golden and stay connected to our extraordinary, world-renowned alma mater. We serve nearly half a million Cal graduates and support more than 80 chapters around the country.

Please join us. CAA is an exciting place to be. Visit us at alumni.berkeley.edu, where you will find even more reasons to become part of CAA’s community of family and friends.

Fiat Lux and Go Bears!

Clothilde Hewlett ’76, J.D. ’79
Executive Director

Eric Mart ’70
President, Board of Directors
Bears are everywhere!

CAA serves alumni communities throughout the country. From the west to the east, Golden Bears cast their glow across the nation.

Alumni by state:
- 250 – 350K
- 150 – 250K
- 100 – 150K
- 50 – 100K
- 25 – 50K
- 10 – 25K
- 5 – 10K
- 1 – 5K
- 0 – 1K

493,000+ alumni worldwide
407,978 alumni in the United States
303,788 in California
186,000 in the Bay Area
FORMER LEADERSHIP AWARD SCHOLAR GIVES BACK

Steve Sulack ’03, M.S. ’05 isn’t new to leadership. As an undergraduate, he was an outstanding Leadership Award scholar and treasurer of the Pi Tau Sigma Mechanical Engineering Honors Society. Now, he gives back to the community that supported him as a young student through the Sulack Family Leadership Scholarship he established with CAA. “I remember my connection to Cal through CAA. As a scholar, I appreciated that it was alumni giving back to Cal students and hoped that someday I could do the same.”

During graduate school, Steve worked on doing satellite simulation of spacecraft for the SNAP program to stare into deep space looking for supernovae. He was one of the three students assisting Dr. David Auslander at the Lawrence Berkeley Labs on this project. After earning a masters in mechanical engineering, Steve worked as a spacecraft controls engineer at Lockheed Martin.

As an undergraduate, he worked at the Space Sciences Lab at Berkeley on another satellite project, CHIPS, which observed local interstellar plasma. A former engineering colleague from the lab eventually recruited him to Google, where he now works at X (the Alphabet research and development facility formerly known as Google X) for projects like self-driving cars and robotics.

“Google has a culture that really supports and encourages its employees to give back to the community,” says Steve. “I appreciate that CAA helps students directly and that they cast a wide net to students of diverse backgrounds. This made the scholarship a good fit for my family. I’m grateful I could do this in my 30s so I can continue to be involved and do more over time.”

Steve also helps build the relationship between CAA and Google through the Google Cal Corporate Alumni Committee. Now numbering more than 1,200 the Cal-Googlers have come together to build a community, volunteer, and provide resources for the University. They collaborate on projects including scholarship application readings at the Googleplex, as well as bringing students to Google for tours and events that celebrate the Cal contribution to Google. Steve smiles, “It’s fun to be part of a Cal cluster within a Stanford-founded company.”

Raised in Southern California, Steve lives with his wife and daughter in the South Bay and likes having proximity to Berkeley. “Cal is unique for having so many top-rated departments,” he says. “It’s a great place to explore any interest.” He would encourage any student interested in attending Berkeley to visit their top colleges. “When I visited the Berkeley campus, I knew it was the place for me—it felt like I belonged. Put yourself in the environment, talk to students, see what life is like, and see how you feel about it. Gather the most data that you can to make an informed decision, and then make the best of it,” explains Steve.

Currently, Steve enjoys spending much of his time parenting. His wife is also a Cal alum and, according to Steve, the best thing that happened to him at Cal. The first Golden Bears in their families, they are gradually introducing their daughter to the Cal culture. Along with Cal football, he continues to support The Leadership Award and participate in Cal-Googler events. “Cal was a big part of my life. I like to have these continuing ties. I feel very connected to Cal and look forward to the future.”

Learn more about CAA’s Cal Corporate Alumni Committees at alumni.berkeley.edu/corporate-programming.
YOUR CONNECTION TO UC BERKELEY

UNIVERSITY OF CALIFORNIA, BERKELEY
founded in 1868

THE CAA FUND
SOCIETY MEMBERS
2016

191 members

The CAA Fund
Society
$698,054 raised for The CAA Fund in 2016

Society members
$312,612 contributed by Society members

100,000+ alumni worldwide

186,000 in nine Bay Area counties

80,000 in Southern California

CAL ALUMNI ASSOCIATION
founded in 1872

100,000 dues-paying CAA members

100,000 California magazine subscribers

26,000 Facebook likes

1,250 Cal Discoveries travelers per year

172,000 The Cal Connection e-newsletter subscribers

93 alumni chapters and online alumni communities

49,500 LinkedIn subscribers

10,000 Lair of the Golden Bear campers per year

YES BERKELEY! STUDENT RECRUITMENT
2016

65% said YES! to UC Berkeley after attending a New Student Reception

29 New Student Receptions

400 alumni volunteers

1,100 New Student Reception student attendees

NO. 1 PUBLIC UNIVERSITY

NO. 3 UNIVERSITY WORLDWIDE

22 NOBEL PRIZES WON BY FACULTY AND ALUMNI

207 OLYMPIC MEDALS WON BY STUDENTS AND ALUMNI

MOTTO = FIAT LUX

$1,000+ Bancroft Society 160

$2,500+ Oxford Society 16

$5,000+ Gayley Society 13

$10,000+ Hearst Society 2
The CAA Fund Society is a group of alumni and friends who create a lasting connection to Cal through their generous support of the donors who contributed $1,000 or more to The CAA Fund between January 1, 2016 and December 31, 2016.

**HEARST SOCIETY ($10,000+)**
- Glenn H. Kelman ’93 and Sylvia Lee
- Gordon E. Moore ’50 and Betty Moore

**OXFORD SOCIETY ($2,500+)**
- Donald E. Bradley and Marieanne Braddley ’80
- Michael R. Doyen ’79 and Denise M. Doyen
- Catherine S. Doyle ’91 and Sean Doyle
- Robert D. Hazz ’64 and Colleen G. Hazz
- David E. Kepler II ’75 and Patricia A. Kepler

**GAYLEY SOCIETY ($5,000+)**
- Susan S. Nagata

**BANCROFT SOCIETY ($1,000+)**
- Anonymous
- John R. Bancroft J.D. ’76 and Mary Lou Bancroft
- John R. Bancroft J.D. ’76 and Mary Lou Bancroft
- John R. Bancroft J.D. ’76 and Mary Lou Bancroft
- John R. Bancroft J.D. ’76 and Mary Lou Bancroft
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- John R. Bancroft J.D. ’76 and Mary Lou Bancroft
- John R. Bancrof...
KASP SCHOLAR
FRIDA HERNANDEZ
UPS HER CAL GAME

Accepted to all twelve colleges where she applied, including UC San Diego and Loyola Marymount, Frida Hernandez always had Cal in her sights. “I was used to being first in my class,” she says. “At Cal, everyone is, and some of my lectures are bigger than my entire graduating class. It means I’ve had to up my game.”

Raised in San Diego, she is the first in her family to attend college. “From the beginning they were talking about college,” she says of her experience at High Tech High. As a straight-A student, her counselors urged her to consider other options, but for Frida, it was always Cal.

“A acceptance to Cal was bittersweet,” she says. “It was great to be accepted, but I thought, ‘How are we going to afford this?’” Her parents have always been enthusiastic about college for their children, and her mother insisted there would be a way. The Kruttschnitt Aspire Scholarship Program (KASP) and other financial aid currently cover the cost of her tuition, housing, and books.

A mass communications major, Frida got her start in marketing by helping her parents promote and build their business by managing photo shoots, document design, and rebranding. She likes the idea of being an entrepreneur and wants to own her own marketing firm after graduation.

In addition to her professional goals, Frida has a deep commitment to community service. She tutors students in reading and math at The Pro Golf Academy for Kids and teaches Spanish at the elementary and middle school levels. She has a vision of using her marketing expertise to empower younger students by teaching them to use media to tell their stories.

Being away from her parents and siblings is hard. “Being more independent, managing my own time, being organized and a self-starter is an affirming experience. Being a grown-up is good,” says Frida. They text daily and stay in touch with video chats and Google Hangouts.

Frida believes that not all students who dream of college get the encouragement she received. “Lots of kids don’t get the help they need. Often, counselors don’t support them and suggest they lower their expectations. Opportunities aren’t always presented. My high school taught me to look for my own resources,” she explains. “Reach out. Find your own path. Don’t just accept what others set out for you. If it isn’t what you want, it isn’t good for you.”

Sometimes uncertain about where life after Berkeley will take her, Frida is ever the optimist. “The possibilities are endless. No matter what happens, Cal provides a great future.”

Learn more about the Kruttschnitt Aspire Scholarship Program at alumni.berkeley.edu/kasp.

“Find your own path. Don’t just accept what others set out for you.”
ALUMNI SCHOLARSHIPS
HONOR ROLL

THE KRUTTSCHNITT ASPIRE SCHOLARSHIP PROGRAM

The Kruttschnitt Aspire Scholarship Program, formerly known as The Equity Scholarship, is named in recognition of a legacy commitment made by Cal alumnus Theodore H. Kruttschnitt III ’64. The scholarship provides an economic incentive for California-based high-achieving, underrepresented minority students to attend Cal.

Founding Donors
Anonymous
Keith E. Axtell ’64, M.A. ’66 and Holly H. Axtell
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ALUMNI SCHOLARSHIP DONORS 1934 – 2016

The Cal Alumni Association gratefully acknowledges donors who have contributed $25,000 or more to the Alumni Scholars Program.

1934 – 2016 ALUMNI SCHOLARSHIP DONORS
CORPORATE AND OTHER EVENTS

2016 program growth included the relaunch of Cal Advocacy to a network of more than 36,000 advocates, redoubled career-development events in partnership with the UC Berkeley Career Center, and two thought-provoking CALIFORNIA Live! panel discussions held in Berkeley and Los Angeles. More than 4,500 alumni and students attended events and webinars in 2016 through The Berkeley Network’s professional-development programs. Membership added 755 new Golden Bear Life Members, and CAA’s digital reach grew by more than 13,000 people.

Thanks to the generous support of our donors, CAA awarded 715 Alumni Scholarships for the 2016–2017 academic year. Scholarship support, through application review and interviews, was provided by more than 1,500 alumni volunteers.

CAA achieved positive operating results with favorable investment returns and dedicated expense management, which helped to offset revenue challenges in certain areas. We received a clean audit opinion on our year-end financial statements, and no material weaknesses or significant deficiencies were communicated in regard to our internal controls. Revenue was strong from Alumni House event rentals, due to our central location on campus; and from Pinecrest Chalet, as a result of favorable weather conditions in 2016.

In 2017, CAA stands well prepared to achieve its goals of increased alumni engagement through a diverse selection of quality programming and services as well as strengthened partnerships on campus and in the community. Go Bears!

Jason Morimoto ’02
CAA President

The condensed financial information presented has been audited by Moss Adams, LLP and should be read in conjunction with the 2016 audited financial statements and related notes, which may be requested from the CAA Controller’s office.

### 2016 ANNUAL REPORT
CAL ALUMNI ASSOCIATION

### LETTER FROM THE 2016 CAA PRESIDENT AND 2016 FINANCIALS

In 2016, the Cal Alumni Association embarked on an initiative to attract and engage a broader cross-section of the alumni community by investing in an expansion of key programs and services. Launched in June 2016, CAA’s Alumni Engagement Expansion initiative is a multi-year endeavor, with an investment from the Life Member Fund, to substantially increase the number of alumni who are actively engaged with UC Berkeley and connected with each other. Increased investment focused on central program areas such as advocacy, chapter membership, student recruitment, and volunteer events.

Go Bears!

Jason Morimoto ‘02
CAA President
2017 – 2018
BOARD OF DIRECTORS

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CAA is grateful for ongoing support from the generous community of corporate sponsors and partners who help make our programs and services possible. Thank you!

CAA thanks the following corporations for their generous support.

CAA thanks the following corporations for their generous support.

WITH THANKS TO OUR SPONSORS

Photography: (cover) Frank Yang ’17, Kevin Ho Nguyen, Kelley L. Cox, Keegan Houser; Steve McConnell, David G. Smith, Katherine Fjordalis, Ronald Davis, and Sarah Yi
CAA board member Demetrios Boutris ’83 and President Eric Mart ‘70 join Executive Director Cloey Hewlett, UC President Janet Napolitano, CAA board member and UC Regent Cynthia So Schroeder ‘91, and Leslie Katz J.D. ‘83, at an alumni reception following meetings with legislators on UC Day in Sacramento. The CAA delegation met with nine California lawmakers and staff to discuss the critical need for funding support for the University of California.

The Berkeley Network, CAA’s career-development program, launches its first Alumnae Career Advancement series event, themed “Overcoming Obstacles, Empowering Each Other, and Balancing the Best.” Its panelists included Jenny C. Flores ’00, Senior Vice President, Bank of the West; Adeline Rosemi Weiner J.D. ’97, Chief Counsel, Pandora Media, Inc.; Lisan Stromberg MBA ’91, author and CEO/Founder of Prismatic; and Kate Scott ’05, anchor and host for Pac-12 Networks.

Black Alumni Club past president Princess Allen ’06, UC President Janet Napolitano, and Executive Director Cloey Hewlett celebrate alumni at the Black Alumni Club reception.

Class of 2017 graduates Cassandra Ekdawy, Annie Cheng, Courtney McGrosso, Natasha Shams, and Melanie Munoz join photobomber and Cal mascot Oski for CAA’s Senior Send-Off at Alumni House.

Members of CAA’s Chinese Chapter honor recipients of the 35 annual scholarship grants awarded by the chapter and the UC Chinese Alumni Foundation.

Jeremy Wang, Mike Williams ’82, Douglas Workman, Roger Hartman, Stephan Zumman ’66, Jennifer Mora, and Alan Mendelson ’69 cheer on Cal basketball at the Cal-UCLA Hoops Party in Westwood.

CAC hosts CALIFORNIA Live! “A Dream Denied: The Immigrant Experience in the Campus Community” with panelists Robert D. Haas ’64, Chairman Emeritus, Levi Strauss & Co.; Saira Hussain ’09, J.D. ’13, Staff Attorney, Asian Law Caucus; Meng So M.A ’10, Director, Undocumented Student Program, UC Berkeley; Valerie Castaneda-Puerto ’16, CAA Program Manager, Student Support; Seth Grossman, Chief of Staff to University of California President Janet Napolitano; and moderator Diane Dwyer ‘87, veteran Bay Area journalist.