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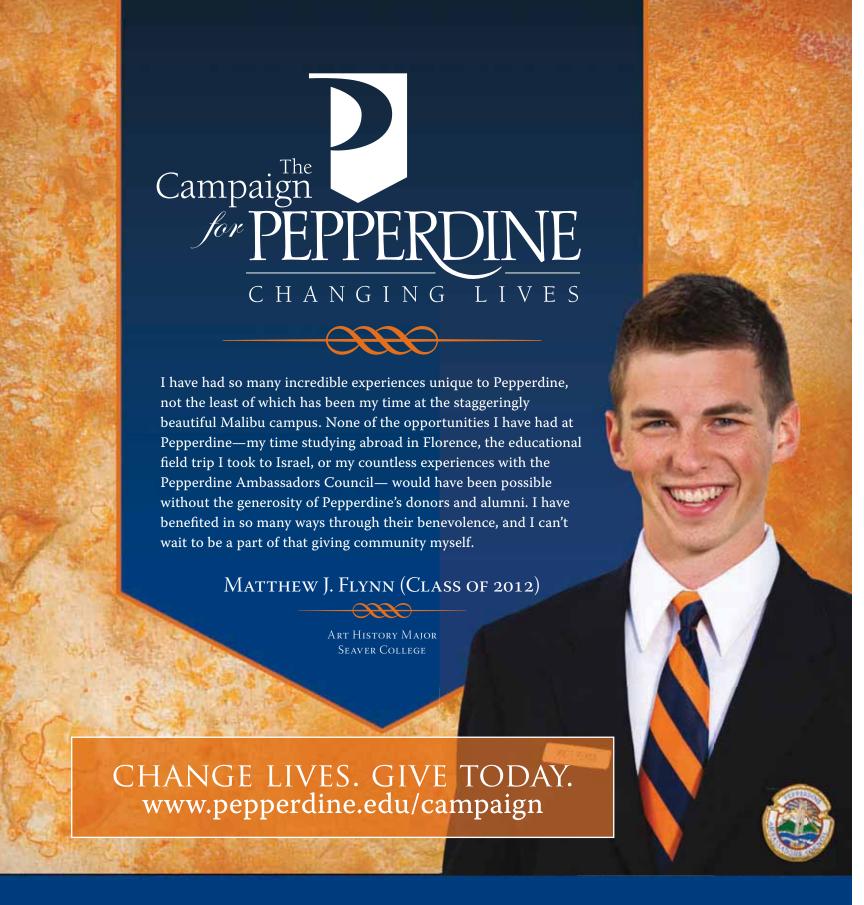
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PEPPERDINE UNIVERSITY

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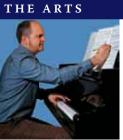
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"Whether we tell the story of a student, faculty member, alumnus, or donor, sacrifice is at the heart of every Pepperdine story."

When President Benton spoke these words at the sold-out Pepperdine Associates dinner this spring, he highlighted a key theme we see resonate in each issue of *Pepperdine Magazine*.

Take this issue, the first of our fourth volume. We salute students past and present who know all too well the idea of sacrifice through serving their country in the armed forces. We meet scholars who dedicate their intellect and energy to advancing knowledge that is useful and meaningful to the community, athletes who bring everything they have to their sport, and artists who pursue their passion to create and generously share their talents with each of us.

Thank you for joining us for another glimpse into the heart of the Pepperdine story.

MEGAN HUARD editor

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Visit magazine.pepperdine.edu to tell us what you think about what you're reading and how we're doing. We'll publish your thoughts in the next issue.

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The Unstoppable James R. Wilburn

Congratulations to Pepperdine University for recognizing Jim Wilburn as a leader among leaders. Jim is his own best example for all of us to follow. Jim is an exceptional model of courage, commitment, competence, patience, persistence, and vision. His contributions are those of a true shepherd. Jim Wilburn lives through a vision that he shares and makes real. Jim Wilburn is respected, admired, and emulated by his many students. He is the finest example of a true educator.

-Bernard Luskin
CEO and Senior Provost
Professor, Education
and Psychology
Touro University Worldwide

Out of the Stress Zone

Great tips on stress reduction! Embracing the spiritual dimension combined with being active socially as well as physically exercising is very effective for many people.

-Michael

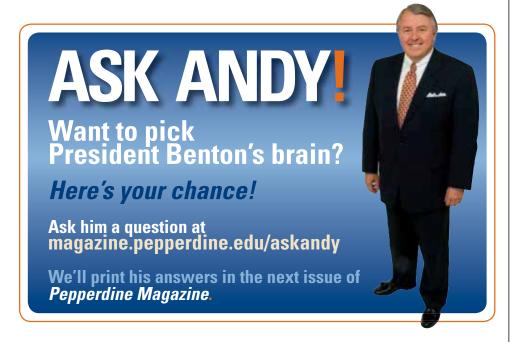
I think a good way for a college student to deal with stress is, for one, to have God in your life or some spiritual outlet that lets you focus on something other than academics. What I've done to ease my stress from school is focus on art, more specifically music. The weeks leading up to finals, I listened to a lot more music and I think that helped because my final grades increased for all my classes.

-Katiara

Ripe for Change

Bravo for the important work you are doing. I am a retired teacher with 40 years working in the public school system. I always took a brown bag lunch because I couldn't stomach what passed for food in the cafeteria. Shamefully, I didn't think I could do anything about it. I did try a school garden during my last few years of teaching. I admire Bangert and Oliver's work. It's about time someone did something to change what children have to eat at school.

—Linda Harrington



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Pepperdine Magazine, Volume 4, Issue 1, Spring 2012. Pepperdine Magazine is the feature magazine for Pepperdine University and its growing community of alumni, students, faculty, staff, and friends. It is published quarterly by the University's Public Affairs division.

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Pepperdine Magazine is produced with guidance from an advisory board representing a cross-section of the University community.

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Abbreviations—GPC: George Pepperdine College; SC: Seaver College; SOL: School of Law; SPP: School of Public Policy; GSBM: Graziadio School of Business and Management; GSEP: Graduate School of Education and Psychology.

Pepperdine is affiliated with Churches of Christ, of which the University's founder, George Pepperdine, was a lifelong member.

CONNECT WITH PEPPERDINE:









see generosity every day in my life. As a parent, I live it with my children. (Why else would I have happily changed so many diapers when my kids were younger?) As chief development officer, I see it in the multitude of individuals who make financial gifts to benefit our students.

And in my time with students, I see it in so much of what they do—such as when so many recently spent their spring break helping others throughout the world with Project Serve. I can't always quantify the giving spirit of these groups, but I know it's there. In data provided in 2009 by the Corporation for National and Community Service, California was one of 16 states whose citizens contributed more than \$4 billion in equivalent volunteer hours.

Proudly, our students are part of that impressive statistic. I see it in their words, their actions, and their interactions with one another. I see them more loving, joyful, peaceful, kind, patient, and gentle. Some might recognize these as "Fruits of the Holy Spirit."

How many times have we helped someone in need, yet come away feeling like it was us who gained the most? For readers of this magazine, I predict this is a frequent occurrence. Theodore Roosevelt Malloch provided a convincing rationale for this when he said in his book, *Being Generous*, that "true giving is rooted not in reciprocity but in compassion." Thus, when we meet the needs of others, we too feel joy.

National data affirm the spirit of generosity inherent in society, and especially in the hearts of its people. In 2010, according to *Giving USA*,

individuals contributed \$211.77 billion to charitable causes, eclipsing the combined total gifts of corporations, foundations, and bequests.

I find it compelling that all of the world's major spiritual and moral traditions express generosity to others as a basic moral virtue. According to one ancient sage in the Jewish tradition, charity is equal in importance to all other commandments combined. My own Christian faith provides countless

Freely ye received; freely give.

Matthew 10:8

instances that point to the virtue of generosity. It's fair to say, for example, that God sees giving—sometimes out of prosperity and sometimes sacrificially—as a way to bless others. Pepperdine's motto is another such example:

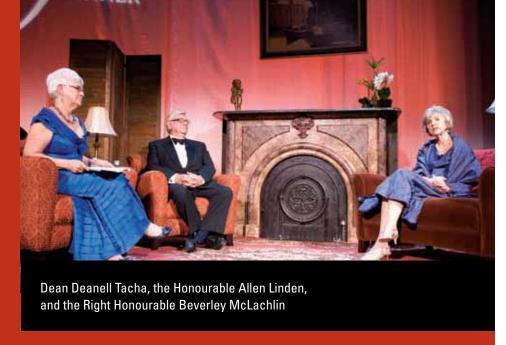
The New Testament suggests that it is best to give freely and cheerfully—and without establishing any fixed percentage that should be given away. (This may come as a surprise to many.) A valuable interpretation of Scripture, as it relates to possessions,

suggests that everything under heaven belongs to God, has been placed in our care, and should be shared with others, especially those in need. I find the words of John Wesley, founder of the Methodist movement, most illuminating: "Make all you can; save all you can; give all you can." Wesley believed that one should work hard and be paid fairly, be frugal in what he spent, and ultimately give most of what he earned to others. Many historians believe that Wesley lived on two percent of what he made while giving the other 98 percent away. Wow!

The concept of stewardship suggests that we are mere caretakers of all that we have been given, a concept I try to apply in every aspect of my own life. My colleagues have heard me say more than once that we are charged with being steadfast guardians of the generosity of others. The resources that we oversee directly impact our students, taking the form of scholarships, travel costs, books, art supplies, faculty support, or athletic uniforms. In every case, they change the lives of our students every single day.

I say all of this to remind us of the virtue of being generous. It's part of who we are as humans. We were designed to want to help others, contrary to what our culture may tell us. If we live as though our possessions are not our own, serving as mere stewards, then sharing them with others is made easier. Let's find worthy causes to support and give all we can. In doing so, not only will we make this world a better place, but we also may be surprised by the joy and satisfaction that comes back to us.





THE 39TH ANNUAL SCHOOL OF LAW DINNER SALUTES THE RIGHT HONOURABLE BEVERLEY McLACHLIN

The 39th Annual School of Law Dinner welcomed more than 600 guests into the ball-room of the Beverly Wilshire Hotel on February 18 for a unique gathering that saluted the Right Honourable Beverley McLachlin, chief justice of Canada.

McLachlin received one of Pepperdine's most prestigious awards, the Robert H. Jackson Award, which recognizes individuals who personify outstanding public service when upholding the rule of law.

In a fireside chat with School of Law dean Deanell Reece Tacha and Pepperdine justice-in-residence the Honourable Allen Linden, McLachlin addressed the differences between American and Canadian judicial systems, and the relationship between the two countries as strong allies. She also spoke to advice she would give to law students, noting her recommendation of "thinking of themselves as a vital service provider."

The School of Law also recognized Judge Robert H. Henry, former chief judge of the United States Court of Appeals, 10th Circuit, and current president of Oklahoma City University, with the Vincent S. Dalsimer Dean's Award.

Earlier in the day, Chief Justice McLachlin, Judge Henry, and Dean Tacha presided over the 38th Annual Vincent S. Dalsimer Moot Court Competition's final round. Pepperdine students Karissa Hurst and Amie Vague, on behalf of the petitioner, and Ardy Pirnia and Andrew Quist, on behalf of the respondent, argued a petty theft case involving a homeless military veteran. Dalsimer competition chair Kelline Linton authored the case.

Chief Justice McLachlin continued her involvement with the School of the Law in the week that followed as a guest lecturer in three classes. She also participated in an open forum, making herself available to the Pepperdine community, as well as the public.

→ ON THE WEB law.pepperdine.edu

SECOND ANNUAL HOLLYWOOD IT SUMMIT AT THE GRAZIADIO SCHOOL

Seven major technology solution providers and leaders joined together for the second annual Hollywood IT Summit (HITS) March 2 at the Graziadio School of Business and Management. Coproduced by *Variety*, the event is the largest single gathering of IT professionals in Hollywood and was developed under the direction of an advisory board representing all major movie and television studios.

"Entertainment companies that have established a mature IT architecture and infrastructure are often able to take advantage of the new opportunities and barriers that are presenting themselves in the business landscape," said Linda Livingstone, dean of the Graziadio School.

The summit focused on the pressing issues that business professionals in IT, finance, marketing, supply chain, and digital media deal with on a daily basis. Panel, tutorial, and expert presentations included such as topics as digital marketing, residuals, reporting and participation systems, supply-chain automation and integration, digital distribution from the IT perspective, digital innovation, and technology-driven business transformation.

"HITS has become a unique, collective experience for the entire entertainment IT ecosystem," says conference chair and Pepperdine adjunct professor Devendra Mishra. "From the content holders to their service and technology solutions providers, we all gather together once a year with an open mind toward facilitating growth and profitability for our industry."

Source: Variety

→ ON THE WEB bschool.pepperdine.edu

PEPPERDINE REMEMBERS LIFE REGENTS ROBERT JACKSON and ROSEMARY RAITT

Pepperdine was saddened recently to lose two longtime members of the University community: Life Regents Robert Jackson and Rosemary Kraemer Lokey Raitt.



Jackson was a 25-year member of the Board of Regents. President Andy Benton, a close friend of Jackson, said of him, "Bob was one of those larger-than-life figures who personified what is meant by the term, 'servant leader-ship.' He was a great friend to our University and his legacy and stewardship here will be remembered for a long time to come."

Added Pepperdine University's director of church relations, Jerry Rushford, "Bob was a very enthusiastic supporter of Pepperdine's annual Bible Lectures and regularly attended the event on campus. We will all miss him very much."

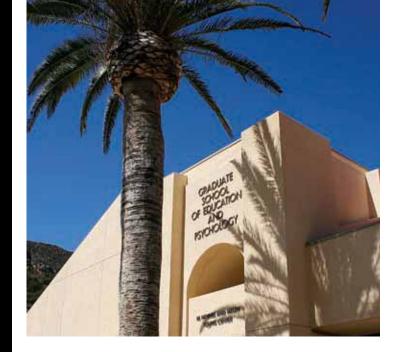


Raitt, a 29-year member of the Board of Regents, "was one of the University's staunchest and most consistent supporters," says President Benton. "She was more than a supporter—she was an active and constant contributor to the University community. From her establishment of scholarships, to serving on our Board of Regents and our Center for the

Arts Guild, to directly working with our students, Rosemary distinguished herself as a person who actively sought to involve herself in the life of the University, with the aim of making a real and immediate difference."

Marnie Duke Mitze, chief of staff and former managing director of the Center for the Arts at Pepperdine, noted that "Rosemary and her late husband John were a vital part of our arts center and the life of our University. Hundreds of young musicians have benefited from the opportunity to perform in the exquisite Raitt Recital Hall, and many more students have benefited from the generosity of the Rosemary Lokey Raitt endowed scholarship and the John and Rosemary Raitt Music Theatre Scholarship. Rosemary was the first person to establish a scholarship at the University's Malibu campus."

→ ON THE WEB Learn more about Jackson and Raitt, and their legacies at Pepperdine: magazine.pepperdine.edu/in-memoriam



GRADUATE SCHOOL OF EDUCATION AND PSYCHOLOGY CELEBRATES TWO MILESTONES IN AWARDING DOCTORAL DEGREES

The Graduate School of Education and Psychology—currently the only school of Pepperdine granting doctoral degrees—is celebrating the 30th anniversary of first conferral of the EdD degree and 25th anniversary of the doctor of psychology in clinical psychology program.

"I can recall the excitement 21 years ago when we first learned that our PsyD program received its accreditation from the American Psychological Association. We were gratified at the time to achieve that milestone, and we are even more gratified to reflect upon the hundreds of outstanding psychologists who have now graduated from our program," says Robert deMayo, associate dean of the psychology division. "The true indicator of our program's success is not the high demand for our program, which increases with every year, but rather the amazing things our graduates have gone on to achieve in their communities."

GSEP as a whole is celebrating its 40th anniversary. Friends, students, alumni, and staff will gather to celebrate these special milestones on October 19, 2012, at the annual Celebration of Excellence scholarship dinner. Reunions for specific programs will be organized by program chairs, giving alumni an opportunity to reconnect and network with faculty and peers.

→ ON THE WEB gsep.pepperdine.edu

SCHOOL OF LAW VICE DEAN TIM PERRIN APPOINTED PRESIDENT OF LUBBOCK CHRISTIAN UNIVERSITY

Tim Perrin has been named the sixth president of Lubbock Christian University (LCU) in Lubbock, Texas. An alumnus of Lubbock Christian, Perrin is currently vice dean of Pepperdine's School of Law. He will assume his new duties June 1, 2012.

In being named president of Lubbock Christian, Perrin will become the sixth former Pepperdine employee to currently serve as CEO of a university. He joins Gerald R. Turner (MA '76) of Southern Methodist University, Michael F. Adams of University of Georgia, Kenneth W. Starr of Baylor University, L. Randolph Lowry III of Lipscomb University, and Mike E. O'Neal of Oklahoma Christian University. Like Pepperdine and Lubbock Christian, both Lipscomb and Oklahoma Christian are religiously affiliated with Churches of Christ.

"We will be sad to bid farewell to our esteemed colleague, Tim Perrin," commented President Benton. "He and his wife Lucy have enriched our campus community for the past 20 years

and his scholarship and seasoned administrative leadership will be greatly missed. The pain of our loss is eased just a bit anticipating the great contribution he will make at our sister university in Lubbock."

Perrin joined Pepperdine in 1992 where he has served with distinction on the faculty and the administration as professor of law, associate provost, and vice dean. He is the author of numerous articles in leading law journals writing on trial advocacy, and he participated in Pepperdine's acclaimed juvenile justice program in Uganda.



→ ON THE WEB magazine.pepperdine.edu/perrin



EXPLORES THE ROLE OF RELIGION IN AMERICAN FOREIGN POLICY

Pepperdine University Libraries, the Diane and Guilford Glazer Institute for Jewish Studies, and the Pepperdine Global Justice Program at the Herb and Elinor Nootbaar Institute on Law, Ethics, and Religion partnered to present a series of events in March on the role of religion in American foreign policy.

The conference, called "Borders of Faith," brought together leaders of the Christian, Muslim, and Jewish faiths to explore how these faiths impact national relationships in the Middle East. Ambassador Tony Hall, executive director of the Alliance to End Hunger, presented the keynote speech on how religion has impacted his own career and how the power of religion can transcend political boundaries.

In addition, members of the Abrahamic Faiths Peacemaking Initiative (AFPI) returned to Pepperdine for an interfaith discussion examining how Abrahamic faiths both interact with each other on an international level and affect American foreign policy. Arieh Saposnik, the Gilbert Chair in Israel Studies at UCLA, chaired "America, Faith, and the Middle East," a discussion on America's pivotal role in the interactions between Israel and its neighbors in leading dialogue between a Jewish state and Muslim-dominated countries.

Pepperdine professors Dan Caldwell, Russell Burgos, and David Simonowitz came together to explore how American military policy in the Middle East is impacted by the differing faiths it encounters, and the School of Law Straus Institute for Dispute Resolution moderated "Improving Interfaith Relations" as the final event of the conference. The event addressed informal efforts at joining religion with the political process in the Middle East and elsewhere. Representatives of the PACIS Project, professor Tim Pownall and Reverend Brian Cox, led by speaking on their work with the Straus Institute in faith-based reconciliation and Track II diplomacy.

DAVENPORT INSTITUTE

LAUNCHES GOLDEN GOVERNANCE BLOG

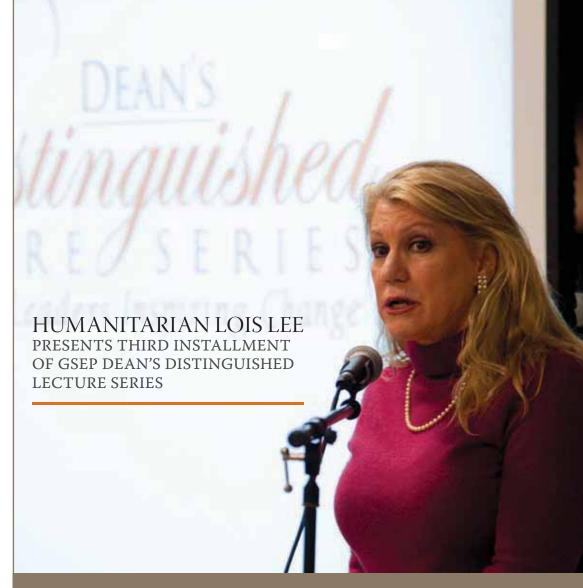
The Davenport Institute for Public Engagement and Civic Leadership at the School of Public Policy recently launched a new blog, *Golden Governance*, which focuses on government and citizen collaboration to provide services in California communities. The blog is a joint project of the Davenport Institute and the National Conference on Citizenship.

Golden Governance came about in response to the difficult economic times facing the cities, towns, and counties across California. Pete Peterson, executive director of the Davenport Institute, explains, "The premise of Golden Governance is an old, uniquely American one, but based on the most current circumstances: How can California's local governments, in the midst of a continuing and historic financial crisis, work with residents and civic organizations to deliver services in the best interests of their communities?"

The state now tackles some of its toughest governance challenges with a new collaborative approach, which includes greater public participation in decision making and service delivery. The blog offers a place where local leaders and community members from around California can share their "Stories of Success" as they work together in new ways to provide services and solve problems.

Golden Governance joins the Davenport Institute's three other citizen participation blogs, Gov2.0Watch and BigSocietyWatch, which launched in April, and inCommon, which relaunched earlier this year.

→ ON THE WEB publicpolicy.pepperdine.edu



Lois Lee, a pioneer in saving children who are victims of human sex trafficking, visited the Graduate School of Education and Psychology on February 21 to serve as keynote speaker at the third installment of the GSEP Dean's Distinguished Lecture Series.

Lee is the founder and president of Children of the Night, the only comprehensive program in North America devoted to children who have been forced into prostitution to survive. She has devoted her life to rescuing America's children from the horrors of prostitution, abandoning a promising career as a scholar and social policy expert to protect and advocate for these voiceless children.

Generously sponsored by Susan (EdD '86) and Don Rice, the Dean's Distinguished Lecture Series brings leading agents of change to GSEP to discuss the challenges and opportunities in servant-leadership in communities across the world. Created in 2010, the Dean's Distinguished Lecture Series helps support the GSEP mission of educating students to inspire lasting change in their communities and lead lives of purpose, service, and leadership.

→ ON THE WEB gsep.pepperdine.edu



"THE EPIC AND THE EXOTIC" SHOWS AT THE WEISMAN MUSEUM OF ART

The Frederick R. Weisman Museum of Art at Pepperdine displayed its new exhibit "The Epic and the Exotic: 19th-century Academic Realism from the Dahesh Museum" from January 14 to April 1 in the museum's Gregg G. Juarez Gallery and West Gallery.

The Dahesh Museum of Art is the only institution in the United States dedicated exclusively to 19th-century European academic art. This exhibition includes works from its holdings by such talents as William-Adolphe Bouguereau, Jean-Léon Gérôme, and Sir Lawrence Alma-Tadema, among other masters. These artists chose subjects that were often epic, inspired by the highest ideals of Western civilization, and exotic, providing a glimpse into distant lands, such as the Middle East.

"Academic realism seemed out of step with mainstream modernism during the 20th century but has enjoyed renewed interest in recent years," says Michael Zakian, director of the Weisman Museum. "Here in Hollywood, it always exerted a powerful influence on the movie industry. These paintings inspired an entire class of epic historical cinema, ranging from Cecil B. DeMille to David Lean's Lawrence of Arabia and Elizabeth Taylor's Cleopatra."

Featured in the exhibition are 32 historical paintings created in the great European art academies, which were dedicated to continuing the grand tradition of classical art. This exhibition also includes a group of genre paintings, scenes of everyday country life.

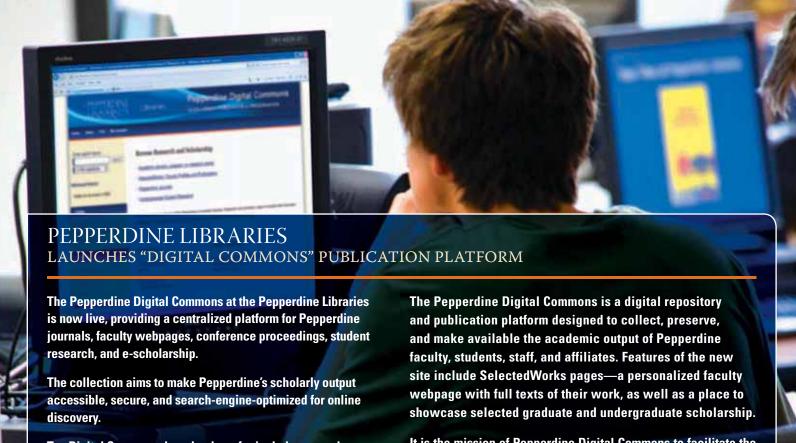
"It is particularly rewarding to have this exhibition here in Los Angeles," Zakian adds. "Original works like these are not often seen in Los Angeles, and it gives me great pleasure to be able to share them with the people of Southern California."

Frederick Arthur Bridgman

above:

Cleopatra on the Terraces of Philae, 1896 Oil on canvas, 29-7/8 x 46-1/8 inches Collection of the Dahesh Museum of Art

→ ON THE WEB arts.pepperdine.edu/museum



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PROFESSOR EMERITUS GLENN WEBB CONFERRED ORDER OF THE RISING SUN

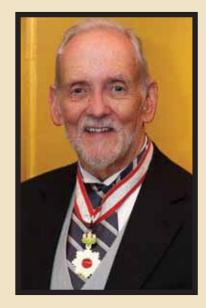
Glenn Webb, Professor Emeritus at Pepperdine and former director of the Institute for the Study of Asian Cultures, was conferred the Order of the Rising Sun by His Imperial Majesty the Emperor Akihito of Japan on November 15 in Los Angeles, California.

First presented in 1875 by Emperor Meiji, the decoration is the second most prestigious after the Order of the Chrysanthemum.

According to the Ministry of Foreign Affairs of Japan, Webb was selected for contributing to the advancement of Japanese studies and promoting mutual understandings and friendship between Japan and the United States.

"Glenn is deserving of the highest honor," says W. David Baird, Dean Emeritus of Seaver College and Howard A. White Professor of History. "He has spent a lifetime studying Japanese culture and history and is recognized as one of the world's greatest masters of the tea ceremony."

"Pepperdine was fortunate that Glenn spent the last 15 years of his career on the faculty here at Seaver College, directing the Center for Asian Studies and Pepperdine's own tea house," Baird continues. "Hundreds of students learned the discipline and beauty of tea from him and his wife, Carol. I suspect their lives, and their eyes, have never been the same since."









Cold Open:

JILL DANIELS ('88) stands under a spotlight on the Nokia Theatre L.A. Live stage, her navy blue dress offsetting the shining gold statue held in her hands. It is September 10, 2011, and she is winning her first Primetime Emmy Award for Outstanding Individual Achievement in Animation for her background painting of a *Phineas and Ferb* episode titled "Wizard of Odd."

Her beaming face betrays two distinct emotional reactions to this moment: joy at one of the best nights of her life, and gratitude for a dream come true—not just the Emmy, but her entire career.

"You can major in art and make a living out of it; you can go on and live the dream," she says, of the affirmation she received that night. "It never gets old for me that I get to make art and get paid for it. It's the best."

Act One: Setting the Scene

A young girl sits in her room, perched at her desk. It's the 1970s and with a pencil in one hand, the other holding down the white page, she furiously outlines and shades in the images from her mind. She has been drawing her whole young life and time loses all meaning when she is in the zone.

"Art is and was a wonderful place to escape to," remembers SONSERAE LEESE-CALVER ('84). She is now a successful texture painter in Hollywood, with a resume that mirrors the DVD shelves of most children of the 00s, including the hits Bolt, I Spy, X2, and The Polar Express. "It's a place where I had the power to create a perfect world."

A few years later she was grown up and honing her creative abilities at Pepperdine with a degree in fine arts and photography. She started making her living at various advertising agencies, but was put off by the "cut-throat" industry and moved into a computer graphics position at Genigraphics at a time when computer graphics was a new concept. "There was no school that taught it—whatever I know, I learned by doing and as technology changed, I had to always change with it. It was exciting to be a part of."

Inspired by the visual effects in Jim Carrey's 1994 hit, *The Mask*, she decided it was time to pursue her dream and use her graphics skills to become a texture map painter—painting on the surface of a 3D model to create color and dimension. Her first professional Hollywood gig was as the lone texture painter assigned to paint all of the CG vehicles for the Disney movie *Atlantis: The Lost Empire*, signaling the start of a happy relationship with Walt Disney Feature Animations.



RYAN FALKNER ('98), son of Pepperdine art professor Avery Falkner, remembers sketching with his best friend as a six-year-old child in Agoura Hills. He drew a truck with the horizon line behind, "as though trying to include some rudimentary perspective."

"My friend's grandmother saw the drawing and said I was supposed to draw the horizon line below the truck's wheels. I realized at that time that I perceived things a bit differently." A few years later, Falkner began writing and drawing his own comic books, and after graduating Pepperdine with a major in humanities and a minor in art, discovered that he could continue to tell stories in panels—as a storyboard artist. It's his job to translate a script or film director's vision into an illustrated shotby-shot layout. His credits now include *Pineapple Express, The Dukes of Hazzard*, and *Charlie St. Cloud*.

Around the time he graduated, Falkner decided that storyboarding was a more marketable skill than his other creative loves—acting, writing, and directing—but like most people in Hollywood he had to begin "pounding the pavement trying to get any kind of storyboarding jobs I could

find." These first jobs were typically student films and low budgets shorts. They taught Falkner some of the most important lessons, among many, about working in Hollywood: "perseverance, self-discipline, and self-confidence."

Concept artist SETH
ENGSTROM ('93) agrees:
"I've felt it is 99 percent
perspiration and one percent
inspiration; the visual arts
are filled with lots of harsh
critiques, and you are
struggling constantly to
improve."

He had his early start watching *The Price is Right* with wide eyes and demonstrating a knack for drawing Bob Barker's likeness. "But I didn't really fall in love with art until my 20s, when I started to appreciate it more," he notes.

Ryan Faulker's storyboard for Off the Grid





The young Engstrom did, however, fall in love with the acclaimed *Star Wars* trilogy. "It had such a huge impact on my creativity, and what was possible to create. I would pore over this set of Ralph McQuarrie prints that my dad got for me of *Star Wars* concept art."

After getting his postgraduate training at the Art Center College of Design, he got his professional start as a restaurant painter at Magic Mountain and Universal, as well as a background painter for video games at Interplay Games. Today, he creates the look of films as a concept artist and illustrator, with credits including *Avatar, Tangled, Alice in Wonderland*, and *The Road to El Dorado*.

"Avatar is definitely the most challenging thing I've worked on to date," he says of the big-budget, visually groundbreaking film. As concept art director, he helped shape the look of James Cameron's 3D ideas, from the ethereal alien world of Pandora

to the utilitarian military base on which the human characters reside. "Not only challenging artistically, but as an art director you have to be creative in a managerial perspective also. So you're deciphering concepts to be put into action to create a believable space on screen, while trying to create spaces for actors to exist in safely and economically."

Emmy Award-winning JILL DANIELS, née Morgan, is now also the director of a team of artists on *Phineas and Ferb*, and like her four alumni colleagues she grew up drawing and painting before studying fine arts at Pepperdine. Tired after two years of architectural rendering gauche paintings—Daniels' first career choice out of college—and seeking a job with more creative flair she "hit the ground running" as a freelance artist for the Warner Bros. cartoon series, *Animaniacs*.

Noting her creative skills, friends in the industry urged her to send her portfolio to Fox and she was soon hired to help develop the look of a new animated show they were developing called *King of the Hill.* Fox had been impressed by her wash renderings of tract homes in her portfolio, which were exactly what they needed for the show about a working-class Texan family.

"It was the very beginning of the first season so I actually helped paint a lot of the show and establish a lot of the environments; I learned a lot on that show





and about the whole process of animation," recalls Daniels. She stayed with Fox's hit show for two years, before moving on to further animation projects, including Disney's *The Proud Family* and *Phineas and Ferb.*

Act Two: The Process

As art director of *Phineas and* Ferb, Daniels oversees the look of each episode of the show about two inventive stepbrothers and guides her team of animators. Recently she tried her hand at writing an episode, "Remains of the Platypus," with her child psychologist husband Clint. "That was a whole different energy and experience; watching the storyboard team add more drama, then going to the pitches and seeing the notes that turn the story in a totally different direction."

Like all creative people who have to make a living wage, a large part of the "99-percent-perspiration" aspect Engstrom mentioned involves setting aside one's creative ego for the sake of the project, as every film and television endeavor takes many hands to create.

"One thing about being a professional artist is you have to be able to work with people and be a team player," Leese-Calver observes. "At Disney, I saw so many amazingly talented artists, but if they weren't willing to do exactly what they were assigned to do, or they attached their ego to the project, they didn't last long. Not many artists have learned this..."

Daniels is not one of those artists, drawing strength from her team of very creative people. "You're all coming together to create something bigger and more dynamic than any one of us would be able to pull off on our own—it's a big driving force for me," she enthuses.

"I don't think anything I've done ever really came out the way I saw it when I started," agrees Engstrom. His creative process begins with extensive research in order to conceive of the look of a film. "When I was designing an alien race," he says, of *Avatar*, "I studied the evolution of man, and modern-day tribes and how they live. If designing a castle, I research castle designs throughout history and how architecturally the structure is arranged. I'm usually working on something I don't know much about."

Being able to research the look and feel of a project is a luxury allowed by the time scale of a film, says Leese-Calver, who has more recently worked on the Dreamworks *Penguins of Madagascar* TV series and found it to be a completely different experience to films. "The episodic schedule alone can cause one to acquire gray hairs in no time!" she jokes.

"But it's exciting, too," adds Daniels. "The beauty of television is that you have to make a lot of decisions and call the shots in such a short period of time that things stay fresh."

Act Three: The Artists

These four alumni have all come a long way since the days of drawing trucks with friends or sketching Bob Barker. Yet having successfully followed their dreams in different ways they've each maintained their childhood imaginations by never forgetting to view the world as a landscape of creative opportunities.

"[The visual arts] is a world where you need to always be open and aware, absorbing information and ideas," notes Falkner.
"Confidence in yourself and your vision is also extremely important in this business, where there is no single metric to gauge creativity or talent."

Leese-Calver notes the variety of creative options now available to artists in the entertainment and graphics industry that

didn't really exist 20 or 30 years ago, such as computer graphics or 3D rendering for animated films. Whether or not you find your niche in the industry, she adds, "I don't think you have a choice to be an artist. If you were born an artist, you have to pursue that. My best advice is to keep creating."



SONSERAE LEESE-CALVER texture painter

Most recent project: Kung Fu Panda: Legends of Awesomeness (2011)

Career trivia: Once worked for Genigraphics Corporation in downtown Los Angeles, using a computer graphics system that was originally built as a NASA simulator



RYAN FALKNER storyboard artist, writer, director

Most recent project: The Incredible Burt Wonderstone (2013)

Career trivia: Once toured the world with musician Beck as a dancer and percussionist

SETH ENGSTROM

concept artist/art director

Most recent project: World War Z (2012)

Career trivia: Spent over five years developing the look of *Avatar* with director James Cameron



JILL DANIELS art director

Most recent project: *Phineas* and Ferb (2007–present)

Career trivia: Illustrated the Harry Potter and the Chamber of Secrets pop-up book for Scholastic Graziadio School student

Brad Tatum

⋖

Pepperdine students past and present share their stories of military service.

By Gareen Darakjian

n 1937, just as 167 eager students prepared to begin their college careers at the new George Pepperdine College campus in south Los Angeles, Japanese troops entered China in what would be the first stages of World War II. Some of these new Waves joined servicemen and servicewomen worldwide in the fight, beginning the long legacy of Pepperdine students who have risked their lives and impacted the course of history with their contributions to the United States military and its many branches. Throughout its 75 years of existence, Pepperdine has seen scores of students serve their country in myriad ways.

HERE ARE SOME OF THEIR STORIES

Are you a member of the Pepperdine community who serves or has served in the military? Share your story:

magazine.pepperdine.edu/those-who-serve

SERVE



DURING HIS CHILDHOOD IN EL CENTRO, CALIFORNIA, SCOTT KARTVEDT ('90)
WATCHED THE BLUE ANGELS NAVY FLIGHT DEMONSTRATION SQUADRON SWIRL AROUND THE SKY AS PART OF THEIR TRAINING EXERCISES. "I saw them practice while I was riding motorcycles," says Kartvedt, now a commanding officer in the Navy's Strike Fighter Squadron 101.

Twenty-five years later, it was Kartvedt who was in the pilot's seat, flying a few inches away from a neighboring aircraft at 800 mph while taking a sixplane vertical delta formation. "Anytime someone asks what goes through my head when I'm up there, I always say I'm just there in the moment," explains Kartvedt, now the commanding officer of the Navy's first F-35 squadron, Strike Fighter Squadron ONE ZERO ONE (VFA-101). "There are times when you break away and you have that moment to fly, so you have that chance to take it all in or take in the crowd. It's a rush!"

Among more than 90,000 Pepperdine alumni, he is the only naval officer selected as a member of the Blue Angels. Yet without Pepperdine, Kartvedt would have never even considered enlisting in the

Anytime someone asks what goes through my head when I'm up there,

—Scott Kartvedt

I always

moment.

say I'm just

there in the

military. Passing by Chancellor Emeritus Charlie Runnels' office one afternoon in 1990, "I saw a naval aviation poster, which caught my eye," he recalls. "I knocked on the door, started a conversation, and struck up a friendship from that point on. We talked a lot about naval aviation and the challenges of training, but also the joys of service." Runnels later wrote a letter of recommendation for Kartvedt's Navy application, which propelled his decadeslong career in the military.

Since then, Kartvedt has become a decorated naval commander, who has participated in 1996 Taiwanese Contingency Operations, Operations Southern Watch, and Iraqi Freedom; during Operation Enduring Freedom he commanded an F/A-18 squadron during two deployments supporting ground forces

in Afghanistan. In 2010 Kartvedt assumed duties at the Pentagon as the Navy's Joint Strike Fighter requirements officer responsible for establishing the Navy's first stealth fighter and for training pilots and maintainers on how to operate the F-35.

Ashore, Kartvedt served with Marine Strike Fighter Squadron 101 as an F/A-18 flight instructor and landing signal officer. He has also held a post as a requirements officer of the Naval Aviation Joint Strike Fighter, where he assisted the director of air warfare in the development, programming, and budgeting of war-fighting requirements for the F-35C Strike Fighter.

Throughout his accomplished career, Kartvedt counts his wife Lisa ('90) as his most ardent supporter and someone who has enabled the family's smooth transition throughout the 13 moves the Kartvedts have made since 2004. "We have always decided that we would move together," he explains. "But the sweetest moment of any military career is the homecoming and homecoming embrace, because you spend six months thinking about it and when you finally reach that moment, it's sweeter than anything you can imagine." ☆



LIVING IN CLOSE PROXIMITY
TO MARINE CORPS AIR STATION
EL TORO IN IRVINE, CALIFORNIA,
PROVIDED THE IMPETUS FOR
LANDON DERENTZ'S FOUR-ANDA-HALF YEAR CAREER IN THE
ARMED FORCES.

As an impressionable young man, he was influenced by the integrity of the servicemen and servicewomen with whom he came into contact on a



THOUGH HIS PARENTS HAD DISCOURAGED HIM FROM ENLISTING IN THE MILITARY, GRAZIADIO SCHOOL FULLY EMPLOYED MBA STUDENT BRAD TATUM COULD NOT SIT BY AND BEAR THE APATHY SURROUNDING THE IRAQ WAR IN AMERICA.

"They wanted me to go to college," explains the University of Miami engineering graduate who, in 2005, spoke with the captain of the officer recruiting office on campus and went off to officer candidates school soon after.

Tatum was commissioned as a second lieutenant following graduation, and "in sort of an eternity and a flash," the then-23-year-old was suddenly in charge of 44 Marines, both younger and older than he. "You really learn leadership quickly and understand that you have to say what you mean, believe in the mission, and show them that you care about them."

After his first deployment, which included brief stints in Okinawa and the Philippines, Tatum was soon selected as executive officer of a 10-man team to train and advise the Iraqi Border Patrol. "It was a challenging mission, because we made sure they did their job of not letting terrorists in, but at the same time, couldn't be too strict because they were in the position of power and could easily kill you and your whole team," recalls Tatum. "You learn the art of negotiation very quickly."

After two deployments in two years (between 2008 and 2010), the MBA student now works as an engineer at Camp Pendleton using his degree to conduct reliability testing for the Marine Corps. He is also the Los

Angeles representative for Marine for Life, helping Marines who are leaving the service reorient to regular life. "The Marine Corps is great at indoctrinating young men and women to become Marines," he explains, "but they are not great at teaching them to unlearn that and get back to civilian mode. When, all of a sudden, all of that's gone, it can be overwhelming to a lot of these guys."

Tatum also shares his varied combat experiences on the *Graziadio Voice* (bschool.pepperdine.edu/studentblog). "Most people lack a personal understanding of what a war is or what it means to take on that burden and, when you talk to other guys like me, most of them don't want to share their experience," he explains. "If somebody's going to try to explain it in a way for others to understand it, I like to try to do it in a way that ties in lessons of ethical leadership." ☆

If somebody's going to try to explain [war] in a way for others to understand it, I like to try to do it in a

way that ties

in lessons

of ethical leadership.

—Brad Tatum

regular basis. "I admired their composure, the way they carried themselves, and their congenial, good-natured demeanor," recalls Derentz, a now third-year School of Law student who quickly developed a desire to be part of the elite team. "I think I maybe had a God-given sense of service or an innate desire to give back," he explains.

The young Derentz took the advice of the Marines, who advised him early on to aim to become an officer in the Air Force. "I took them quite literally," he admits, applying to the ROTC scholarship in high school and later obtaining a commission as a public affairs officer for the Air Force after graduating from the University of Southern California. "I was a communications major as an undergrad and it just seemed to key in with what I had been

studying and my desire to be a conduit between leadership and the general public." From there, Derentz became a military spokesperson, liaising with major U.S. media outlets to provide them with timely and accurate information about the Air Force's core mission and delineate such issues as on-base construction and Pentagon visits by foreign representatives.

While overseas, Derentz discovered how integral attorneys and JAG officers were to what was being done, whether it was an operational mission or developing new base facilities. "I admired their capacity to give advice on almost every issue being driven at the command level," he says. After graduation, Derentz hopes to parlay his fieldwork into a public policy job or take the Texas bar exam to practice real estate or business law. \$\frac{1}{2}\$

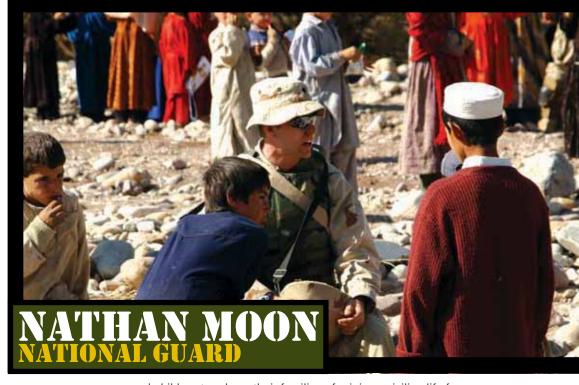
ISSUES OF SEPARATION, ALIENATION, AND LONELINESS CAN PERVADE THE LIVES OF THOSE LEFT BEHIND BY SPOUSES WHO SERVE IN THE ARMED FORCES.

Nathan Moon (MA '09), an enlisted sergeant in the National Guard and doctoral student at the Graduate School of Education and Psychology, explores that reality in his research on the disparate levels of marital satisfaction that exist in the lives of those soldiers serving in the armed forces and those serving in the National Guard. He surveys the types and frequency of contact that spouses keep with their deployed families and how they rate the effectiveness of such communication in maintaining marital satisfaction.

"When the marriage suffers due to relational differences at home, whether it

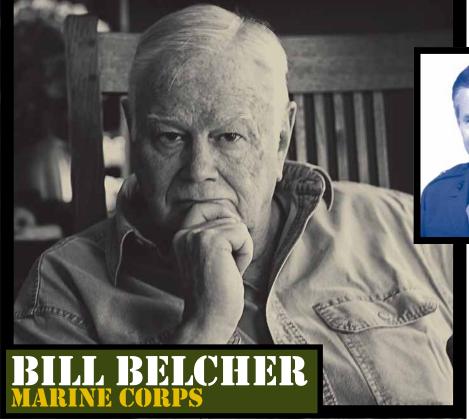
be arguments, separation, or even divorce and custody issues with their families, it's difficult for the soldiers to focus solely on the mission at hand," explains Moon, who knows firsthand the difficulties that afflict military families. At 21 years of age, he was deployed to Afghanistan for 16 months with the National Guard, leaving his wife of four months back home. "We lived close to home, but we weren't fully integrated into a military type of community," he recalls. "We didn't know what resources were available."

While the Army provides its community with social support and integration resources—such as schools on post specifically available for military children to attend—the National Guard soldiers only integrate with each other, leaving their spouses



and children to rely on their families of origin or civilian life for support. "There isn't that aspect of joint suffering and it's harder for them to find someone who relates or is going through a similar experience," explains Moon. It can also be a dangerous distraction for servicemen and servicewomen who must focus on their duties for the safety of themselves and the team.

For Moon and his family, which has now grown to include two daughters, ages 4 and 1, this separation was more difficult than his actual deployment. "As hard as a deployment is, it can be very strengthening," Moon asserts. "It's difficult each time I'm pulled away from my family, but it's also very reinvigorating and we become more appreciative of each other. It's an awesome reminder and I don't think many people have that experience." *



WHEN WILLIAM "BILL" BELCHER ('59)
BEGAN HIS ACADEMIC CAREER AT GEORGE
PEPPERDINE COLLEGE IN 1956, HE HAD EVERY
INTENTION OF BECOMING A PHYSICAL
EDUCATION TEACHER AFTER GRADUATION.

Invited to attend on a basketball scholarship, Belcher ultimately accepted because he enjoyed the small, cozy feel of the school. Not long after, however, he changed his course to pursue another future.

"While I was a student, I always had a fascination with the military," explains Belcher. "My father and I decided, after a lot of research, that the Marine Corps would be a good program for me and it allowed me to continue on with my school until I graduated."

From there, Belcher was commissioned as a second lieutenant in the Marine Corps and was ordered to report to the Marine Corps Base in Quantico, Virginia, in 1959, just a few credits shy of graduation. "I had enough units to graduate, although I didn't finish my final semester of student-teaching—but

When you lead young people in combat and you're responsible for their life or death, it's pretty memorable!

I did come back for graduation in June."

Thus began Belcher's 50 years of federal service to his country, first as an infantry officer, eventually reaching the rank of lieutenant colonel, which he held until

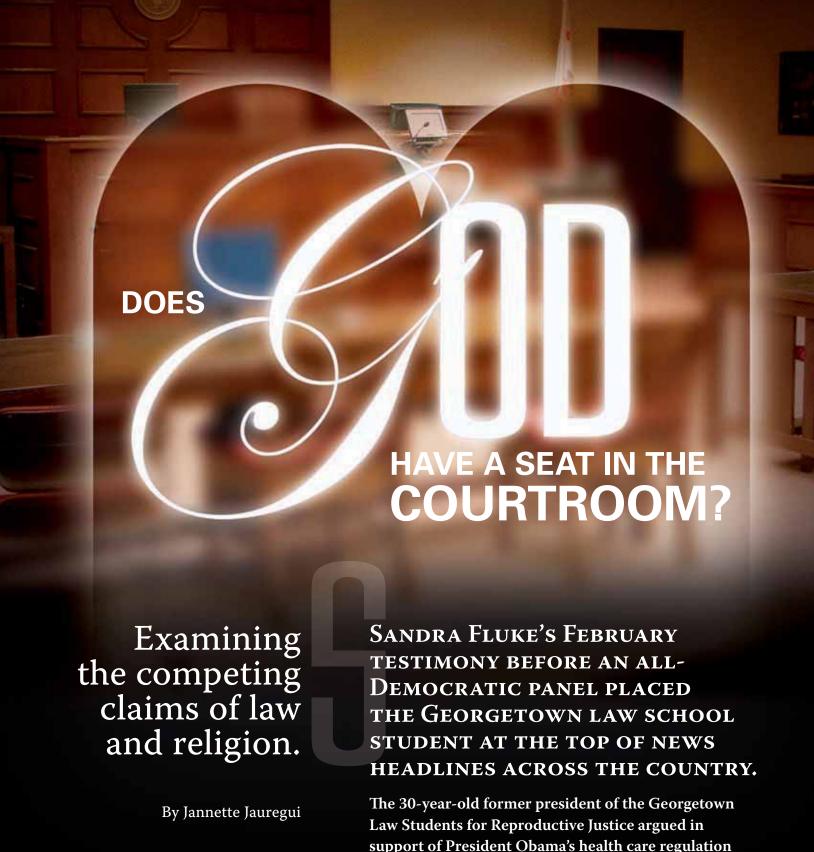
he retired in 1982. His tours as an officer took him to Korea and Vietnam, the latter where he served twice and led a company of 250 men to battle. Vietnam was also where Belcher lost several of his men, an occurrence that his wife Marti remembers as "one of the most painful experiences of his life."

Though Belcher looks back fondly on his entire military career, he recognizes his time as commanding officer of G Company, 2nd Battalion, 7th Marines in Vietnam as his most notable. "When you lead young people in combat and you're responsible for their life or death, it's pretty memorable!"

When he retired from the Marine Corps after 24 years of service, Belcher went on to work for the U.S. Department of State, where he took a position with the Office of Inspector General. Over the course of his second career, Belcher was responsible for traveling to various embassies around the world and overseeing their security practices. Of his career highlights, Belcher particularly recalls "being able to travel and make recommendations that made people safer," as well as visiting 137 countries throughout his decorated career.

"Being in the military is not easy, but the relationships that you build with the people that you work with and the ability to be involved with the young people are the most rewarding and most lasting," says Belcher. "I was blessed to have two different careers that were both meaningful and made a difference."

→ ON THE WEB Read more stories of Pepperdine servicemen and servicewomen: magazine.pepperdine.edu/those-who-serve



The 30-year-old former president of the Georgetown Law Students for Reproductive Justice argued in support of President Obama's health care regulation that would obligate all insurance plans, including those offered by the Catholic university, to cover sterilizations and all FDA-approved contraceptives. •

With the testimony came a whirlwind of response, ranging from public support and scrutiny, to on-air name-calling from Rush Limbaugh. Throughout the spring, the story has continued, and the debate remains: when, if ever, should law and religion overlap?



"The problem is that there isn't an understanding among the general public of the heart of

the issue," said Michael Peabody

(JD '01), an employment attorney with Bradford & Barthel, LLP in Tarzana, California. "These issues become heated conflicts. When they hit the news, people become angry. They feel that their way of life is being threatened. But the issue is really a question of understanding law and religion as separate entities. It's not an individual-focused debate. It's one facing our society as a whole."

To address that and additional topics, Pepperdine convened more than 80 expert panelists for a religious legal theory conference sponsored by the School of Law's Herbert and Elinor Nootbaar Institute on Law, Religion, and Ethics, and the University's Diane and Guilford Glazer Institute for Jewish Studies. "Competing Claims of Law and Religion: Who Should Influence Whom?" was held at the School of Law from February 23 to 25.

The conference, which tackled a host of sub-questions, all at the forefront of contemporary debates over the respective roles of law and religion, was the largest religious and legal theory conference hosted by Pepperdine. Topics included constitutional law, good citizenship, and matters of religious faith.

"We had people approaching each conference topic from most major angles: conservative, liberal, Christian, Muslim, Jewish, secular, feminist, and multicultural," said Robert Cochran, Louis D. Brandeis Professor of Law, and director of the Nootbaar Institute. "Many feel that we are in a time of transition as to the question of law and religion, and no one knows where we will wind up. In my view, the conference was a success because people from almost every perspective were listening to one another."

As the conference demonstrated, the conversation surrounding the recent proposed health care regulation isn't a unique one. Examples abound in daily life about the intersection between law and religion in society.

TAKE CASE ONE.

A religious symbol is displayed on a government-owned structure. The reasoning, according to those employed at that particular building, is to simply show support of the majority population within the community. Secular residents, however, become outraged and seek legal action. The story leads the five o'clock news.

CASE TWO.

A public school student returns home at the end of the day. The student's parent asks how the day went. In recounting the day's activities, the student mentions a prayer said in class. The parent is against the idea of prayer in a public school. The parent seeks legal counsel against the school. A court case ensues.

In each case, the complex debate of how, or even if, law and religion should combine reenters the scene.

Peabody, who was led back to the Malibu campus for the conference because of his scholarship on the relationship between religion and law, maintains a blog that discusses the application of the Free Exercise and Establishment Clauses of the First Amendment. The topic was the focus of one of the conferences breakout sessions titled "Government Institutions, Religious Affairs, and the First Amendment."

In a January 29, 2012 post, Peabody discussed the issue on his blog, *ReligiousLiberty.TV*. The case was *Hosanna-Tabor v. EEOC* (Equal Opportunity Employment Commission), which was decided by the U.S. Supreme Court just weeks before on January 11.

...the issue is really a question of understanding law and religion as separate entities. It's not an individual-focused debate. It's one facing our society as a whole.



In that case, Cheryl Perich was a fourth-grade teacher at a Lutheran church school in Michigan. In addition to teaching both secular and religious subjects, Perich also performed ministerial functions.

She went on medical leave and, upon returning to the school, Perich threatened to file a lawsuit under the Americans with Disabilities Act when she learned that she would not be getting her teaching job back. Church officials stood by their decision, knowing that those holding ministerial positions are barred from filing a lawsuit against the church. The judge ruled in favor of the church, citing the Establishment and Free Exercise Clauses of the First Amendment, and the protection of the church's decision under the clauses.

"The ministerial exception gives religious institutions certain rights to control employment matters without interference from the secular courts," Peabody wrote. "It does not, as the court decision points out, affect criminal, tort, or contract law. So churches cannot use it to shield themselves from liability for criminal acts, negligent behavior leading to accidents, or breach of contract. But it does protect churches from being hauled into court for religious decisions that have been made."

As was the case with the proposed regulation of contraceptives, Perich's case is the not the first of its kind, nor is it the first time a church has been questioned for what, to some, seems like a discriminatory decision.

"It's similar to cases where a woman applies to become a priest or a rabbi, but the congregation turns her down because she is a woman," said Michael Helfand, associate professor of law at the Pepperdine School of Law, and associate director of the Diane and Guilford Glazer Institute for Jewish Studies. "For other companies or organizations, that is a clear violation of Title VII. But where it is the rule of the church, churches are protected in making those types of decisions."

"Two Theories of Religious
Accommodation," one of four plenary
sessions at this year's conference,
focused on the clash of religious
accommodation, gender equality, and
individual identity. Panelist Ayelet
Shachar, professor of law and Canada
Research Chair in Citizenship and
Multiculturalism at the University of
Toronto, was among four panelists who
highlighted the interaction between
religious and secular sources.

In arguing in favor of fair inclusion in religion and against excluding individuals, specifically because of gender, Shachar said, "I want to suggest that, in part, the reason I am concerned about exclusionary diversity is because it captures some of the more conservative elements within religious communities—some of the more rigid interpretations of religious identity and, of course, of the rich traditions which have a vast array of interpretations. But typically the exclusionary diversity comes from the more conservative, and I would even want to say the more extreme, interpretations of these religions. If we allow these communities, or these subsets within the communities, binding authority over members, I am quite concerned with the rights of women specifically in this context."

"Ayelet Shachar's work continues to provide important insights into how a liberal democratic state can simultaneously protect the religious commitments of its citizens without undermining other fundamental liberties," Helfand noted.

According to Peabody, religious liberties and the guarding of the rights of members of protected classes against discrimination, including gender, are an essential element of law in the United States.

"What a person believes about religion is their operating system," he said. "It determines their outlook on the world. It's important to protect the rights of someone's beliefs as long as they aren't adversely affecting others."

With that, Peabody referenced the argument of including the Ten Commandments in the courtroom.

"The suggestion is that if a person is arrested in California, they should have the symbol of the State of California alongside the Ten Commandments," he said. "But each represents its own complete legal system. As Christians, we are taught that if we plead guilty under the Ten Commandments, then God will forgive us. But in a courtroom, a judge may still throw the book at you. Incorporating both legal systems on a courtroom wall sends a mixed message and waters down what religion really means."

In the end, Peabody believes, it's a matter of the government's need to stay neutral.

"We can't marginalize individuals because of belief or nonbelief," he said. "It's the concept that people have to let God be God."

→ ON THE WEB Watch video footage and learn more about the topics and speakers of Pepperdine's "Competing Claims of Law and Religion" conference: magazine.pepperdine.edu/law-and-religion

Surveying the AMERICAN DREAM DREAM

Pepperdine's Private Capital

Markets Project provides

unique economic insight to

small businesses.

By Gareen Darakjian

"Small businesses produce most of the new jobs in this country. They are the anchors of our Main Streets. They are part of the promise of America—the idea that if you've got a dream and you're willing to work hard, you can succeed. That's what leads a worker to leave a job to become her own boss. That's what propels a basement inventor to sell a new product or an amateur chef to open a restaurant. It's this promise that has drawn millions to our shores and made our economy the envy of the world."

– President Barack Obama, September 2010, upon signing the Small Business Jobs Act

JUST MONTHS BEFORE PRESIDENT OBAMA UTTERED THOSE WORDS—and on the cusp of the mobile application revolution—Graziadio School of Business and Management student Bardia Dejban and his now business partner Gary Rudolph left their employer of 11 months to start a mobile strategy and development firm they called Lolay, Inc.

Dejban and Rudolph, both software engineers, had been coworkers for seven years at various companies before deciding to leap into a budding industry by building Where U At?, a mobile location tracking software. "We bootstrapped with \$20,000 and didn't take salaries for six months," recalls Dejban, who drew motivation from the attention the product received from friends and colleagues. The two eventually brought on clients such as eHarmony. com, for whom they built the dating website's iPhone and iPad apps from scratch. Now 90 percent of Lolay's business consists of consulting work.

While their success today is real and tangible, so was the risk they took on in the beginning. Bootstrapping, or using personal funds, is a method to which more small business owners like Dejban are resorting in order to avoid the debt incurred by financing from banks and investors. That is, when businesses are actually being approved for loans.

More than 60 percent of small business loan applications in the U.S. were denied last year, discovered Pepperdine's Private Capital Markets Project (PPCMP), the first comprehensive, ongoing, and simultaneous investigation of the major private capital market segments (those that fund privately held businesses, such as private equity, venture capital, angel investment, and bank loans). As a result, the project also found, only 29 percent of business owners expect an improvement in business conditions over the next 12 months, 25 percent expect a continued deterioration, and 49 percent cited economic uncertainty as inhibitors to their hire rate.

The scarcity of funds and security, coupled with a lack of access to critical capital, bank loans, and other equity sources, is preventing the creation and growth of small businesses in America—a group that makes up over 99 percent of all employer firms and employs over half of private-sector employees in the U.S. What seems like a challenge for privately owned companies, however, is actually part of a bigger problem: by reducing capital flow to small businesses, often referred to as the engine of job creation in America, the economy is unable to create jobs on a national scale.

In the thick of these conclusions is the PPCMP, directed by associate professor of finance John Paglia and his team at the Graziadio School, whose data is bringing to light the fact that the lack of access to capital is putting a strain on greater economic growth. "The project's goal is to create information to help business owners make better investment and financing decisions," explains Paglia, whose work includes disseminating complete private capital market data—a relatively unexplored area of study—over periodic intervals.

What the team—which includes Paglia, research analyst Irina Shaykhutdinova (MBA '11), and graduate assistant Sean Gray—focuses on are the benchmarks that must be met for businesses to successfully raise capital from various sources. "Once we understand those benchmarks that must be met, we can better assist business owners in terms of helping them identify potential sources of financing for their businesses and also what the cost of their financing sources is," says Gray.

Through working on several independent, business valuation consulting projects since 2000, Paglia realized that looking to public capital markets to quantify risk in privately held businesses did not make sense. Instead, he sought the perspective of small business owners and private capital providers themselves, and explored gathering their feedback, experiences, and opinions through surveys. "By understanding what costs of capital are for the markets from which privately held businesses fund, we can gain better insight into a quantification of risk and, ultimately, business value," he thought.

Seven years later, Paglia met Rob Slee, author of *Private Capital Markets*, who helped launch the first survey project. After discussing the project with Graziadio School dean Linda Livingstone and assistant dean David Smith, Paglia started the Private Capital Markets class in January 2009. Livingstone described it as "an exciting opportunity for Pepperdine to be a thought leader in enhancing understanding of capital providers and how they are interacting with the private business community."

The first "Capital Markets Survey"—a semiannual behavior assessment completed by capital providers, lenders, appraisers, bankers, and private business owners—was published in August that same year. "There are many market and corporate indices that provide outlooks on the economy, but the real heart of the matter is private business in the U.S.," says Gray. "This survey captures that sentiment."

The original survey investigated "the important benchmarks that must

IN A NUTSHELL:

THE PEPPERDINE PRIVATE CAPITAL MARKETS PROJECT SURVEYS

PRIVATE COST OF CAPITAL SURVEY

Who is being surveyed?

Senior lenders, assetbased lenders, mezzanine funds, private equity groups, venture capital firms, angel investors, privately-held businesses, investment bankers, business brokers, limited partners, and business appraisers.

What are they asking?

The survey investigates, for each private capital market segment, how to qualify for capital, how much capital is typically accessible, what the required returns are for extending capital in today's economic environment, and outlooks on demand for various capital types, interest rates, and the economy in general.

How often are they being surveyed?

Semiannually

How many respondents each time?

Approximately 3,000

ECONOMIC FORECAST SURVEY

Who is being surveyed?

Small and medium-sized business owners in the United States.

What are they asking?

This survey asks private business owners for their projections on how well the U.S. economy will perform and questions them on such topics as confidence in their business growth prospects, hiring, job creation, impediments to U.S. gross domestic product, and government economic policies and their impact on business health in 2012.

How often are they being surveyed?

Semiannually

How many respondents each time?

Approximately 2,200

PRIVATE CAPITAL ACCESS INDEX

Who is being surveyed?

Small and medium-sized business owners in the United States.

What are they asking?

This index measures the demand for, activity, and health of the private capital markets, plus provides actionable data to these business owners not generally available in the past.

How often are they being surveyed?

Monthly

How many respondents each time?

Approximately 3,000

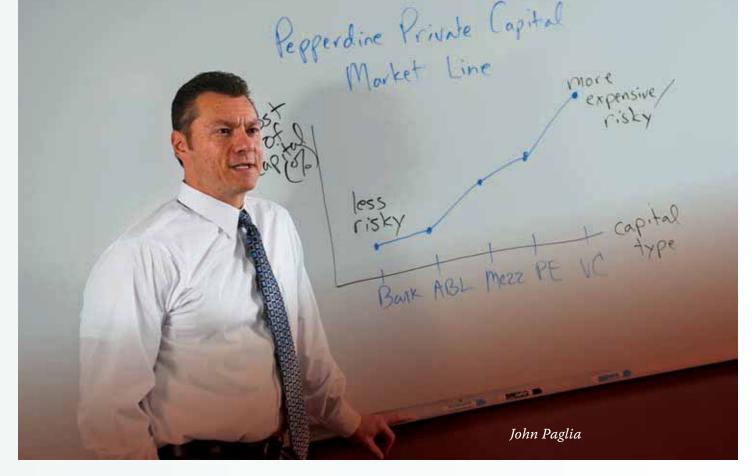
be met in order to qualify for capital, how much capital is typically accessible, what the required returns are for extending capital in today's economic environment, and outlooks on demand for various capital types, interest rates, and the economy in general," Paglia notes.

Today, the PPCMP has expanded to include three major product lines, including Cost of Capital Surveys, which examine the behavior of private capital providers; Economic Forecast Surveys, which study small and medium-sized business owners' views on the national economy and their need for capital to expand their businesses; and the Private Capital Access Index, which measures small and mediumsized business owners' demand for, activity within, and health of the private capital markets, plus provides actionable data to these business owners not generally available in the past.

← See more on the surveys.

To date, the surveys have garnered 30,000 report downloads in over 75 countries and captured the attention of media, business owners, intermediaries, and others who cater to small and medium-sized businesses. Notably, former U.S. president Bill Clinton cited survey results while promoting his new book, Back to Work, on MSNBC's Morning Joe program in November 2011. "It was definitely a validation of all the good work we've been doing here at Pepperdine and made me realize that the project had gone mainstream," says Paglia, who was recently presented with the third annual Middle Market Thought Leader Award given by Grant Thornton and the Alliance of Mergers & Acquisitions Advisors. Paglia was also recognized by the Association for Corporate Growth with the inaugural Tom Hopkins Award for Excellence in Mergers and Acquisitions.

Despite the widespread success of the PPCMP, Paglia and his team face the ongoing challenge of how to find enough survey respondents to continue



providing relevant survey results to business owners. To help redress the problem, the project connected with Dun & Bradstreet Credibility Corp., a company that licenses information on businesses and corporations. Their recent partnership has enabled Paglia and his team to access the more than 26 million businesses with which they maintain contact. "The research we're doing also helps them in terms of understanding the needs of business owners that buy their products and services to help position themselves for a more successful financing raise," states Paglia. "It's a great partnership that unfolded."

Together the partners recently issued the "U.S. Economic Forecast," the "State of Small Business Report," the "Capital Markets Report," and the "California State of Small Business Supplement" as a result of their collaboration. While the PPCMP makes great strides to provide business owners economic forecasting data, the results are also relevant to the general public. Gray notes that it is especially significant to job seekers. "They should look at the economic indicators, unemployment rates, GDP activity, and how the U.S. is going to be able to maintain a competitive advantage against the world," he explains.

He also perceives a benefit to the many people who are hesitant to get into private business right now. "They have these great ideas, but are apprehensive because of the poor economic landscape. They can look to these statistics and see if it's a good time to jump into the ocean or stay out."

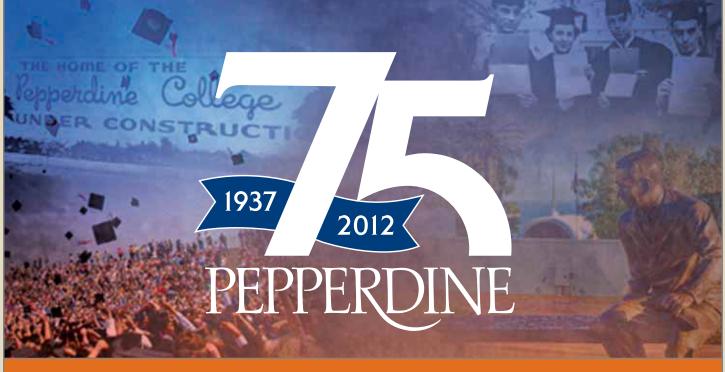
For Dejban and his team of 14, a number that has grown considerably

since Lolay, Inc.'s inception, these statistics have not only provided an outlook of the company's future, but also affirmed its status as a thriving small business.

"If a majority of small business owners are saying that they're not going to hire anybody, we know we're doing something right," he says, referring to statistics reported in the "2012 Economic Forecast: Insights from Small and Mid-Sized Business Owners." "I can see that we're not going to be affected by that right now, because we are able to build a team of 14."

"When I see that 61 percent [of small businesses] are likely to get a loan in 2012, that leads me to believe that we should be comfortable getting one as well," he adds. "These survey results are more realistic about what we're actually experiencing."

ON THE WEB Learn how to view the latest reports released by the Pepperdine Private Capital Markets Project: magazine.pepperdine.edu/private-capital-markets-project



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Every year an average of 3,000 servicemen and servicewomen return home for the holidays to San Diego, California, before being sent on deployment. Many of them spend the journey hungry.

The San Diego Waves, together with Waves of Service and many other community partners, distributed 2,500 bags to these deserving armed services members between Thanksgiving and Christmas 2011. The bags included a variety of nonperishable food items, such as beef jerky, cheese and crackers, trail mix, granola bars, and candy, as well as thank-you notes from grateful Americans. Approximately 450 volunteers dedicated more than 1,300 hours to this Waves of Appreciation project, which the San Diego Waves hope to continue in 2012.

"The impact of this project is tremendous," said Lauren Bullock, vice president of programming for the San Diego Waves. "Many of the service members who thanked us were a bit teary-eyed and we were constantly thanked by airport personnel, airline personnel, retirees picking up others from the airport, etc. It was quite overwhelming how many times we were thanked by everyone around us."

Learn how you can get involved in your local chapter, leave a positive impact on your local community, and keep Pepperdine alumni, family, and friends connected throughout the world: www.pepperdine.edu/alumni

PEPPERDINE ALUMNI SIGNATURE EVENTS

MAY 19: Project Open Hand with the Atlanta Waves

MAY 20: Dallas Waves Fiesta

JULY 21: Pageant of the Masters with the Orange County Waves

AUGUST 4: Seafair with the Seattle Waves





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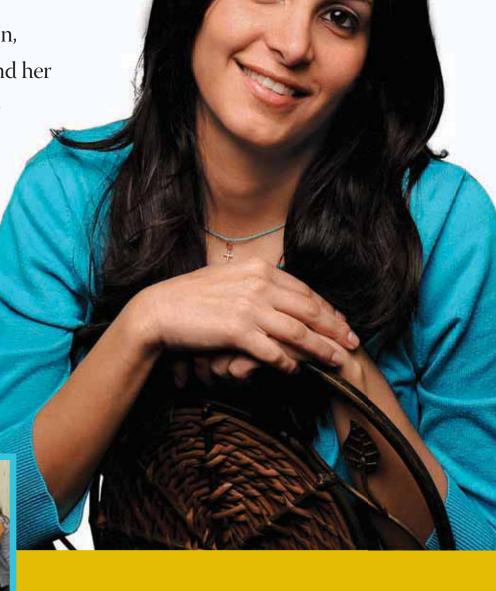
TRADITION IN TRANSIT

FULBRIGHT SCHOLAR RASHA SALIB EXPLORES THE CULTURAL CROSSROADS OF AMERICAN AND JORDANIAN VALUES.

By Gareen Darakjian

Growing up in Amman, Jordan,
Rasha Salib's father told her and her
sisters that an education is the
strongest weapon. "No matter
where you go in the world, if
you have a degree in your
hands, no matter what
happens to you, you can
always do something
with it," he would
instruct.





Salib surrounded by students in her counseling office at the Ahliyyah School for Girls in Amman, Jordan.

This philosophy propelled Salib forward on an uncommon journey from Jordan to Southern California and the Pepperdine University Graduate School of Education and Psychology, where today she is a Fulbright Scholar studying in the master of arts in clinical psychology program.

The way Salib saw it, staying in Jordan meant continuing her career as a school counselor at the Ahliyyah School for Girls in Amman, where she worked with students on identifying and expressing feelings, reducing test anxiety, and combating relational aggression, such as gossiping and bullying. She also informed their parents about how to best tend to teenage girls' unique needs.

Although she was well respected by her students and their parents, "I wanted more and I felt like I could do more, and that there was more to learn," she explains. "I wanted to broaden my knowledge and experience because I felt that there was more to give back to the community."

Eager to gain sufficient training to personally treat her own patients, Salib secured a prestigious Fulbright Scholarship and began researching graduate-level marriage and family therapy programs. When she found that they did not exist in her home country, she expanded her search all the way to California. "I'm so grateful that I'm here, because these two years are going to shape my future," she says.

The move, however, was not typical of a young woman from the Middle East. "To see a woman move to the U.S. away from her

family to get more education is not very traditional," notes Salib, who credits her supportive parents with encouraging her to take the leap. Just as her father cheered her education, "my mother never allowed anyone to say that my sisters and I were going to achieve less than a male would," she recalls.

It was, in fact, the conflict between Salib's ambitions and the constructs of Jordan's male-dominated society that fueled her pursuit of a different cultural perspective to bring home to the young women she counseled in her country. "I have this very strong conviction that if you want a society to advance, you need to educate the women, because in Jordan, women represent over half of our population," she explains. "We can make great use of that resource by educating and encouraging women, rather than continuing what the culture thinks is appropriate for females."

Although Jordanian culture remains largely traditional, it has been influenced over time by values and lifestyles adopted elsewhere on the globe. As a school counselor, Salib tailored many of her lessons to address this Westernization. "A lot of the values that they get from the media conflict with our culture," she explains, referencing the standards of dress, distorted body image, and excessive emphasis placed on outer beauty. "They are taking all of these supposed American values and implementing them in Jordan. I try to explain to the girls that this is not reality—this is less than one percent of the population and Hollywood does not represent America."

While she advises against the oversaturation of media-imposed values, Salib hopes to bridge the gap between the East and West by bringing an American perspective back to her clinical work when she returns home. After graduating from Pepperdine, Salib aims to work in a clinical setting with a psychiatrist for whom she previously worked in Jordan and eventually open her own clinic.

"A lot of the issues in the U.S. might be too specific and not really transferable," she says, about topics of homosexuality, domestic violence, child abuse, and drug addiction that are not as openly discussed in Jordan. However, Salib plans on incorporating the American value of fostering interpersonal relationship by working with individuals, couples, and families in order to help them cope with issues of divorce and abuse, and advise them on the roles and expectations of couples within marriage.

"One thing I want to do is remove the stigma and educate people about the importance of early detection of mental health problems and prevention," she says. More importantly, she hopes to break the societal boundaries of what women can achieve.

"I believe in empowering females," she asserts. "Education is the most important value because this is how we advance, and to give back to the community is very important. This is my duty for my society."

Pepperdine University invites Fulbright Scholars for study at each of its five schools every year. Along with Rasha Salib, two other students are currently pursuing degrees at Pepperdine, both at the School of Law.

👈 ON THE WEB Meet Yazmina Batista De La Cruz (Panama) and Elena Seryapina (Russia): magazine.pepperdine.edu/fulbrights-at-pepperdine



A LOBBYIST AND A CONGRESSMAN WALK INTO A CLASSROOM...

AND TRY TO INFLUENCE A NEW GENERATION OF DECISION-MAKERS.

by Gareen Darakjian

generation to the ways Leighty will students at "A lot of time the way law to the texth have a role ignore"

Historically, lobbyists would congregate in hotel lobbies or parliament halls to voice their legislative concerns directly to the policymakers who would inevitably pass through.

They would hope to influence the decision making of government officials by delivering 30 seconds of persuasive speech on their way out the door, up the elevator, or down the front steps. Today, that process has become more regulated and even includes include formal instruction in university classrooms such as Pepperdine's.

Part of this evolution stems from the desire to tear down misconceptions of lobbyists as being insignificant and irrelevant to policymaking, says Matt Leighty (MPP '10), one of two faculty members teaching the Lobbying and Policy Change course at the School of Public Policy.

As a former student of the master of public policy program, Leighty's classmates would often question his past life as a professional lobbyist. "I would explain that, even if you weren't going to be one, lobbyists and government-relations professionals play an active role in the creation and implementation of public policy," he says.

Last fall Leighty drew from personal experience and academic literature to develop the curriculum to introduce the next generation of policymakers, bureaucrats, and even lobbyists to the ways their interaction helps shape legislation. Next fall Leighty will impart these same concepts to undergraduate students at Seaver College.

"A lot of times in government and political science, you study the way laws and bills and regulations are passed according to the textbook," explains Leighty. "But realistically, lobbyists have a role in the process and to ignore that component is to ignore a big part of policy-making."

Leighty knows firsthand how that well-oiled process works. He has campaigned for presidential, federal, and state

candidates, and most recently, roamed the halls of the Virginia General Assembly lobbying on behalf of political action committees and grassroots operations for the Virginia Hospital & Healthcare Association.

In order to squash impressions of hostile lobbyist-congressperson relations and provide a more practical perspective of the practice, School of Public Policy dean James Wilburn helped Leighty bring John Campbell, U.S. representative for California's 48th Congressional District, to coteach alongside last fall. "I described it to the students as a Monday night football game: I did the play-by-play and John provided color commentary," laughs Leighty.

exact issues that people had come into my office to lobby me about," he continues.

Despite the competing interests of lobbyists and politicians, Leighty explains that developing positive bonds and trust is a vital aspect of the relationship. "Lobbyists aren't fools," he contends. "You don't want to burn your bridges—you want to develop trust to be successful at your job, because there are so many issues out there. You might agree on one issue and disagree on another and you want to keep

the relationships positive."

Campbell concurs: "Lobbying is actually a fundamental part of our democracy, otherwise

To this effect, students were assigned position papers, or "leave-behind" documents, as well as "elevator speeches," 30-second summaries of major points that lobbyists present to policymakers, addressing such topics as the Stop Online Policy Act, military defense spending, and international trade policy. MPP candidate Melissa Jacobs considers this process the most valuable lesson she took away from the class. "The first time we gave our 'elevator speeches,' they weren't that great," she recalls, explaining how the students walked with Campbell through the school hallway and up and down the elevator practicing their pitches. "We were all nervous and had never done one before, but the congressman gave us great feedback and, by the end

> of the class, everyone's elevator speech had improved tremendously."

Winifred Yang, a secondyear MPP candidate from China, enrolled in the class because she thought it would help her learn more about the

U.S. political system, which she hopes to apply to her future career in public policy and international relations. "To be frank, I had no idea what a 'lobbyist' was before taking this class," she admits, of a concept unfamiliar in her native country. "Because of the differences in political systems, most Chinese know little about the U.S. and I thought it might be something I must become familiar with if I want to work for a Chinese company dealing with U.S. politicians."

Ultimately, Leighty argues, those taking any sort of political position or making policy decisions must become familiar with the practice and role of lobbyists. "People think that lobbyists are not critical to the process, that they gum it up, and that somehow, if you got rid of lobbyists entirely, things would be better," he says. "But they're a critical component to the process of policy-making and, more often than not, help drive it." ■



it means that no one can approach their representatives and try to influence the way they think about things."

While the first half of the semester focused on the theoretical study, history, and evolution of lobbying, the latter half highlighted

its practical application. "If a student continues on to represent a nonprofit organization or corporation in some sort of advocacy capacity, they need to know what motivates lobbyists in the process to understand more about them," explains Leighty. "So many of our students also pursue careers in Congress or a state legislature," he continues, "and it seems to me that understanding the role lobbyists play is important when they are on the receiving end, as well."

Together Leighty, a Democrat, and Campbell, a Republican, enabled the students to see two different perspectives of the lawmaking process. "I think my value to the class was that I perhaps don't have the academic background in the subject, but I have lived it and worked in it for a dozen years," explains Campbell, who frequently brought his real-world experience to the classroom. "I would go to Washington, D.C., for the week and oftentimes bring back to students the



Students in Professor Andrea Siegel's class bring graphic novel Daredevil alive on audiobook for blind Arabic-speakers.

By Sarah Fisher

H

eroes of literature have existed throughout history to offer hope of triumph over adversity—from the ancient Greek heroes whose stories were passed down orally to the super-powered heroes of modern comic book tales.



These graphic novel heroes rise above tragic circumstance to find their power, like popular character Michael Matthew Murdock, who loses his sight and instead fights for justice with his other, heightened senses. So when Marvel Comics recently released *Daredevil No. 1* as an audiobook for blind fans of the series, they opened the story to the very people who might appreciate it the most.

When Andrea Siegel, visiting assistant professor with Pepperdine's Glazer Institute for Jewish Studies, heard about the audiobook, she envisioned how to take that opportunity even further. She was transported to her own childhood, when she watched her father cope with lost vision due to macular degeneration. The memories, combined with her new

teaching post at Pepperdine, sparked the perfect opportunity to craft a service-learning project for students in her upper-level English class.

"I grew up with disability in my family and knowing how important audiobooks are to people who are blind," Siegel comments. "I wanted to start a project that would get students dealing with that reality on the ground."

Combining her specialty areas of Israeli-Arab politics and literature, Siegel wondered if there might be a market for Arabic and Hebrew audiobook translations of the *Daredevil No. 1* graphic novel. Marvel Comics approved the idea and Siegel reached out to partner with Al-Manarah, a nonprofit organization for the

Arab blind in Nazareth, Israel. Since September 2011, Siegel and her students have worked with the organization to research, create, and market an Arabic translation of the *Daredevil No. 1* audiobook for distribution to the blind in Israel.

Divided into research and task teams to tackle different parts of the project, Siegel has tried to help students utilize the skills gained from their chosen majors by matching them with corresponding teams, including public relations, production, and web teams. So far, the teams have researched the history and popularity of comic books in the Arab world, scripted an audio version of the story to be translated in Arabic, and begun casting a team of Arabicspeaking actors to record the script in Los Angeles. They have also started developing a website to promote the project, and the education team is creating a lesson plan about stereotypes of the blind for Al-Manarah to use with the audiobook.

"One of the difficult things about that is that the project is geared towards raising education about being blind, so how do you create a website that is blind-friendly?" poses sophomore John Davis, the spring semester coordinator. "We are working on a way to get the website to read itself or having a text only page for the blind."

Davis, a business and economics double major taking a minor in Asian studies, signed up to the class knowing that it would be a challenging but rewarding semester of learning effective cross-cultural outreach and very literal communication. "My freshman seminar was in religion and understanding the conflict in the Middle East from a communications standpoint: how does a



language barrier, a lack of understanding, provide for such a conflict?" Fall semester coordinator Alex Booker, a double political science and sociology major, has continued working on the project in a volunteer capacity since completing the class, working with Davis to keep up with the teams and keep the project moving at a clip.

"As I kept doing it, I saw the importance of the project, how it will help people, how I am building connections and making a difference," explains Booker. "If I can say that one person outside of this project team has become more aware about visually disabled people then that is what I would love to get out of this."

Just months into the project, the team has already made some significant gains, including securing prominent Arabic actor Sayed Badreya (Lost, Iron Man, The Insider) as a volunteer

script and casting consultant and successfully conducting a national search for a translator who would understand the demands of the cross-cultural, trans-technological service project.

"She is an amazing woman from Tunisia, a practicing Muslim, and finishing her master's degree in new media," says Siegel of project translator Khouloud Khammassi. "She has a particular interest in translation of alternative genres and she's done an incredible job."

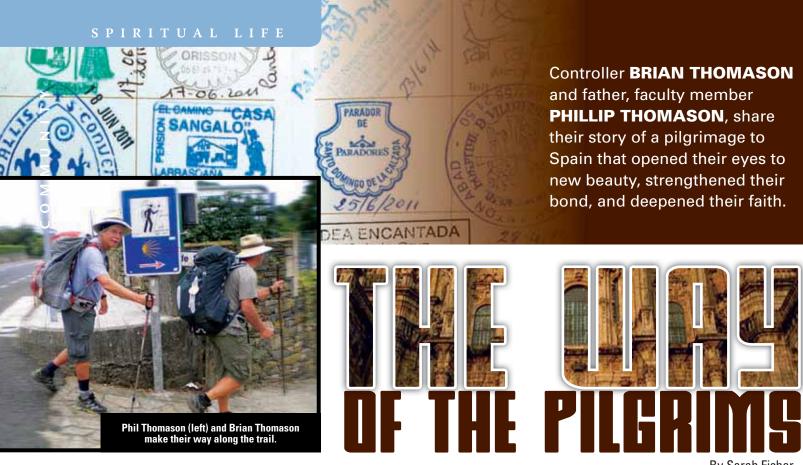
Siegel notes that the finished products will be used by Al-Manarah as outreach tools to educate Israelis about issues of living with blindness in the Middle East, and will be available for download on their website.

"It's important for us not to be from Malibu telling Al-Manarah how to fulfill the needs of blind Arabs," she explains. "I wanted

to give our students an example of building partnerships to effect change in a way that sticks. We have partnered with them and offered it for them to do with as they see fit to use in their own communities and build on it as they want."

The next phase of the project is to complete the first recording in Arabic before the summer, completing, for now, the project's commitment to making life a little more enjoyable for strangers on the other side of the world.

"This is really all for the benefit of the disabled people in the Arab communities of Israel," agrees Eun Seo "Nadine" Jang, the public relations team manager, who, like her fellow classmates Booker and Davis, will be sad to wave goodbye to Siegel and their project at the end of the spring semester. "What I ultimately hope for is that these people are appreciated, recognized, and loved."



By Sarah Fisher

This is it, thought Phillip Thomason, professor of Spanish, from his hotel room in northern Spain in the early hours of June 17, 2011. This is the beginning of a new adventure with the two people I love most in the world.

hat morning, Phillip would embark on a five-week, 500-mile pilgrimage along the Camino de Santiago—or, Way of St. James, in English—with his wife Cathy and son Brian. They would start just across the border in France, meander across the Pyrenees, and end their journey in the Spanish city of Santiago de Compostela, having walked one of the most popular European pilgrimages since the apostle James' alleged burial site was discovered in Santiago over 1,000 years ago.

"I was also thinking what a privilege it is that God has given me this opportunity," remembers Phillip. "And about the physical challenges—would I be able to make it? I was wondering what experiences we would have, what kind of people we would meet."

Spain served as a home away from home for Brian when the Thomason family spent their summers in Madrid for Phillip's research and his work as the founder of the University's former international program in the Spanish capital. Brian left Malibu to earn his bachelor's degree from Abilene Christian University and an MBA from Auburn University, returning to Pepperdine as the University controller and associate vice president. He calls the Camino "a part of the fabric of what makes Spain, Spain, from a religious and cultural standpoint," and mentions that the family first started thinking about making the pilgrimage about 15 years ago. "For me, this was about doing something that is physically demanding and waiting to see what God has to say to me and how He might change me."

Motivated by what he could share with his students the following semester, Phillip viewed the road as his classroom and the Spaniards his teachers. "Anything I can do to better understand and learn more about the people and culture of Spain, I want to do," he says. "And the fact that we would be doing this together as a family was the icing on the cake. It is trite but true that anything one loves is better when shared."

"Sharing" is the crux of their story. It is a tale of sharing the experience with each other as a family. Of sharing the trail with strangers turned friends, including a runner named Jöan who jogged the route in 30 days and a young American woman in her mid-20s on her own, eliciting concern from the Thomasons until she mentioned she had just returned from her third tour of duty in Afghanistan. They shared a piece of history with the pilgrims who have traveled the paths in the past millennium. And they shared five weeks of contemplation with God, removed from life's responsibilities.





"It was very freeing," says Brian, who took Career and Spiritual Development Leave from Pepperdine for the journey. "All you had to worry about was getting up, getting your pack ready, making sure you had water, and where you were staying that night. I just walked. And I could tell in the background my brain was churning through things unconsciously."

Freedom from real-world responsibilities did not mean freedom from all troubles, however. Just three days into their journey Cathy, who was once a Pepperdine librarian, fell in a creek, cutting open her lip on the edge of a concrete culvert. The family was three days outside of a town of any decent size, with just their first aid kits to disinfect the wound. "We patched her up and just kept walking—we did 12 more miles that day," recalls Brian.

Further along the trail, they ascended rough Pyrenees terrain past a site of prehistoric excavations called Atapuerca, en route to the city of Burgos, while the wind and rain pummeled them along the steep mountain road. Phillip remembers the physically traumatic day as being so cold that the sheep huddled together. "The wind and rain penetrated our gear and to make matters worse, Brian was in short sleeves!"

Brian nearly froze to death that day, and all three were in danger of slipping off the narrow path down the sheer drops on either side. Cathy had suffered her wounded lip and Phillip occasionally followed his family by train when the physical demands outweighed his abilities. But when Brian takes in the whole experience he thinks about the medieval pilgrims—who made the journey without shoes, adequate clothing, or money, typically relying on the church to provide for them along the way—and counts his blessings that the journey for their family allowed more freedom for cultural and spiritual growth.

"When we started my pack was about 25 pounds and by the time we finished I'd jettisoned so much stuff that my pack was about 15 pounds," Brian notes. "I found that to be a pretty apt metaphor for what I should be doing with my life."

The last day of their journey on July 19 began, as usual, at dawn. There was, Phillip recalls, a subdued air of anticipation as they left Arca O Pino, about 13 miles outside of Santiago. He wanted to get to the cathedral in time for the Pilgrim's Mass at high noon, adding a sense of urgency to the morning's trek.

They made it just in time: a family of pilgrims, with memories to cherish and stories to tell. "The physical relief itself was a joy," says Phillip, of the final moments of the journey. "We entered the cathedral through the Portal of the Pilgrims and found room on the floor at the back to sit. We were there to witness the mass with hundreds of other pilgrims and worshippers. It was an appropriately unifying and culminating experience."



pilgrims wore a scallop shell on the journey as symbols of the pilgrimage and collected their certificates of completion at the end of the road.

A 49-year-old Seaver kinesiology student proves that she can swim with the best of them.

By Gareen Darakjian

avigating a failing economy, caring for an ailing ex-spouse, and raising two teenage girls are not common concerns for most college students. Their resumes might not boast titles such as "fashion model," "securities investment consultant,"

"Pilates instructor," and "small business owner." And they usually do not speak of their 20s in past tense.

"When students ask me for directions thinking I'm faculty, then I know I'm a little different," laughs Phyllis Reffo, a 49-year-old Seaver College kinesiology junior who, just three years ago, resolved to start afresh and go back to school with a new career goal.

PEPPERDINE



In 2008 Reffo preempted the booming Internet retail uprising by shutting down her brick-and-mortar clothing boutique in Malibu before the proverbial bubble burst. She was ready to try a new business model—one that would weather economic volatility and integrate her passion for the fitness arts.

"I decided that I needed to create some stability for myself and noticed that the health services were doing well," says Reffo, who made plans to open a physical therapy studio. "It looked like a really good business model to me," she continues, describing a serene space where physical therapists would utilize Pilates in their rehabilitation sessions and patients could continue training after their treatment was complete.

At the time Reffo was nursing an incapacitated leg and kept a regular fitness routine of swimming between classes in the Santa Monica College lap pool to maintain her health. But it wasn't until her kinesiology professor, also the school's swimming and diving coach, picked her out of the pool that she considered taking up swimming as a sport.

"He saw me working out in the afternoon during my break, so he invited me to a team practice to see if I was coachable," Reffo remembers. About to undergo a knee replacement surgery, she was hesitant to compete. "I had never gone

off the blocks before," she says. "Even catapulting myself off of a block a couple feet high was intimidating."

Reffo kept swimming, practicing with the team and pressing hard to improve her speed and technique. Her four thousand yards a day quickly doubled and then she was able to compete the next semester. "I swam something like 66 miles in one month," she estimates, humbly admitting, "I was new at this sport and everything was a new experience for me. 'I conquered this today,' 'I did that..."

we.

After transferring to Pepperdine in the fall of 2011, Reffo was invited to join the Waves women's swim team, which she saw as an opportunity to improve her stroke, technique, and overall swimming skills. "If I'm going to do something, I always want to strive to do better, not stay in one place," she contends. "Otherwise why do it?"

Reffo's dogged perseverance was what reinforced her place on the team, notes coach Nick Rodionoff, who still can't believe how she balances her challenging responsibilities. "When you look at what she's doing and how she's doing it—raising two teenage girls is enough, but doing that with the major she's got. It's pretty amazing ..." he trails off. "I didn't think there were enough hours in the day to do that kind of stuff!"

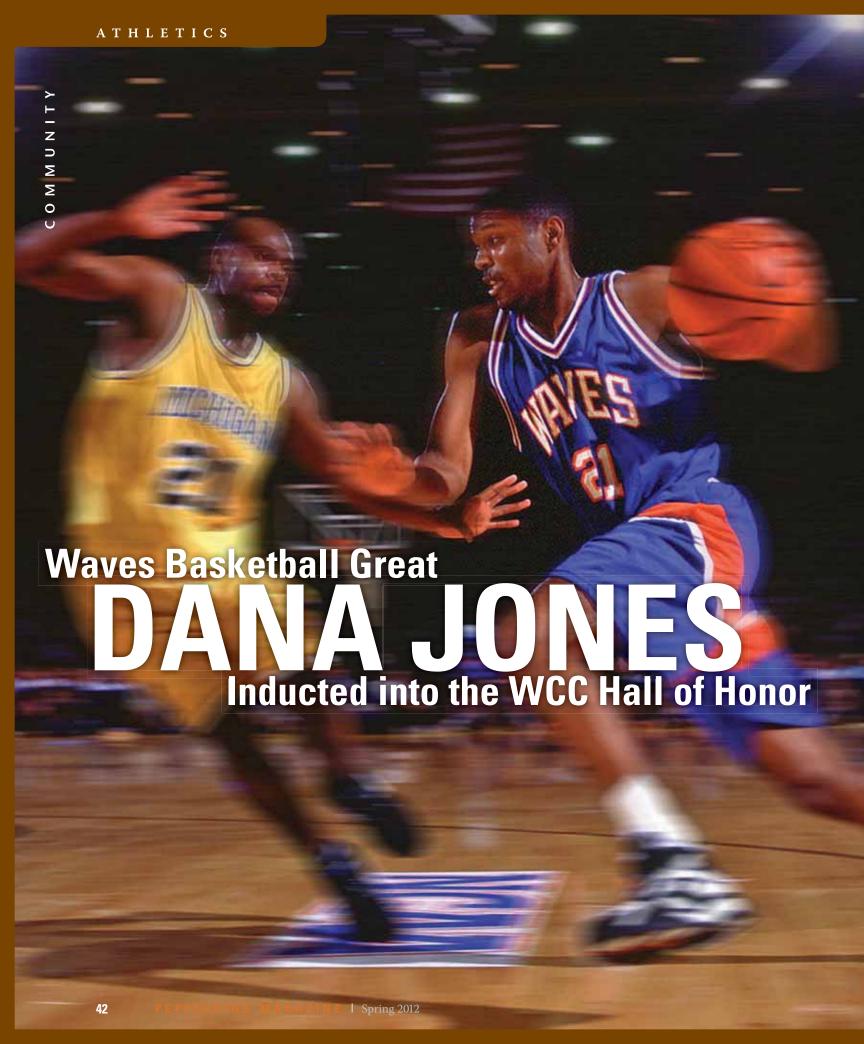
Commitments aside, it's Reffo's athleticism and fitness that make her a player who can compete alongside teammates half her age. "If you have a good attitude and can physically survive the workouts, that's all that we require," Rodionoff observes. "But that's asking a lot."

Throughout it all, Reffo also finds time to nurture relationships with her fellow students and athletes. "I feel the same when I'm doing the same tasks they are and we're conversing and not focusing on my age," she admits. Her teammates also value her more mature perspective on life and consider her a consultant.

"Phyllis is in the water and locker room with them, so she has an inside track," says Rodionoff, who credits Reffo with being a good role model and ardent listener. "They will share with her things that they wouldn't with me and that's good, because she has experiences that they learn can from."

Je.

Statistically, it takes a 20-year-old 24 hours to recover from a workout. It takes a 30-year-old 48 hours. Nearing 50, Reffo competes at a high level at an unusual age. "Everyday is difficult—it's an effort—especially when you get older, to have your mind be elastic in order to absorb all this information and to have my body respond to the training," she admits. "Every time I get in the water, I think, 'Am I crazy?' But everyday above ground and upright is a good day."



DANA JONES ('95) reigns in the Waves Athletics history books as one of Pepperdine's all-time great basketball players. This spring he joined the annals of the West Coast Conference when he was inducted into the organization's Hall of Honor at the WCC Basketball Championships in March in Las Vegas, Nevada.

The 1993 WCC Player of the Year and a 2010 inductee into the Pepperdine Athletic Hall of Fame, Jones is one of just a few Waves who played in four consecutive postseasons. He is still Pepperdine's all-time career leader in rebounds (1,031).

"Dana is a first-class guy and was a great player," says current Pepperdine head coach Marty Wilson ('89), who was an assistant coach during Jones' playing days. "He's possibly the best player in Pepperdine history, from top to bottom, when you look at all the numbers—the points, rebounds, steals, blocked shots, and so on. Plus, he's so humble. When we told him he was being inducted into our Hall of Fame, and again for the Hall of Honor, he couldn't believe it. I told him that he earned this."

As a member of the fourth class for the WCC Hall of Honor, Jones joins fellow Pepperdine alumni Doug Christie, basketball; Gail Hopkins ('66, MA '74), baseball; and Wayne Wright (MA '66), administration.

ON THE OCCASION OF HIS WCC RECOGNITION, JONES SHARED SOME MEMORIES AND ADVICE WITH PEPPERDINE MAGAZINE.

MEMORIES FROM THE COURT

When we won the tournament up at Santa Clara, all of our fans rushed onto the court. The crowd started running around us and we could feel them right there with us. Mostly I remember the intensity. We played a home game against San Diego during our long winning streak, and the battle was so intense it felt like the Final Four.

WAVES FANS

Our fans are one of the first things I think about when I think about Pepperdine. They knew us and we knew them. When we ate our pregame meal in the cafeteria, fans would come up to wish us luck that night. Before the games when we were getting our ankles taped, we could see everyone coming in. It was amazing to me.

TEAM SPIRIT

When I came in as a freshman, there were a lot of established players ahead of me. As they graduated, new players came in—great players—and the young ones began looking up to me. We were really close as a team, together on campus and on road trips. It contributed to our success on the court. We had no selfish players; we were all about winning.

SHARING HONORS

Being inducted into the Pepperdine Hall of Fame was a tribute to my family, and to everyone who helped me along the way. The WCC was for my coaches: Asbury, Aggers, Campbell, and current coach Wilson, who was there with me in Vegas. In my speech I couldn't even put into words what they all meant to me. From my first day on campus I knew I was going to be in good hands.

WORDS OF WISDOM

Basketball is a team game, so the best thing current players can do is trust in each other. You just do what you can do, trust your teammates, go out and try to win every game.

ABOUT DANA JONES

Height: 6'6"

Position: Forward

Hometown: Los Angeles

Pepperdine Highlights:

- Career finish: 1,677 points (second only to Dane Suttle)
- Only player in school history to grab more than 1,000 career rebounds
- First player ever to make the WCC Championships' All-Tournament Team all four seasons (only one other player has done it since)

Honors:

- WCC Freshman of the Year
- WCC Player of the Year honors (junior year)
- Four consecutive
 All-WCC honors (three times on the first team)
- MVP of the 1994 WCC tournament

Professional Career:

- Jones went to Japan to continue his basketball career, playing for the Sumitomo Sparks, NKK Sea Hawks, and Panasonic Kangaroos
- He made the All-Star
 Team in 1996-97 with the
 Sparks and was named
 the Defensive Player of
 the Year after leading the
 league in steals.

Current Field: Physical therapy

By Sarah Fisher

Of Chords

Lincoln Hanks
hits the new
music circuit
this year
with three
compositions—
and a world
premiere.

Inspiration, says composer N.
Lincoln Hanks, is like a jealous partner, whose interest is piqued when he begins working on a new composition before she arrives.
And with the weight of deadlines bearing down on the associate professor of music, he doesn't usually have the time to wait to be inspired.

"If inspiration isn't around, I'm going to start working anyway and then hopefully she'll show up and I'll get that spark," he confides. "Without commissions from performers or orchestras, I have to admit, it would be pretty hard to produce.

I have to keep plugging away."

But when inspiration does hit, it hits hard, as he found with his choral composition, *Tota pulchra for Mixed Choir*, which was performed in November by the Boston New Music Initiative in Cambridge, Massachusetts. It was the first of three of his works to be showcased at new music concerts this season on the East Coast.

"I was experimenting with *Tota pulchra*," says Hanks, of the work about Mary, mother of Jesus Christ, "bringing into the piece all of the things I love about choral music—about what the voice could do and elements of early music. But I was using a modern kind of language at the same time. And it did everything I wanted it to do. Everything!"

If you listen to an oboe it has a very different sound than a clarinet. And what happens when you put them together? You have a new color. As a composer you might not know how to play every instrument but you know all of their colors and what you can do when you blend colors.

—Lincoln Hanks

and Colors

Hanks was thrilled with the enthusiastic response to the new music, which he considers to be one of his most successful pieces, from the audience in Cambridge. While a composer typically will have his or her work performed following a commission by a performer, venue, or orchestra, Hanks by far prefers having his performed at a new music event.

"They are driven by a real love of new music and desire to keep the tradition going, so there's a lot of promotion and enthusiasm," he stresses, adding that the definition of new classical music is a far cry from the definition of new mainstream music.

"'New' means anything composed in the last 20 years, basically," he laughs. "If you perform something from the 1980s it's still considered contemporary. Tota pulchra was actually written in 1998 when I was nearing the end of my doctoral work at Indiana University. It was the first time I wrote a piece that I felt really got a language out of the choir that was completely different to what I'd done before."

The piece won him the Wenger
Contemporary Choral-Composition
Competition Award from the Roger Wagner
Center for Choral Studies in 1999—one of
a number of professional awards earned
during his 20-year composing career,
including the Early Music America/Dorian
Records Competition in 1998 and the ASCAP
Foundation's Morton Gould Young Composer
Award in 1999.

At Pepperdine, Hanks has written the music for student theatre productions—most recently a percussion-heavy score for Aeschylus' *The Persians*. Nurturing his students' talents is what he finds most rewarding about being a professor, however, especially when students perform music written by other students.

"I think it's extremely eye-opening for the students here," he says, noting that choral, orchestral, and ensemble compositions are usually graduate-level work in other institutions. "New music is pretty sophisticated stuff, so to do that at an undergraduate level is amazing."

The second of his new works to be performed this season was Three Movements for Clarinet, Violoncello, and Piano as part of the North/South Consonance series in New York City in March. The music does not tell a particular story, but rather was written specifically for the Westlake Chamber Ensemble based in Westlake Village, California.

"In a way, it's like I wrote a story for three people I liked very much. I wanted to feature each of those instruments not only as an ensemble but also individually as they performed. Some pieces end up being just pure, absolute music with no real story that it's attached to."

His pieces tend not to begin as a melody stuck in his head, but instead, working with an "extra-musical" visual or literary notion, Hanks timelines a sequence of musically emotional moments befitting the "story." Destined to discard 90 percent of his ideas, he sketches out musical material to plug into his timeline—chords, rhythms, melodies, and colors." If you listen to an oboe it has a very different sound than a clarinet; it's more of a sharp sound and the clarinet is more rounded," he explains. "And what happens when you put them together? You have a new color. As a composer you might not know how to play every instrument but you know all of their colors and what you can do when you blend colors."

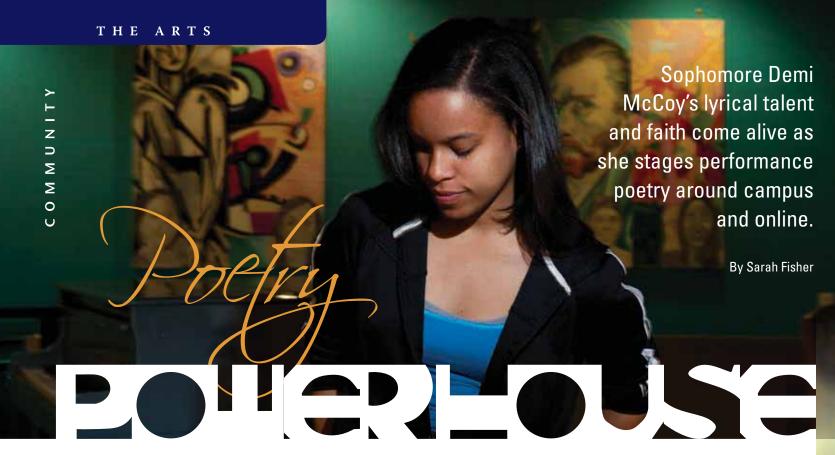
One of his most colorful pieces to date is the third of his new music compositions to be performed this season: Monstre sacré for Piano Solo, which received its world premiere in April at the Cutting Edge Concert Series in New York City. Told in four movements and based in part on Jean Cocteau's 1940 play Les Monstres sacrés, the piece hypothesizes public characters that are astonishingly talented and entertaining, yet crippled by ego and immorality. "They are very demonstrative and desperately need to be the life of any party they are in. The pianist basically becomes these characters as he plays these movements."

Hanks wrote the piece for his friend, the acclaimed pianist Paul Barnes, but does not consider himself a pianist—though he can find his "way around the keyboard." Writing songs since childhood, he discovered as an undergraduate applied music student at David Lipscomb University that writing classical music gave him an emotional payback.

"Being by myself in the studio quietly writing music, some kind of creative thing would happen ... and I would get so jazzed about it," he recalls.

Twenty years later with commissions, world premieres, and awards under his belt, that is the feeling he returns to every time he is inspired—or transcends an initial lack of inspiration—to create something moving. "I want my audience to have an animalistic or visceral feeling about the music. I just always want them to leave feeling, 'That's something I want to listen to again.'"

ON THE WEB Listen to a clip from *Tota pulchra*: magazine.pepperdine.edu/hanks



DEMI McCOY'S FRIENDS ARE OFTEN SHOCKED WHEN THEY SEE HER MALIBU DORM ROOM.

The young spoken-word poet refuses to embellish her walls with art or decorations—an interesting choice for a student who is known and admired on campus for her artistry.

"I love art, but it helps me to think," she explains, of her bare walls. "It helps when you look around to not have anything that's manipulating your thoughts; that's why I like to just have the white walls. It gives way to a lot of thoughts."

The sophomore religion major is softspoken and thoughtful in conversation, exuding an outer calm that is reflected in the tranquility of her dorm-room style. But the serene exterior of both her white walls and personal mannerisms stands in sharp contrast to who she becomes on stage: a solo powerhouse, armed with just a self-composed poem about faith or love or society and a persuasive voice, capable of commanding an entire auditorium of listeners to silence.

Her pieces are usually faith-driven or socially conscious calls to action, and when she steps onto a stage she dresses casually, typically in jeans, symbolizing the personable and intimate subject matter to follow. The poem "The Drought," performed at a student coffeehouse last year, highlights the extreme poverty suffered around the world as an implicit call to action.

see poem on next page→

"I try to be as honest as possible, because as long as I'm honest then there's some part of me that's going to connect with another human being, because we all go through the same emotions," she says. Her favorite piece, titled "Your Reflection," touches on self-image in the modern world.

"It's one of my more fun pieces, because I play around with so many different words. It also talks about how people can see this image of themselves in the mirror that they've created but it might not necessarily speak true to who they are. It's fitting for a lot of people."

Despite the historical roots of spoken poetry—from the oral distribution of Homer's *Iliad* and *Odyssey* two millennia ago to the popular bourgeois poetry readings of the 19th century—spoken word in its current tradition remains somewhat under the radar. McCoy herself had not dabbled in this form of expression until recently, preferring either to write or sing before performing spoken word for the first time at the student group D.R.E.A.M.'s talent show in October 2010.

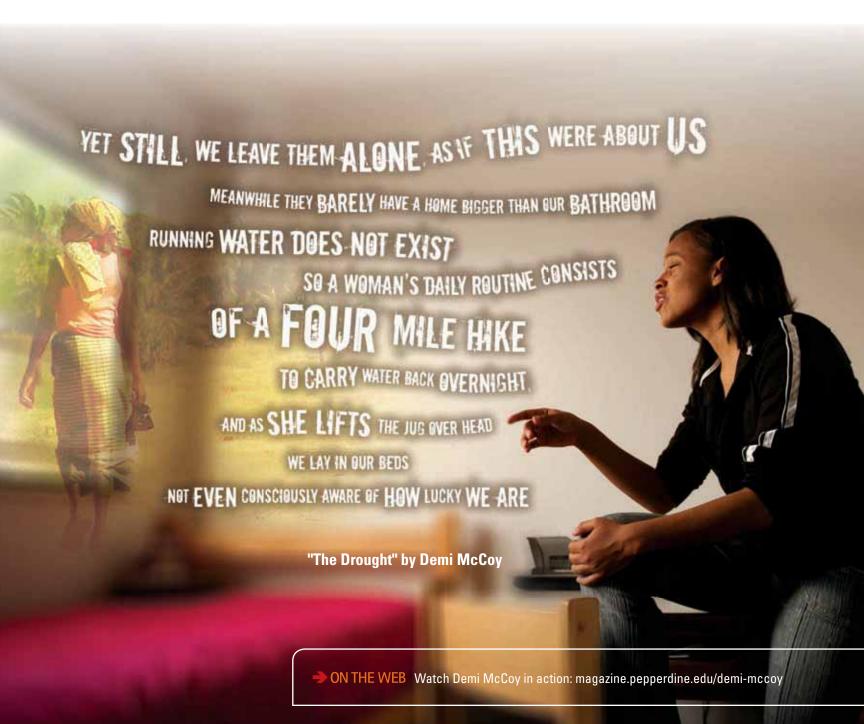
Following that first foray into performance poetry, she continued to showcase her work throughout her freshman year at a variety of multicultural and open-mic events; especially notable about her 2011 schedule was the high number of faith-based performances at Pepperdine. A quick survey of her videoed performances and written poetry online reveals how Demi explores her faith with depth and passion in her

work."Through the gift of spoken word I kind of found my faith," reveals McCoy, who plans to further her theology studies at a postgraduate level. "Because most of my earlier poems were about my life, my problems, a lot of it was really just self-centered. It wasn't until people started telling me I had this gift for poetry that I decided to explore that aspect of my life."

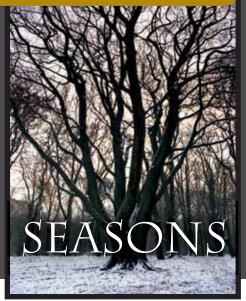
Today she is in high demand at Pepperdine events, and after jumping into performance poetry headfirst just a little more than one year ago, she's developed a system of preparation for each nerve-wracking performance. Before she even begins writing a piece, she spends a few weeks or months thinking about its intended message, and once it is written she

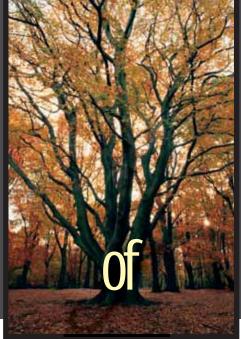
rehearses as far in advance as possible to become comfortable with it.

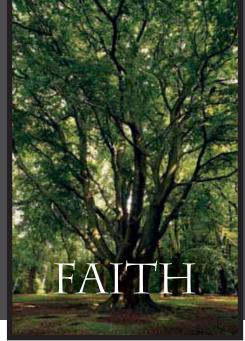
"And then I pray before each of my performances, to help me to remember why I'm performing, what the purpose is for—that it's not really for me. And that takes the burden off me. Because, at the end of the day, it's all for Him."



IN FOCUS







By Mike Cope

O YOU EVER FEEL OUT OF PLACE WITH FELLOW BELIEVERS—PERHAPS LIKE NO ONE "GETS" YOU? IT MAY SIMPLY BE THAT YOU ARE A "WINTER BELIEVER" WHILE THEY ARE "SUMMER BELIEVERS" (OR VICE VERSA). LET ME EXPLAIN...

Mike Cope is a minister, author, lecturer, and prolific writer whose blog, preachermike.com, has been visited by four million people in the past six years. A widely respected national figure in Churches of Christ, Cope will direct Pepperdine's Bible Lectures program beginning May 5, 2012.

To learn more about this year's lectures (May 1–4, 2012), please visit www.pepperdine.edu/biblelectures.

Summer believers are confident that God is still doing great things. They have regular reports of what God is doing, what God has taught them, what God has "put on my heart." They worry about the deistic tendencies they see of others who don't share their perspective. Faith makes sense, the world works pretty much like they'd expect. They have stories of amazing ways God has healed, provided money, sent specific guidance, etc. They want an upbeat worship style that reflects the joyous news that God is already alive in the world.

Winter believers are convinced that God is God. But they often walk in doubt and mystery. They feel like they're not "in on" all the amazing stuff people say is happening to them. They don't hear regularly from God. The problem of evil and suffering seems vexing. Their observation is that people with faith are healed at just about the exact same rate as those who have no faith. They read the dark journal of Mother Teresa, well up with tears, and nod. They prefer a worship style that recognizes the strong dose of "not yet" that we currently experience as we groan and wait.

What would it mean for us to live together in peace? What if...

...Winter believers prayed for their summer brothers and sisters, willingly listened to their confidence in God, decided to assume the best about their spiritual journey, refused to label them, and entered into their expressions of worship (for the sake of the other)?

...Summer believers prayed for their winter brothers and sisters, willingly listened to their questions, decided to assume the best about their spiritual journey, refused to label them, and entered into their expressions of worship (for the sake of the other)?

A mark of maturity is when we realize that we are not the standard by which others are measured. There is actually strength in our diversity. Perhaps together we can shoot for, say, autumn. And that doesn't sound bad!

IF EVERYONE SENT ONE OF THESE...



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