George Vukasin '55 is a man with a mission. Actually, two missions. George, the recently retired CEO of Peerless Coffee Company in Oakland, was president of the National Coffee Association; and Mission No. 1 is raising the quality of coffee worldwide. That means persuading growers to replace their low-quality robusta beans with high-quality arabica beans, which will allow them to charge higher prices.

And that ties in with Mission No. 2: making it more profitable for farmers in Colombia to grow coffee than coca, the basic ingredient of cocaine.

For this, he was awarded Colombia’s Manuel Mejía Award, named after the father of the Colombian coffee industry.

He also received recognition of a more dubious kind: The Colombian drug cartels put a price on his head. Whenever he flies to Bogotá to confer with the government, he’s met at the airport by armed guards who surreptitiously move him to a different safe house every night.

It’s just the latest chapter in an extremely full life, extremely well lived.

At Cal he was one of Pappy’s Boys, playing center for three years on the practice squad, the Ramblers. He majored in criminology, with hopes of becoming an FBI agent.

Then his father, John Vukasin (aka “Mr. V”), who founded Peerless in 1924, summoned him home to enter the family business.

“He asked me, and he said, ‘Yes, sir!’” says his son, George Jr. ‘95, who succeeded him as CEO in 2011. “You respect your father.”

Unlike his dad, George Jr. didn’t have to be talked into it. “I always knew I wanted to go into coffee,” he says.

It’s a three-generational pattern. First, Mr. V ran the coffee side, and his wife, Natalie (aka “Mrs. V”), kept the books. Then, from 1960 until 2011, George Sr. was in charge of the coffee and his wife, Sonja, ran the business side. Now George Jr. does the coffee and his sister, Kristina Brouhard, a former Alameda County Deputy District Attorney, runs the business.

“George Sr. is a businessman of the old school. He never wanted to have the largest quarterly dividend. Instead, he wanted to be a pillar of the community. And so does George Jr.”

George Sr. served as president of the Oakland Port Commission, where he brought the Japanese container program to the Port of Oakland. He was president of the Oakland-Alameda County Coliseum Board in the ‘80s, serving without pay, and helped establish the Coliseum as a perfect place to take your family for a ball game.

The Vukasins treat their employees right, they treat their customers right, and they even treat their competitors right. A couple of years ago a rival company suffered a disastrous fire, leaving it with no way to roast its beans in time to fulfill its contractual commitments.

The next morning the owner got a call from George Jr. saying, “Hey, I’ll roast your beans for you.”

“What we learned most from our parents wasn’t so much how to run a business,” says Kristina. “It was about character and treating people the right way.”

What did you think of Budweiser’s decision (since reversed) to dump the Clydesdales from its Super Bowl squad, the Ramblers. He majored in criminology, with hopes of becoming an FBI agent.

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What did you think of Budweiser’s decision (since reversed) to dump the Clydesdales from its Super Bowl
Neil Howe '73 thinks Anheuser-Busch misread its audience, and he should know: Not only is he the guy who came up with the name “Millennials,” he’s spent more than two decades studying them.

“The Clydesdale ads were warm and fuzzy, and Millennials love that,” he says. “You don’t want to be mean in ads anymore. I call it ‘the new nice’ in our culture. Boomers and Xers are into irony and snark; Millennials less so.”

“Look at Jimmy Fallon,” he adds. “He’s driven the average age of Tonight Show viewers down a ton. Plenty of Boomers and GenXers are saying, ‘Whatever happened to those mean, snarky monologues we used to have?’ But Fallon doesn’t even like doing monologues. Instead, they play games, blow bubbles, and laugh a lot. That’s the Millennial sweet spot.”

In 1985 Neil was working for former Secretary of Commerce Pete Peterson, when he was introduced to Bill Strauss, an aide to Sen. Chuck Percy (R-III.).

“Bill and I were both Boomers, and we were struck by the difference between our parents’ generation and ours,” he says. That led to their first book, Generations.

Published in 1991, the book describes a recurring cycle in American history that makes it easier to understand the factors that cause different generations to affect history in different ways—and be affected differently by history in return.

Al Gore called it “the most stimulating book on American history that I have ever read” and sent a copy to every member of Congress. Newt Gingrich called it “an intellectual tour de force.” Six more books were to follow until Bill’s death in 2007.

“The generational cycle cannot account for specific great incidents in history like Pearl Harbor, or President Kennedy’s assassination, or 9/11,” Neil says. “What it can do is explain when such events are most likely to happen—and, even more importantly, how society is likely to respond to these events in different eras. It is the response, not the initial event, which defines an era.”

And that insight has enabled Neil and the consulting firm he and Bill founded, LifeCourse Associates, to make some amazingly prescient predictions.

So much so, the U.S. Marine Corps hired Neil to advise it on recruiting and training methods for the new generation of leathernecks. For instance, the old commercials featuring video-game-like one-on-one combat, which appeals to GenXers, are giving way to spots that talk about the Corps as family, which appeals to Millennials.

Ditto for Nike, Disney, MTV, Ford, Merrill Lynch, Paramount Pictures, the American Petroleum Institute, a dozen federal agencies, and dozens of colleges and K-12 school systems.

But why are Millennials called “Millennials?”

“We thought an upbeat name would be good because of the changing way they were being raised. They would be the first to graduate high school in the year 2000, so the name ‘Millennial’ instantly came to mind.” So what’s the next generation—the kids born since 2005—going to be called?

“We did a contest on our website, and the winning entry was ‘Homeland Generation,’ which seems about right,” Neil says. “These kids are not only growing up in the shadow of 9/11, they’re also literally more at home than any other generation, with overprotective GenX parents hovering over them to keep them safe.”

There’s much, much more; but for that, check out Neil’s website, saeculumresearch.com.

Reach Martin Snapp at catman@sunnet.net.
It was a glorious event. About 50 attended our 70th Class Reunion, 16 ‘44s and about 34 spouses and chauffeurs. The University provided a delicious luncheon. Classmates included Joe Mixer, who gave a brief welcome address; Virginia Pearson Anderson, class secretary; Sharon Wells Banker; Donald Campbell; Betty McGee Cookson, who spent Christmas in her 1863 Sutter Creek family home with 25 offspring; Dick Duhring; John Dunlap, retired state senator from Napa; Nancy Taylor Dupuis, active in Republican Women’s Club; Barbara Wankowski Forrest, 12 great-grandchildren, lives in Los Altos; Jane Jones Hickman, living in Fairfield; Dorothy Wahrhaftig Lindheim; Patricia McIntosh Mackay Rihm, lives in Walnut Creek, noted in Who’s Who in America for her work in women and child advocacy; Frances Lockwood Morgan, living in Walnut Creek; Arthur Morgan; Janet Hughes Towler; and Alice Berg Traylor, retired optometrist, now active in senior advocacy in Petaluma.

Dick Niello and Jack Herrero announced the discontinuation of the annual pre-Big Game LeBaron Lunch. Since about 1970 this great event, organized by Bob LeBaron ’43, drew up to 100 men. Since Bob’s death in 2000, Dick and Jack had stepped up but attrition makes the lunch no longer feasible.

Life after Cal for Barbara Jones Coates was that of a minister’s wife and mother of four. No doubt her sociology degree helped. A highlight was the four years they spent in Kobe, Japan when Kenneth ’43 was minister of the International Church. In 1986 Ken (now deceased) retired and they moved to Pilgrim Place in Claremont, a retirement community for church and nonprofit professionals.

Class Secretaries: Dick Duhring, 13871 Robleda Rd, Los Altos Hills 94022, fd@duhring.net; Virginia Pearson Anderson, 100 Bay Pl, #2001, Oakland 94610

Frank Grannis won three gold medals, one silver, and one bronze at the 2014 FINA World Masters Swimming Championships held in Montreal last August. There were nearly 6,000 swimmers from over 80 countries participating.

Erin Flanagan Woods and her husband Bill traveled to Belize, Germany, Guatemala, and Honduras. They toured Mayan ruins and saw many native animals and birds, including a long-tailed resplendent quetzal.

Class Secretaries: Mary Napton Engstrom, 2001 Rancho Verde Circle East, Danville 94526, mmengstrom@comcast.net; Eileen O’Brien Kreps, 290 Via Barranca, Greenbrae 94904, dekreps@aol.com; Phyllis Carvalho, 5520 Starboard Ct, Discovery Bay 94505-9416, 925/634-6706

Bruce Ellithorpe says that at age 91 he is finally retiring from his calling at the First Church-Centerpoint in Rocklin. He continues to worship, make phone calls, and enjoy his many friends and family.

Ward Whitman writes that he is still doing some work in his architecture office in Sioux Falls, South Dakota. He is well and continues working out at the YMCA at age 90.

About 100 Classmates and guests joined us at the Bancroft Hotel for a buffet lunch; the food was excellent, as was the help of the young catering staff and their boss, Kelly—from helping the Class History ladies (Lesley, Midge, and Beryl), to letting us use the breakfast room for four days before the party. Heartiest thanks to the brave “100” who can still make their presence heard.

In addition, we had months of help from the Berkeley Foundation staff, especially Maya Goering-Harris and Lynn Nakada, who gave us Reunion Com space and tasty lunches to keep us going.

The presentation of the 60th Reunion ‘54 gift to UC Berkeley was a great event. We didn’t quite make the $600,000 goal, but our guest speaker, Executive Vice Chancellor and Provost Claude Steele, accepted an outsize check for $491,005. He did his homework about ‘54, noting that our Class has contributed $83,866,492 in gifts to Berkeley, including the design and building of our 1954 Gate, with renovation of the nearby open space to create a pleasant outdoor space for students to gather, study, or snack. Our installations now provide much-needed night lighting for those using the exit at Hearst Ave.

Class Secretaries: Donald Denton, 14039 Strawberry Cir, Pens Valley 95946, dgybears@aol.com; Lesley Walsh, 453 44th Ave, San Francisco 94121, Lesleywalsh@sbcglobal.net

Herb Schmitz was recently honored for more than 35 years’ leadership on the board of International Student House in Washington, D.C. As an undergrad Herb co-founded the California Indonesian Society. Herb visited Indonesia and did graduate work there. He served three years with the Army, mostly in Germany. His career continued with the U.S. Department of Commerce and the Office of the U.S. Trade Representative. Herb headed the government relations office of several multinational corporations. He has been married for 53 years to Joyce Meyer Schmitz. She taught school in California, West Germany, Connecticut, and Maryland. They have three children and five grandchildren.

Class Secretaries: Bob Leslie, 40 Windward Hill, Oakland 94618, relarmed@aol.com; Rosemary Meehan Mein, 3748 St. Francis Years, with the Orange County club, Jackie has hosted a summer picnic in her beachfront home for the incoming UC classes.

Class Secretary: Elayne McCrea McCabe, 23500 Cristo Rey Dr #503H, Cupertino 95014, elayne.mccabe@yahoo.com
The Class of 1956 Humanities Preservation Endowment supports a position for a library conservator. Our conservator, Emily Ramos, attended the two-week Conservation of Papyri Workshop at the University of Michigan last June, UC Berkeley Libraries have the Center for Tebtunis Papyri within the Bancroft Library, where thousands of fragments are conserved for study. Emily also attended a three-week course on the conservation of Japanese paper in August. She was one of 10 conservators there from around the world. It was an honor that the Class of ’56 conservator was selected and that Berkeley’s CV Starr East Asian Library was recognized as a world-class collection.

Next year our class will celebrate our 60th reunion. We need your input and help in organizing such a milestone. Send us one of your fondest memories of being on campus in the 1950s. We would love to hear from you. Barbara Jopp Chinn, 5405 Carlton St #404, Golden Meadow Cir, Salinas 93907-1647, cbjoppchinn@aol.com

Daniel Victor is pleased to announce that his third novel, The Final Page of Baker Street, was published in December 2014 by MX Publishing. This novel deals with the friendship between the fictional Sherlock Holmes and the real mystery writer Raymond Chandler. Daniel’s first novel, The Seventh Bullet, was about the 1911 true-life murder of muckraking novelist David Graham Phillips. Having retired after 46 years teaching in Los Angeles, mostly as an AP English teacher at Hamilton High Humanities Magnet, Daniel tries to link the material he taught with the fun of writing fiction. He has a Ph.D. in American literature from the Claremont Graduate School and has won a number of grants over the years from the National Endowment for the Humanities. He is married to a high school teacher and has two sons attending UCs, the older one at Cal and the younger at Davis.

Class Secretary: Mary Beth Mulvey Buck, 212 East 63rd St, New York, NY 10065, mbuck1@aol.com

Garrett Zook Sutton’s seventh book, Logholes of Real Estate, was selected the Best Business Book of 2014 by Pacific Book Review.

Class Secretary: Gina Gutru Smith, 2741 W. Hannon Hill Dr., Tallahassee 32309, gsmith@butterpappas.com; Lynn Nakada, 58 Mozden Ln., Pleasant Hill 94523, Lynn.Nakada@berkeley.edu

Commercial real estate attorney Joshua Stein, sole principal and founder of Joshua Stein PLLC, has again been selected for inclusion in the real estate

A memory from our senior year was the conflict between the Daily Cal and the ASUC. It was an important lesson in free speech before the FSM. Two who contributed to the evolution of the Daily Cal were Maggie Wilson Klein and Janie Semple Wood. Maggie is retiring after working for Associated Press, consulting, and publishing her own newspaper, The Pelham Weekly, for 22 years. She is selling her paper. Janie had a long career as editor of the Shaker Magazine (Shaker Heights, Ohio). Retirement was elusive, and she spent another 10 years writing a column. Janie and her husband, Tom, have moved to an assisted living facility in Cleveland.

Our sponsored Collegium Chair, Craig Evans, has designed a new course to teach the mathematical principles important to life sciences students. Bill Ausfall, Peter Fraszler, and Brad Wait continue to recruit support for the Collegium. They hope to raise another $500,000 before our 55th reunion.

Elizabeth Wages has published a new book, The Enneagram for Teens: Discover Your Personality Type and Celebrate Your True Self that is engaging, accessible, relatable, and fun. Let us know how you are celebrating these golden years.

Class Secretary: Sandra Mitchell, sandra-mitchell@q.com

In December 2014, Alan C. Mendelson, a partner in the Silicon Valley office of Latham & Watkins LLP and a global cochair of the firm’s Life Sciences Industry Group, was honored with BayBio’s 2014 Life Science Leadership Award, popularly known as the “life sciences Oscars” in Northern California. Mendelson was recognized for his “pioneering leadership in helping numerous emerging biotech companies get their start and unwavering encouragement of their efforts to bring drugs and medical devices to market, and for promoting the Northern California life science cluster.” Alan is also the first honoree since the Pantheon Awards’ inception 13 years ago to have been chosen from within the professional services community.

Class Secretary: Richard Carter, 99 Florada Ave, Piedmont 94610, richard.carter@cal.berkeley.edu

David Hemphill, Professor and Chair of Equity, Leadership Studies, and Instructional Technologies at San Francisco State University co-authored Language, Nation, and Identity in the Classroom: Legacies of Modernity and Colonialism in Schooling, which was published in December by Peter Lang Publishers. The book challenges readers to re-engage social theory to better understand the persistence of inequality in school systems through the application of critical cultural theories from disciplines that are often overlooked in the field of education.

Class Secretaries: Thomas MacBride, 1 Crocker Ave, Piedmont 94611, tmacbride@gmssr.com; Patricia King Sokalski, 11 Carmen Ct, Orinda 94563, psokalski@comcast.net

Class of ’68 Gatherings: A December quarterly gathering was held at the home of Steve Lipson and his wife, Judy. Daniel Heimpel, an award-winning journalist and lecturer at the Goldman School, spoke on Journalism for Social Change. Larry Rosenfeld, Assistant Adjunct Professor at the Goldman School and Program Director of the Center on Civility and Democratic Engagement, provided an update on the Center’s initiatives. Quarterly gatherings on campus continue March 7 and June 6, 2015. Everyone is welcome to attend.

On April 18, Cal Day 2015, the Goldman School of Public Policy Center on Civility & Democratic Engagement will sponsor a panel on civility and democratic engagement of politics in a post–Citizens United world. Fundraising for the Center is ongoing. Contact Cal68@citizensconnect.org to get more involved, or check out gpp.berkeley.edu/centers/cdce and learn about the Center, founded by the Class of ’68 at the Goldman School.

Class Secretary: Diane Moreland Steenman, 2407 W. Hazelhurst Ct, Anaheim, AZ 85086, dsteenman@aol.com

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Class Secretary: Ric Brucia, 3153 Cherry Valley Cir, Fairfield 94533

Andrew Shapiro’s activist investment management firm, Lawndale Capital Management, recently celebrated its 22nd anniversary. BarclayHedge ranked Lawndale’s flagship activist fund performance in the top 5 of long-bias equity funds at least three times in the 2nd half of 2014. Andrew continues to speak at national conferences focused on corporate governance, hedge fund, and activist investing topics. His work was recently featured in the story “Board Games” on NPR’s This American Life and Planet Money broadcasts. The story highlighted Andrew’s role in a campaign to reduce the excessive compensation of a public company CEO. Go to npr.org and search for “Episode 594.” I am looking forward to hearing latest news from my classmates.

Class Secretary: Patrick Doyle, 5 Third St, #600, San Francisco 94103, fax 415/777-4385, patrick.doyle@meginleydoyle.com

Suzanne Kuehl lives in Stockton, has a partially raised son (at 23, he’s nearly there!), and a husband who buys and sells autographs. She is looking to establish a B&B, hostel, or other hospitality service for students, based in her home.

Nancy Young has won three national and international book awards including the Silver Medal for Best Regional Fiction (Canada-East) for the Independent Publisher Book Awards, or “IPPY Awards.”

Class Secretary: Flora Lee, 224 Congo St, San Francisco 94131, bearbunf@iol.com

Ron Salz, B.S.-CRS, B.A.-English, is now the chief cartographer for the U.S. Fish & Wildlife Service’s National Wildlife Refuge System (NWRS). He has worked in the natural resources geospatial profession for 27 years, with the BLM, the USFWS, the Marine Corps and as a private consultant. Visit www.fws.gov/refuges/maps/ to see the award-winning NWRS national map.

Class Secretaries: Bernadette Hartfield Totaling, 2080 Lorain Rd, San Marino 91108, bhotaling@bfinc.com; Stephanie Hecken Moffat, 1889 Alpine Dr, San Marino 91108, tsmoffat@earthlink.net

In August, David M. Hassenzahl was appointed Dean of the College of Natural Sciences at Cal State Chico.

Class Secretary: Brett Kunazawa, 651 Stann Ave, Mountain View 94040-2530, 510/550-6829

Melinda Kasher Ragins, an IB major while at Cal, is now a pediatrician in Castro Valley. She actually met her hubby in Rec Sports—she was doing soccer, he was doing racquetball. They now have two kids, a mini-Melinda who is 7 and a 9-year-old son. Melinda remains an avid reader, jogs a bit, and is an accomplished seamstress. This was their fifth season at the Lair!

Shan Johnson, an interdisciplinary studies major in terrorism and psychology, now works as a Berkeley police officer.

Tim Snyder, a legal studies major, met and married Teresa ’90 almost two decades ago. They have two kids, and he has worked in packaged goods for the past 23 years. Tim recently celebrated four years as VP Sales and Marketing for Mars (the candy and pet food company, not the planet). His family has camped at the Lair (Camp Oski) for the past 12 years! Tim would like a special shout and thanks to Professor David Aaker, whose marketing class had a profound impact on Tim.

Cecilia Wogan-Silva was a cultural anthropology major at Cal. Upon graduating she taught in Japan for a couple years before moving back to the Bay Area to get involved in acting and musical theatre. Her creative juices brought her stints at FCR, SF Interactive and then Grey Worldwide. In 2007, she joined Google and she currently lives in the Bay Area with her spouse of 25+ years and two young girls. Cecilia continues her love of the arts by frequenting NYC to see a show or two.

Anders Yang has joined the UC Irvine Paul Merage School of Business as the new Assistant Dean for External Relations. He is also an independent director of CTBC Bank (USA), formerly Chinatrust Bank (USA).

Send me more scoops, fellow ’9ers. Or just show up to Week 10 at the Lair next year, and I’ll chase you down for some updates.

Class Secretary: Michelle Segal, michelle91@cal.berkeley.edu

Deanne C. Krenz, Ph.D. ’00, has been promoted to Associate Director, Regulatory Affairs at Abbott Vascular and works in the Santa Clara headquarters. Last fall, Deanne attended the Cal / Oregon football clash at Levi’s Stadium where she met Solly Pulp. She was later honored as one of the loudest Cal fans and presented with tickets in the University Club for the Big Game by Sonny Dykes and the Cal football team (search for Fan Appreciation on the Video page at calbears.com). She shared this memorable day with former college roomie VuHao Truong. The Bears did not take back the Axe, but the future is very bright! Go Bears!

Class Secretary: Elizabeth Zamora Villegas, francophile@alum.berkeley.edu

Tina Carr undertook a food-sharing project with her neighbors in New York City, and the result is The Soup Club Cookbook. The beautifully illustrated book provides about 100 recipes, and is written from the perspective of four different women.

It is full of anecdotes and just plain handy.

Class Secretary: Antonia Lau, antonia@cal.berkeley.edu

Monica Thompson has joined the national law firm Polsinelli in its Phoenix office as an associate practicing in the area of insurance recovery.

Class Secretary: Staci Goussev, staci@alum.berkeley.edu

San Diego law firm Kirby Noonan Lance & Hoge has named Andrea K. Russell as partner. Russell has represented defendants and plaintiffs in practice areas that include civil, tort and business litigation, professional and product liability.

Class Secretary: Christina Noz, 800 W Panorama Rd, Tucson, AZ 85704-3912, 520/577-5559, chrisonz@yahoo.com

Konstantine “Kosta” Demiris, of Demiris & Moore in Walnut Creek, was selected for the second straight year as a Rising Star by Super Lawyers in Northern California. Kosta has gained recognition for his work on elder law in the courtroom and in the community. He provides pro bono legal services to seniors at Contra Costa Senior Legal Services.

Class Secretary: Onprachai Jiwajinda, jiwajinda@alum.berkeley.edu

Rhonda Adato was recently hired as an associate attorney at the law firm Kirby Noonan Lance & Hoge.

We currently have no class secretary listed for the following classes: ’29-’31, ’33, ’39, ’04, and ’06 onward. If you are the class secretary, please contact the magazine office at 510/990-8250.

Class Secretaries: email your notes (classnotes@alumni.berkeley.edu) with “Class year” in the subject line. You can also fax them to 510/642-6252 or mail a hard copy to Class Notes, California magazine, CAA, 1 Alumni House, Berkeley, CA 94720-7520. Please bold class members’ names; each class is limited to 250 words. Read our submission guidelines at alumni.berkeley.edu/classnotes. Class notes may be posted on CAA’s website.

Can’t Find Your Secretary?
Email classnotes@alumni.berkeley.edu or call 510/642-5781 for names and contact info.

Submissions deadlines: Fall 2015 issue: June 26
Winter 2015 issue: September 25
In Memoriam

39 Robert John Hamilton, Oct. 22, in Milwaukee, OR. Bob’s career was in the taxicab business managing taxi operations in Los Angeles and the Bay Area. He eventually owned his own company in Stockton. He loved wooden boats, building four and restoring three classic yachts over the years. He is survived by his wife, Donna, sons Rob ’69 and Bill ’72, four grandchildren, and four great-grandchildren.

40 Denham Harman, Ph.D. ’43, Nov. 25. Denham was a legendary figure in science for his 1954 proposal of the Free Radical Theory of Aging. From 1943 to 1949 Denham worked as a research chemist for Shell Development Company in Emeryville; his research produced 35 basic patents, including the compound for the Shell No Pest Strip. Dr. Harman joined the UNMC faculty in 1958, ten years later he was promoted to professor of medicine and biochemistry, and in 1973 was honored by being designated the Millard Professor of Medicine. Denham helped establish the American Aging Association and he founded the International Association of Biomedical Gerontology.

43 Richard T., M.S., June 24, and Florence (Orme) Ward, M.S., Cal sweethearts, left this world within a week of each other, he on June 24 and she, July 1. At Cal he was studying civil engineering and she was studying chemistry. Dick’s dream to represent Cal in the 1940 Olympic water polo team ended with the outbreak of WWII; instead he joined the Marine Corps and served his country as a night fighter pilot. Dick served again in Korea, becoming a captain. Then he and his father formed the Clear Lake Water Co., providing irrigation services to farmers in Northern California. In 1969 Dick returned to Cal and received his MBA. Together Dick and Florence moved to Arizona, Iran, Guadalcanal, Indonesia, and finally Hawaii developing agricultural projects and building relationships with people from diverse cultural backgrounds. After an amazing life and 69 years of marriage, they leave behind their son and daughter.

44 Geraldine June (Tobias) Coughlin, Nov. 29. After Cal, Geraldine went to work for Western Airlines in San Francisco. She transferred with Pan Am Airlines to Honolulu. In 1989 Geraldine retired as an assistant director of the Santa Barbara airport and moved to Seattle in order to be near her two daughters.

45 Alice Cash Howell, Aug. 8, Monroe, WA. In 1946 she married Erle Howell Jr. in Pasadena. Alice was a member of Vote Smart, MoveOn, Tilth, NW Harvest, and KCTS9. She was a devoted wife, mother, grandmother, and friend who will be deeply missed by all who knew her.

Jeanne Wheelock Lilly, Oct. 9, Pacific Grove. After graduating from Cal, she worked at the Lawrence Berkeley Laboratory where she met and married Robert C. Lilly. They raised their three sons in San Mateo and Palo Alto. Jeanne started a new career as land planner for the County of Santa Cruz, a field she enjoyed for over 20 years. Jeanne and Bob designed and built their dream home on three acres of oak woodland and spent 25 happy years there. In 2004, they retired to the Forest Hill Retirement Community in Pacific Grove, a town they came to love.

49 Robert Bruno Alexander Naumann, Dec. 10. Robert graduated from Cal with Phi Beta Kappa and Sigma Xi keys and entered Princeton’s graduate program in physical chemistry. Upon obtaining his Ph.D. from Princeton, he remained there for a 39-year career as the university’s only joint professor of chemistry and physics. While at Princeton, he taught hundreds of undergrad and graduate students, including Albert Einstein. Bob’s scientific interests yielded countless professional articles and the discovery of 21 radioactive isotopes and 12 nuclear isomers. In 1961 Robert married Marina Grot Turkевич, and in 1992 they retired across the Connecticut River at Dartmouth College where he was honored as adjunct professor.

50 Marjorie “Mardy” Peet Love, Dec. 11, Carmel-by-the-Sea. Mardy grew up in Berkeley, surrounded by 16 cousins from the Lawton and Peet families, enjoying happy summers at Monte Rio on the Russian River. Mardy attended Berkeley schools and graduated with honors from Cal where she was a member of Kappa Kappa Gamma and sang in the choir. In 1952 she married William Deloss Love Jr., another Berkeley native. The two resided in Lafayette until 1970 when they moved to Carmel. There Mardy became the proud owner of Love Antiques, where customers became friends and friends were customers. Mardy was a lifelong volunteer and philanthropist. She established the Lawton Love Distinguished Professorship in Special Education at California State University Monterey Bay and served as an honorary trustee of Chartwell School in Seaside.

Seymour Merton Rose, J.D. ’54, Dec. 3. A huge Cal Golden Bears fan, track and field letterman, and Sigma Alpha Mu fraternity president, Seymour was a true leader, blessed with a Renaissance-level brilliance, a heart of gold, a relentless work ethic, and an unmatchable charisma and wit. Seymour became a family law specialist in 1980, and was in the first group of specialists to be licensed in Family Law. He served on the Oakland Board of Education for 18 years, where he helped facilitate desegregation of the Oakland Unified School District in the 1960s. He also was an associate professor of rhetoric at Berkeley for 13 years and acted as Northern California campaign manager for Robert F. Kennedy. In 2005, he was formally recognized for 50 years of outstanding service by both the State Bar of California and State of California Supreme Court.

Evert Irving Schlenger, Oct. 8, in Lafayette. After getting his B.S. from Cal, Ev earned a Ph.D. from UC Davis in 1957. From 1963 to 1969, he was a professor in insect systematics and then chaired the Department of Entomology at UC Riverside. In 1969, he transferred to UC Berkeley where he soon chaired the entomology department. He later formed and chaired the Conservation and Resources Studies department. His family foundation endowed research chairs to the California Academy of Sciences, UC Berkeley, UC Davis, Santa Barbara Museum of Natural History, and Australian National Insect Collection. He was an inspiring teacher and mentor. He developed innovative approaches to the biological control of agricultural pests and studied the biology, taxonomy, and evolutionary ecology of spider-parasites in the fly family Acroceridae. He is survived by his four children, 11 grandchildren, and brother.
Anne Said Lewis, Feb. 22, 2014, in Santa Rosa. Anne lived in Stern Hall for two years, then joined Gamma Phi Beta Sorority. After graduation she returned to Cal to earn an Elementary teaching credential and taught in Richmond for a few years. In 1953 she married Dick Lewis ’51 and two years later moved to San Mateo County for 39 years. Anne was a teacher aide and substitute teacher in Hillsborough for 15 years. They moved to Santa Rosa, Anne’s hometown, in 1994. She is survived by her husband, three children, and four grandchildren.

William N. Shimamoto, Oct. 26, in Berkeley. A resident of El Cerrito, William is survived by two sons, Peter ‘82 and Don, and two grandchildren.

Allerton Blake, M.A. ’53, Nov. 20, in Santa Rosa. Al was born in Oakland and raised in Arizona and Hawaii. He served in the Army in WWII, then enrolled at Cal to study architecture. He was a member of Sigma Pi fraternity. After graduation, he pursued a long career as an architect in San Francisco with major firms including Skidmore Owings & Merrill and Hellmuth Obata Kassabaum. In retirement he and his wife, Nina ’51, moved to Santa Rosa, where he became active in the Valley of the Moon Rotary Club, the Oakmont Cal Alumni Club, and SIR Branch 92. Allerton is survived by his wife of 62 years, sons Noel ’78 and Anthony ’80, and one grandson.

Marjorie “Mardy” Fletcher Robinson, Nov. 3, in Lafayette. Mardy was born in Berkeley as a fourth-generation Californian, grew up in Oakland, and seemingly majored in activities at Cal. She served as Sports Editor then Editor ’52 of the Blue and Gold yearbook and was a member of Kappa Kappa Gamma, Mortgage Board, Torch and Shield, Prytanean, and Rally Committee. On a blind date during the 1950 Rose Bowl festivities, Mardy met Ned Robinson ’47, J.D. Boalt ’51; they married in 1951. In 2009, Mardy was honored by CAA with the Excellence in Service Award, for her 57 years serving as Class Secretary for the “Golden Crew of ’52.” Mardy and Ned built their own home on a hill in Lafayette; Mardy went into labor while tying the rebar for the foundation of the house. Mardy gave herself and her time to others, and to building the communities of people she was involved in. She is survived by children Kirk, MBA ’80, Jeane ’79, Brooks ’81, and Glenn ’82, Ph.D. ’92, and eight grandchildren, including Emily ’15. Contributions can be made to UC Berkeley Foundation.


King A. O’Neal, Dec. 17, in Oakland. A longtime Oakland resident, King’s career spanned farming, trucking, and real estate financing and sales. He was active in civic organizations and a longtime member of St. Paul’s Episcopal Church. King is survived by his wife, Susanne; children Margaret ’77 and Bob; eight grandchildren; and two great-granddaughters.

Hugh L. Barton, Nov. 20, 2013. While at Cal, Hugh met his sweetheart, Shelia, a Mills College girl. Hugh traveled the world promoting and cultivating the agricultural nut-processing equipment invented and patented by his father, which Hugh further developed. Upon his retirement, Hugh got together with several of his friends and formed what would become Modesto Banking Company. Thus evolved his second career in investment banking in the Peninsula area where he founded the Bank of Los Altos and the Private Bank, which became Avidbank. Hugh served as a UC Berkeley Foundation trustee and as chair of the Stanislaus County Campaign for UC Berkeley. For many years, Hugh and Shelia cheered the Bears from their 50 yard-line seats.

George Angelo Lucchi, Sept. 15, in Phoenix. George was born in Epping, NH in 1916. He enlisted in the Coast Guard when WWII broke out and served in different capacities until 1947. From 1947 to 1951 he was a radio operator at Wake Island where he photographed the historic meeting between President Truman and General MacArthur. After graduating from Cal, his engineering degree was put to use by RCA where he worked on several highly sensitive government programs.

Judith Ann Esparza, M.A. ’62, Oct. 22. After receiving her B.A. and M.A. from Cal, Judith earned a Ph.D. in political science at the University of Washington, Seattle, where she studied the plight of the poor in Latin America. Always concerned for others, Judith also researched school desegregation...
issues in Washington, D.C. for the National Education Association and was an activist for the Congress of Racial Equality. She was also associated with The American Political Science Association, The Seattle League of Women Voters, and LULAC, among others.

Suzanne Small Knapp, Oct. 6, in Portland, OR. At Cal, Suzanne was a member of Kappa Delta Sorority where she met her husband, John ’59. After living in Washington, D.C., England, Connecticut, and throughout California, they settled in Portland in 1978. Suzanne spent a career in social work, retiring as the Executive Director of Senior Citizens Council of Clackamas County. She is survived by her husband of 55 years, daughters Jennifer and Catherine ’95, and three grandchildren.

Barclay Simpson, Nov. 8, in Orinda. Barc, as his friends and family knew him, stood enthusiastically for economic innovation and social progress, equity and access to education for young people. He and his wife, Sharon, have left an indelible legacy across the campus. Most recently, they co-chaired the Campaign for Berkeley, raising $3.13 billion. During WWII, Barc signed up as a Naval Corps pilot and deployed with his fellow “Flying Golden Bears” to the Pacific. Barc was a Naval Corps pilot and deployed with his fellow “Flying Golden Bears” to the Pacific. Barc founded one of the most successful firms that builds structural connectors, Simpson Manufacturing. In 2006, he received the Chancellor’s Award in recognition of his many years of leadership and service to Berkeley and the UC Berkeley Foundation. The Haas School of Business also named him the Business Leader of the Year for 2005. In 2013, he received the Berkeley Medal, the University’s highest honor, for his leadership and many contributions to society. He is survived by his wife of 40 years, Sharon; sons John Simpson and Jeff Gainsborough; daughters Anne Gattis ’71, Jean Simpson ’76, Julie Simpson, Amy Simpson, and Lizzie Murray; six grandchildren; and four great-grandchildren.

Maurice J. Tauber, Oct. 6, in Sacramento. Maurice grew up on the Canadian prairies (Winnipeg) and attended the University of Manitoba for his B.S. and M.S. In the early 1960s, he came to Cal to pursue doctoral research in entomology where he met Catherine “Kady” Toschi ’62, M.S. ’64, Ph.D. ’68, who was also studying entomology. They married in 1966 and moved to Ithaca, NY, where Maurice began a 34-year career as a faculty member at Cornell University. He authored/coauthored about 200 papers on insect seasonality, speciation, and biological control. He served as chair of the Department of Entomology for five years and was very active in a number of scientific societies. After retiring from Cornell, Maurice and Kady returned to California where they continued their research, now in association with UC Davis. Maurice was a Fellow of the American Association for the Advancement of Science, the Entomological Society of Canada, and the California Academy of Sciences, and a Research Associate at the B. P. Bishop Museum in Honolulu. He also served for many years on the Editorial Board of the European Journal of Entomology. Maurice is survived by his wife, three children, and three grandchildren.

Keith F. Prince, Aug. 26. Keith sailed competitively, and with his friends, won the North American Dragon-class championship in 1979. In 1992, Keith founded his own software company, Techie Communications, which he ran until his death. In 2003, Keith started the Rotary Club at UW School Health Sciences, which focuses on community service and health locally and globally for students. In 2012, he was named the district Rotarian of the Year.

Jeffrey Michael Gleed, Sept. 30, Seattle, WA. Jeff enjoyed his college days pitching for the Bears baseball team while acquiring his B.A. in economics.

David L. Wessel, a professor of music and the first director of Berkeley’s Center for New Music and Audio Technologies (CNMAT), was a groundbreaking scholar, whose research converged music with neuroscience, psychology, mathematics, computer science, and engineering. Wessel, who died last October in Berkeley at age 72, not only composed and performed music, he created computer software that allowed computer musicians to play improvisationally with others in real time.

From an early age, Wessel oscillated between his musical and technological interests. In a 1999 interview for a blog at software company Cycling ‘74, Wessel said his father had always wanted him to be an engineer, but by age 17 he “just wanted to be a bebopper.” After his parents refused to let him accept a scholarship to the Berklee College of Music, he attended the University of Illinois for engineering instead, eventually switching to mathematics and experimental psychology. He was in the midst of his graduate program in mathematical psychology at Stanford in 1966 when John Coltrane came to perform at the Kresge Auditorium and Wessel just “had to get back into it again, back into music… I called up my parents right away and I got the drums out.”

Over the next ten years, his personal explorations in music and technology prolonged his academic pursuits, but in 1976 Wessel became the director of pedagogy and software development for IRCAM, the French forerunner of CNMAT. He was at the forefront of the personal computer revolution, and he saw their potential for composers and researchers. “His big contribution was developing ways for technology to be responsive to musicians,” said Chair of UC Berkeley’s Music Department, Cindy Cox.

When CNMAT formed in 1987, Wessel became the director while continuing to develop musical applications for computers. His signature creation (developed alongside Rimas Aviezisen and Adrian Freed) was the SLAB, an expressive interface with 32 pressure-sensitive touch pads that could be assigned a variety of different behaviors and sounds.

Known on campus for his big smile, sense of humor, and ability to inspire, Wessel was also a professor who would “bend over backwards to help a student out,” said his son Robin. He mentored and taught many prominent students, including Vijay Iyer, one of the leading figures in improvisation today. Wessel collaborated and performed with many composers and musicians worldwide, including legendary saxophonist Roscoe Mitchell and classical Indian singer Shafqat Ali Khan.

He is survived by his wife, Fee Fong; two sons, Robin and Scott; two grandchildren, Noah and Ava; and his brother, Ralph. CNMAT will hold a public memorial for Professor Wessel on March 22.

—Marica Petrey