

## ALUMNI IN THE NEWS

## 1960s

- **Richard McDowell** (Journalism '65), retired, remembers the elephant races and why they were stopped: "Insurance went thru the roof after an elephant decided to break ranks and charge into the crowd." He also remembers "Dean Becker, Drs. Maxwell and Alexander."

## 1970s

- **Tom Gorman** (Journalism '73) joined *The Las Vegas Sun* as a general interest columnist in September of 2005.
- **Geno Effler** (Journalism '77) was appointed manager of brand communication for Aston Martin North America in Irvine. Prior experience includes Mercedes-Benz and Maybach brands in Western United States, Kia Motors and NFL (Los Angeles Rams).
- **Ken Hedler** (Journalism '78) won second place in the business writing, non-metro division of the Arizona Associated Press Managing Editors 2004 contest for his article "Arena" that appeared July 18, 2004, in *The Daily Courier*.
- **Don F. McMahan** (Advertising '78) was named executive vice president of sales and marketing at Visioneer, Inc. He has over 20 years industry experience.
- **Daniel McClain** (Public Relations '79) was named

corporate director of media relations for Northrop Grumman Corporation in Los Angeles. He serves as one of the company's primary spokespersons and is responsible for maintaining and enhancing Northrop Grumman's reputation among national and trade media and oversees the company's news bureau.

## 1980s

- **Rose Haunreiter** (M.A. Communicative Disorders '85), a speech and language teacher at Huntington Beach High School, won Teacher of the Year in Orange County.
- **Laurie Kolke** (Advertising '86) moved from managing Fashion Fair mall in Fresno to manager of Arden Fair in Sacramento. "Kolke arrived Feb. 28 to lead the 1.12-million-square-foot mall that houses 165 stores plus four department store anchors."
- **Dave Strege** (Journalism '86), *Orange County Register* columnist, recently authored "Celebrity Fish Talk," a book of fish tales from celebrities in film television, sports, politics and music. Included is a foreword by fraternity brother, Kevin Costner, an avid fisherman.
- **Mike Willman** (Journalism '86), former host of an ESPN radio show in Los Angeles, is now director of publicity at Santa Anita Park.
- **Manuela Corfar** (M.A.

Communicative Disorders '88), speech pathologist in Southern California, was highlighted in an April 2005 *Orange County Register* article about "Salvaging Speech." Corfar works with patients who suffer communicative, cognitive or swallowing problems resulting from strokes, brain tumors, throat cancers and tracheotomies.

- **Julie Warner** (Advertising '89) recently joined the HomeTown Realtors team of agents in Auburn, Calif., in April 2005. She was a nationally ranked collegiate gymnast while at CSUF.

## 1990s

- **Susan Katsaros** (Public Relations '91) was named director of community relations in the CSUF Public Affairs Office.
- **Rebecca Anaya** (Public Relations '92) joined the team at Keller Williams Costal Properties in Lakewood.
- **Bobbi Rice** (Advertising '92) serves as the vice president of membership and marketing on the Cal State Fullerton Alumni Association Board of Directors.
- **Suzanne Hawley** (M.A. Communications '94), owner of Hawley Communications in Orange, recently was named to the CSUF Alumni Association Board.
- **Jose Mota** (Radio-TV-Film '94), two-time All-

American at Fullerton and a former baseball player with the Padres and Royals, is in his fourth year as Spanish color commentator on Angel's radio KTNQ (1020) and his second as a dugout reporter and analyst on KCAL telecasts in English.

- **Rosa Maria Santana** (Journalism '94) is director of the National Association of Hispanic Journalists Parity Project and works with English language news organizations to increase representation of Latino journalists in the newsrooms. She has worked at *The Riverside Press-Enterprise*, the *Arlington Morning News* and the *Cleveland Plain Dealer*.
- **Jason Stewart** (Radio/TV/film '95) was featured in a series published in the *Pasadena Star-News* about the coolest jobs in sports media. He works on the Jim Rome Show with producer Travis Rodgers at Premiere Radio Network.
- **Lan Dalat** (Photo-communications '97) is a captain in the US Army, US Deployable Communication Module—Alpha Commanding, Naples, Italy, and looks forward to faculty and student visits during their academic pursuits in Florence.
- **Barbara Chen** (Broadcast Journalism '99) is filling in as senior producer of World News Now (ABC) while a colleague is on maternity leave, "getting

lots of great experience, exposure and education."

## 2000s

- **Melinda Gann** (Journalism '00) was appointed to the Public Broadcasting System Communication Advisory Committee because of "her expertise in marketing, public relations and creative direction."
- **Kobina Wright** (Journalism '00) created Anibo 101 in 2003, a dictionary to empower the African-American culture. The second edition was published on May 27, 2005.
- **Omid Abtahi** (B.A. Advertising '02) is a regular on FX's "Over There" as one of the American "grunts" on the ground in Iraq. He is cast as an American combat soldier of Arab heritage who joined the Army after 9/11.
- **Vanessa Boutwell** (Advertising '04) joined award-winning Hayes Martin Associates Inc., foremost advertising and public relations agency for homebuilders and planned community developments, as account coordinator.
- **Anna Javier** (Advertising '04) joined Keystone Pacific Property Management Inc. as an associate manager.
- **Susan Stewart** (Public Relations '04), president of Mercedes Homes Mortgage Division, recently was named to the CSUF Alumni Association Board.
- **2nd Lt. David Reimer** (RTVF '04) runs a television production detachment in Iraq to do Strategic Level Psychological Operations Products. He is setting up a radio station.
- **Annette Arreola** (Journalism '05) is reporter/producer with the Spanish language sister station to KWES where **Stephanie Miranda** (Journalism '04), executive producer, and **Jacqueline Sit** (Journalism '04) are working.
- **Monique Macalinao** (Public Relations '05) was honored at the 3rd Annual Asian Pacific Islander Graduate Recognition Ceremony along with more than 60 other CSUF grads.
- **Yaoska Machado** (Journalism '05) is a reporter for the Spanish language sister station to KGET in Bakersfield, Calif.
- **Kristen Rockwell** (Public Relations '05) is public relations coordinator at boutique public relations agency, Gonzo Communications Inc., in South Orange County.
- **Debbie Seigle** (Entertainment Studies, PR '05) is at L&A Marketing and Advertising as a bilingual account coordinator.



## Grit, dependability prove a winning combination

A positive attitude and a can-do demeanor are what **Anna Ruiz Schavone** (Advertising '88) claims moved her from entry level jobs at Telemundo to her current position as local sales manager for KNBC-Channel 4.

"I am the first Telemundo employee to move to the NBC side of the business versus NBC employees moving to Telemundo," she explained. Telemundo was purchased by NBC three years ago, and NBC just purchased Universal Pictures last year, thus NBC Universal. GE is the parent company.

With five employees reporting to her now, her team is responsible for all advertising revenue billed locally. This includes some of the station's major initiatives, such as the Olympics, the National Football League and the Los Angeles Marathon in March.

Ruiz started at Telemundo and worked her way up from account executive to general sales manager in 14 years.



She said, "This is where I earned my stripes. The one best thing I learned at Cal State was to be realistic. Explore your options – and don't be afraid to start anywhere. Pay your dues."

Her resume chronicles a host of "most successful," "highest billings," and "greatest growth." She said promotions came with a series of parameters, one being the ability to increase revenue goals every year and another having the ability to lead and improve the employee base.

This is where some of her additional leadership training came into play. She said the opportunity to enlist outside management training and motivational speakers afforded her the ability to influence and mentor her sales teams. Another asset she possesses is consistency. "It's important to demonstrate constant upward progress," she said.

Her managers have noted her drive and her pluck. One manager wrote

about her: "Anna is a team leader with a strong presence in the Hispanic community. She adapts positively to change and has the desire, passion and work ethic to go far in this company. She is a hard worker and goes the extra mile to achieve success for the company."

Ruiz lives in Fullerton with her husband, Loren Schavone, a communications student, and their three sons: Morgan, 8, and twins Marc and Matthew, 4. She said when she started, married life and children were a priority. But, "If you want a career, you need to set a focus. You have to be willing to move. The better employees have lived in several media markets."

Well, according to her, that's over now. She's settled.

To the question on her employee assessment form, "Are you willing to relocate inside your present country?" she indicated, "No."

In fact, she wrote, "I will continue to develop my leadership and strategic planning skills as I strive for the next management level – a GSM position."

Yes, "Anna is rated a Top Performer" – as one manager wrote.

## PASSAGES

**Bill Robinson** (Communications '70) died Wednesday, Nov. 23, 2005, of cancer. He was 64.

Robinson, a former Marine, was a public information officer for the San Diego Police Department for almost 30 years, serving as the spokesman for the department during such events as the PSA Flight 182 crash in 1978 and the 1984 MacDonald's restaurant massacre.

In 2004, he was lauded for his "honest, responsive, helpful" service to the media with a lifetime achievement award from the San Diego Press Club.

He is survived by a son, Scott, of San Diego.

**Laura Amarillas-Moreno** (Public Relations '06) received a \$1,000 Richard Gavotto Scholarship at the 30th Annual PROTOS Awards hosted by the Orange County Public Relations Society of America in June 2005.