

Spring 2013

## Pepperdine Magazine - Vol. 5, Iss. 1 (Spring 2013)

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# PEPPERDINE magazine

Volume 5 Issue 1 Spring 2013

## DEREK ON MARS

DEREK PELLAND EMBARKS ON AN  
OUT OF THIS WORLD JOURNEY TO  
INFLUENCE THE FUTURE OF SPACE  
EXPLORATION.

SCIENCE ON FIRE

THE RISE AND RISE  
of Young Adult Literature

BRIDGING THE GAP



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## FEATURES



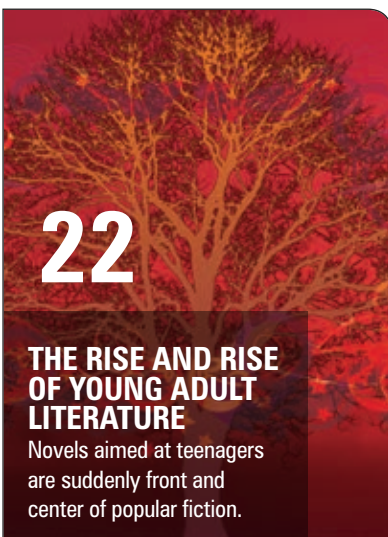
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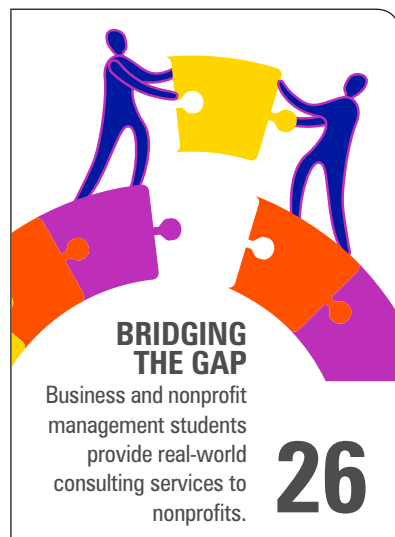
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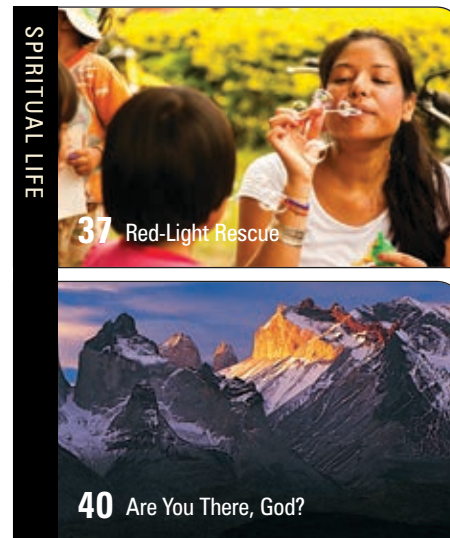
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## LETTER FROM THE EDITOR

“I could never have prepared myself for the beauty of music.”

That’s how alumnus Austin Chapman ('11) felt when new hearing aids allowed him to fully hear for the very first time.

Austin’s is a moving story of discovery, of coming to experience something powerful that he’d never known before. In this issue of *Pepperdine Magazine* we spotlight Austin and other Waves exploring new and important territory, some quite close to home and others as far away as the Red Planet. We meet Derek Pelland, a GSEP student whose work with the Mars Desert Research Program will help shape the future of space exploration. We follow Pepperdine faculty and students on their journey through the unique terrain of the Malibu campus and its delicate ecosystem, and learn about Pepperdine authors at the forefront of the emerging young adult literature market.

Here at *Pepperdine Magazine*, we’re forging some new ground of our own. We’re proud to introduce the *Pepperdine Magazine* app for your smartphone and tablet, featuring special videos, audio recordings, and stunning photography. Now freely available at iTunes and Google Play marketplaces, it’s a brand new way to experience the Pepperdine story.

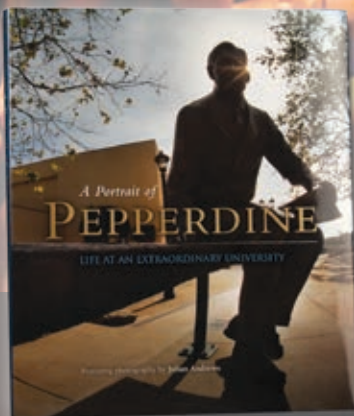
Megan Huard Boyle  
*editor*



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## LETTERS TO THE EDITOR

### A Landmark Experience

Thanks for highlighting this great program. I participated in it that first year (could it really be 20 years ago?!), returned to D.C. when I graduated the following spring, and am still living and working in D.C. all these years later. I don't know where I would have landed or what I'd be doing now if I hadn't been introduced to this wonderful place through this program. I will always be grateful to Dr. John Watson for his vision and leadership in creating the program and providing a tremendous experience to us that first year. The summer of 1992 holds a special place in my heart. I'm so glad the D.C. program is still thriving and growing!

—Marty Raines ('93)

### Ambassador of Hope

The ambassador came to speak at one of my grad classes, talk about inspiring!

—Annalee Shelton, *current master's degree candidate, GSEP*

# PEPPERDINE

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*Pepperdine Magazine*, Volume 5, Issue 1, Spring 2013.

*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.

Pepperdine University, 24255 Pacific Coast Highway,  
Malibu, California, 90263

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

Send address changes with publication name to:  
Office of Advancement Information Management at Pepperdine University, 24255 Pacific Coast Highway,  
Malibu, California, 90263. Other information and queries should be directed to the editor. All material is copyrighted ©2013 by Pepperdine University, Malibu, California 90263

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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.

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# Promises to

# Keep

Much has been written about challenges within American higher education. As one who has made a career of educating students, the criticism stings, especially when words are accurately aimed and hit their mark.

BY ANDREW K. BENTON  
*President  
 Pepperdine University*



This is particularly the case in the area of undergraduate attainment. As a nation we boast a remarkable and complementary system of public and private colleges and universities, and the number of students attending these institutions has never been higher. Each of these schools encourages its students to finish what they start—to complete their program of study and to reach their goals.

Yet not nearly enough do. The true extent of the problem is hard to quantify, but data we do have is telling: for example, ACT, originally known as American College Testing, reveals that in 2012 only 62.9 percent of undergraduate students enrolled at private institutions and 48 percent enrolled at public institutions graduated in four years. We also know the far-reaching effects of incomplete degrees, ranging from economic and employment challenges to obstacles in health and general well-being. McKinsey & Company reports that the United States will need to produce about one million additional degrees annually by 2020 in order to fill the share of American jobs that require one. The consequences of low degree completion ripple through our economy, our society, and our families.

Faced with such critical issues, in 2011 President Obama called for dramatic improvement in graduation rates and student attainment. It is a challenge I took personally, both in my role as president of Pepperdine University and as a vice chair of the National Commission on Higher Education Attainment.



If presidents and chancellors will turn from other important agenda items, for just a moment, to focus on the profoundly important issue of student success and attainment, the impact could be truly remarkable.

The commission recently released an open letter to all college and university presidents in an effort to inspire all those who lead in higher education to accept the challenge of framing an effective, practical response to making college completion a national priority and, eventually, a national victory.

Most presidents can recite with confidence entering student statistics, SAT and ACT scores, high school grades and, for graduate students, rising MCAT, GMAT, and LSAT scores, and on and on, but few are as certain of how many of those who begin actually finish and over what period of time. In so doing, we are, sadly, not keeping our promises. The burden of completion must reside primarily with the student, but for those of us who have the privilege of leading a college or university, we must marshal our authority, skills, and experiences, and apply them for the benefit of our students, to enable, to ennoble, and to encourage our students to press toward completion of their dreams and aspirations. It is our responsibility, as well as our commitment.

On the National Commission on Higher Education Attainment I had the privilege of representing America's private and independent colleges and universities, both large and small. For the most part these colleges and universities do a good job in admitting and graduating their students; still, improvement is not only possible, but necessary, and the same is true at Pepperdine.

At Seaver College we are losing about 19 percent of our students per entering cohort. The majority of students who do not graduate choose to leave Pepperdine because of financial obstacles or family issues. As is true with most institutions of higher education, we lose the largest percentage in the freshmen year. For the 2012 graduating class, 74.7 percent graduated within four years and the six-year rates are expected to be approximately 80 percent. Among our peer institutions nationwide, those same numbers came in at just 56.5 percent within four years and a projected 68.9 percent in six. Comparatively, our rates are good but, again, I think we can do better. (At Pepperdine and around the country, attainment for graduate students is generally high.)

I was asked by a member of the Pepperdine Board of Regents what it would cost to improve our scores at Seaver College by five percent. My response was that "the next five percent in improvement" will emerge from mentoring relationships between students and faculty, systems that support student needs, greater flexibility in course delivery, and so forth. I believe national leadership in student attainment is within our grasp at each of our schools. Certainly cost is an issue about which much is written, but cost is only a part of the challenge. There is also a significant cost reality when dreams remain unfulfilled, when

programs begun are not completed, when systems and traditions and institutional intransigence get in the way of the finish line for students. The work of the Commission on Higher Education Attainment is elegant in its simplicity: focusing on creating environments conducive to student persistence; providing encouragement to simplify transfer of credit from school to school; identifying those at risk early in the academic undertaking; tailoring programs to meet articulated needs, including use of creative class schedules, greater awareness of student career goals, and careful monitoring of progress toward degree. None of this should cost very much at all and the impact could be significant. This is an idea whose time has come.

The National Commission on Higher Education Attainment was, at its core, a conversation among colleagues, a broad and inclusive dialogue among leading representatives of higher education for the sole, unencumbered purpose of finding ways of keeping our promises and strengthening America's future in the process.

If presidents and chancellors will turn from other important agenda items, for just a moment, to focus on the profoundly important issue of student success and attainment, the impact could be truly remarkable. We will do our part, one student at a time, here at Pepperdine University. ■





Karen Elliott House

## KAREN ELLIOTT HOUSE Presents Licata Lecture on Saudi Arabia

When people ask Karen Elliott House why she traveled to Saudi Arabia year after year for five years, draped in a long black *abaya*, with a limited-access visa, she replies, “Because it’s interesting.”

For more than 30 years, this “interest” drove the Pulitzer Prize-winning journalist to investigate Saudi Arabia and all facets of life in the shrouded kingdom. On February 12, on the occasion of the 2013 Charles and Rosemary

Licata Lecture hosted by the School of Public Policy, the former publisher of *The Wall Street Journal* visited Pepperdine’s Drescher Graduate Campus to speak about her experiences in the Middle East and deconstruct her book, *On Saudi Arabia: Its People, Past, Religion, Fault Lines—and Future*.

“Saudi Arabia is the strangest country you will never see,” began House, as she took the audience on a journey through her encounters with Saudi royalty, religious officials, and families devoted to Islam. As a Western woman—considered an honorary man by Muslims who would otherwise be forbidden from being in the presence of a female—House was at an advantage and given access to areas of the kingdom without a government minder. After three decades of tireless exploration into the Saudi soul and psyche, she was granted a five-year, multiple-entry visa.

“My goal was not to prescribe what Saudi Arabia ought to be like, but to try to understand and describe what it was like,” she explained, before she delved into her “observations about Saudi society, about what those observations might portend

about its stability or vulnerability, and about scenarios that U.S. policymakers might face in the future.”

In the James R. Wilburn Auditorium, House, who also served as the 2013 School of Public Policy commencement speaker, informed a captive audience of the religious, socioeconomic, and geopolitical strife faced by both the nation’s young and old populations. “Even though many say there has to be change, they don’t agree on what that is,” she laments, delineating the four options she foresees for the future of Saudi Arabia: 1) further economic stagnation and stultification, 2) the rise of a younger prince that tries to revive the economy in the face of oppressive conservative, religious backlash, 3) a leader who reverts to the Islamic religiosity of the 80s and 90s, or 4) chaos that leads to collapse.

“Young Saudis increasingly question why they can’t have more and why the royals take more than they deserve,” she explains. “It is a quite constricted society and much more divided than I realized.”

The Licata Lecture Series was established through an endowment for the School of Public Policy by benefactors Charles and Rosemary Licata. The series unites students, alumni, and community leaders with leading academics and practitioners shaping policy matters in the new century.

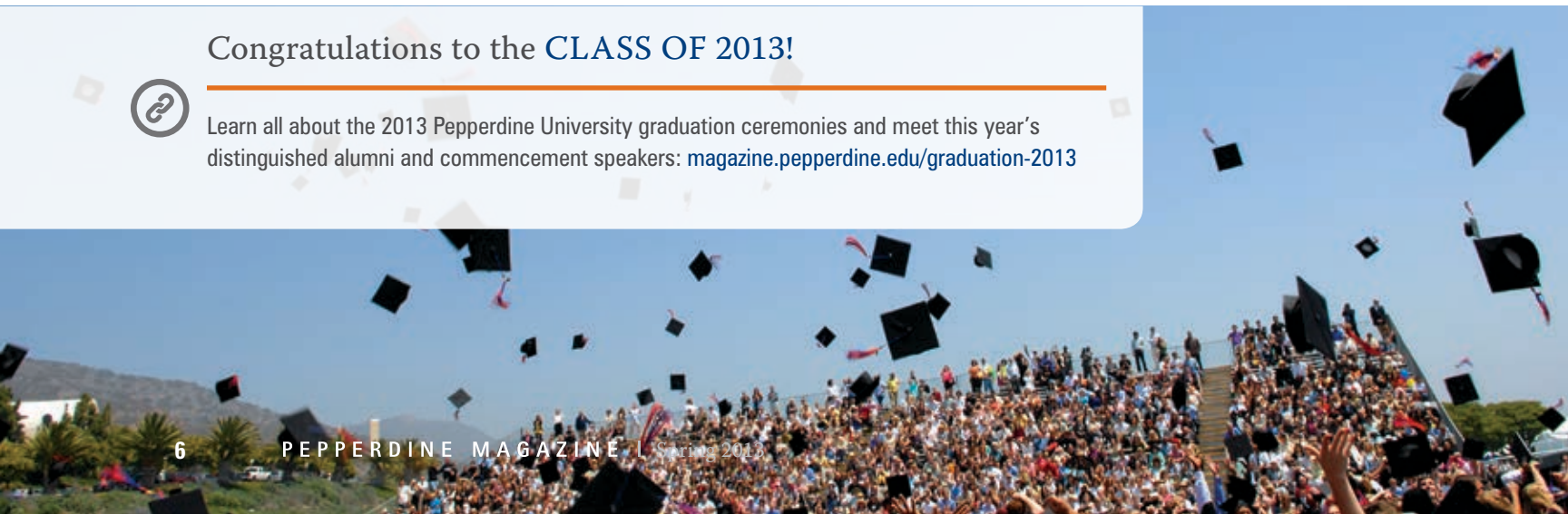


Watch Karen Elliott House’s Licata Lecture: [magazine.pepperdine.edu/house-lecture](http://magazine.pepperdine.edu/house-lecture)

## Congratulations to the CLASS OF 2013!



Learn all about the 2013 Pepperdine University graduation ceremonies and meet this year’s distinguished alumni and commencement speakers: [magazine.pepperdine.edu/graduation-2013](http://magazine.pepperdine.edu/graduation-2013)





## IS [IT] TRUE?

Philosophers and scholars have questioned the hypotheses about both the great mysteries and the great certainties of the universe for many millennia.

In keeping with the founding purpose of the Veritas Forum—which gives students a safe place to ask the hard questions about “truth” from a Christian perspective—this year’s keynote speakers explored complex ideas about the veracity and logic behind the existence of God at the fifth annual conference held on February 18 and 19 on the Malibu campus.

Robin Collins, professor of philosophy and chair of the Department of Philosophy at Messiah College, spoke on the first night with a lecture titled “Is [It] True? Fine-Tuning the Universe.” Discussing how the specific physical constants and conditions of the universe are finely tuned for intelligent life, thus providing logical reasons to believe in a creator, Collins drew from his backgrounds in the seemingly at-odds disciplines of both philosophy and physics.

“It’s great in an academic community to hear a great scholar present the case that their scholarly disciplines are not separate from their faith,” notes David Lemley, University chaplain.

Stephen Davis, professor of philosophy at Claremont McKenna College, followed along the next night, with a lecture titled, “Is [It] True? Road(s) to Heaven.” Davis discussed religious pluralism—the idea that “all roads lead to heaven”—and whether or not some of the integral claims of “truth” in Christianity can plausibly be true.

“He built upon a famous idea of C. S. Lewis’ that either Jesus Christ was the Lord, was lying, or was a loon,” says Lemley. “Davis modeled the difficult task of being able to defend your convictions and faith while carrying that in a way that is respectful of other people.”

The Veritas Forum nonprofit organization was founded nearly 20 years ago by Harvard University student Kelly Monroe as an event for college students from all disciplines to further explore “truth,” share their questions, and discover the person of Jesus Christ.

“One of my favorite moments of both nights was when student leader Madeline Jackson welcomed the audience, saying that no matter what your background and perspective this is a place where you can be heard,” Lemley reflects. “The whole event, from the question-and-answer in which people are invited to ask their questions honestly to the follow-up small groups for students with faculty, says ‘We’re willing to ask the difficult questions of what we believe.’”



Joyce M. Davis

## GRADUATE SCHOOL OF EDUCATION AND PSYCHOLOGY Hosts Inaugural Digital Women’s Project Conference

The Digital Women’s Project (DWP), an initiative of the Pepperdine University Graduate School of Education and Psychology (GSEP), explores the work-life balance issues of women from global perspectives. The inaugural DWP conference, “Celebrate Women’s Wisdom: Life Journeys,” took place March 7 to 8 at the Omni Los Angeles Hotel in downtown Los Angeles.

The conference engaged scholars and business professionals from all sectors in sharing wisdom that will impact the future for themselves and the next generation of women and men. Through connecting around the life-course method of identity motivation and drive, relational style, and adaptive style, participants discussed research that enhances opportunities for women to live meaningful lives of purpose and leadership.

Plenary speakers included Joyce M. Davis, an award-winning journalist and internationally acclaimed author, writer, and media consultant; Linda M. Thor, chancellor of the Foothill-De Anza Community College District, one of the most prominent community college districts in the nation, serving approximately 65,000 students each year in Silicon Valley; Nana M. E. Magomola, a South African lawyer, business leader, and the chair of Thamaga Investments; and Janet Z. Giele, Professor Emerita of Sociology, Social Policy, and Women’s Studies at the Heller School for Social Policy and Management of Brandeis University.

**Abraham Park, assistant professor of finance at the Graziadio School, participated in the inaugural Veritas Forum at Harvard University nearly 20 years ago. Listen to a special audio interview with Park about that experience and his role in spiritual life at Pepperdine today: [magazine.pepperdine.edu/veritas-forum](http://magazine.pepperdine.edu/veritas-forum)**



[gsep.pepperdine.edu/digital-womens-project](http://gsep.pepperdine.edu/digital-womens-project)





Joseph Christian Leyendecker  
*First Airplane Ride*, 1909  
 Oil on canvas, 26 x 18 inches  
 Courtesy of the Kelly Collection  
 of American Illustration

## THE GOLDEN AGE OF AMERICAN ILLUSTRATION Comes to Pepperdine's Weisman Museum

The Frederick R. Weisman Museum of Art welcomed a new exhibit this spring, *Illustrating Modern Life: The Golden Age of American Illustration* from the Kelly Collection.

*Illustrating Modern Life* features over 60 works from one of the most fascinating periods in American art: the "Golden Age" of American illustration (1880-1930), when revolutions in printing technology and mass mailing resulted in a meteoric rise of new magazines. Publishers and advertisers turned to

illustrators to create eye-catching, hand-rendered paintings that would appeal to a growing public of modern consumers.

The original oil paintings, watercolors, and ink drawings in this exhibition, rarely seen on the West Coast, included some of the finest examples produced by the best artists of the genre. The art created by renowned talents such as Howard Pyle, N. C. Wyeth, J. C. Leyendecker, Maxfield Parrish, and Norman Rockwell has entered the pantheon of 20<sup>th</sup>-century American culture and still captivates audiences today. The Kelly Collection of American Illustration is regarded as one of the nation's largest and finest private holdings of this material.



View images from the exhibit and read an essay about the works by museum director Michael Zakian: [magazine.pepperdine.edu/rise-of-an-american-art](http://magazine.pepperdine.edu/rise-of-an-american-art)

## INTRODUCING NEW PROGRAMS at Pepperdine University

**ACCELERATED JD:** The School of Law now offers an accelerated, two-year juris doctor (JD) degree option that is paired with the opportunity to simultaneously earn a certificate from the No. 1-ranked Straus Institute for Dispute Resolution. This distinctive and innovative approach blends rigorous legal education at a leading institution with significant skills and training geared toward practicing law in the 21<sup>st</sup> century. The Accelerated Option may be a good choice for motivated students willing to work at a faster pace to finish law school sooner.



[law.pepperdine.edu/academics/juris-doctor/accelerated-option](http://law.pepperdine.edu/academics/juris-doctor/accelerated-option)

**MS IN ACCOUNTING:** California now requires candidates for CPA certification to complete an additional 30 units of graduate-level accounting study beyond the 120-units typically earned in a bachelor degree program.

To help accounting majors meet the state's new requirement, the Graziadio School of Business and Management is introducing its master of science in accounting degree in partnership with Seaver College. The new nine-month full-time program provides students with greater breadth and depth of understanding in accounting and business than is possible in an undergraduate program.

[bschool.pepperdine.edu/programs/masters-accounting](http://bschool.pepperdine.edu/programs/masters-accounting)

### MS IN APPLIED FINANCE (PART-TIME):

Pepperdine's master of science in applied finance is a 16-month program held evenings and weekends in Irvine for students seeking to pursue a career in finance. It gives students the in-depth quantitative knowledge and the hands-on practical skills needed to pursue a career in finance—particularly in the areas of asset management, banking, and private equity. The evening and weekend format is designed specifically for working professionals.

[bschool.pepperdine.edu/programs/masters-finance-part-time](http://bschool.pepperdine.edu/programs/masters-finance-part-time)



Steven F. Hayward

## Public Policy Professor Explores “WHAT WOULD REAGAN DO? Modernizing the Gipper for the Age of Obama”

Steven F. Hayward, Spring 2013 William E. Simon Distinguished Visiting Professor at the School of Public Policy, addressed “What Would Reagan Do? Modernizing the Gipper for the Age of Obama” on March 19 in the James R. Wilburn Auditorium.

As Ronald Reagan remains the beau ideal of a statesman for conservatives, Hayward explored questions like: How might Reagan, who was skillful at adjusting his perspectives and arguments to fit changing circumstances,

think and talk about the current political scene? And what basic and underlying principles and approaches that we observe in Reagan’s record can be emulated today?

Hayward is the author of *The Age of Reagan*, a highly-regarded, two-volume narrative history of Ronald Reagan and his effect on American political life. For the last decade Hayward was the F. K. Weyerhaeuser Fellow in Law and Economics at the American Enterprise Institute and a Senior Fellow at the Pacific Research Institute. He writes frequently on such topics as environmentalism, law, economics, and public policy for various national publications. Among many other published books, he is the author of the *Index of Leading Environmental Indicators*, published in 14 editions and its successor, the *Almanac of Environmental Trends*. Hayward is currently teaching American Democratic Culture: The Nature of Presidential Leadership during his semester at Pepperdine University.



publicpolicy.pepperdine.edu

## GRAZIADIO SCHOOL DEAN LINDA LIVINGSTONE Elected to Premier Accreditation Body Board

Linda A. Livingstone, dean and professor of management at the Graziadio School of Business and Management, has been elected vice chair-chair elect of the AACSB board of directors by the membership of AACSB International. AACSB International (Association to Advance Collegiate Schools of Business) is the premier accreditation body for institutions offering undergraduate, master’s, and doctoral degrees in business and accounting.

“Having served as a member of AACSB’s board since the 2009-10 academic year and on its Blue Ribbon Committee on

Accreditation Quality, I am deeply honored to be selected by my peers to continue to contribute in this strategic leadership role,” said Livingstone. “As a dean and in my role on the AACSB board, I am committed to helping us all advance the highest standards for management education worldwide.”

Livingstone will serve as vice chair effective July 1, 2013, and then advance to chair in summer 2014. The following year she will continue in a transitional role as immediate past chair through the conclusion of her term in June 2016.



“Given that AACSB is the most prestigious association of business schools in the world, it is a special honor that the dean of the Graziadio School of Business and Management has been elected vice chair-chair elect of the AACSB board of directors,” said Pepperdine University provost Darryl Tippens.

“Dean Livingstone’s leadership in AACSB has been demonstrated in a variety of ways over several years. It is encouraging to see her continue to be recognized as a leader among leaders in the world of business education. I am grateful for what this appointment says about Dean Livingstone, the Graziadio School, and Pepperdine University.”





## Songfest

### TWO BELOVED PEPPERDINE TRADITIONS Celebrate Major Milestones

The joy of reading was brought to life in Songfest 2013 as the annual student-led song and dance showcase, featuring seven groups performing 12-minute original sets of their own invention, took to the Smothers Theatre stage in March.

This year's event, "From Page to Stage!" marked the 40th anniversary of Pepperdine's beloved musical tradition, which officially began in 1973.

"The overall legacy of Songfest is just incredible to me," says Sam Parmelee, executive director and producer of Songfest. "I am amazed at how what was originally a crazy new idea and a song and dance show thrown together by a very small group of people on a new campus has ultimately

become Pepperdine's biggest student tradition."

Approximately 500 people participated this year, including 440 onstage student performers, an 18-member pit orchestra, a full technical crew, and several staff.

"For 40 years, multiple generations of students have joined each other and undergone this common experience together," Parmelee notes. "They get together, work side-by-side, late night after late night, put on these ridiculously entertaining and creative performances, and forge such a strong bond full of memories, fun, and friendship. Once you do it, you just never forget it."

Earlier in the spring semester, Dance in Flight once again soared into Smothers Theatre for its 20<sup>th</sup>-anniversary performances January 31-February 2. The annual performance showcases student dancers from various

backgrounds, interests, and fields of study.

"For our 20th anniversary, we celebrated 'The Journey,'" said director Bill Szobody. "This year, we personally invited Dance in Flight alumni and past directors to attend our final performance on Saturday. I was so excited to see the whole DIF family together, old and new, celebrating the creation and continuation of this wonderful organization."

Dance in Flight exists to provide a safe environment in which emerging dancer/choreographers can cultivate creativity, physical expression, and teamwork in a professional performing atmosphere. Dance in Flight began in 1993 with 10 students performing in front of a modest crowd in the small Lindhurst Theatre. Every year since, the grassroots, student-run production has grown in size and scope. With sold-out performances every year, Dance in Flight has become a campus favorite.

## Dance in Flight



## NCAA COMMITTEE ON INFRACTIONS and Pepperdine University Resolve Self-Reported Violations

The NCAA Committee on Infractions released its final report on July 3, 2012 regarding self-reported violations by Pepperdine University that occurred between 2007-08 and 2010-11. Many of the penalties issued to Pepperdine were proposed by the University and agreed to by the Committee on Infractions.

Said director of athletics Steve Potts: "At Pepperdine, we are committed to the highest standards of academic and athletic excellence and Christian values. Integrity, accountability, and a strong culture of compliance with NCAA rules fall within that commitment. It is important to note that these NCAA compliance issues were self-discovered and self-reported. There was no intentional misconduct on the part of any coach or staff member and appropriate corrective measures have been taken to ensure that these types of mistakes will not be repeated."

The violations included misapplying progress-toward-degree rules for transfer student-athletes; not seeking reinstatement for an ineligible student-athlete; inadvertently over-awarding the number of allowable athletic scholarships; not properly creating and maintaining squad lists; not properly documenting awarded nonathletic scholarships, which do not "count" against the permissible athletic scholarships; and inadvertently not completing an annual certificate of compliance.

Since discovering these unintentional violations, Pepperdine has strengthened its oversight and compliance processes, including bringing on two experienced individuals to its compliance staff, and making a commitment to continuing rules education University-wide.

When the grant-in-aid violations were discovered in the spring of 2011, Pepperdine immediately self-imposed a one-year postseason ban for the three teams that were over-awarded but were still in the middle of their seasons: baseball, men's tennis, and men's volleyball.

The additional penalties announced in July included public reprimand and censure; three years of probation through the 2014-15 season; the vacating of all wins and team accomplishments for the sports of baseball, men's tennis, and men's volleyball encompassing the 2007-08 through 2010-11 seasons; and scholarship reductions in those three sports plus women's soccer and men's water polo.

## NOOTBAAR INSTITUTE'S ANNUAL CONFERENCE Focuses on Intercountry Adoption and Child Trafficking

The Herbert and Elinor Nootbaar Institute on Law, Religion, and Ethics held their annual conference in February, tackling the topic of *Intercountry Adoption: Orphan Rescue or Child Trafficking?*

More than 130 guests attended the two-day event, which was sponsored by Pepperdine's Global Justice Program. The conference featured 57 speakers and a host of topics related to intercountry adoption and child trafficking, including the role of religion in adoption law, citizenship rights, adoption trends, legal issues facing intercountry adoption, and abusive practices related to adoption. Several adoptive parents also spoke at the event, sharing their firsthand experiences. Additionally, six adoptees weighed in on the topic, sharing their perspectives of finding permanent homes in the United States.

"Many intercountry adoption conferences are either exclusively in favor of adoption or overwhelmingly against," said Jay Milbrandt, director of Pepperdine's Global Justice Program. "It's rare that both ends of the spectrum come together for dialogue. The goal of the Nootbaar Institute conference was to bring both sides together for a conversation fostering mutual understanding and respect."

The event incorporated the screening of two films, *Operation Babylift: The Lost Children of Vietnam*, and *Somewhere Between*. The screenings were followed by a question-and-answer session with the cast and director of each film.

Among those in attendance at the conference was Isaac Obiro, an attorney from Uganda, who has worked on international adoption cases. Jim Gash, a professor of law at the Pepperdine School of Law, worked with Obiro in Uganda, assisting with a variety of cases involving juvenile justice issues and adoption.

"The topics of juvenile justice and intercountry adoption both touch on the same themes—finding ways to bring justice and stability to the powerless who lacked access to both justice and stability," Gash said. "I spent some of my time in Uganda working with families and adoption lawyers, often behind the scenes, in looking for solutions to their individual challenges in the adoption process and for solutions to the systemic challenges presented by intercountry adoption."



[law.pepperdine.edu/nootbaar](http://law.pepperdine.edu/nootbaar)



# Game On!

Pepperdine University proudly hosted the 2013 NCAA® Division I Men's Basketball West Regional Championship at the STAPLES Center March 28 and 30. Waves fans from near and far came to Los Angeles to join in the action.

 See more photos: [magazine.pepperdine.edu/game-on](http://magazine.pepperdine.edu/game-on)







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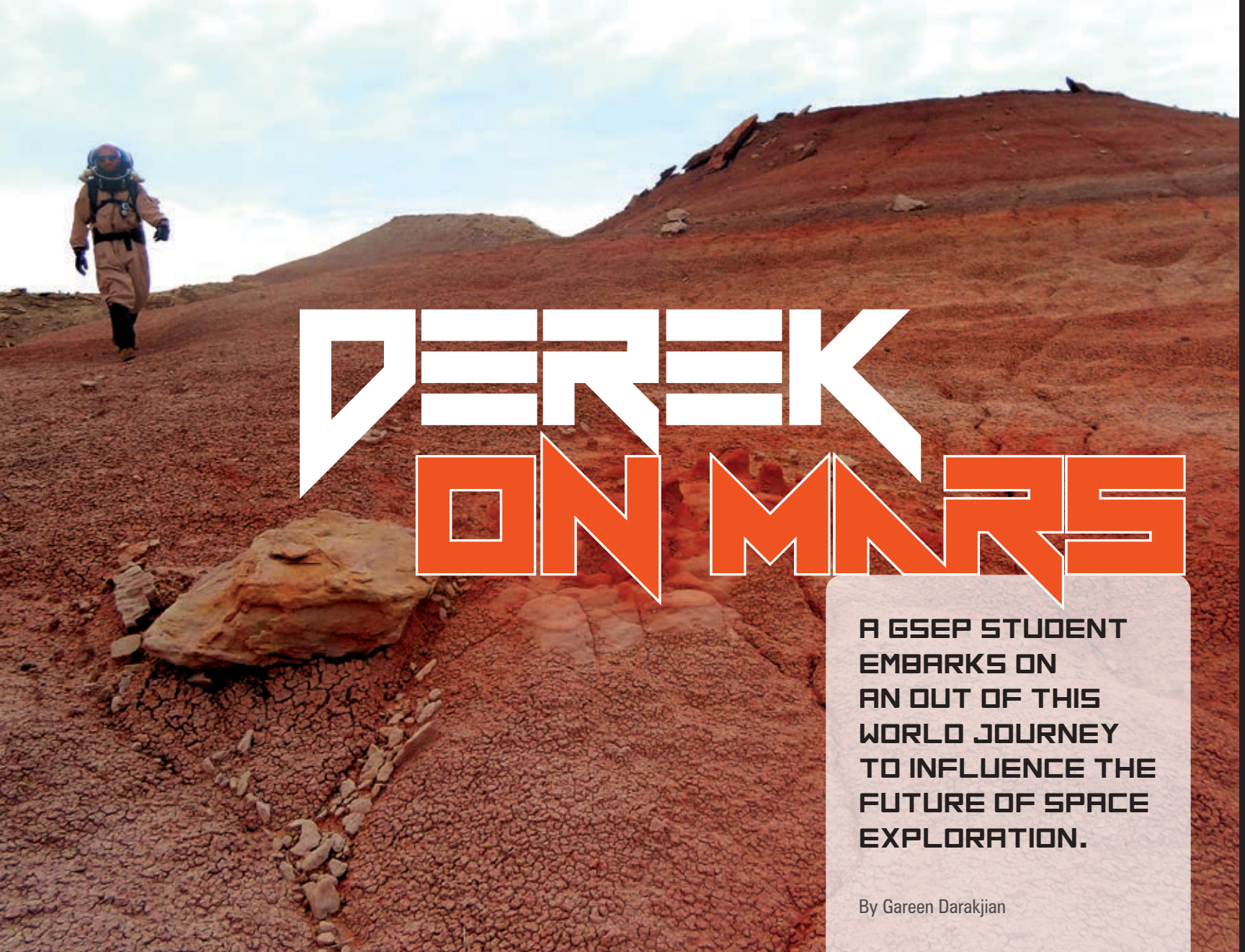
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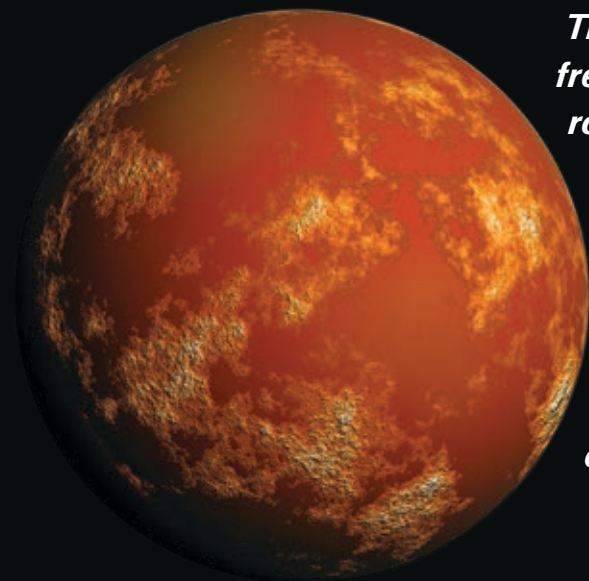




# DEREK ON MARS

**A GSEP STUDENT  
EMBARKS ON  
AN OUT OF THIS  
WORLD JOURNEY  
TO INFLUENCE THE  
FUTURE OF SPACE  
EXPLORATION.**

By Gareen Darakjian



***There were footprints in the fresh snow and fossils in the rocks. Who was here before us? None of us wanted to return to the habitat, but one crew member had severe condensation in the mask. Safety first. Maybe it's still the rush of what we are doing here, but I would not trade this experience for anything.***

Derek Pelland awoke abruptly early Christmas Eve morning on Mars. He had minutes to prepare a scouting vehicle that would explore the terrain outside the research habitat—his home for only six more days. When he received word of the reconnaissance and surveillance mission, the former marine instinctively suited up to lead the expeditionary portion of a four-person, pedestrian extravehicular activity (EVA) to “Teetering Rock,” a random scattering of fallen rocks with others towering above. The purpose of the mission: to determine if the crew would be able to later deploy a long-duty mission EVA to the plateau.



The entire crew of six aboard the Mars Desert Research Station (MDRS), a simulation habitat operated by the Mars Society, worked together to outfit those assigned to the mission. They lent extra hands and eyes to check the vital equipment and fittings before sending them out into the cold, barren, desert-like environment of southern Utah—an Earth landscape that closely mirrors the harsh terrain of the Red Planet.

One of the crew's most important tasks while at the MDRS was research and development of exploration equipment, including space suits. They also studied food intake and the effects on the mind and body of being in a confined space. "We did sleep studies to measure deprivation, food studies to measure how people were responding to the different types of food and restrictions. All of these were intended to prepare future missions to Mars."

Given the opportunity to develop their own science research projects, the crew worked on finding different types of gear to aid in geological missions. "We would collect all of these geological objects and it was not always an easy task. Our geologist and physicist made recommendations for enhancing the tools that we had and exploring the different landscapes around the area so the next crew could pick up where we left off," Pelland explains.



***The Moon was so bright, I could hardly contain myself after realizing how majestic it really is when you can see the dips and dots, flowing craters, and experience its glowing comforts. Thanks, Santa, I got exactly what I wanted for Christmas: holiday on Mars!***

As a child, Pelland dreamt of becoming an astronaut. It always seemed like a far-reaching goal, but he always believed, even a little bit, that he could get to it. To satisfy his expeditious spirit, he climbed the ranks to become an Eagle Scout and, later, joined the U.S. Marines, where he completed missions around the world.

After completing his bachelor's degree in social sciences at the University of Michigan and receiving a scholarship to attend graduate school at USC, Pelland became a high school professor at a dropout recovery center in Los Angeles and enrolled in GSEP's Social Entrepreneurship and Change program. While looking into PhD programs in educational psychology at Stanford last summer, Pelland discovered Stanford's NASA facility.

"At the time, the *Endeavour* space shuttle was flying over my house in Manhattan Beach, so I rode my bike to LAX and watched it land," Pelland recalls. The event reignited a childhood curiosity and passion for astronomy and the aerospace industry, leading Pelland deeper into his pursuit. He soon found an application to apply to the Mars Desert Research Program.

The application promised a two-week experience to simulate and train for future missions to Mars. Pelland already knew he was well equipped with the skills and techniques necessary for an expedition of this magnitude. All he needed were recommendations and signatures—a lot of them—to vouch for his ability to take on the ambitious assignment. A few months later, after spending just one day working on his application at a local coffee shop and contacting former military commanders for recommendations, he got the e-mail he was waiting for: he had been selected to be the executive officer of the Campus Martius crew that would take off for "Mars" on December 15. Space was finally within reach.





***I was able to quickly move across the snowy terrain of washouts, ridges, flat prairie and onto the canyon-like peaks off the western corridor of where our capsule lies. "The middle of nowhere," perhaps some of the prehistoric footpaths taken by ancient species of dinosaurs. I admit I was slightly winded, but this view certainly stole my breath...***

Because of the habitat's prime location atop the Morrison Formation, a late Jurassic sedimentary rock sequence dating back roughly 150 million years, the crew spent most of their research time hunting for geological specimens. They uncovered mollusk shells from the Gryphaeidae family, which, according to Pelland, indicates the existence of an ancient seabed in the Dakota Sandstone region dating back 66-100 million years.

After a day of EVA the crew took to the laboratory to analyze their findings, mostly minerals, petrified wood, and fossil soils dating back 66-100 million years. "We recorded the variance in strata; noting the changes in substrate characteristics. We also used the microscope to analyze the rock samples from EVA missions and view their morphological structure," explains Pelland on the crew's Final Mission Report.

On other scientific missions, the crew used U.S. Coast Guard maps and handheld GPS units to traverse the rough land and was able to send three mounted ATV EVA missions. "The mobility added was extremely useful to us as we were able to cover a much larger distance and conserve energy, as we did not have to walk out to the sites and then explore on foot," Pelland observes.

Strong winds and dangerous terrain, however, worried the military-trained Pelland, who had spent many nights outdoors. "I was a little concerned about the weather, honestly. People underestimate it, but out here in the middle of Utah desert, there are no cell phones, no people, no roads, no cars, no going for help if we get stuck or if we fall." One night, the station's water pipes froze, sending Pelland into survival mode. "We had to get candles, move into a small room, light the oven, and try to keep the pilot light on the oven lit. Thankfully, our engineer was able to get it going for a few minutes."

***Everyone has been sharing cooking duties, leading to high-quality conversations around the kitchen table. Nora gave a dinner presentation about quantum physics, John explained all about day trading and his many exciting stories about piloting aircraft, Diane explains stars to us in fascinating ways that capture everyone's attention, and I just talk as often as possible, mostly one-liner jokes. We are doing well, functioning as a crew should.***

Aboard the station, Pelland was the crew's executive officer, making sure that the commander of the mission could do his job. "I had to help elevate and execute everything and figure out how to complete assignments so he could concentrate on planning." While each crew member was tasked with specific duties, they also took on a project outside of their daily responsibilities. "Mine was the social media project to try and develop a community following and raise awareness in an effort to heighten space exploration through science projects in schools. I was the only non-scientist of the crew, so I had to get creative with my approach," he says.





Pelland's role also required bringing the crew together so they could function as a team. "I had to do a lot of writing, including creating our vision and mission, describing how we were meeting our target goals, how other people were working on things, and what we were having challenges with."

Inside the habitat—or Hab as they called it—the crew, consisting of commander John Reynolds, executive officer/crew journalist Derek Pelland, crew geologist April Davis, crew engineer Erick Tijerino, crew scientist Nora Swisher, and crew astronomer Diane Turnshek, shared a split-level space the size of an average living room. The top level was divided into two areas: one that housed six bedroom cells and another that contained the kitchen and the crew's workspace. The bottom level was divided between the engineering hatch, toilet room, shower room, and the

science lab containing equipment, tools, and the crew's space suits. "When you're stuck in a space capsule with six people, you're either best friends or you really hate that person," laughs Pelland. "We were pretty close in there, and it definitely got a little closer for some people who weren't so used to it. Fortunately, I've been stuck in much tighter quarters that were a lot more uncomfortable with much less food and electricity."

In his free time, Pelland was the resident cook, experimenting with the various dehydrated goods they were allotted: vegetables, fruits, eggs, milk, apples, spices, and bouillon. "We also had a big can of dehydrated nacho cheese-flavored sauce that I used for a lot of different things to spice up the food. I made a lot of soups and pastas and we had fresh bread every day," he remembers.



“

WHEN YOU'RE STUCK IN A SPACE CAPSULE WITH SIX PEOPLE, YOU'RE EITHER BEST FRIENDS OR YOU REALLY HATE THAT PERSON!

**BACK ON EARTH**, Pelland has begun his next mission: as a human rights officer in the Office of High Commissioner for Human Rights at the United Nations in Geneva, Switzerland. There he's working on drawing attention to current human rights proposals to help develop influence to take action while current issues are still relevant. "I am always on the lookout for new positions to work with NGOs internationally," he says. He hopes to continue working on the MDRS in the next development stages, especially those in the Arctic Circle in Canada and Antarctica, but will never forget the first time he got a taste of life in space.

"I jumped into a situation that I knew would be difficult—I took it as a competitive challenge, knowing that in the end I was going to make it work," Pelland reflects. "It all started with the moment I found out I could go to Mars. My life kicked into overdrive and started moving forward for me. It gave me an opportunity to be prepared for being unprepared. I haven't had a second to recover, but I like it like that." ■





# SCIENCE ON FIRE

The unique landscape of Pepperdine's Malibu campus reveals the delicate role of fire in the local ecosystem.

By Sarah Fisher

Chaparral is a hardy little shrub—it has to be to survive in the drought-heavy, fire-prone landscape of Southern California, where it has made a home for itself on Pepperdine's Malibu campus and all across the Santa Monica Mountains.

Fire is a natural part of the local ecosystem, which needs to burn once every 25 years or so in order to continue its natural life cycle. In the habitat around the Pepperdine campus, fire is occurring at a rate of once every seven years, an increase from once every 14 years in 1985. This adds pressure on the local chaparral and other indigenous species, posing a challenging outlook for native plants and animals.



“Pepperdine is situated in a narrow corridor that has the highest frequency of fire of the Santa Monica Mountains,” notes Stephen Davis, Distinguished Professor of Biology. “High frequency of fire degrades the environment, and native plants are being replaced by weeds.”

Davis has been keeping a close eye on the effects of fire on the Santa Monica Mountains ever since 1985, when he founded a long-term study that uses a 10-acre plot of land on the 830-acre Malibu campus as its “natural laboratory” to collect data and observe the regrowth of plant life following fire. Pepperdine, he says, is in a unique position to study the changes that have already taken place, while using data from the past 28 years to help predict what might happen to the Santa Monica Mountains ecosystem if the fire return rate isn’t curbed.

A lifelong nature enthusiast, he observed in the early 1980s that there was a depression of land in the hillside behind student housing opposite the School of Law that was the result of ancient landslide and therefore unstable in nature. “I knew it would probably remain undeveloped, so I wrote memos and had the area set aside as a preserve for research,” he recalls.

He could never have predicted what happened next: in 1985, 14 years after the last big burn of 1971, the University suffered an intense fire as a result of arson. While the fire was unfortunately destructive, it did help start the study with a brand new set of data.

“We had considered having a controlled burn but there were obvious concerns about that. The ‘natural’ fire of 1985 paved the way for us to begin research,” says Davis. “We reconstructed vegetation from prior to the fire and followed how the plants recovered after the fire.”

Since that time, natural and human-imposed fires have burned on or near campus in 1993, 1996, 2003, January 2007, and October 2007. (While the last incident prompted active response to protect some campus structures, the more common hillside burns occur far from the residential and academic heart of campus.) Even by Southern California standards, that is a lot of fire in a very short amount of time.

“There is a wall of Dr. Davis’ pictures in the new Keck Science Center, and you can see that what we see on the campus now is totally different from what was there before 1996,” says Davis’ protégé, Anna Jacobsen (’03). Jacobsen worked closely with Davis as a student to study the effects of fire ecology on native plants and is now an assistant professor of plant ecology and evolutionary biology at California State University, Bakersfield. “You can see there’s been a huge change. Why? The answer is fire.”

## THE CLIMATE FACTOR

Because of the nature of chaparral, there are breathtaking sections of Pepperdine’s 830-acre campus that the University community rarely gets to experience, where over 500 acres—or, approximately 60 percent—is maintained in its native state.

“Chaparral is often called the ‘Elfin Forest’—you get to these dense places where you’re pushing through thick shrubs, and then all of a sudden it opens up and it’s like being in a miniature forest,” Jacobsen notes. “But more than just being beautiful, this is an area of terrific biodiversity. More than 20 percent of the vascular plants in the world occur in Mediterranean climates, meaning that about just five percent of the earth’s surface contains 20 percent of the diversity.”

Davis adds that summer drought is more consistent in Southern California than in the other five Mediterranean ecosystems in the world, with drought exacerbating the spread of fire in a region that is vital to the world’s biodiversity. “If we put economic value on the plant and wildlife in this area, it would be astronomical—we can’t afford to lose that genetic variety, for medicines, food, landscape resilience, and natural beauty. This area is identified as an ecological hotspot and it’s under threat.”

Since Davis began his 28-year study of local plants on the 10-acre biological preserve, scores of students and faculty have used the area to help him determine the somber fate of the local ecosystem, with the long-term study taking on an interdisciplinary aspect when Timothy Lucas began analyzing and extending the data.



"We started working at the preserve about two and a half years ago," says Lucas, assistant professor of mathematics, who has been working with his undergraduate students to see "if we could use the data from the past 30 years to generate predictive models of what might happen in the future to the hillside if wildfires continue to come at a frequent pace."

Lucas and his students noticed that as fire frequency has grown, exotic and invasive species have been taking up the space left behind for chaparral after fire—dominating the space so that what was there originally could no longer survive. This year they have started constructing a 2D model of the preserve ecology to observe how plants germinate and sprout, or don't, following fire.

"I think it's great for our students to see how math applies to other disciplines. This is a unique problem that hasn't been studied from a math perspective before and it's right there in our backyard—we can go anytime to gather information that we need," Lucas explains.

In addition to the advanced data gathered for the study by Lucas and his students, a number of changes have already been made since the earliest days of this longitudinal fire study to try to combat extirpation—a term used when a species of plant or wildlife is rendered locally extinct, which poses a number of risks for Pepperdine and the surrounding area, including the threat of landslides.

Since the Drescher Graduate Campus was approved for construction in 1999, the University has enacted its commitment to maintaining

native ecology. Currently, the hillside slopes surrounding Drescher are at 99 percent native vegetation.

"Native vegetation is very different from more traditional landscaping—it doesn't need fertilizers or pesticides and requires little irrigation," notes Rhiannon Bailard, director of Pepperdine's Center for Sustainability. "It is not more fire resistant, but it has a deep root system that grows back better. And native vegetation has a superior carbon balance, taking more carbon out of the atmosphere than traditional landscaping would. Dr. Davis has a huge role in all of this."

## LIGHTING A FIRE FOR RESEARCH

Jacobsen was actually a pre-med, chemistry major when she arrived at Pepperdine, but found Davis' class on plant life to be so fascinating that she changed her plans entirely. Davis—who has won a 2008 Robert Foster Cherry Award for Great Teaching, among other teaching honors—has long been known for inspiring his students with an unbridled enthusiasm for plants and biology. He can often be





spotted wandering around campus with his students, pointing out plants and studying things they may have never before seen.

“He is a great model for involving students in the process and bringing them in early to learn science by doing science. It’s hard for undergrads to find a place where they can do that and he is a great mentor,” Jacobsen confirms.

Indeed, over the 28-year course of Davis’ fire study he has included generations of undergraduate students in mini-projects that build out the bigger picture. Some have been published in the prestigious journals *Oecologia* and *Ecology* and some, like Jacobsen, have turned their early work with Davis into careers.

After graduating from Seaver College in 2003, Jacobsen earned a Fulbright Scholarship to study chaparral in South Africa with her husband and fellow Seaver alumnus Brandon Pratt (’98), an associate professor of biology at Cal State Bakersfield. She partnered with the U.S. National Park Service on a study that extended her local work from the Pepperdine campus to the entire Santa Monica Mountains. The National Parks have since implemented

changes to their management strategies in order to protect the area from fire and fire damage as much as possible and repopulate damaged areas with native vegetation.



Other students, like Taylor Stucky, are just starting out on that journey; as a freshman, she worked with Davis researching leaf strength and how water flows through different types of chaparral after fire. Now a sophomore, Stucky has received a Keck Scholarship to continue her research and has already presented work at the Southern California Conferences for Undergraduate Research and the Summer Undergraduate Research in Biology conference. This summer she will present her findings to the Ecological Society of America.

Her work, along with the work of other biology students from over the years, is stored in the Pepperdine Libraries Digital

Archives, where the knowledge gathered can be referenced and built on for years to come—and help save local, vital plant and animal life to preserve the natural beauty of the Santa Monica Mountains.

“Like wine and cheese, this research becomes more significant with time, and it’s rare that we can do a long-term project on this scale,” says Davis. “There is really a uniqueness about this place that is underappreciated. It is so great to have this great resource at our institute as a natural laboratory and complex ecosystem in our own backyard. Nature is wonderfully, infinitely complex.” ■

## W. M. KECK FOUNDATION GRANT FOR STUDENT SCHOLARSHIP

In 2011 Seaver College was awarded a four-year grant by the W. M. Keck Foundation for the enrichment of undergraduate scholarship.

As a result, a number of students have been able to pursue interdisciplinary research projects at great depth with faculty mentors, including Victoria Lekson, who was awarded a Keck Scholarship so that she could test the effects of temperature on the web strength of native Malibu spider, *Araneus gemmoides*. She worked with co-mentors Stephen Davis and Laurieanne Dent, visiting professor of biology.

“I had hypothesized that their webs would be strongest at the average temperature of Malibu, since that is what they’re acclimatized to, but it turns out not to be the case,” says the double biology and music performance (harp) major.

“Eventually I want to use the data to see how protein composition in the silk changes at different temperatures,” Lekson adds. “Spider silk is a great biological material—it’s really strong and conductive. The more data we have, the closer we get to synthesizing the silk in labs without spiders.”



Learn more about Lekson’s work:  
[magazine.pepperdine.edu/lekson-keck-scholar](https://magazine.pepperdine.edu/lekson-keck-scholar)



# THE RISE AND RISE

OF YOUNG ADULT LITERATURE

**After years on the periphery of cultural relevance, novels aimed at teenagers are suddenly front and center of popular fiction. We talk to three Pepperdine authors writing for the young—and the young at heart.**

By Sarah Fisher





## VAMPIRES ARE DONE.

At least, that's what a prospective publisher at Harper Collins told Cynthia Struloeff's agent a few years ago. After vampires, werewolves, and supernaturally strong girls saving a postapocalyptic planet had dominated pop culture since the late 2000s, publishers considered them at the point of being exhausted in the young adult market. What they really wanted were contemporary stories about angels.



Cynthia Struloeff

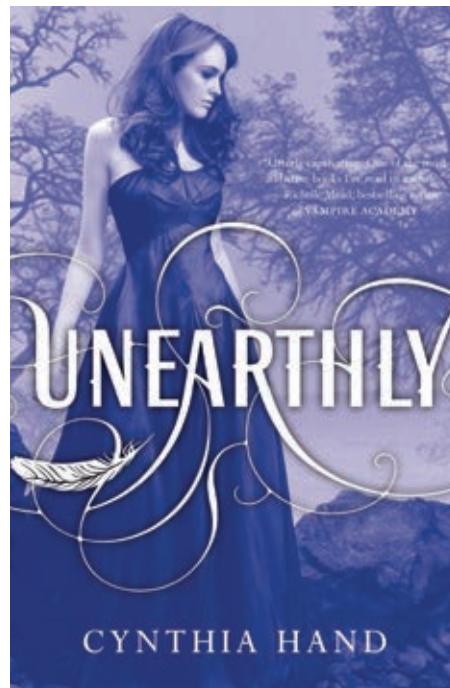
The timing was perfect for Seaver College adjunct creative writing professor Struloeff, who had just completed her first young adult novel, *Unearthly*, about a teenage girl named Clara who

discovers that she is half-angel. "It's very contemporary and personal to this one character and her inner struggles," says Struloeff. Within weeks, her agent had secured a book deal for *Unearthly* (2011) with Harper Collins.

Struloeff, who writes under the pen name Cynthia Hand, found that she had unintentionally achieved that most elusive kind of authorial luck—publishing a story that hits the zeitgeist at just the right time. Sometime between starting her first draft in April 2009 and *Unearthly's* release in January 2011, young adult (YA) literature handily asserted itself as the leader of the pack in popular culture and book sales.

These coming-of-age books, such as the *Harry Potter* series or *The Hunger Games* trilogy, now regularly sit on or near the top of the fiction bestseller lists for months at a time.

"You know, we didn't really have YA fiction when I was a teen," Struloeff recalls. There was contemporary fiction for that age group, such as Judy Blume's controversial novels or the *Sweet Valley High* series, but teenagers tended to be the exclusive audience.



Today, YA literature is still about teenage characters dealing with young adult issues, but adults now represent a higher percentage of the readership than ever before, accounting for 55 percent, according to *Publishers Weekly*. Suzanne Lazear (MPP '03), author of steampunk faerie novel *Innocent Darkness* (2012), the first book in a planned trilogy called *The Aether Chronicles*, has a few theories why.

"Somebody recently described to me that young adult books are just like adult books with all the boring bits taken out," she explains. "Teenagers are busy and they won't suspend their disbelief for plot holes. And I think a lot of adults like the theme of finding yourself. You get to go back to that



Suzanne Lazear

### WHAT IS STEAMPUNK?

A subculture preoccupied with an industrialized aesthetic of the Victorian or Wild West eras with modern twists thrown in. Popular examples include the 1999 Will Smith film *Wild, Wild West*, and the 2007 Nicole Kidman film *The Golden Compass*.



time in your life and relive the wonder of your teenage years, and all of those *not* so wonderful firsts, too."

*Innocent Darkness'* heroine Noli, living in an alternative version of Victorian-era Los Angeles, faces a battle between whom her family expects her to be and whom she wants to become. Most adults reading YA novels have made these formative decisions about their lives already, and so books about teenagers grappling with these choices can, as Struloeff asserts, serve as a nostalgic look back at who they once were, how far they've come, and what they might have done differently if given the chance to go back.

"Teenagers' lives are about transitions and defining moments. That's very exciting in a narrative sense, so it makes sense to me that adults are drawn to YA," Struloeff says.



## RECOMMENDED YA READING FOR BEGINNERS

### Top picks by Struloeff, Lazear, and Wells

*The Fault in Our Stars*  
by John Green (contemporary)

*Little Women*  
by Louisa May Alcott (classic)

*The Knife of Never Letting Go*  
by Patrick Ness (dystopian)

*Miss Peregrine's Home  
for Peculiar Children*  
by Ransom Riggs  
(fiction and photography)

*Anna and the French Kiss*  
by Stephanie Perkins (romance)

*Beautiful Creatures*  
by Kami Garcia and  
Margaret Stohl (supernatural)

*Upstate*  
by Kalisha Buckhanon  
(contemporary)

Both Struloeff and Lazear had to make transitions of their own when they began writing YA, as both initially resisted writing for young adults, wanting instead to write contemporary fiction for adults.

"I got my agent while finishing my PhD and then didn't give her anything for five years while I worked on a literary novel," Struloeff admits. After marrying fellow author John Struloeff, director of creative writing at Seaver College, and having the first of their two children, she was in a low creative period when out of the blue she felt a strong urge to tell a story about a person with purpose.

"I didn't even know it was YA at first. The angelic aspect felt perfect because it made the idea of purpose take on a whole new layer of meaning," she says. Within six months, the first draft of *Unearthly* was ready. "But I was so nervous when I sent it to my agent; I knew it wasn't her thing and it wasn't what she expected of me."

Struloeff initially feared receiving a similar reaction from her agent to the one she had throughout her PhD course at the University of Nebraska-Lincoln, where it was pointed out that her stories were most often focused on teenage girls. She ended up having to consciously start writing stories from other perspectives, although in a twist of irony it was a short story about a 14-year-old girl coping with the death of her mother that eventually got her published for the first time in the *Iowa Review* and led to her securing said literary agent.

She was ahead of the curve back then, too, because it turns out that the current trend of popular YA literature is very much focused on teenage girls. Like anything that suddenly becomes hyper-popular, YA has provoked backlash, in this case against its portrayal of female characters stemming from the negative fervor surrounding *Twilight's* heroine Bella Swan, who defines herself by the men in her life. Struloeff and Lazear were conscious of this when writing their first heroines.

"I have a lot of resistance to the idea that a female character has to become like a man in order to be considered strong," says Struloeff. "I had a moment with my editor on the third book, *Boundless*, when she pointed out that towards the end, when things are pretty dire, Clara gets a kiss from one of the male characters before going on to save the day. She was concerned it would appear that Clara needed this person romantically to do that. I hadn't even thought of it that way, but I understand that idea so I lessened the moment. But in real life, people do need each other, and they save each other, and that's okay."

Lazear, who earned a master's degree in public policy from Pepperdine and was formerly a grant writer for the University's advancement office, was conscious about writing a strong female character. Protagonist Noli, against her family's wishes, refuses to marry someone she doesn't love and instead longs to go to university and study botany. Despite that, Lazear admits that she receives some criticism that Noli is not strong enough. "When you look at her environment in the Victorian era, she is a really strong girl fighting against society. Maybe for our time she is a little more average, but for her time she was really dancing to the beat of her own drum," she explains.

"I don't think male characters get as much of this analysis. What makes a female character strong is not whether she can take down a guy twice her size, but that she knows what she wants, goes after that, and uses whatever she has to fulfill her destiny," Struloeff agrees. "Isn't that one of the goals of young adult literature, anyway? To give teens weapons with which to fight battles in their own world?"



LISTEN to an audio clip of *Unearthly* by Cynthia Struloeff and READ a Q&A with professor Craig Everett, who authored the young adult thriller *Toby Gold and the Secret Fortune*:

[magazine.pepperdine.edu/ya-literature](http://magazine.pepperdine.edu/ya-literature)

📖 Pamela Wells (MA '03) felt called to write a story that would help teenagers fight one of the most decidedly traumatic experiences of a young person's life: first heartbreak. The former journalist was finishing up her master's degree in at the Graduate School of Education and Psychology when her own life provided inspiration.

"I went through a breakup myself while in the program," she explains. "Studying psychology, I knew I had to take control of my heart, so I created a 'Breakup Code' to follow and *The Heartbreakers* was born."

*The Heartbreakers* (2007) tells the story of four best friends in high school as they navigate the emotional journey of love, loss, and heartache. "I followed my own Breakup Code and it worked for me. Writing it as a teen novel, I felt the book might be an inspiration to girls going through their very first breakup. And I hoped they would use my dating codes to learn from some of my dating mistakes."

Writing about the formative experiences of adolescence can also be a cathartic experience for writers of YA. "A lot of

my emotions about my parents' divorce leaked into Clara's story," agrees Struloeff. "I wasn't *trying* to work out my teenage issues but there is some of my own 'stuff' in there."

Which might ultimately explain why YA literature is so appealing to readers of all ages. At a time when adults are reconnecting on social media with old friends they haven't seen in years and current teenagers are living out their "firsts" and trying to find their identities, YA literature allows the reader to step into the world of a person who is young, growing, and changing. They might look to that character as an inspiration, or it might help them work out a few of the "What if?" questions they have about their own lives.

"Young adult books are all about pushing the limits, trying to figure out where you fit in the world, and if the place you fit in is the same as what everyone else wants for you," says Lazear. "Who can't relate to that?" ■



## YOUNG ADULT LITERATURE: THE STATS OF SUCCESS

### HARRY POTTER

The most successful book series in history: approximately 450 million copies sold internationally

Translated: 67 languages

The film series by Warner Bros.: \$7.7 billion worldwide

One Universal Studios theme park in Florida

One museum and stage tour at Warner Bros. Studios, Leavesden, U.K.

### TWILIGHT

Over 116 million copies sold

38 international translations

Summit's five film adaptations: \$3.34 billion internationally

Tourism to the real town of Forks, Washington: 10,000 annual visitors before *Twilight*—73,000 in 2010

### THE HUNGER GAMES

26 million copies in print

Archery class sizes have increased, according to USA Archery

Nameberry.com reports Katniss the most popularly viewed baby girls name on their site in 2012



# Bridging



Pepperdine's business and nonprofit management students provide real-world consulting services to nonprofits.

By Sarah Fisher

## Janet Kleyn ('72) was battling thrift-store envy.

She had been president and CEO of Church of Christ-affiliated nonprofit Agape Villages for four years, and CFO for 11 years before that, and ever since joining the nonprofit organization—which supports children and families in the foster care system in Northern California—she had observed other nonprofits and charities supplement their fundraising efforts through operating successful thrift stores. She decided it was about time that Agape Villages look into opening their own store.

“When factoring in the rent of a store and salary for at least one full-time employee, I knew it might be risky. We needed to fully research the financial feasibility of this idea,” says Kleyn.

She was, however, conscious that the organization’s limited resources—both time and money—prevented an in-house investigation, an issue that often plagues nonprofit institutions, and decided to partner with a small group of emerging business consultants.

“They recommended that right now we couldn’t open a store, since the expenses would likely exceed the expected income,” she explains, adding that she was left feeling optimistic about the chances of opening a thrift or consignment store in the future. “They left us with a very clear vision of what they found, how they approached it, concerns they had, and what we need to do next to eventually make this happen. One of our board members is now using their work to keep researching; I’m so glad we didn’t just go ahead and open a store.”

The emerging business consultants that had so fastidiously researched the very real-world practicalities of such a venture were not technically hired by Agape Villages, but instead partnered with the organization through Pepperdine’s Service Leadership Project (SLP), a capstone course

taken by all business majors and nonprofit management minors.

“It was great to be a part of something in which we were actually contributing and making a difference,” says Caleb Borgerson, a Seaver College senior business administration major and team leader for the Agape Villages consulting group. “We really wanted to be able to tell them it would work, but once you’re committed and paying all of the fixed costs then you are stuck. So we spent most of our presentation not telling them why it *wasn’t* feasible, but what they needed to do should it become feasible.”

Where for-profit companies can often afford to hire professional consultants, nonprofits don’t typically have the extra funds for outside help. Meanwhile, undergraduate business students are rarely entrusted with the chance to work on a real project that can truly impact an organization.

The SLP partnerships help bridge that gap. “I told the students at the beginning of our partnership that I didn’t just invent a problem for them to solve in class, that this is real work that needs to be taken seriously. And they did a great job. I would do it again in a heartbeat,” Kleyn says.

The SLP program, which receives grant funding from the Wood-Claeysens foundation, was founded 16 years ago by professors Regan Schaffer, Jere Yates, and Jeffrey Banks—with just one client and seven students to kick-start the idea. By 2012, it had served over 450 nonprofit clients, averaging 25 clients and 100 students each semester, with four students to a group.

Schaffer, now director of the Nonprofit Leadership Collaborative—which includes the SLP class, the nonprofit management minor, and the annual Nonprofit Leadership Institute conference—did her doctoral research on service learning and feels convicted that students need to leave Pepperdine with strong leadership skills.



**They left us with a very clear vision of what they found, how they approached it, concerns they had, and what we need to do next to eventually make this happen. One of our board members is now using their work to keep researching; I’m so glad we didn’t just go ahead and open a store.**



**—JANET KLEYN  
Agape Villages**

“It’s important that it’s not just a feel-good experience for our students but that it’s high quality; I’m a stickler for quality!” Schaffer proclaims. “I want the projects to provide a viable answer or resource for our nonprofit partners, one that is implemented in the organization and not just put on a shelf. My expectations are very high.”

Projects last a semester, during which the teams have 10 weeks to work together on the problem at hand, often for a few hours each week, before presenting their findings. Most nonprofit partners



are local and outside of Pepperdine's alumni network, such as long-time partners iDREAM for Racial Health Equity, Habitat for Humanity Ventura, and Bookends, though each semester typically features a small handful of alumni-led organizations like Agape Villages or the White Heart Foundation.

White Heart was established last year by recent alumnus Ryan Sawtelle ('09) as a fundraising organization that



Ryan Sawtelle

aims to support public heroes such as military veterans, police officers, and firefighters.

"Our initial task was to explore all the red tape barriers

in donating items to a government entity, such as a fire station, and discover what White Heart has to do to make donations," explains team leader Michael Curukcuyan ('12).

They learned that it's almost impossible to donate items to a *specific* station—donations go through governmental steps, and can be assigned arbitrarily to any station. In the end they were able to assess the red tape, explore the benefits of using online donation resources, create mailers to send to fire departments,



The whole program is designed to show our students that leadership is not about power but about serving.

—Regan Schaffer

and set up an interview between Sawtelle and the Los Angeles County Fire Chief. "The chief was excited about the idea of talking to Ryan about everything he wants to accomplish for L.A. fire stations," says Curukcuyan.

Sawtelle, who runs his fledgling foundation from his living room, was very familiar with the high expectations of the SLP program's faculty, having participated in the program for his nonprofit management minor. "It was so much better for me this time to not have to worry about being graded," he jokes. "But I do know the stress the

students are under and it was a lot of fun working with them. We met once every other week and stayed in touch over e-mail every week. I have many more projects for future groups, if Pepperdine will take them!"

Long-term partnerships have indeed been forged between nonprofits and the SLP program over the years, owing their collaborative strength to the standards to which Schaffer holds her students. iDREAM for Racial Health Equity is a good example: the nonprofit—which works to combat disparities in maternal and infant health care of African American

## THE NONPROFIT LEADERSHIP COLLABORATIVE

The successor to the former American Humanics program and the youth and human service minor at Seaver College, the Nonprofit Leadership Collaborative (NPLC), incorporates three key programs for service-minded student leaders and nonprofit community partners:

**THE NONPROFIT MANAGEMENT MINOR:** the business minor prepares students for leadership positions in the nonprofit sector

**THE SERVICE LEADERSHIP CAPSTONE PROJECT:** business and nonprofit-management-minor students

provide consulting services to underserved businesses and nonprofits (see main article)

**THE NONPROFIT LEADERSHIP INSTITUTE:** the annual conference brings together nonprofit leaders, students, alumni, and a keynote speaker for an intimate professional development event. "We cap it at 100 people to keep it energetic and interactive, with a keynote that local nonprofits could never afford to hire to speak," notes NPLC director Regan Schaffer. "It's so rewarding, and it's Pepperdine being true to its word and mission."

families—has worked with Pepperdine students a total of eight times now.

SLP students have seen the iDREAM through a renaming (from its original title, the Pasadena Birthing Project); a rebranding from direct services and case management to leadership, training, and advocacy; and a virtualization of the organization and its employees that eliminated the overhead of a physical office.

“Regan Schaffer and I have developed a real friendship over the years,” notes iDREAM executive director Wenonah Valentine, “in part because as colleagues we’re thinking the same way about our desired outcomes. She is giving her students the opportunity for real-world experience and I am giving them the real-work experience that has enriched their time in the program.”

Valentine estimates that the SLP consulting teams represent at least \$5,000 of the bottom line that nonprofits get to keep in their pockets. “Being young and academic, they’re also fresh thinking and forward thinking,” she adds.

She will always hold alumna Cassidy Watton ('11), from a 2010

group, in particularly high regard, after her group was challenged to come up with a new moniker for the organization. Watton had to fight for the name iDREAM.

“She thought the organization deserved to continue dreaming and have one word that would encompass the mission and goals that everyone on the inside would identify with and that everyone hearing it for the first time would immediately understand,” remembers Valentine. “The boys were nervous to present the name, but as soon as the board heard it we all looked at each other and said, ‘That’s it.’ Tears are in my eyes remembering that defining moment for iDREAM.”

There have been occasions, of course, in which the nonprofit partners have not been able to use the recommendations offered, or that they were not quite what was expected. Schaffer warns all of the organizations ahead of time that the consulting groups are, after all, not professionals, but students with limited real-world experience and busy schedules.

But she adds that, as with the Agape Villages example, the point is not to just tell the organization

leaders what they think they want to hear, but instead to provide bottom-line, real business recommendations. After all, these are real business students who will likely go on to pursue business careers.

“The whole program is designed to show our students that leadership is not about power but about serving, even if they don’t end up working in the nonprofit sector,” says Schaffer. “I just want my business students to recognize that the world needs their intellect, heart, and character to serve it. And as such, it’s a thrill to teach this program because I don’t have to find any way to keep the students motivated—they’re very self-motivated in both a business and a service sense.”

And, Schaffer adds, through engaging members of the community in mutually beneficial service/business partnerships, it shows that Pepperdine students do not “just stay up on the hill.” “Our learning goes far beyond that. To me it is so exciting that I can look out at Ventura and Los Angeles and see our handprints all over the place.” ■





PEPPERDINE  
UNIVERSITY  
Alumni Association

Introducing the



# PEPPERDINE Family Camp malibu

The Pepperdine University Alumni Association invites you to “come home” to Malibu this summer for the inaugural Pepperdine Family Camp, an all-inclusive and activity-filled family vacation on the beachside Malibu campus.

**ORANGE SESSION:** July 31–August 4

**BLUE SESSION:** August 7–August 11

Megan Souleles, associate director of the Pepperdine Family Camp, fills *Pepperdine Magazine* readers in on the ultimate family vacation.

***What can families expect?***

The Pepperdine Family Camp will provide families a chance to visit and stay on-campus for an all-inclusive retreat. It will also give Pepperdine families the opportunity to meet other families just like themselves and create bonds to last a lifetime.

***What types of activities are planned for the week?***

There are many fun activities planned for families, including surfing lessons, kayaking, and

paddle-boarding. Families can choose to relax by the beach or take excursions, like horseback riding trips and wine tasting. The best part is that they have the flexibility to choose which activities they want to participate in and which ones they don't.

***Who is the camp best for?***

The Pepperdine Family Camp is open to all families, but is especially geared towards families with children ages 4 to 17. There will be a kids camp, where younger attendees may enjoy age-appropriate activities under the supervision of student counselors who are handpicked and trained to work with children. They

will lead activities such as arts and crafts, sing-a-longs, and adventuring around campus.

***What will families take away from their experience at the Pepperdine Family Camp?***

Pepperdine families will have an opportunity to return to Malibu and enjoy what the campus has to offer. I hope they walk away feeling like they had a fun-filled and stress-free vacation, filled with many Pepperdine memories and new friends!

**Get ready for a vacation you will want to bring your family back to year after year!**



Watch the full video interview, learn more, and register: [www.pepperdine.edu/familycamp](http://www.pepperdine.edu/familycamp)

The Pepperdine Alumni Association Proudly Announces the Launch of the New

# Pepperdine Marketplace

Business and Service Directory



## Waves

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Reach the Pepperdine Community!*

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- Post jobs for the Pepperdine community
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# One Last Shot at Justice

For more than 25 years  
Gil Purcell (JD '83)  
has served as an  
advocate for victims  
of diseases caused by  
asbestos exposure.

By Jannette Jauregui

## IT WAS DECEMBER 2010.

John “Jack” Casey waited with his wife Patricia in the courtroom as the trial began.

The case involved 12 defendants. Ten settled within weeks. The two remaining? FDCC, formerly Dinwiddie Construction, Inc., and Kaiser Gypsum Company, a manufacturer of joint compounds and wallboard materials.

A slew of experts were lined up. Among them were physicians, an oncologist, a pulmonologist, an economist, a cell biologist, a pathologist, an industrial hygienist,

and an epidemiologist. They were all there to speak on Casey’s behalf.

A resident of San Francisco, California, Casey had worked as a plumber for more than 40 years before he retired in 2008. Most of his jobs were in the construction phases of the city’s high-rise buildings that supply some of the most picturesque views—the ones that residents and employees marveled at and even bragged about. But Casey wasn’t bragging. The fact was, he was dying.

In 2009, just a year after retiring and weeks after developing symptoms, Casey was diagnosed with mesothelioma, an invariably fatal

cancer of the lining of the chest cavity, caused from exposure to asbestos. He was given 12-18 months to live.

In researching similar cases to his own, Casey was led to Gil Purcell (JD '83), a senior trial partner with Brayton Purcell LLP, who had more asbestos litigation experience under his belt than any other attorney in the country. Purcell walked into the courtroom that day armed with evidence that dated back nearly 100 years. There were articles from *The Journal of the American Medical Association* from the turn of the 20<sup>th</sup> century—articles that didn’t mince words about the danger of asbestos. There was

also a safety and prevention magazine that featured a November 1931 article of the same nature, all referencing medical research that proved that what was then referred to as “dust and fume disease” from exposure to asbestos was deadly. But the research had been ignored. Both companies claimed they knew nothing of the dangers until the 1980s.

They had gone through two juries by the time the case ended. In all, Casey was awarded more than \$41 million, the highest verdict of its kind. He died in July 2011 at just 68, leaving behind his wife, two daughters, and three grandchildren.

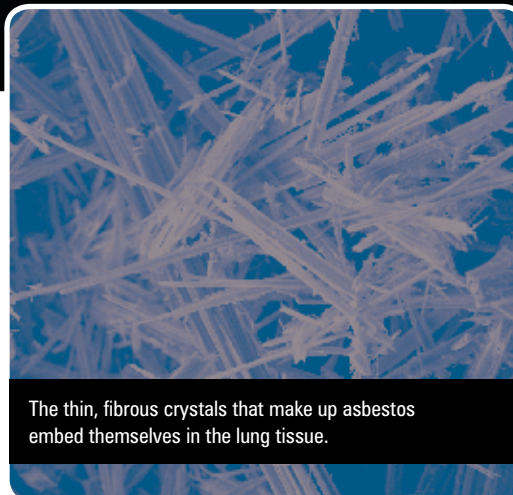
“These cases are a matter of doing right by the citizens, by the tradesmen,” said Purcell, who will serve as the 2013 School of Law commencement speaker. “It’s horrific what these families have to go through. If I can make it so the client lives to see justice served, to know that their death isn’t in vain, then I have done my job.”

Purcell tried his first asbestos case in 1986, just three years out of law school, with Pepperdine Law alumnus Ray Boucher (JD ’84) and then trial judge Ronald George on the bench. George went on to become the chief justice of the California Supreme Court while Purcell built a private practice focused on cases involving victims of mesothelioma, as well as some against tobacco companies and malpractice lawsuits. He takes case after case of ordinary tradesmen that worked in naval shipyards, oil refineries, on tankers, and on construction sites.

“These families and their stories are from America’s ‘Greatest Generation,’” Purcell said. “You watch these men who were once very muscular and fit transform to nearly

## THESE CASES ARE A MATTER OF DOING RIGHT BY THE CITIZENS, BY THE TRADESMEN.

**It’s horrific what these families have to go through. If I can make it so the client lives to see justice served, to know that their death isn’t in vain, then I have done my job. —Gil Purcell**



The thin, fibrous crystals that make up asbestos embed themselves in the lung tissue.

75 or 80 pounds of almost nothing. They have no energy, no appetite, and are cachectic. They become sedentary. It is humiliating for them.”

For nearly every case there is a motion for preferential setting, meaning the judge is asked to prioritize based on the inevitable mortality rate. Like Casey, most of those diagnosed with mesothelioma only have a little more than a year to live. But it isn’t just the tradesmen that become victims.

“Part of what research from the 1950s has shown is that someone can be swimming in this dust and not even know it because the particles are so small,” Purcell said. “It’s disguised like any other construction dust.”

Because of that, a trail of asbestos

dust often leaves the construction site with the workers and enters the home. Purcell has taken cases involving the wives and children of the workers—those who never stepped foot on a construction site, but because of tending to their husband’s or father’s laundry, they were exposed.

“This cancer is random in who it affects,” Purcell said. “I cannot tell you how hard it is to watch a man live through the guilt of something like this. There isn’t an effective form of chemotherapy or radiation yet that can treat it.”

Purcell’s cases extend throughout California and into his offices in Oregon and Utah. Regarded as one of California’s premier trial attorneys, Purcell was recognized in 2011 as Trial Lawyer of the Year, but he doesn’t perceive himself to be anything more than a vehicle for justice against what he refers to as “man-made disease and carnage.”

“Trial lawyering is a field that makes a difference,” Purcell said. “It is professionally rewarding to fight for these families. I learn from every trial, and I will keep at it as long as I can.” ■



# BUYER BEWARE!

## TWENTY YEARS AGO

German company Intershop Communications introduced a web-based store that pioneered the advent of online shopping, an industry that is estimated to reach a \$2.5 trillion milestone in 2014. Sites like eBay and Amazon soon followed suit and, just last year, together they earned over \$60 billion in revenue.

More than the convenience, broader product selection, and promotions that online retailers offer to consumers, millions of web-savvy shoppers have been drawn to one very appealing feature of the online retail space: no sales tax.

Based on a 1992 Supreme Court ruling that found that web merchants were not required to pay sales tax in states where they did not have a physical presence, online retailers have reaped the rewards of eager consumers hoping to save a few dollars on an online purchase.

In response to a fluctuating economy, cash-strapped states banded together in recent years to pass legislation that would require companies that sell products online to collect sales tax. The bill recently made it through Congress, and state and local governments stand to collect billions.

More than 13 states have already implemented the law and several others are planning to follow suit. Both California and Pennsylvania began imposing the tax September 15, 2012, and Texas and New Jersey agreed to collect sales tax from online purchases starting July 1, 2013, which gave consumers one



Graziadio School professor  
**NELSON GRANADOS**  
uncovers how new  
information changes the  
online retail space.

By Gareen Darakjian

more tax-free holiday season.

“We’ve had a promotional period of buying online sponsored by the government,” remarks Nelson Granados, associate professor of information systems at the Graziadio School of Business and Management. “That has expired.”

At Pepperdine Granados conducts valuable research that investigates how new information impacts consumer behavior, demand, prices in the market, and competition. When news of the required sales tax on online purchases became public, Granados’ research took on new meaning.

Research comparing offline demand to online demand and determining

the price elasticity of two channels is scarce. Granados uncovered that price elasticity—how demand responds to a change in price—changes depending on the channel through which items are purchased.

Inspired by his past experience in revenue management for the travel industry, Granados became determined to explore how the online shopping industry would transform when faced with the unique challenges that come with transitioning to an electronic medium for distribution such as the Internet.

It all started with his analysis of different industries and how the Internet influences the informational

effect—how new information affects consumer behavior. “The Internet has made consumers smarter just because they can find so much more information online,” he says.

Granados realized that, in any industry, “...while technology affects demand and prices, and though companies were aware of these effects, the market structure is such that existing players don’t react effectively. They don’t change their strategies significantly.”

Granados explains that when businesses are confronted with a channel such as the Internet and its unique regulations, they typically opt to protect their turf rather than



We've had a promotional period of buying online sponsored by the government.

That has expired.

Granados, who holds an MS in applied economics, an MBA, and a PhD in information and decision sciences from the University of Minnesota, has received multiple awards and recognitions for his research on the Internet market, including the 2007-2009 Julian Virtue Professorship, the Best Publication of the Year by senior scholars of the Information Systems field, and the 2006 Best Paper of the Year awarded by the *Journal for the Association for Information Systems*.

respond to newcomers. For established online-only sellers such as Amazon, having no reaction to the new sales tax law could have detrimental effects. “They suddenly lose the tax advantage they had over brick-and-mortar”—companies with only a physical presence—“and even click-and-mortar businesses, which must now face the reality of consumers returning to physical stores.”

To respond to this threat, Amazon has been working strategically on developing more local warehouses that can ship and deliver goods faster and temporarily offer price discounts.

With the sales “loophole” tax now in place, Granados warns of a double effect of the new regulation, the first being an overall decrease in demand as taxes increase. The second: “Those consumers who used

to purchase online because they wouldn't be paying sales tax are now less inclined to go online. Physical stores now have a leveled playing field and can compete for the customer who used to prefer the online channel because of the tax relief.”

So what does the tax ruling mean for consumers? Granados predicted that most price-sensitive buyers would have reacted by changing their behavior. And they did: reports show that, although the total number of online retail transactions went up 24 percent in the last two months of 2012, revenues went up by only 15 percent.

Granados explains that the difference was driven by online price promotions. “Average ticket prices declined by 7 percent, in part because online retailers were forced to collect sales tax and respond to competition

from offline retailers. They must now honor more price discounts, which roughly add up to what the price was initially, minus the sales tax.”

“Even though you can't put a hard causality on it, online businesses have to be more aggressive with their pricing and it seems like that is what they've done.”

Though not all states have enforced the online sales tax, all consumers must be aware of the tax collection factor. “Even if you buy out-of-state from an online retailer that doesn't collect tax, you are supposed to declare it in your taxes,” he instructs. “But most consumers are not even aware. The new regulation simply requires online retailers to help collect the sales tax, which will in turn raise awareness.” ■



# Red-Light Rescue

Four years ago Alezandra Russell, then a teen educator in her hometown of Washington, D.C., traveled to Chiang Mai, Thailand, with the image of one of her students in her head—a young, teenage girl who had been rescued from a locked apartment, where they had no food or water. When it was raided, all that was found were mattresses and contraceptives.

**In 2009 Alezandra Russell ('03) declared war on sex trafficking in Thailand and hasn't stopped fighting.**

**By Gareen Darakjian**

Deeply moved by her student's story, Russell raised enough funds to take a two-week exposure trip to teach her peers and social workers about sex trafficking. Walking through Chiang Mai's notorious Red Light District for the first time, Russell was exposed to a reality she never anticipated: young girls sitting in bars, being exploited by Western men who were there to purchase them for sex.

But what Russell wasn't prepared to see was young boys in different bars just down the street pandering to similar-looking men. She witnessed groups of pre-teen boys being fed alcohol and propositioned for sex, sitting on men's laps, kissing. She was outraged.

"How is it that I had never heard any organizations mention that human trafficking affects boys? How could I have been so naïve?" Russell was assured by locals that social service providers choose not to waste their resources on rescuing young boys from sex slavery, because "they'll just get HIV and die."

"They told me the boys are alcoholics, thieves, liars, and would kill themselves with drug overdoses anyway," she recalls. "I was shocked. As a Pepperdine student, we were taught to serve and freely give of ourselves to help our neighbor. I felt an overwhelming sense of shame just walking by those boys, making eye contact with them, and not doing anything to help."





for her. She would never forget the time she saw him leave with a Western man. "I couldn't believe I couldn't save him."

When she returned home, armed with the images and information that had jolted her, as well as the support of her husband, Russell quit her job, sold her valuables, and headed back to Thailand four months later, prepared to declare war on sex trafficking and child prostitution. She walked into the same bar where she had first met Oy and saw him sitting at a table. He couldn't believe she had returned.

"I looked him in the face and asked if he wanted this type of life. I had to make sure I wasn't being an idealistic Westerner," she admits. "Oy said it wasn't what they wanted to do, but that they did it because



they're expected to. They wanted to learn English to become tour guides or taxi drivers for tourists."

By the end of the week, Russell had rounded up 10 boys from the bar, eager to learn the alphabet. With Oy's help, she found space in the Red Light District to open up a small center, one of the only ones that worked with boys from the area. The center soon grew; Russell hired a case manager, a Thai director, and another teacher. Named Urban Light, the center appointed a youth director to educate victims of exploitation about teen pregnancy and addiction, help

That evening Russell returned to a bar in the district to understand what the reality was. As soon as she walked in, "this 5'9" Latina girl walking into a bar full of men," she was greeted by a frustrated young boy named Oy who, in broken English, immediately told her to leave. She refused and bought him a Coca Cola instead.

"Before I had realized it, I had spent four hours with these boys," she says, recalling being surrounded by 10 rowdy, charismatic Thai boys high-fiving and playing Connect Four. When it was time to go, Oy grabbed her and asked, "Tomorrow you'll come back?" Of course, tomorrow I came back."

Over the next four nights, Russell returned to those bars and found Oy waiting outside



them with communication, and teach them life skills. A case manager was also brought on to help the boys find housing and keep them away from the bars and streets.

Urban Light's greatest competition remains the men who tempt the young boys with money. "When you feel like nobody cares about you, it's really easy to take that \$100 instead of coming to the center," she laments. "When I started Urban Light, I was not looking at the reality of how complex this is."

Russell's hopes of partnering with the Thai community were also overlooked. "Locals still ask why I don't just go to the Thai beaches and relax. These boys are completely disposable in the eyes of the community. We want to show them that it's not a title they should bear."

Four years later, Urban Light has gained support from local colleges and churches that are beginning to warm up to Russell's idea of educating and empowering young men. Now, Russell spends six months out of the year in Thailand continuing to work in the Red Light District, creating a model for other organizations to follow, and building a new space for a computer lab and counseling room. Russell and her team also work within villages to set up prevention units that provide support for boys before they are thrust into a dangerous lifestyle.

While stateside, Russell travels to raise funds and awareness to make the boys part of the sex trafficking dialogue. She also finds time to "rejoice in the challenges you face," scripture inscribed inside her wrist as a reminder to remain convicted in times of trial and weakness.

"I don't think I would be able to do this job if I didn't have a really strong conviction," she admits. "When you're by yourself in another country, it's really easy to lose yourself. I feel so often when I'm completely shattered, my strong faith and the strong community of believers around me is a big piece of what I turn to for support." ■



These boys are completely disposable in the eyes of the community. We want to show them that it's not a title they should bear.



Meet Oy and hear his story:

[magazine.pepperdine.edu/red-light-rescue](https://magazine.pepperdine.edu/red-light-rescue)



The **WAVES OF SERVICE** movement celebrates, supports, and connects Pepperdine alumni committed to volunteerism and careers of service worldwide. Learn more about alumni like Alezandra Russell and how you can get involved at [www.pepperdine.edu/wavesofservice](https://www.pepperdine.edu/wavesofservice).



# ARE YOU THERE, GOD? IT'S ME, ME, ME.

**F**or many young people, college is a time to discover one's identity. At Pepperdine a student's personal growth is connected to their spiritual growth. But what results when a person's sense of self is disconnected from their relationship with God? Ron Highfield, Seaver College professor of religion, and Christine Yi Suh ('07), resident director of housing and residence life, explore the topic from their unique perspectives.

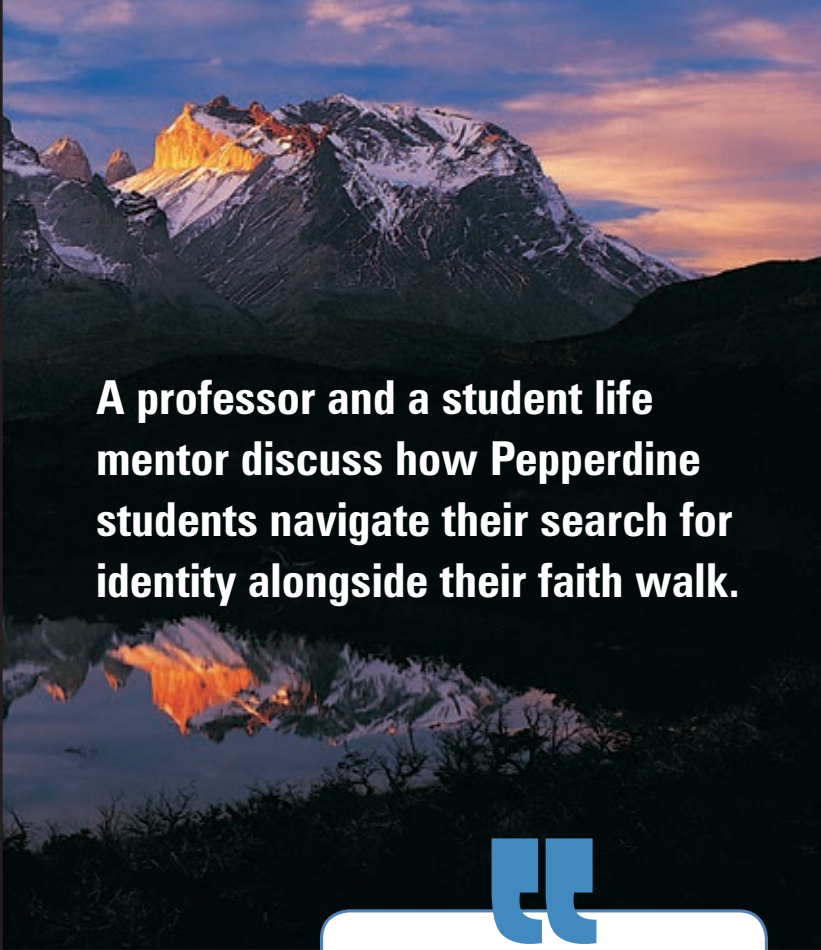
**I**n his upcoming book, *God, Freedom, and Human Dignity: Embracing a God-Centered Identity in a Me-Centered Culture*, Highfield shares insights he has achieved in his three decades educating college students. His goal throughout: to encourage students to embrace a life and identity centered on God.



Twenty-four years of struggling to help college students develop a living relationship with God has compelled me to think hard about why this task is so difficult. I concluded that our "me-centered" culture subtly teaches students to think of God as a threat to their freedom, dignity, and happiness. Popular culture pictures God as an absolute, all-knowing, all-seeing power, a disturbing image unless accompanied by a deeper understanding of God's identity. Since the Renaissance

and Enlightenment we've been taught that true freedom is power to do and become whatever we want. Likewise, human dignity (or worth) can be grounded only in power for self-determination or autonomy.

Secular culture urges that individual happiness and self-worth are always at risk from other powers. Clearly, this view of God and humanity pits them against each other, for both are defined in terms of unfettered power. But everyone knows that human beings are outclassed by God, and confronted with the Almighty, we are faced with three alternative responses: defiance, subservience, or indifference. I believe the dominant way college students (and most others) are tempted to relate to God is with indifference. Indifference is not a conscious attitude but a habit of thoughtlessness. Contemporary culture keeps young people so focused on the search for pleasure, quest for approval, and pursuit of attention that their minds have no place and their schedules no time to think of God. Never has a generation been so busy, so lonely, and so unhappy!



## A professor and a student life mentor discuss how Pepperdine students navigate their search for identity alongside their faith walk.



God's complete knowledge of us gives real substance to our identity.

—Ron Highfield

What can be done to break the spell of indifference? The first step is to expose the plain falsehood of the modern view of the human self as completely independent and self-created. We are born, we suffer, we die; and most of the time we don't know what we are doing—not an impressive foundation for freedom, dignity, and happiness!

The second move is to grow in understanding of God and humanity. In Christian teaching, God is not a threat to human freedom, dignity, or happiness, but their ultimate ground and guarantee. God's great power never dominates; it liberates us to accomplishing something lasting and to become something beautiful. God's complete knowledge of us, far from invading our privacy, gives real substance to our identity and writes our names in eternity. And God's creative and redemptive claim on us does not diminish our worth but establishes us as unquestionably worthy of existence and of God's love.



**A**s a source of daily support in students' lives, Yi Suh has a bird's-eye view of the faith and identity struggles that young people face. Here, she explains why students cannot truly know themselves until they know God.

When students first step onto the college scene, they are full of anticipation as they explore creating a new identity for

themselves for the next four years. At Pepperdine, having worked with freshman to senior classes in various residence hall settings for three years, I've found that students wrestle with fully knowing or embracing their identity each year of their college career.

As God's beloved children, we are not defined by what we do, or by what others say about us, or what we have. At Pepperdine, students are tempted to disregard their belovedness by replacing their identity with their reputation, major, social status, relationships, vocation/calling, or accomplishments. This leads to a way of life in trusting alternative identities that eventually disappoint and mislead. However, we can follow in accordance with St. Augustine's prayer: "Grant, Lord, that I may know myself that I may know thee."

John Calvin states, "There is no deep knowing of God without a deep knowing of self and no deep knowing of self without a deep knowing of God." According to Calvin, our students are unable to know God deeply if they do not know themselves deeply (and vice versa). We strive to answer the question, "Who am I?" with any or all of the three responses: "I am what I do," "I am what others say about me," or "I am what I have." However, when we define ourselves by these classifications, our lives often follow a tiresome up-and-down motion since these responses are not static but constantly changing according to our life circumstances.<sup>1</sup>

When our sense of self is deeply connected to God, we can see our life circumstances in light of God's constancy, faithfulness, and unwavering love in our lives. When we take hold of our identity as beloved children of God, we are able to live in true freedom and joy. And as we learn to know God and ourselves more fully, we can take comfort in knowing that "he who began a good work in us will carry it onto completion until the day of Christ Jesus" (Philippians 1:6). ■

<sup>1</sup>Nouwen, H. (1992) *Life of the Beloved* (New York: Crossroad Publishing Company)



After 36 years heading Waves women's tennis, Gualberto Escudero reigns as Pepperdine's longest-serving coach.

# The Tennis Turn

By Sarah Fisher

## IT ALL STARTED WITH A GIRL, OF COURSE.

Gualberto Escudero ('72) was a young teenager in Los Angeles when his favorite neighbor and her brother invited him to play tennis with them one day.

"I said of course I'd go if she was going to be there," he remembers. His first attempt at hitting the ball sent it over the fence. "So I patted the next ball slowly, so as not to hit it out. And then I forgot my neighbor and all other girls and from that day on my life was tennis, tennis, tennis."

He went to bed thinking about tennis, woke up the next day thinking about the game, and became so obsessive about practicing on old Hollywood courts that his grades dropped. The youngest of nine children, one sister threatened to make him quit playing, but his brother tried another tactic, offering to help him improve by playing with him every day. "I agreed of course, but when I got better than him he wouldn't play with me anymore!"

By his senior year at Hollywood High School, Escudero had become a prominent player on the school's team and was an All-City Champion semifinalist. At 18 he won

his first tournament and soon after got a call from John B. McClung, then head coach of the Pepperdine men's tennis team, who offered him the chance to join the Waves on scholarship.

"The rest is history," he remarks. "I haven't left Pepperdine since."

Transitioning from player to coach over 36 years ago, Escudero has led the women's tennis program to 22 West Coast Conference (WCC) titles, including a streak of 14 in a row from 1988 to 2001. When the WCC hosted its first-ever regular season tournament last year, Escudero's players

won the title after a perfect 8–0 victory. He has also guided the team to NCAA postseason play 29 times.

His proven track record of demanding—and receiving—excellence from his team is remarkable, especially when considering that the women’s tennis program was just three years old when he began coaching at the start of the 1977 season. Before president Howard A. White revamped the coaching salaries, the women’s coaches often earned less than a third of the salaries of the men’s teams’ coaches.

“I was more than happy to take it because at that age I could live on anything,” he muses of his early career, before he finally met his wife Ha, a woman who could compete with his love of tennis, and welcomed their two sons Kevin and Egan, a current Seaver student.

In the nearly four decades since his humble coaching beginnings, Escudero has developed a coaching philosophy that clearly yields results. As well as treating the players’ competitive styles individually, “because their games are very individual,” he takes advantage of Pepperdine’s other highly-ranked sports teams.

“I love to use other sports to help the girls better learn their own,” he explains. “We’ll watch a baseball match to observe how the pitcher is throwing the ball and how they make it harder for the hitter.”

Escudero also remembers the training given to him by the man he considers his mentor, a neighborhood tennis aficionado named Phil O’Connell. “I learned how to compete from him, how to diagnose tennis from him, what love for the game really was, and how to deal with different types of opponents,” he emphasizes.

The most important thing O’Connell taught him—a lesson that Escudero tries to instill in each of his players—is to see the entire court at all times. “He once told me to see the court after hitting the ball and I asked what he meant. Six months later it dawned on me: he was talking about the ability to

see everything going on while the ball is in play, all the time. I can only compare it to Bobby Fisher seeing the whole board in each game while playing chess against 12 men at the same time.”

Unfortunately, Escudero says, the nature of the game has changed since he was passionately learning the sport as a teenager and later, a Pepperdine science student. Students had more free time in the 1970s to play and practice and just be “in love with the game.” He notes that the NCAA has limited the number of hours student-athletes are allowed to practice their sport, and that students in 2013 are generally a lot busier, which can make it a challenge to keep them fully engaged.

In addition, more schools nationally are making it a priority to recruit top-notch players rather than strengthen from the inside. “The competition is so much

fiercer now that the recruiting landscape has changed,” he laments. “To continue reaching the Top 20 we need to keep getting a few elite players each year.”

Currently, Pepperdine Athletics is home to the No. 4 nationally ranked doubles players, sophomore Lorraine Guillermo (California) and senior Khunpak Issara (Thailand). “They’re beating teams like UCLA and Stanford. They are the kinds of players we need on our team right now.”

Now and throughout his storied career, Escudero has built a reputation of passion for his sport, which has not wavered once in decades.

“I love the competition. If you aren’t competitive, you aren’t going to beat anyone, and I love to win!” he laughs. “But I think my players also know that I truly just love the game of tennis and always have.” ■



The competition is so much fiercer now that the recruiting landscape has changed. To continue reaching the Top 20 we need to keep getting a few elite players each year.



Follow the women’s tennis progress through their 2013 season:  
[www.pepperdinesports.com](http://www.pepperdinesports.com)





Khunpak Issara

Lorraine Guillermo

## Meet Team Escudero

Doubles team Lorraine Guillermo and Khunpak Issara have had a meteoric rise through the NCAA rankings since partnering up last season under Gualberto Escudero's tutelage. They entered the NCAA doubles rankings at No. 56 in February 2012—and ended the season 37 places up at No. 19.



Additionally, Guillermo, a sophomore accounting major from California, and Issara, a senior advertising major from Bangkok, Thailand, were ranked the No. 4 doubles team in the 2012 NCAA Southwest Region. *Pepperdine Magazine* caught up with them to learn about their competitive styles, learning from Escudero, and the secrets to their success.

**PEPPERDINE MAGAZINE: What do you both enjoy about the game of tennis?**

**KHUNPAK ISSARA:** I started playing because my dad and granddad played, and I would follow them around to watch. I just started hitting, and really liked it. It's a very mental game.

**LORRAINE GUILLERMO:** It shows your personality on court.

**KI:** That's true. We're both very patient and calm—we don't throw rackets.

**LG:** But when we get into it, we do get fired up within ourselves!

**PM: What do you enjoy about competing together?**



**KI:** It's always nice to have a good teammate who's there encouraging you so you're not alone on the tennis courts. Tennis is a mental game, and when you're playing singles you have to think through every point by yourself, but when we play doubles together Lorraine helps me focus.

**LG:** We really complement each other.

**PM: What is the secret of your successful partnership?**

**LG:** I would say it's communication, and knowing what each of us is going to do.

**KI:** Yeah, you have to be close enough to know your partner so that you can read her and know what she's thinking. Other partners I've had would take advice personally or get defensive, but we're not like that with each other. We both know we're trying to win.

**PM: How have your tennis skills grown at Pepperdine?**

**KI:** Mentally I feel much stronger. I'm learning a lot from Gualberto—he's so experienced and passes along a lot of knowledge that can be related to lots of things in life.

**LG:** I've matured a lot on the court and off the court because of Gualberto. He's like a father figure to the whole women's tennis team and we're all like daughters to him.

**PM: Can you tell us anything about Gualberto that our readers might not otherwise know?**

**LG:** He enjoys food—a lot. He's into the tastes. But he exercises a lot, too.

**KI:** Yeah, he bikes intensely. I've never met anyone who knows so much about bikes. ■

# SOUNDS PROFOUND



**A young filmmaker hears  
music for the first time  
and discovers the final  
piece of his puzzle.**

By Gareen Darakjian

Austin Chapman ('11) considers himself fortunate. He has access to something that 90 percent of the world's population does not: pure, absolute silence.



"I don't know why God blessed us with eyelids but not 'earlids,'" he says. "People laugh when I tell them I feel bad for hearing people, but if they tasted silence they wouldn't be laughing."

Chapman was born profoundly deaf and, until last August, had relied on a particular hearing aid to amplify most sounds. But when he tried a new technology—the Phonak Naida S IX UP—he wasn't prepared to hear, for the first time, the cacophony of sounds that slip into most peoples' subconscious.

"When my aids are off, I'm thrown into a world of utter silence," he explains. "The absence of sound is my favorite thing to 'hear,' because I feel much more clear-minded and able to escape into my world of the stories I'm constantly building and editing, even more so with my eyes closed."

While Chapman's new hearing aids have opened his world to hearing and understanding the nuances of everyday sounds, they have transformed the way he approaches his passion and profession: filmmaking.

As a first grader, Chapman was unable to hear a sound and could only communicate with his interpreter. None of his classmates knew sign language, so he turned to novels and film for entertainment. By the fifth grade, as his speech improved, he began making short films with his best friend Taylor Bonin; the first was a spoof of the local nightly news broadcast. They now work side-by-side at Art of the Story, a production company and accompanying website that Chapman launched in 2011, with Bonin serving as the director of photography.

"Even though I wrote all of our shorts, I never dared to dream of directing, because up until the time I went to college, I could not communicate well with strangers," notes Chapman. "Writing was the only creative option I saw, so I focused on that."

It was at Pepperdine that he was able to tap into years of creativity and share them



## I could have never prepared myself for the beauty of music.

out loud. His first opportunity came by way of the annual student-run REEL Stories FilmFest, where he won the Excellence in Cinematography Award for *At the Altar*, a film about a boy sentenced to execution and the circumstances that led him to that moment, all told in flashback.

"That experience was the first moment I realized I loved the process of creating a film as much as writing and resolved to better myself as a director, editor, producer, actor, cinematographer, and writer," he recalls.

For the competition the following year Chapman produced *City of Widows*, a documentary about what happens to young women in India after their husbands die, and *Eleven Eleven*, a hauntingly beautiful film about a young, hearing-impaired man who finds his soul mate and loses her to death the next day. The former won the REEL Cause Award and the latter won the festival's Grand Prize and the Audience Award at the second annual event. "That experience cemented my drive to create beautiful stories using the lyrical language of film. I lost my fear of failure and found a new one: not trying hard enough."

Still, deciphering and applying music to his shorts remained the missing link in his filmmaking. "Film is an amalgamation of storytelling mediums: novel, theatre, photography, and music. Up until now, I have built my stories using three of the four. I left the music up to my composer and could only give information—not feedback."

In the past Chapman would outline specific emotions that scenes called for and relied on his circle of friends to consult and critique his work. "The composer built the soundtrack from scratch and we would all go back and forth with edits to perfect it. Now, with the new world of sound, I can

visualize the music from the inception of the story and even build the spine of the soundtrack with my composer. I never thought I would have this ability and am extremely grateful, because music is such a beautiful medium to convey emotion just as the other ones, but in a completely different way."



"I can hear music for the first time ever, what should I listen to?" Chapman inquired of the web audience via Reddit last summer, seeking to broaden his sound comprehension. Eight months and over 14,000 comments later, Chapman has compiled a playlist of tunes that spans centuries, from the origins of music to more current and popular genres (*see box for some of his favorites*).

Yet, perhaps topping them all is still Mozart's *Lacrimosa*, a haunting composition that moved Chapman deeply upon first listen. "I was blown away by the beauty of it," he recalls, of being introduced to the requiem song in a car full of friends. "At one point, it sounded like angels singing and I suddenly realized that this was the first time I was able to appreciate music. Tears rolled down my face and I tried to hide it, but when I looked over I saw that there wasn't a dry eye in the car. I finally understood the power of music."

Before switching hearing aids, Chapman had much lower expectations of what music would sound like. He had, throughout his life, been exposed to a "garbled and distorted version of the real thing," mostly bass tones and vibrations, and the first thing he noticed was the clarity and frequency of the tones. "I could have never prepared myself for the beauty of music. That was the first thing that threw me over."

# Austin's Playlist

*Exodus*

Bob Marley and The Wailers

*Hey Joe*

Jimi Hendrix

*Concerto no. 1 in D Minor  
for Piano and Orchestra,  
op. 15: I. Maetoso*

Johannes Brahms

*Tristan and Isolde:*

*Prelude to Act 1*

Richard Wagner

*You Take My Breath Away*

Queen

*La Création*

Joseph Haydn

*Someone (feat. Mclean)—  
The Prototypes Remix*

Friction

*Before the Beginning*

John Frusciante

*Candy Man*

Mississippi John Hurt

*Bohemian Rhapsody*

Queen

*Requiem: Lacrimosa*

Mozart

*Staralfur*

Sigur Ros

*Fly Me to the Moon*

Frank Sinatra

*Paranoid Android*

Radiohead

*First Breath After Coma*

Explosions in the Sky

*Length of Love*

Interpol

*Röyksopp Forever*

Röyksopp

*Something Someone Jr.*

The Growlers

*One Million Lovers*

The Growlers

"My old hearing aids gave me a general picture of how words sounded, but mostly only for sounds on the low end of the frequency spectrum," explains Chapman, who did not have the ability to hear himself at all and worked with a speech therapist to educate himself how to communicate verbally. "With my new hearing aids, I can hear higher tones than I've ever heard and my communication and understanding improves at a dramatic rate with every passing day."

Now, Chapman is keenly aware of sounds that hearing people barely notice: the whirring of a ceiling fan, the hum of traffic, even the sound of a flushing toilet. "That's just additional information my brain has to process and I'd rather focus on my train of thought," he explains. "I've started turning my hearing aids off more often than before, because I can't stand hearing every single noise in a quiet room."

Adjusting to this transition has been difficult as Chapman learns to separate sounds. His greatest challenge is understanding the sounds he hears, memorizing how they sound, and associating those sounds with their corresponding words.

"One common misconception is that I can suddenly understand all the lyrics [of a song]. Imagine someone born blind who gained the ability to see later in life. If you gave that person a book, he would be able to see it, but would he understand? Absolutely not.

Just as the eye focuses on one subject, I must learn to do the same with sounds.

Right now, the more overlapping sounds, the more difficult it becomes. I'm training my brain every day and am already making progress."

With his new hearing aids, Chapman is now able to focus on parts of filmmaking and storytelling that were out of his reach for so long. "The best way I can describe it is that before I could only see the tip of the iceberg. I had no idea how richly textured the sounds and music were. *Eleven Eleven* became a completely different experience the first time I watched it with the ability to hear the soundtrack. I broke down and now I can't watch it without getting emotional." ■



Watch Austin Chapman's award-winning short film, *Eleven Eleven*:

[magazine.pepperdine.edu/chapman](https://magazine.pepperdine.edu/chapman)



# CHANGING THE GAME

37TH ANNUAL PEPPERDINE ASSOCIATES DINNER



Tebow, left, with Housley

The Pepperdine community gathered April 6, 2013, for the 37th annual Pepperdine Associates Dinner, "Changing the Game," at the Beverly Hilton Hotel.

Famed quarterback Tim Tebow spoke in conversation with Seaver College alumnus and Fox News Channel correspondent Adam Housley ('94) on topics including his family and faith, courage and competition, and leaving a meaningful legacy.

In his address, President Benton shared a glimpse of Pepperdine's unfolding story through the University's Campus Life Project. "Where does the heart go for an education?" he asked. "Where does excellence find a home?"

"We believe they thrive together in a vibrant learning community, nested in ancient hills, rooted in eternal ideas, and oriented toward the future."

The Heisman Trophy on display at the event



Bui Simon ('96), Pepperdine Regent and Dinner Chair, along with her husband Herb, greets the audience.



Watch President Benton's full presentation: [magazine.pepperdine.edu/changing-the-game](http://magazine.pepperdine.edu/changing-the-game)



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*Jean McCrady*

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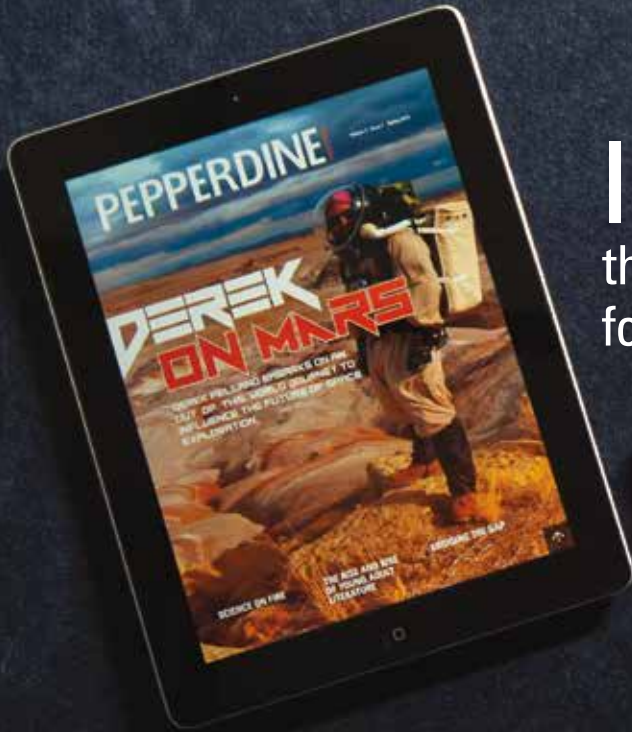
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