BACK TO THE FARM
Severine Fleming ‘04 is trying to spark a back-to-the-future revolution in American farming.
STORY ON PAGE 30

RISE OF AN EVIL GENIUS
How Alexander Garfield ‘07 became an eSports pioneer and accidental entrepreneur.
STORY ON PAGE 20

THE STARTUP ISSUE
The Rise of an Evil Genius
From Dorm Room to Board Room
How Sagehens Came to Rule the NBA

THE STARTUP ISSUE
From Dorm Room to Board Room
Back to Our Farming Future
How Sagehens Came to Rule the NBA
RISE OF AN EVIL GENIUS
As the pioneering owner of Evil Geniuses, Alexander Garfield ’07 has become a leader in the burgeoning world of eSports.

BY ROBYN NORWOOD

DORM ROOM TO BOARDROOM
Sagehen startups make the risky, rewarding move out of the safety of academia and into the real world.

BY LORI KOZLOWSKI

BACK TO THE FARM
Severine von Tscharner Fleming ’04 has become the face of a youth movement aimed at taking farming back to its sustainable roots.

BY ADAM CONNER-SIMONS ’08

NET WORK
How a group of Sagehen entrepreneurs made Pomona’s improbable presence in the world of professional basketball.

BY CHRIS BALLARD ’95

STARTS IN THE ARTS
As a champion of arts education, ceramics teacher Sal Perez ’75 is intent on passing along skills and confidence.

BY AUGUSTIN GURZA

ON THE COVER: There are two separate covers for this issue of Pomona — which one you get is a matter of chance. The cover photo of Severine von Tscharner Fleming ’04 is by Brett Simison. The cover photo of Alexander Garfield ’07 is by Robert Durell.
This issue of Pomona College Magazine marks the 50th anniversary of the publication's founding in October 1963 (See "The Launch" on page 2). In celebration of that event, we have assembled the covers of every issue from the beginning to today, including the two alternative covers for this issue.
Stray thoughts

“The one great continuing development in American education and American society has been the continuing interest in our Alma Mater. In no way is the educational program of their educational advance of our college graduates in the developments in American between the campus and our alma mater.”

—E. William Lyon

“...from the preface to the first issue of Pomona Today, October 1963.”

The magazine you held was born 50 years ago.

FALL 2013 • VOLUME 50, NO. 1

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POMONA COLLEGE

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We have a continuing interest in the frontiers of Science, a photo shock of lights—and, no doubt, knowledge—and through the glass doors of the newly-built Stier Library. A Space Age fulfillment of a dream that all’s well in the making—a you-can-own Gemini rocket cutout.

Heavy play is given to then New Times editorial page editor John Oakes’ commenment address, “Smashing the Cliché,” in which he tells students, “man will soon be marching, not by proxy but in person, the pathways of the stars … in your lifetime you will witness man’s arrival on new planets.”

Among the first issue are laden with an early ‘60s sense of purpose: men in suits and ties assembled around a cyclotron, a pronged photo showing light—and, no doubt, knowledge pervades: All that’s missing is a make-your-own Gemini rocket cutout.

I am writing regarding the history of Walker Wall found on the Pomona campus. That article reports that the wall “remained unmarked until the spring of 75, when several students painted Free Angela on its inner surface, allowing the imprisonment of Black Panther and Community Party activist Angela Davis after her conviction on murder conspiracy charges.” As I recall, it Walker Wall comments started two years earlier, in the 1973 school year.

My recollection is that one night just before Founder’s Day someone spray-painted a phrase on the Pomona Campus wall: “Keep the wall free, or we’ll take it over to the Wall.” This phrase was not particularly clever or political, but it was potentially offensive for those of us who had been in the previous generation, specifically to Clark V. Fray that year and knew that maintaneence did not involve anything more than alumuns on campus, but had access to painting supplies from Zeta Chi Sigma, my fraternity. Betty Davis, ’74, also in Zeta Chi Sigma, allowed herself to be enlisted and our quest became covering over the offending phrases. We used rollers and white paint to neatly block out the graffiti.

What happened next is somewhat lost to me. Somehow we wound up adding our own phrase on the white surface we had created. As I recall, we each had been considered as possible members of the movement to block the wall, so we just went with what was in the phrase ‘Ven, Vid, Vio’ and signed it in that comment. When some time passed and others followed. Although I knew several members of the Pomona administration fairly well, I don’t remember any discussion about the wall, and I don’t believe Betty was ever questioned about it.

Many of your benefactors from that era and am assured that I’m not alone looking for answers remain with you, and the enrichent of one’s quality of life. The former of a liberal arts education, as well as the enrichment of one’s quality of life.

What’s Behind Walker Wall

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Fall 2013

Lectures & Events


Nov. 16 – Read Rock Film Team—8 p.m., Rose Hills Theatre, Smith Campus Center. Climbing and adventure film fest. Tickets are $15 for general admission and $10 for Claremont Colleges students, staff and faculty.

Nov. 21 – Artist Workshop: “Physics in the Museum”—5:30 p.m., Pomona College Museum of Art. Art After Hours presents an artist workshop with “Project Series 47: Krysten Cunningham.”


Lectures & Events

Nov. 22 – A CAPELLA SHOWCASE—7:30 p.m., Pomona College Bridges Auditorium (160 N. College Way, Claremont). The Annual Southern California A Capella Festival, known as SCAFeast, showcases college choirs from all over Southern California.

Nov. 26 – Fall Faculty Lecture Series: “How to Sleep, Electric Sawyer or How Does a Wind Thing Understand? Mapping Black Women’s Agency via Afrofuturism.” – 8 p.m., Rose Room, Frank Dining Hall. Professor of English and Africana Studies Valerie Thomas.

Dec. 9 – GIRI KUSUMA—8 p.m., Bridges Hall of Music. Nyonon Wenten (music) and North Wenten (dance) direct this Balinese gamelan ensemble in a program of traditional and contemporary Balinese music and dance.

Music

Nov. 22 & 24 – Pomona College Band—3 p.m., Sun., Bridges Hall of Music (150 E. Fourth St., Claremont) and Dec. 2—Pomona College Jazz Ensemble—8 p.m., Bridges Hall of Music. Gary Witten (music) and Nantik Witten (dance) direct this Balinese gamelan ensemble in a program of traditional and contemporary Balinese music and dance.

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Dec. 8 – Pomona College Glee Club (150 E. Fourth St., Claremont) Barb Coffin, director.

Dec. 9 –fan-Cuban Drumming—8 p.m., Lyman Hall, Thayer Music Building. Jon D’Adagio, director.

Dec. 9 – Pomona College Choir—8 p.m., Bridges Hall of Music. Donna M. DiGrazia, director.

Dec. 10 – Pomona College Orchestra—8 p.m., Bridges Hall of Music. Dennis M. DiGrazia, director.

Dec. 11 – Pomona College Choir—8 p.m., Bridges Hall of Music. Donna M. DiGrazia, director.

Dec. 12 – Pomona College Orchestra with the Inland Pacific Ballet “The Nutcracker” by Tchaikovsky—8:30 p.m., Sun., Christmas Manger. Steven S. Koblik, president of The Huntington Library, Art Collections and Botanical Gardens.


Theatre

Tickets are $10 general admission, $5 students, faculty, staff and seniors. To purchase tickets, call 909-607-4375 or visit: www.theatre.pomona.edu/contact/box-office-information/

Nov. 23–24 – “Free As Air” World Premiere—Thurs.—Sat.: 8 p.m.; Sun.—Sat.: 2 p.m., Pomona College Allen Theatre, Seaver Theatre Complex. A collaborative performance work by Karen Christopher ’85 on the subject of air.

Exhibitions

Pomona College Museum of Art: Art After Hours presents an artist workshop with “Project Series 47: Krysten Cunningham.”


Nov. 22 – “David Michalek: Figures Studies”—An application of the technology of high-speed HD video to the recording of specialized and nonspecialized human movement.

Nov. 22 – “Jake Direnzo: As Far As I Could Go”—On view are 13 works from the photographer’s Zuma series, as part of a collaborative project with the Santa Barbara Museum of Art and the Los Angeles County Museum of Art.

Dec. 20 – “Project Series 46: Henrikzo Kaswan” Ret, Scutch, Hulicki—A performance work by Henrikzo Kaswan on the Verne Deidem Selected Works, 1969-1974—Performative sculptures that creatively record evocative gayardian artistic innovations with spiritual practices, such as meditation, pilgrimage and Zen archery.

Until Dec. 22 – Art Exhibition: “RESONANT MINDS—Abstraction and Perception” Pomona College Museum of Art. An exploration of art and neuroscientific research that reveals the relationship between abstract art due to its aesthetic qualities.

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Madison Vorva ’17 pulls out a slightly crumpled box that once held thin mints.

Girl Scout cookies are an emblem of childhood, a reminder of childhood, a reminder of making the world a better place and use resources wisely. That’s been in my mind since I was a little girl.

When I was 11 years old, it was, “I’m going to take palm oil out of Girl Scout cookies,” and then I’m going to take it out of shampoo, and I’m going to take it out of everything.” But as I’ve grown up, that’s not realistic,” Vorva says.

The Girl Scouts organization also has pledged to urge its licensees to move to segregated, certified sources of sustainable palm oil by 2015, “based on market availability.” Vorva says the policy needs to be stronger.

“They decided to come up with a policy that looked really good on cardboard—on cardboard boxes—and hope it would go away,” she says. “It’s better than nothing, but it’s not realistic.”

The Wall Street Journal, Time magazine and ABC News, among a host of others.

MADISON VORVA ’17

HAD THESE GLOBAL IMPACTS.”

She says, “Oh, I wish I had done more. But I didn’t do enough. I should’ve done more.”

Vorva’s mentor, Goodall. (She says one of her goals is to have Goodall come to my school.”

Vorva says she would like to write about environmental issues and continue to try to inspire other activists. But in what might be a surprise to some, she hopes to work for a big corporation someday.

In August, she and Tomtishen visited the Kellogg Co. in Battle Creek, Mich., to deliver a petition with more than 100,000 signatures on the palm oil issue to the Consumer organization called SumoIOUs. Vorva would like to return some day as an employee. She says she wants her auditors that their everyday purchases are having these global impacts.

So if I can work for a company like Kellogg’s and decide where their raw materials are coming from, that would be my dream. Vorva says she wishes she could do more and that people in power could do more.

Vorva says she will attend Stanford next year and take a test-preparation class and didn’t do as well on the SAT as she might have hoped—but she learned from Pomona when she used the college search tool on the website of the College Board, administrator of the SAT.

Pomona was the only one that came up. And I was like, oh, that’s kind of terrific,” Vorva says. “I’ve never even heard the name before and it introduced me to this small liberal arts school.”

Two visits later, Vorva moved into her dorm in August. Already, she is wrestling to keep her activism going alongside the increased demands of college. Vorva missed a week of class in September to appear at the Great Apex Summit at the Jackson Hole Wildlife Film Festival in Wyoming, once again meeting her mentor, Goodall. (She says one of her goals is to have Goodall visit her school.”

In addition to her travel, Vorva estimates she often spends one or two hours a day on the project, working online and participat- ing in social media, working with nonprofits and utilizing social media, Vorva anticipates a major in environmental analysis and possibly a minor in interna- tional relations and later attending graduate school, perhaps in business.

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Aging Millikan Hall, built at the dawn of the Space Age, is being torn down and rebuilt to state-of-the-art standards over the next two years (see Page 16). But the iconic atomic artwork on the west facade of the building will be preserved and prominently displayed on the new Millikan.

Commissioned for the new math, physics and astrophysics lab 1958, the bronze wide, including the U.S. Mint in San Francisco. Before his death in 1965, Stewart created counterparts for the atom for the facade of Seaver North and South, with an原子 as art than as science. Physics and As-}

attending the first-ever international gatherings the velocity of light. She described how classes use it, told of families with kids gathering for the trailer show and recalled hap-}

tings upon a woman with tears stream-}

ong down her face as she sang a hymn}

beneath it one day. A student described}

the space to her as "Pomona’s piazza."

Howe’s fellow SkySpace caretakers were really taken}

with the sense of it being... a living part of the community," she says. Perhaps Tur-}

tell was taken most of all. When her presen-}

tation ended, "he got up and gave me this enormous bear hug."

James Turrell ’65, SkySpace Shines in Sweden

Apparent to an anthology L P titled}

the hedge is also easily over-

crosswalks, according to Nemo. As much as}

time that the hedge’s new ‘do is a crew-cut look. That’s by design. Donning gloves}

and protective goggles, Nemo’s 14-person crew goes at it with hand held power trimmers}

m eans that the class has to work to stay away from becoming
m enty fandom. The professor recalls a conversation following a session de-

sion experience of an ID1 would be a great way for me to do all the reading, writing and research about the band that now, in retrospect, says Dettmar knows that the class has to work to stay away from becoming
m enty fandom. The professor recalls a conversation following a session de-

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It can’t match the wild beauty of the Wash or the green perfection of Marston Quad, but the massive petrified hedge that runs along College Avenue just might be Pomona’s most unpreventable planting. And before students return to school each school year, Grounds Manager Ronald Nemo and his crew turn their trimmers on Pomona’s green behemoth, which runs for blocks—in total, perhaps 300 feet—along both sides of the street. The wall of green was planted many decades ago to discourage pedestrians from crossing across the avenue outside the crosswalks, according to Nemo. As much as it is an imposing feature, 15 feet wide at some points, the hedge is also easily over-

looked. That’s by design. Donning gloves}

m eans that the class has to work to stay away from becoming
m enty fandom. The professor recalls a conversation following a session de-

SAGEHEN ALLUSIONS

Though it is set in Queens, Disney Profes-}
sion Jonathan Lethem’s novel, Seamless Gardens, contains a fun little nod to his SoCal college home. Deep in the tome about "three generations of All-American radicals," we learn that one of the characters, purist music teacher Harris Murphy, once con-

tributed to an anthology L P titled Live at the Sagehen Café. The reference to the sit-down eatery in Small Campusa Contrast to this Pomona allusion in his book, says Lethem, but he did note that "Thomas Pynchon’s new novel, Bleeding Edge, also set in New York, also contains a brief reference to Pomona College in its first few pages."
HOW TO PUT NEW GRAPHS INTO OLD MATH

Drawing on the power of today's computers, Bob Lutz '13 in his senior year discovered new ways to present, in stunning graphics, mathematical expressions studied by math great C.F. Gauss two centuries ago. Presenting long-studied exponential sums first studied by Gauss, Run with the professor's suggestion that you come up with some code to graph them. Push the plots and discover they yield curvy triangles, vortices and other fascinating visual patterns on the computer screen.

1. TRANSFER in from Vassar set on studying math. Finish your prerequisites. Declare your major. Get a warm welcome from the Math Department—and a nudge to consider doing research. Find opportunities “all over the place.” Work with Professor Adriela Rumbos for the summer.

2. ATTEND a math lunch in the fall. Meet Professor Stephan Garcia, who suggests your interest in functional analysis would mesh with his research. Get to work. Co-author a research paper that is accepted for publication in the Proceedings of the American Mathematical Society.

3. JOIN another round of research with Professor Garcia involving exponential sums first studied by Gauss. Run with the professor’s suggestion that you come up with some code to graph them. Push the plots and discover they yield curvy triangles, vortices and other fascinating visual patterns on the computer screen.

4. REALIZE you have found your senior thesis—and maybe more. Work on the project for six months. Face rejection trying to get a paper published. Step back. Wait. Score your break after Professor Garcia includes your work as part of a talk he gives at UCLA attended by mathematician Bill Duke, who did related work years before. Get help from Duke in proving some of your conjectures.

EARN Pomona’s annual award for outstanding senior in mathematics. Feel one after Professor Garcia submits the paper on the graphing work to an editor on a Friday—and gets a “yes” the next morning. Spend the summer working with Garcia putting the finishing touches on this second paper for the Proceedings of the AMS. Set off for graduate studies in math at your first-choice school, the University of Michigan, Ann Arbor.

In quotes: “The kids who are attracted to and attend Pomona College are, to a person, wildly smart, humble, hard-working, thoughtful, friendly, service-minded, carbon-neutral, kind to small animals—in short, exemplary individuals in every respect. They scare me. They take advanced Arabic to supplement their Italian and German. They read everything I throw at them. They don’t steal glances at their mobile devices during seminar discussions. I enjoy reading their papers, and I learn from them, academic stuff—truly I do. Last year, I had a paper, written by a freshman, spending every reading of Dante’s Inferno the appreciation of Virgil that I’ve ever encountered. Knocked my socks off.”

—John Seery, professor of government and public policy, speaking at a conference, Fall 2012
Before Facebook, Twitter or LinkedIn, there was Perdita Sheirich. She is Pomona’s longtime keeper of the class notes, the behind-the-scenes scribe working to connect you and countless other Sagehens in the back pages of this magazine. Compiling news of births, weddings, movies, career climbs, retirements and your ascent of Hal Drive last summer, she carries on quietly chronicling the memorable moments in alumni lives. Death is her domain as well. When it’s your turn, Perdita is the one who will pull together your obituary for this magazine.

Perdita’s long campus tenure may have been preordained. Though Perdita was skeptical at first, something clicked and she kept on. “I knew this was the right place,” she said. “I found a sense of the proper.” She does not fudge on mischief. Perdita’s sense of humor is more than balanced by what Hazlitt calls her “sense of the proper.”

Perdita’s name has literary lineage, hailing from Shakespeare’s The Winter’s Tale. “Daddy was getting his degree in comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, even her nam e has literary lineage, hailing from Shakespeare’s The Winter’s Tale. “Daddy was getting his degree in comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished his Ph.D. at Harvard, the family moved to California, comparative literature at the time,” she says. When her father finished her first editor back in the ‘70s. When contacted, he returned the favor, noting Perdita’s “cheerful personality and consistency.”

After each fund mailing went out, the envelopes came back—“in stacks and stacks and stacks.” So heavy was the volume that Perdita later attended there, ensconcing in art.

Purdita was 30 years old with a successful career in New York City at a drapery and upholstery fabric company when she came back to the Bay Area to manage the firm’s San Francisco office. As she attended one of her father’s German Department parties at Berkeley upon her return, her mother made an introduction: “This is my most attractive young man I want you to meet.” Though Perdita was skeptical at first, something clicked and she and young instructor Dick Sheirich soon wed.

Dick landed his role as a German professor at Pomona in 1965, and Perdita, along with taking on part-time campus jobs, soon after became involved with the venerable Reunions Club, devoted to supporting the arts. (She remains a key player in the club to this day.) Perdita took several breaks from the class notes to accompany Dick on his sabbatical travels and, when in Claremont, the couple was a familiar sight walking around campus and the Village day after day.

Since Dick’s passing in 2011, Perdita has found comfort in keeping at those class notes, and she hopes to carry on at the keyboard for as long as her eyesight holds up. In fact, right now she needs to get back to work. Just returned from vacation, she has 700 new emails to go through. —Mark Kendall

AS POMONA’S LONG-TIME KEEPER OF CLASS NOTES, PERDITA SHEIRICH BRINGS FOUR DECADES OF CONTINUITY TO PCM’S BACK PAGES.

New Pomona Trustees

Three new trustees have been elected to Pomona’s governing board.

Janet Inskeeper Benton ’79

Inskeeper Benton received her M.B.A. from Harvard Business School while working in product management in the beverage division at General Foods Corp. from 1984-88 and then staying home and raising her children. Benton also served for 12 years on the board of the Chappaqua Central School District, a high-performing K-12 public school district with six schools and 4,000 students.

A resident of Arm onk, N.Y., Benton is the founder and trustee of Frog Rock Foundation, which supports not-for-profit organizations serving economically disadvantaged children and youth in Westchester County. Additionally, she serves on the boards of several local not-for-profit organizations. Children’s Village, supporting vulnerable children and families through residential and community outreach programs; Jacob Burns Film Center, presenting independent, documentary and world cinema and offering 21st-century visual literacy educational programs to students; and Neighbor’s Link Network, which oversees affiliate organizations working to help integrate immigrants into local communities.

Stephen Loeb ’79

POMONA COLLEGE MAGAZINE

PO P09, P13 joined Alaska Distributors Co., an asset management company—formerly a wholesale dis- tributor and broker of wine, beer, spirits and non-alcoholic beverages—in 1984 and has served as the president since 1999 and CEO since 2003. Prior to that, he was a corpo- rate banking officer and then assistant vice president with Wells Fargo & Co. An economics major at Pomona, Loeb went on to earn his M.B.A. from Northwestern University’s Kellogg School of Management and was a finalist for the Ennl & Young Entrepreneur of the Year in 2003 and 2004.

He serves on the boards of the Museum of Glass, the Jewish Federation of Greater Seattle, KCTS Television (PBS), The Rainier Club Heritage Fund, and the Temple deShirat Sinai and Jewish Family Service Investment Committee. He is the founder of the Loeb Family Charitable Foundation and president of the Stephen and Diane Loeb Family Foundation. His most recent business-related board work is on the Washington Roundtable and Enterprise Washington. Formerly the College’s Parents Fund cochair along with his wife, Diane, loeb is currently Pomona’s national chair for annual giving. He and his wife have two daughters who graduated from Pomona.

Peter Sasaki ’91

Peter Sasaki ’91 is a managing member of CCS Associates, LLC, a New York City-based boutique financial consulting and research firm, and a shareholder and investor at Cen- tara Capital Group Inc., a financial services firm in San Diego, where he manages capital markets and structuring for a real estate derivatives business and advises private wealth management programs. Previously, he was founder, managing member and CEO at Logos Capital Manage- ment, LLC, an investment and derivatives trading special- ist with Moore Capital Management Inc., a property trader with J.P. Morgan & Co., and founder of Sasaki Group Ltd., an investment partnership specializ- ing in leveraged equity, foreign exchange and interest rate speculation. Sasaki was a philosophy major at Pomona and has an M.B.A. from the Leonard N. Stern School of Business at New York University. He serves on the Board of School’s Advisory Council at the Hopkins School in New Haven, Conn., and is an instrumented private airplane pilot.
After graduating from Pomona in May with an almost-perfect G.P.A. as a molecular biology major and starting safety for the Pomona-Pitzer football team, Hussey missed his junior season with a back injury, and after graduating, still had one season left of NCAA eligibility. Rather than head off right away to medical school, where he plans to study oncology, Hussey decided to play his final season and take graduate courses in public health at Claremont Graduate University this fall.

That choice paid off for the team on opening day this fall, as Hussey, playing in his new role at wide receiver, set a new school record for touchdown receptions in a game, accounting for all four Sagehen scores in a 28-26 loss to MIT. He had three of his touchdowns in the fourth quarter as Pomona-Pitzer rallied to take the lead for a time.

For Hussey, the decision to stick around for another year of football was simple. “I just love my team and I love being together in the locker room,” Hussey says. “I know I had the opportunity to play another year, and it was something I couldn’t miss. Once you leave, you never have the chance to be a part of it again.”

There was also a family precedent. Duncan’s older brother, Luke, played his fifth season of football at Dartmouth after graduating summa cum laude in 2011 with a degree in engineering. He is now working back on the West Coast, where he and the Hussey family regularly travel to Dun- can’s games from their home in Seattle.

Last year, in fact, the family was present as Hussey was honored with his class on Senior Day and helped the Sagehens to a 37-0 win over Claremont-Mudd-Scipps in the annual Peace Pipe game. It was particularly exciting as the defensive captain led the way for the team’s first shutout since defeating Oberlin in 2000. A year ago, with the offense struggling to find weapons due to injuries, he became a two-way player in the second half of the season, playing wide receiver and defensive back three times in the same game. He also moved up to linebacker for a half when injuries hit there as well.

In a memorable performance against Occidental last season, Hussey had 13 catches for 218 yards and a school record-breaking performance over the last few years, wins have been hard to come by. But Hussey says, “I wouldn’t trade my experience at Pomona for anything.”

Although the Sagehens have had some individual highlights and record-breaking performances over the last few years, wins have been hard to come by. But Hussey says, “I wouldn’t trade my experience at Pomona for anything.”

“The reason I chose Pomona is that it allowed me to take challenging pre-med courses while still being able to play football, and I’ve been extremely grateful for the chance to do both.” So much so that he decided to stick around a little longer.
A new Millikan Science Hall is on the way. When students leave for winter break in December, crews will begin tearing down the old building and replacing it with one that will include up-to-date classrooms and labs in a structure designed to meet some of the most stringent green building standards. With its domed planetarium, outdoor physics lab and two-story atrium entrance, the rebuilt Millikan will be one of the College’s most prominent buildings, an inviting space for the campus and the wider community.

Built in 1958 as part of the Seaver complex of science buildings, Millikan was remarkable for its time, more than doubling the space for physics and mathematics. But, in recent years, it has shown its age. Problems included a cracked foundation and antiquated classroom and labs built for the ’50s—long before advanced optical and laser technologies and nanotechnology became major fields in physics teaching and research. The College weighed whether to renovate or rebuild, and found that thanks largely to energy savings, the additional cost of rebuilding could be recouped in less than five years.

Alma Zook ’72, a professor of physics at the College since 1982, welcomes the redo, noting that features once considered modern have become outdated. “Now we need more flexible lab spaces, with shared equipment and more interaction,” says Zook. “We also have experiments that require a fair amount of square footage.”

Designed by San Francisco architectural firm EHDD with input from faculty, students and staff, the Millikan reconstruction and concurrent renovation of the connected Andrew Science Hall will take about two years at a cost of roughly $63 million. During construction, the math and the physics and astronomy departments will be housed next door in Seeley G. Mudd Hall.

The new three-story, 75,000-square-foot building will make use of chilled metal beam technology, which uses water for more efficient heating and cooling; disconnected outside and inside walls to create a thermal barrier; and other green features such as LED lighting and native landscaping. One piece that will be saved from the old building is the iconic atom sculpture by Albert Stewart (see page 8), which will find a new home on the second-story window of the new building.

**What’s New?**

**Major features of the new Millikan will include:**

- A digital planetarium, its dome visible from the corner of College Avenue and Sixth Street, will provide a 360-degree view of the night sky, including simulations of planetary surfaces and visualizations of thousands of years of astronomical events. The 3-D system also can be used, for example, to allow a biology class to view molecules from all sides or history students to “walk” through an ancient city.

- An outdoor classroom and physics teaching lab, where students become part of the experiments, will include a racetrack with rolling carts, pendulum-style swings, in-ground rotating platforms and a solar sculpture/sundial designed by Bryan Penprase, the Brackett Professor of Physics and Astronomy, and Sheila Pinkel, emeritus professor of art.

- New physics labs will better accommodate individual research by students and faculty, including projects that couldn’t have been imagined 50 years ago, such as new techniques to measure temperature through photography, high-speed cameras (up to 100,000 frames a second), and the ability to grow nanotubes.

- An observing room for remote operation of Pomona’s 1-meter telescope at NASA’s IP Table Mountain facility and a new space for the field emission scanning electron telescope will improve access to these important resources.

- A colloquium on the first floor, with a seating capacity of 80 to 100, will be used for invited speakers, conferences and lectures.
David Michalek’s “Slow Dancing” captivated onlookers as the hypnotic moving images were projected outside of Big Bridges Auditorium in early October as part of Pomona’s “The Moving Mind” symposium. Michalek’s slow-motion video portraits of dancers and choreographers have previously delighted audiences from London to Paris to New York. The exhibition played nightly throughout the symposium, a multi-day event that was a product of interdisciplinary teamwork between the dance and neuroscience departments. The symposium featured lectures, discussions and experimental workshops highlighting the creativity and imagination present in both artistic and scientific endeavors.

“The number of possible brain states exceeds the number of elementary particles in the known universe,” noted keynote speaker V.S. Ramachandran, eminent neuroscientist and director of the Center for Brain and Cognition at UC San Diego, as he led the large audience in Big Bridges through his research on the neurological condition of synesthesia.
THE RISE OF AN EVIL GENIUS

THERE ARE TROPHIES.

Big, heavy, metal ones. And there are checks. Those are big, too, with lots of zeroes.

The image of video gaming as a solitary pursuit for adolescents is becoming a relic, partly because of technology that has turned gaming into a shared experience with huge audiences and partly because of—what else—money, and the opportunity to make plenty of it.

Alexander Garfield ’07 is a key figure in the burgeoning world known as eSports, but not because he is a player. The slender, erudite 28-year-old with tattoos written in Latin and Greek is the pioneering owner of Evil Geniuses, best described as a group of professional sports teams, a media company and a marketing venture rolled into one.
It is as if Garfield runs both the New York Yankees and Manchester United of the video gaming world. His Evil Geniuses teams are the most famous, but in August, a Swedish team playing for him under the new name Alliance competed in The International 3, a tournament held in Seattle for Dota 2, a multiplayer online battle game. The competition was waged in the elegant Benaroya Hall, home to the Seattle Symphony Orchestra, and it was a sellout.

Garfield’s team, led by 25-year-old Jonathan “Loda” Berg, finished first and took home a stunning $1.4 million in prize money, a record for a video game competition.

“Is it weird?” Garfield asks, sitting in the company’s loft-style offices in San Francisco’s SoMa neighborhood, surrounded by video monitors, keyboards, samples of sponsors’ products and a small studio where gamers and commentators create video content for the web.

Well, yes, it is weird to many, this unfamiliar world of professionalized video gaming. But it is a scene that is growing rapidly, a fact noted by both The New York Times and Forbes.com, which last year named Garfield to its “30 under 30” list for games and apps.

The grandest coming-of-age moment for esports yet came in October, when the 2013 world championship of the game League of Legends sold out Staples Center, home to the Los Angeles Lakers. Fans paid $45 to $100 to watch teams compete for the $1 million prize, won by a South Korean team in a setting that looked like a mix of a concert, a sporting event and a light show. More than 10,000 watched the competition on huge video screens. More than a kid’s game, consider the early days of baseball, when players took their own Evil Geniuses logo merchandise and computer gear stocked with cans of their top sponsor’s Monster Energy drinks, from such sponsors as Intel, one of their first.

“I always say, I’m a sociologist, not a futurologist,” says T.L. Taylor, an associate professor of comparative media studies at the Massachusetts Institute of Technology and expert on esports. “One thing we can see really clearly right now is the exponential growth of the audience, and the growth of this as a spectator sport.”

For Garfield, the MLG logo could video gaming possibly have the potential of traditional pro sports?

“If anyone finds the idea of watching someone else play video games odd, or the concept that a keyboard and a mouse could be the tools of a pro sport, Garfield simply shrugs. “It varies culture by culture, right? In Eastern Europe, people pack stadiums to watch chess,” he says. “I’m not really concerned about whether this is a sport or a competitive activity, personally.”

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"If you look at some of the industries that have gone from underground to mainstream in recent years, you think of action sports, you think of the DJ culture, you think of poker," Garfield says. "Major media companies and major consumer brands have played a huge role. For the most part, it's very similar."

Garfield and Taylor, the MIT professor, note that the other development that has fueled the growth of eSports is streaming technology platforms that allow my players to create content and have very trackable analytics, like, 'This is my fan base and I can prove it,'" Garfield says. "There are tons of people, including me, who haven't played StarCraft in, like, two years, but still really enjoy watching it.'"

Garfield points to a practice session being streamed by Conan Liu, an Evil Geniuses player and pre-med student at UC Berkeley who goes by the alias "Suppy." Liu plans to take a year off from his studies to pursue gaming, and the screen shows 500 people watching him.

"My job would be much more difficult today if there weren't technology platforms that allow my players to create content and have very trackable analytics, like, 'This is my fan base and I can prove it,'" Garfield says. "Players also prove their marketability on such sites as Facebook and Twitter. Stephen Ellis, a 22-year-old Scottish League of Legends player for Evil Geniuses who is also known as "Snoopeh," has more than 147,000 "Likes" on Facebook and more than 119,000 followers on Twitter. On a recent U.S. trip, though this is a really interesting experience, as recently as two years ago, I was very frustrated."

"Don't get me wrong, getting a cut of the prize money for winning a tournament for $1.4 million is nice. But I think eventually I will be involved in this less, just because for me, even though this is a really interesting experience, as recently as two years ago, I was very frustrated." Instead of working to promote causes he cared about or making music, he was becoming well known in a world he never meant to join. Then he had an epiphany.

"It was only at a certain point that I realized the skill set that I was developing by basically running a startup with no money in an industry that has no boundaries, no foundation and no rulebook. Then I was like, OK, this makes sense now, because I have all these skills I can use in my music career, that I could use for private projects in social justice later in life."

— Alexander Garfield '07

"Haven’t played games for a very long time, actually," Garfield says. "There are tons of people, including me, who haven’t played StarCraft in, like, two years, but still really enjoy watching it." Garfield points to a practice session being streamed by Conan Liu, an Evil Geniuses player and pre-med student at UC Berkeley who goes by the alias "Suppy." Liu plans to take a year off from his studies to pursue gaming, and the screen shows 500 people watching him.

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“In the meantime, he wrestles with how to portray himself. Gamer dude? Tech entrepreneur? Musician? Agreeing activist?"

“I’ve just come to lying to people about what I do on air,” he says. “I say, ‘Well, I do x, y, z.’ So the next question is, ‘Oh, you make the games?’ I say no. ‘So, OK, you test the games!’ I just end up saying ‘yeah.’ But actually it’s really simple. It’s a sports team.”

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Finding their Way

“The habit we keep having to break from ourselves is assuming that there are rules or guidelines or some path to follow. In school, there’s a path that’s laid out for you from matriculation to graduation. Starting a company isn’t nearly as straightforward,” says Brennen Byrne ’12, CEO of Clef.

Now based in the Bay Area, Byrne began working with Mark Hudnall ’13 and Jesse Pollak ’15 while they were at Pomona. They started off focused on how websites share information with each other, and ways to improve that process. Within weeks, though, they focused in on the issue of identifiers and concluded “passwords were the problem.” That led to Clef, a mobile app that replaces online usernames and passwords. The app identifies users by their phones, so they never need to remember or type anything when they log into a site.

One area where the startup has tried many avenues in the past is in recruitment. They fast followed typical routes, trying to get the market, consumers and press to pay attention through social media. But the Clef crew got real traction when they tried something different. This July, they recruited 15 other similar identifier companies, a handful of consumer rights groups and a few celebrities to launch a “Petition Against Passwords.” Their move on the petition landed them attention from The Economist, the BBC, Los Angeles Times and others. “We were suddenly a dominant voice in a conversation that we hadn’t had access to before, and we started getting emails from our dream customers asking for more information about Clef and how they could start using it. By stepping outside of the expected checklist, we were able to have a much bigger impact,” says Byrne.

Next step: Byrne and Co. are looking to apply their work in the realm of commerce to the area of commerce itself, which holds more potential, Byrne says, but also more lucrative opportunities. “Every day there are a million different opportunities for us to be pursuing or for us to be going in, and we have to compartmentalize that in a completely different way. College throws hard problems at you, but in a startup your biggest problems to solve,” says Byrne, an English and computer science major.

Partners on the Roller-Coaster Ride

Geoffrey Lewis ’08 launched Building Hero last year with Ben Partners on the Roller-Coaster Ride

Partners on the Roller-Coaster Ride

Geoffrey Lewis ’08 launched Building Hero last year with Ben Lewis, CEO of Building Hero. The opportunity arose when Browne family friends, entrepreneurs under 25 by the Massachusetts, was recently honored among 25 top entrepreneurs under 25 by the Forbes magazine.

Communication and Differences

Zach Brown ’07 grew up in the Southeast Alaska town of Gustavus (pop. 350), too small to even have a McDonald’s or a movie theater, and so remote you can only get there by plane or boat. Perhaps it was the very small town feel that made Brown value kinship and trustworthiness in others. It also made him want to build something in his home territory.

Brown and three fellow graduate students from Stanford University are founding the Iinan Islands Institute, devoted to research and experiential education on a breathtaking five-acre parcel, set on a pristine island and known locally as the Hobbit Hole. The opportunity arose when Brown family friends,
who have owned the isolated spot for decades, decided to put it up for sale.

As Brown and his partners envision it, the school will bring students from various universities to Alaska for field courses focused on ecology. Participating students will have the opportunity to catch their own salmon, drink rainwater and harvest their own food in a breathtaking setting of glaciers, fields and temperate rain forest. The institute is nonprofit, but many of the challenges, trials and triumphs of a new business startup may apply to their organization as well.

To figure out their roles, Brown says his team fell into categories of expertise pretty naturally. “We had one person most interested in marine issues (myself), one most interested in terrestrial issues, one for management/governance and one for conservation. These pretty well covered the themes we want to address in our school.”

Still, making the institute a reality will be a huge undertaking for the foursome. “At first, we were just kicking around ideas over evening beers, and there was nothing at stake. Nothing to lose. It was a lot of fun. But as the vision has grown, we all realize the sheer scale of what we’ve embarked on, and as we begin to internalize what it could mean for our careers, some tensions have flared at times.”

I think that’s natural, and we’ve always gotten past them. It’s really important to have regular check-ins, face to face, and to be aware of the scale of what we’ve embarked on, and as we begin to internalize what it could mean for our careers, some tensions have flared at times.”

Knowing When to Say When

Inevitably, many entrepreneurial ventures won’t make it in the first try. Lewis and Vladeck, decade-long friends who had even trained for a triathlon together, had to have a difficult talk about Building Hero this September. (Cooper had already moved on.)

“Energy-efficiency nerds,” as Lewis puts it, loved their LED lighting model and its similarity to the move consumers buy solar power. Potential customers weren’t as thrilled, though, as the pair struggled to build trust and convince strangers to buy into their innovative, energy-saving plan. “What’s hard for us is we got some positive feedback, but not enough to invest the next five years of our lives,” says Lewis.

So it was time for the talk. “It was pretty much just a joint decision,” says Lewis. “We spent a long time debating it with each other, having conversations about how we felt. Even though they decided to end that business, neither Lewis nor Vladeck expects this will be their last startup. They want to learn from their mistakes and press ahead. “This wasn’t our last chance to change the world,” says Lewis. “This was just our first chance.”

—Mark Kendall contributed to this story.

BEANS, BRAINS, BROS!

Noah Belanich ’11 and his two older brothers are a behind-the-beans force fueling New York City’s tech scene. The coffee, the caffeine, the morning kick for a slew of startups—it comes from the liberal arts-trained trio, and who knows how many “aha” moments they’ve helped ignite.

Their own iteration as entrepreneurs came during the summer after Noah’s junior year at Pomona, when the brothers started Joyride Coffee from a food truck. Buzzy built over social media as they served up beloved brews from high-end roasters such as Stumptown. Add to that lots of good press, and business boomed. So much that while Noah went back to finish his senior year at Pomona, the older brothers expanded into a new niche, providing their fancy-brew coffee service to (mostly) tech firms such as Twitter’s Gotham office.

Noah returned to the firm as a co-founder after graduation—his brothers only had a few coffee-service customers at that point—and two years later, Joyride Coffee has carved out a profitable new market providing top-notch roasts in the workplace. The relatively inexpensive perk of fancy coffee yields big appreciation from workers—that’s Noah’s pitch. And it’s working. Joyride was turning a profit by the end of their first year and, now, with 175 clients (coming from well beyond their original tech niche), the Belanich bros are the ones who need the caffeine.

“For a while there, we were so busy that we didn’t have time to hire people,” says Noah.

All three brothers have elite degrees. Adam delved into fine arts at Dartmouth, while Dave majored in political science for a B.A. at Middlebury and master’s at Yale. At Pomona, Noah earned the interdisciplinary philosophy, politics and economics (PPE) degree. Noah says a liberal arts education is good preparation for entrepreneurship because the broad-based curriculum helps prepare you for the wide range of challenges you’ll deal with running a business: “It’s just the ability to think about problems from various approaches.”

Now that he’s finally hiring, Noah, to no surprise, looks favorably upon his fellow liberal arts grads, and he recently brought on board two Sagehens: Anders Crabo ’12, a chemistry major, and Gracie Reucke ’12, an English major. Says Noah: “It’s more about the way you think than what you know coming into the job.”

As an entrepreneur, Noah has tapped into his liberal arts ingenuity countless times. Case in point: recently big brother Dave took notice of a cafe that was dispensing ice coffee from a keg-like device. He came to Noah: “Do you think you could design something like that that we could put in offices?”

Noah loved the idea, and through extensive experimentation, trial and error, he came up with an adapted refrigerated beer keg that could dispense cold coffee on tap. The ice coffee keg was a big hit in the Big Apple this summer. “Everybody loves talking about how they have a Cold Brew Kegator in the office,” says Noah. “It almost makes people feel naughty, like they’re drinking beer.”

Next comes a bigger challenge: Expansion to the West Coast. The brothers plan to bring Joyride to San Francisco next summer, knowing the city by the bay is full of tech companies with a taste for good coffee. It’s a move they have mulled for some time. “We want to build it slowly,” he says of the business. “And we want to build it smart.”

—Mark Kendall

Joyride Coffee

Noah Belanich ’11 with his two brothers, Dave and Adam, of Joyride Coffee

In the Islander Islands Institute

Noah Belanich ’11, the younger of the Belanich brothers, with Geoffrey Lewis ’08 and Bar Cooper ’07 of Building Hero

Building Hero

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Noah Belanich ’11 and his two older brothers are a behind-the-beans force fueling New York City’s tech scene. The coffee, the caffeine, the morning kick for a slew of startups—it comes from the liberal arts-trained trio, and who knows how many “aha” moments they’ve helped ignite.

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—Mark Kendall
everine von Tscharner Fleming ’04 is in the middle of another one of her jam-packed days, and this time it’s literal: stooped over the kitchen sink in Essex, N.Y., she grins and holds out two big buckets of rose hips that she’s about to clean, cube and slow-cook into a marmalade-like jam.

“I love the little prickles,” she gushes, as she cradles the harsh fuzz of the fruit with her fingertips. She recalls how as a kid she spent summers at her grandmother’s farm in Switzerland, where she climbed trees, milked cows and first fell in love with farm life.

Now planted in the rural northern reaches of New York State, she still seems to be in the honeymoon phase when it comes to agriculture, although she has farmed for eight seasons now.

Fleming is drawn to farming’s “alluring mix of sensuality and politics,” which is partly why she’s so concerned about its future. In the last century, the proportion of farmers in the U.S. workforce shrunk from nearly half to less than 2 percent, and the rise of Big Agriculture has come at a cost. “Industrialization, specialization and concentration,” says Fleming, “has created a system which is brittle, highly energy-addicted and whose practices erode the future carrying capacity of the soil.”

Disconcerting trends like these have inspired Fleming and others to try to spark a revolution in a farming industry that’s fraying and graying. Through her leadership in groups such as Farm Hack, Agrarian Trust and the National Young Farmers’ Coalition, she has become in many ways the face of a movement of young people who are ready to get their hands dirty. The idea, simply put, is to create a national patchwork of upstart farmers who will grow food to be sold close to market and serve as stewards of the dwindling supply of irrigable farm land.

“We have to catalyze, crystallize and publicize to get folks involved,” Fleming says. “The odds are stacked against us, but at the same time, there’s progress,” says Fleming. “People are stepping up and showing up.”

It’s not just a smattering of urban gardeners and hippies who are concerned. U.S. Agriculture Secretary Tom Vilsack set a goal of creating 100,000 new farmers in the next few years. Congress launched the National Institute of Food and Agriculture to speed up the pace of scientific discovery in the field. And authors like Michael Pollan have advocated expanding training programs for U.S. farmers—“not as a matter of nostalgia for the agrarian past,” as he wrote in a 2008 New York Times op-ed, “but as a matter of national security.”
Hope may lie with Fleming’s fellow Millennials—though your typical farmer these days sees more AARP than Generation Y. According to the USDA’s 2007 agricultural census, since 1978 the average age has increased six years, from 50 to 57. Farmers who are 65 and older outnumber those 35 and younger by a factor of six to one.

The aging in the profession has meant that the number of young farmers will be on the rise when new figures are released next year. Fleming says that her experiences in activism, including stints working with the National Young Farmers Coalition, found that the biggest obstacles for aspiring farmers are a lack of access to land, capital and credit. One reason for this is corporate consolidation, spurred by 20th-century technology that has allowed farm operators to harvest much more than by having to “put on nice clothes and fly down to Washington, D.C.” She soon realized through Greenrooms—and the organization of the same name that it operated via social change by telling stories and connecting people, rather than by having to “put on nice clothes and fly down to the Capitol all the time.”

FAR FROM D.C., as we speed through the winding country roads of rural New York on the way to Crow fist, Fleming points out several abandoned properties along the route, including a dramatically dilapidated barn, “This is what happens when people give up on farming.”

She got her first reality check of this sort right after Berkeley, when she would cruise around Hudson Valley searching for affordable land and see unused friendly legislation in Washington, D.C. She soon realized that capturing the retail price is a critical element in a David-and-Goliath marketplace. The first few years can be so challenging. Many of us feel so alone and overwhelmed that we simply aren't inspired to jump into this business for good reason.”

She has an infectious enth usiasm and an uncompromising vision whose single-mindedness is often admired by her associates and expected to keep up,” says Dorn Cox, board president of Farm Hack. “As long as I’ve known her, she’s always juggled many things at once, but it looks easy to me.”

The first generation essentially opted out of the industry as a result of the stress of expensive land and mountains of debt,” Fleming says, “Those kids [growing up then] looked at their parents’ lives and thought, ‘This is what I don’t want to do.’”

For Fleming, a major reason for young farmers’ interest in activism is corporate consolidation, spurred by 20th-century technology that has allowed farm operators to harvest much more than by having to “put on nice clothes and fly down to Washington, D.C.” She soon realized through Greenrooms—and the organization of the same name that it operated via social change by telling stories and connecting people, rather than by having to “put on nice clothes and fly down to the Capitol all the time.”

“MY MIX OF FARMING AND ACTIVISM HAS BEEN AN EVER-SHIFTING VINAIGRETTE, AND RIGHT NOW I THINK THE BEST USE OF MY TIME IS BEING AN ADVOCATE FOR THE LARGER CAUSE.” —Severine Fleming ‘04
N DECEMBER 2, a group of large, athletic men will walk onto the court of the Alamodome in San Antonio. Five of them will wear the red-and-blue uniform of the Hawks, a mostly-middling NBA franchise from Atlanta. The other five will wear the black-and-silver of the San Antonio Spurs, perhaps the most successful franchise in modern pro sports. In most respects, it will be just another early-season, mid-week game on the NBA schedule. But for the two not-so-large, suit-wearing men standing in front of each team’s bench, it will be a historic, and no doubt emotional, moment. After 19 years on the same sideline, Mike Budenholzer and Gregg Popovich will coach against each other for the first time.

Six hundred-odd miles to the northeast, Jason Levien will be watching. Levien is the general manager of the Memphis Grizzlies—an NBA team which, he prefers you don’t remind him, was swept by the Spurs in the Western Conference Finals during last season’s playoffs. The Grizzlies won’t be playing on that Monday, so Levien might be at home or, perhaps, on the treadmill, where he often ends up on game nights, too nervous to sit and watch. He logged eight miles in the second half of a single Grizzlies playoff game last spring. Since this is an alumni magazine, you’ve probably guessed what connects these three men, but that doesn’t make it any less remarkable. The chances that two NBA head coaches and one NBA GM—the ultimate decision-maker for a franchise and one of the hardest jobs to attain in sports—would all come from one Division III, liberal arts college are infinitesimal. But there they are: Popovich, the Pomona-Pitzer head coach for eight years, ending in 1988; Budenholzer, a Pomona-Pitzer shooting guard, class of ‘92; and Levien, Pomona-Pitzer reserve guard, class of ’93.

Just as expected, the Sagehens have overtaken the NBA.

FIRST, SOME BACKGROUND. As it turns out, I have an unusual perspective on all this. In the fall of 1992, I transferred into Pomona as a sophomore, hoping to play on the basketball team while preparing for a career in journalism. Mike was one of the first players I met. He made quite an impression. One memory stands out: an informal pickup hoops game at Rains Center, early that fall. Most of the team was there.
As one of a handful of point guards hoping to make the varsity squad, I was matched up against Mike, a senior and starter on the team.

Mike’s team scored first. I took the inbound pass and turned to dribble up court. That’s when I saw Mike, 70 odd feet from the opposing basket, avoiding directly in front of him, hands on a defensive posture, eyes wide, face a corded stare, standing directly in the way of the basket, standing directly in front of me, his eyes wide, his face a con 

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him as close to a “soulmate.” He got equally gooey talking about Gin Islands with Duncan when the two first met. He referred to TW ENTY YEARS’ TIM E describing his star player. He told me about swimming in the Vir- gin Islands with Duncan when the two first met. He referred to him as close to a “soulmate.” He got equally gooey talking about Budenholzer, who he referred to as his “co-head coach.” Mike! For many years, people around the league assumed he would succeed Pop when he finally retired in San Antonio. Every offseason, Budenholzer received inquiries from teams in need of a head coach. Every season he said no. Then, finally, after 19 years with Popovich, he accepted the head coaching job with the Atlanta Hawks this past May. His new boss was an old Spurs player, and front office figure, Danny Ferry. The timing, only days before the Spurs played the Heat in the NBA Finals, was rough. San Antonio went on to lose the series 4–3, in heartbreaking fashion. Mike had to go straight to work at his new job. This year, Budenholzer enters the NBA season with a rebuilt roster and muted expectations. In Memphis, Levien presides over a team with a new coach and loftier goals. After advancing to the Western Conference Finals last season, and buoyed by a stellar defense, Memphis is well-positioned to make a run at a finals appearance. And the Spurs, as always, remain title con- tenders.

Year by year, against the odds, the Pomona influence grows.

TW ENTY YEARS’ TIME can color one’s memories, but certain truths remain.

Recently, under the auspices of reporting this article, I con- versed with my old teammates Cover and Romney for beers at a rooftop bar in San Francisco. Cover was close to Budenholzer, and remains so. He talked about Mike’s competitive fire, about all the pickup games the two played together up and down the California coast, about that one beautiful scoop layup Mike hit against Redlands his senior year. For two weeks one summer, Mike slept on the Cover family couch. Afterward, Budenholzer sent Mrs. Cover a thank-you note. “What kind of college kid does that?” Cover asks, incredu- lously. Cover had his own brief pro basketball odyssey. After Pomona, he played for two years in Australia, the lone American import on a team. He now lives in Petaluma, with his wife and three daughters, managing a real estate business. He says he doesn’t play hoops anymore; it brings out the competitive beast inside.

Other teammates tell similar stories: Christiansen, who now works in finance, operations and human resources at Nike, gave up recreational basketball at age 38, but found his Pomona hoops experience has helped as “a badge of honor” and to “open doors,” and that it is also invaluable in corporate team-building. Romney, who is now at One Medical Group in San Francisco, played for the corporate team at Oracle, where he worked for a while, but hadn’t faced them up in a year. And Kelly, the lefty point guard, is a film/television agent in Los Angeles who’s re- tired from hoops, though not by choice. He tore both his Achilles.

Basketball careers done, they have all moved on. Life beckons, almost like an officials guard at the scrimmage line; a position he played in his own high school days. He stands feet apart, leaning forward, his shoulders directly on top of the unchangeable ma- terial. As the wheel spins, he applies pressure and guiding memory, a glimpse of a form er self. The perspective changes. Now, when it comes to hoops, they live vicariously through Levien, Pop and Budenholzer.

The successes of those three become, in some way, communal successes. And so the game lives on.
The son of Mexican-American field workers, Perez, 60, is an unlikely hero of arts education. Studies show that students from the socio-economic status of their youth are the least likely to be exposed to arts classes. As a child, his art instruction was grass roots. Perez’s father did sketches which he admired. And his cousin Ernie had a flair for painting. Cool flames on the sides of orange crates converted into go-karts. Perez didn’t discover his love of ceramics until he came to Pomona as the first in his family to go to college. But his talent was evident from the start.

“Sal was by far the best student that I ever had, in terms of being a pure potter,” says Professor Emeritus Norm Hines ’61, his former arts teacher and mentor at Pomona. “Nobody came near him in terms of his ability as a ceramicist. To watch him on the wheel is like watching magic. But it’s not magic, it’s skill, acquired as a result of hard work and observation. And that’s what he transmits to his students. They don’t come out of his class with their hands in their pockets. They come out thinking it’s magic. They come out thinking that they can do it, if they work hard and if they apply themselves. And I think that’s an absolutely important thing to learn, especially for the kids he’s working with.”

At Monrovia High, more than half the students are Latino, one of the groups hurt the most by cuts to arts classes. A 2011 report published by the National Endowment for the Arts showed that participation in childhood arts education has been on the decline since the early 1980s. Latinos have the lowest levels of arts participation compared to 99 percent for their white peers, according to NEA’s 2008 Survey of Public Participation in the Arts.

“When a school takes away art, it’s really doing an injustice to the students because they’re not getting a complete education,” says Perez, who built his program by hook and by crook through grants, donations and plenty of his own resources. “It’s actually hurting the students, but somehow that’s what they believe they should take away.”

When it comes to providing long-term educational benefits, the arts do not discriminate. Longitudinal surveys have found an overall correlation between arts instruction and academic success. Low-income students with high arts participation have much lower drop-out rates and are twice as likely to graduate from college, compared to those with less arts involvement, according to another NEA report, “The Arts and Achievement in At-Risk Youth,” published last year.

Among the benefits, researchers note that “the arts reach students who might otherwise slip through the cracks.” That could well apply to 17-year-old senior Jonathan Bailey, who joined Monrovia High’s ceramics class last year. He was having family problems, with three separate moves to different homes. The imposing teenager was cutting class and getting into fights, his teacher recalls.

“Whenever I’m angry I seem to throw better because I take it out on the clay,” says Jonathan, who now wants to get his own wheel for his backyard. “I love hands-on work where I can build something and be proud. Ah, it’s the greatest feeling on the planet!”

Perez says he can relate to students because he’s been there himself. “It’s tough too. Like trying to fit in at Pomona among more privileged white kids back in the early ’70s. Of the 35 Latinos accepted as his freshmen class, he recalls, only 15 graduated. For Perez, the oldest of three brothers, the social pressure was heightened by being the family role model. He couldn’t fail because he had to set an example for those who would come after.

“Hey, if Sal can do it, we can do it.”

“As a student at Pomona I was very isolated, because here I was living with people who were better economically off than I was, who had gone to private schools,” he recalls. “But I overcame that isolation through my work in ceramics. I would spend two or three days at a time in the studio, which was opened 24 hours a day. I found a niche where I was comfortable. And as I got better in making the ceramic work, I found people started respecting that.”

Salvador Rodriguez Perez, as he is named on his college diploma, was raised in one of the concrete homes built for Mexican workers by the San Dimas Packing House, a citrus farm company. There was nothing hiding the hostility of the time, as recounted in The Line of the Land: Migrant Workers and the Californian Landscape, some believed the housing was too good for Mexicans. The farm’s manager argued it helped stabilize a work force that arrived here “in a certain state of savagery or barbarism.”

The goal of good housing was to encourage strong families, with the benefit of adding women and children to the labor pool. So it is not by chance that his mother, Clara, and father, Antonio, met at the packing house where they both worked.

As kids, Sal and his two younger brothers were always with their parents in the fields, which is where he learned the ethic of hard work. “I ate more oranges than I picked,” he jokes, “but we were never without any food. And I saw the sacrifices they made.”

Though his parents only had elementary schooling, they both stressed the importance of education. But being studious didn’t win him many friends in La Colonia, the barrio south of the tracks in San Dimas. “I was like the Latino nerd,” says Perez. “Everybody else was going to parties except me. My brothers would get invited, but they’d say, ‘Don’t invite Sal because he’s not one of us.’”

After graduating from Bonita High School, where he was co-captain of his football team, Perez attended Pomona, partly on scholarships, and ceramics quickly became his passion. His hour in the studio paid off, and before he turned 20, his ceramic work was already being featured in national exhibitions. He went on to get his MFA in 1977 from what was then The Claremont Graduate School. His goal was to teach at the college level, but when he failed to land a permanent appointment, he worked multiple jobs and saved money to open his own studio.

By the late ’70s, when rapid development devoured the old workers’ housing in La Colonia, Perez used his savings to buy his parents a new home in San Dimas, this time on the north side of the tracks. Tragically, his mother passed away just four months later and his father was left alone. So Perez, then 26, moved in with his father, and they lived together for the next three decades. When Perez got married, his wife Leticia also moved in, and they soon added a son, Seth, and daughter, Alaina, to the extended family.

Perez was drafted into teaching, recruited in 1986 by middle school principal Linda Harding in Monrovia to teach ESL and bilingual classes. She offered an art class to swelter the deal, and Perez accepted because he needed the money. His first year in the classroom was trial by fire, but four years later he was hired at the high school. As his domestic responsibilities expanded, his dream of opening a studio faded. But he never stopped working, setting up a ceramics shop behind his house in a chicken coop with dirt floors, carving out pots for sale at festivals. Though it had been years since his student days, he still did his life work at Pomona, where Professor Hines kept the doors open for his former student, now his friend.

It’s a kindness Perez today passes on to his own graduates, who regularly return to Monrovia High, where he moved into a roomy new studio two years ago. That open-door policy is only one of the classroom practices he inherited from his former professor. Hines, for example, always kept a full supply of what he called “the people’s clay,” for anyone who wanted to use it. Perez emulates the communal approach, assuring his students they don’t have to pay for materials if they can’t afford it. “You can’t be selfish if you’re a teacher,” he says. “You make personal sacrifices and your own work has to take a back seat. What I find satisfying is when my students get recognition for what they’re doing here. There’s a different type of assistance that you get from that. In a sense, you live on through their work.”
As a boy growing up in Baltimore, Aaron Becker ’96 knew a trick: when he drew pictures, he became all-powerful. “Drawing was a way of making sense of what life was about,” Becker says, “On a piece of paper I could make all the rules that I wanted to.”

This year, with the release of his debut children’s book, Journey, Becker has created a world that invites its audience to follow the spirit of that child of years ago.

Journey features a girl who uses a magical pen to slip from her distracted family to a rich world of her own timbre. With not a single word of text, Journey unfolds over 40 pages of captivating illustrations, detailed but not busy. The book has won widespread positive notice. Amazon included it among its “Best Books” for young readers in summer 2013 while the New York Times called it a “masterwork.” School Library Journal placed the book on its list of contenders for the Caldecott Medal, the most notable award for picture books.

Comparisons to the 1955 classic Harold and the Purple Crayon have been numerous. People Magazine, for example, called Becker’s work “a descendant” of the earlier book. But Becker says that it was not until he completed Journey that he sat down with a copy of its predecessor—and was startled by the similarities. After mentioning a few of the plot parallels, he jokes, “Obviously I read the book when I was 3 and it entered my subconscious.”

Becker feels he owes a greater debt to someone like Bill Watterson, creator of the popular comic Calvin and Hobbes, both for the quality of Watterson’s art and for his ability to authentically evoke childhood.

Becker eyed the possibility of writing a children’s book for years, but his path toward the goal was indirect. “I never had an art class,” he says of his K-12 education. He did briefly try one out in sixth grade, but found the approach was rote. Having drifted away in his teens from his artistic interests, Becker arrived at Pomona with a plan to study the Japanese language and Pacific Rim politics. When that desire dimmed, he considered designing his own major before settling on media studies, a newly offered concentration. His coursework led him to renew his interest in the visual arts.

After Pomona, Becker settled in the San Francisco Bay Area with a job in web design. Still, he felt unready to sink into a desk job for the long haul. He left his position to travel and work with kids as a camp counselor. Next he decided on a further leap of faith: he would invest in classes at the Art Center College of Design in Pasadena, Calif., a move that paid off when it led to a job as a concept designer in the film industry. His work on such films as The Polar Express and Cars offered him artistic challenges and the opportunity to design for a children’s audience.

The moniker “kid at heart” is an apt one for Becker, who
describes himself as a happy-go-lucky child who became a young man determined not to take life too seriously. Friend Aaron Rhodes PT ’97 says, “Aaron’s always had a playful side, and a very creative, active imagination. He’s never lost the ability to connect with his inner child.”

Becker has never been one to let life grow too routine. He and wife Dori Palmquist ’96 moved from California to the town of Amherst, Mass., in their mid-30s with plans to buy a house and start a family while telecommuting to their jobs back on the West Coast. When his company folded, Becker found himself the father of an infant daughter, living where he wanted to live in—the town of Amherst, Mass., and a very creative, active imagination. He’s never lost the ability to connect with his inner child.”

Becker is “elated” at the warm welcome his work has received. “It’s been a journey in itself, one that began with a boy and pages of drawings, and a drive to map his journey. “I think that’s the fun for learning how to draw better,” he says. “I don’t want to learn how to draw a house, I want to draw the house I want to live in.”

“The World Can Be Scary, and It Can Be Adventurous, But It’s Something to Explore and Something to Find Some Wonder Inside Of.”

—Aaron Becker ’96

Nathanael Johnson ’01, an award-winning journalist who has written for Harper’s and produced stories for NPR, says he spent his whole life preparing for his latest book. *All Natural*. Raised in an “all-natural” family, Johnson is drawn to the controversies over natural birth, diet, the environment and alternative medicine. He examines both the polarization and divisions involved in determining whether the natural approach to living really is best for humankind.

What inspired the book?

“I grew up in a family that really believed in the power of many of humanity’s attempts to protect itself from nature were misguided. For instance, my dad insisted that I go diaper free as a baby because he thought that the natural perfection of my developing pelvis would be deformed if I constantly had a big bag of absorbent material between my legs for two to three years. Part of me starts to scoff, but then I’ll think, ‘That actually is a plausible hypothesis.’ It’s hard to assess because stories in the popular press written about the all-natural constellation of concerns are usually utterly dismissive or utterly critical.”

What was the most challenging aspect of writing it?

“I had no idea how to organize it at first, and if I’d been lazy it would have just been a series of essays without any narrative through-line, and without any larger argument. So I resolved to build the book around the development of my thinking—to tell stories from my all-natural childhood, then bring the reader along as I fact-checked the family ideology. I spent days cutting chapters apart with scissors and moving the sections around. The process is like working on a big puzzle, but all the pieces are invisible—you have to hold them physically in your hand and are stymied in others.”

Were there any startling realizations during your research?

“Lots! I was surprised to learn that childbirth is getting more dangerous in this country, and that more U.S. citizens are killed by unnecessary medical care than the number of who die because they can’t get access to care. I was shocked and buoyed by the way the demands of modern America have reshaped the bodies (and the mating habits) of optimization. You can either blind at least one blind spot in the orthodoxy about vaccination, because so many intelligent, admirable people are worried by shots, so I was amazed when every fear and theory about the dangers of inoculation led to scientific dead ends.”

Catherine Bride

This historical fantasy by Vera Nazarian ’88 tells the story of a village girl who is swept up in the mayhem that follows when Death makes an appearance to humanity and comes to claim her Bride.

Leda, 2013 / 342 pages / $24.95

A Questionable Shape

A young men scours the streets of Boston looking for answers in the aftermath of a zombie apocalypse, racing to find his missing father before hurricane season strikes in this novel by Brenna Lowe ’98.

Two Dollar Radio, 2013 / 218 pages / $16.50

Dominion Underserved

Milton and the Perils of Creation

Eric B. Song ’00 ana-

lyzes the works of English poet John Milton, arguing that Milton’s view of creation as perpetually divided between order and chaos inspired his critical commentary on the political and theological visions of his age.

Cornell University Press, 2013 / 232 pages / $49.95

Preventive Cardiology: Companion to Braunwald’s Heart Disease

Nathan Wong ’08

is co-editor on this text that covers the developments in genetics and personalized medicine. *Braunwald’s Heart Disease*, 12th edition, 2011 / 1302 pages / $26.95
In today’s small group discussion for the class, Religions, Ethics and Social Practice, six college students and three residents of Pilgrim Place discuss social entrepreneurship, which combines ideas and practices from both the business and nonprofit worlds to solve problems such as poverty and inequality. The group focuses on whether social entrepreneurs, who seek to create social value rather than wealth, are compromising their values by working within the capitalist system.

Miranda: I’m really interested in exploring the debate about whether social entrepreneurs are a Band-Aid, because you’re working within a corrupted system, or are they about trying to change that system and using the tools effectively to do so.

Eleanor: I just heard a woman over at Pilgrim Place earlier this morning, who spoke about being in China. She said she asked one of the men there, who teaches Marxism at that university, ‘Do you think Marxism has a future?’ And he said back to her: ‘Do you think capitalism has a future?’ I think if there is a possibility of enlisting community organizing. I think you come to bring things together that seem to be diametrically opposed—like business and community organizing. I think you come to a healthy understanding of what is the best thing to do for the most common good at the time.

Christian: I don’t see it as a Band-Aid at all. I see business and profit-seeking and these sorts of drivers as extraordinarily powerful tools. Some advancements, such as electricity and drugs like penicillin, have come about because of capitalism, because we incentivize them. If you have the motivation from the get-go to do something for the social good, a social entrepreneurship can be a truly amazing tool that can be used in really cool ways. That’s the way I see it, but I come from a family that is very pro-business, very different from a lot of people in this room.

Irish: In Bangladesh, Muhammad Yunus tried a Band-Aid. He found that $27 for 42 women could relieve 42 women from the debt of 18 women in Juba of their indebtedness. But he was idealism about trying to overcome poverty. He saw in this village that alerted him to the fact that he needed to go beyond a Band-Aid. He called his students and took them to talk to people in the community to see what they needed. That’s when he got the idea that maybe he could leverage the banks. When he discovered he couldn’t, he created his own bank.

Karen: I’m learning a lot from hearing the stories from the elders and the things that we’ve all experienced about having a voice for some sort of project and then having the initiative to do it. I feel I don’t have a full grasp of all of that yet, but I’m definitely learning. I really like the idea that social entrepreneurship is contagious. You start something and then the people you work with are empowered to do their own thing. I feel like I’m catching the bug here.

Mia: Why do you struggle?

Becca: I think it’s the idea that we’ve been very much trying to cultivate the garden as this safe green space and connect food justice and environmental justice with greater societal injustices and connect that with students’ everyday lives, so we’re bringing them to the garden as a tool for money—although it would create a self-sustained project, it feels hypocritical to me.

Miranda: I don’t think that is hypothetical because when you’re incorporating finance into a closed loop, self-sufficient system, you’re ultimately benefiting the project for the future.

Irish: You’re changing the definition of investment, that the capital gets invested in a social purpose. What you’re exhibiting are the skills that are entrepreneurial, and I don’t think some of these skills need to be understood simply in terms of a profit. This gets closer to this issue that you brought up in your reflections, a new kind of citizenship (laughter)—the notion of responsibility to a larger social group.

The Class: Religion, Ethics and Social Practice is a learning partnership of faculty and students from The Claremont Colleges and residents of Pilgrim Place, a local retirement community where many have devoted a lifetime to service. It takes up questions such as: What are the religious, ethical and/or simply humane elements that motivate and sustain our social practice? How does our own personal development facilitate or inhibit our capacity to deal effectively with injustice? The course culminates in student proposals for three to nine-month social change projects.

Becca: This is about the Coronaon Garden project I work on with the Draper Corporation. We organized gardens and do a curriculum on food justice and environmental justice at Coronaon, an alternative high school in West Covina. The teacher has expressed an interest in selling plants, which could be a way to make the whole project self-sustaining. It would allow us to get merged into a small business class. I’m struggling with envisioning this transition.

Karen: I’m catching the bug here.

Mia: Why do you struggle?

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It all starts with lunch
Johnny Huynh ’14 had two goals—to leave his home-town of Claremont and to attend a large research university. That all changed after a weekend visit to Pomona, where he says he “fell in love with the College.” A first-generation college student and son of Vietnamese immigrants, Huynh says he was “demanded a challenging curriculum” as an economics and mathematics double major with weekly outings to Farm, where he could practice the farming skills he learned from his mom.

It all starts with lunch
“Before I came here, I thought that having lunch with professors was just a marketing ploy—I figured they had their research and classes and wouldn’t have time to talk to students. I was really surprised. I’ve had lots of dinners with professors. I think it complements your learning, and because you know them, you’re not afraid to ask questions.”

Changing the Equation
When he started thinking about college, Johnny Huynh ’14 had two goals—to leave his hometown of Claremont and to attend a large research university. That all changed after a weekend visit to Pomona, where he says he “fell in love with the College.” A first-generation college student and son of Vietnamese immigrants, Huynh says he was “demanded a challenging curriculum” as an economics and mathematics double major with weekly outings to Farm, where he could practice the farming skills he learned from his mom.

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When he started thinking about college, Johnny Huynh ’14 had two goals—to leave his hometown of Claremont and to attend a large research university. That all changed after a weekend visit to Pomona, where he says he “fell in love with the College.” A first-generation college student and son of Vietnamese immigrants, Huynh says he was “demanded a challenging curriculum” as an economics and mathematics double major with weekly outings to Farm, where he could practice the farming skills he learned from his mom.

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**SOCIOLOGIST NICKI LISA COLE ‘02 CONSIDERS THE ETHICS BEHIND BUYING COFFEE, OFFERS TIPS ON UNDERSTANDING THE VARIOUS LABELS AND—OUCH!—SUGGESTS YOU JUST MIGHT WANT TO CUT BACK ON CONSUMPTION.**

**COFFEE WITH CONSCIENCE**

**STORY BY BRENDA BOUNGER / PHOTO BY CARRIE ROSENDA**

Sociologist Nicki Lisa Cole ’02 carries around an accordion file studded with empty, flattened coffee bags she has collected from cafes across the U.S. over the last several years. Each item in her collection, begun when a package of coffee at Starbucks caught her eye, bears imagery or prose that hints at the ethical considerations behind the beans’ journey across the world and into your cup.

As the labels pile up, it’s a lot of information for Cole to parse. And so it is for everyday coffee-drinkers as well. With so many coffee-with-a-conscience practices operating—fair trade, direct trade, organic, shade-grown, bird-friendly—understanding the different approaches to ethically-sourced coffee, each with pros and cons, would seem to require pursuing dissertation-level research on the topic.

Cole did just that. She became so fascinated with the messages being sent to consumers about fair trade and direct trade and about the labor that goes into them, paying a truly fair and just price per pound, which is then used to help workers, farmers and their families through such projects as school improvements, student scholarship provisions or the establishment and maintenance of healthcare clinics. The direct trade model does not provide for this kind of community betterment, according to Cole.

On the other hand, Cole notes, the democratic structure of fair trade cooperatives, where leadership constantly rotates, makes it difficult for buyers to nurture long-term, trusting relationships with producers. Since direct-trade buyers work directly with producers instead of cooperatives, it’s possible to cultivate close, symbiotic relationships in which both parties benefit—buyers pay a higher price for the assurance of high-quality coffee, which in turn affords growers a higher level of economic stability.

Also worth considering is Fair Trade USA’s 2012 split from Fair Trade International for the explicit purpose of including large-scale plantations in the fair trade system. When the decision was made, Cole stood up quite a bit of a discussion by declaring “Fair Trade is dead” on her blog, referring to the ramifications of this decision. She still has plenty to say on the matter: “I fear that it’s very bad for small producers, squeezing them out of a market that was supposed to be a fair market.”

Fair Trade U.S.A. officials have defended the move as a way to benefit more farmers and workers, and to allow more consumers to buy Fair Trade products. Cole, though, says there is not nearly enough of a market to support current fair trade coffee production, so adding larger plantations will harm existing fair trade producers.

True to her small-is-good approach, Cole frequents the independent Last Drop Cafe, located in the Claremont Village just a block or two from campus. “I usually talk about coffee, and it’s been interesting learning about her opinions and insights,” says owner Mike Manning. “Her students have definitely learned a lot from her.”

One thing you might be surprised to learn about Cole, considering the depth of her knowledge and the hundreds of coffee shops she’s visited over the years. She is not a voracious coffee drinker. She is definitely a fan, but has reduced her consumption. Cole says choosing the higher-priced fair or direct trade coffee, but consuming less coffee overall, is one way to make a difference: “If we change our orientation to the value of goods and to respecting the labor that goes into them, paying a truly fair and just price for those goods, we would see different conditions.”

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**alumni voices**

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51 Pomona College Magazine Fall 2013
Alumni Board Welcomes New Members

Brenda Peirce Barnett ’92
Lives in: Carlsbad, Calif.
Education: Barnett majored in psychology at Pomona and has since taken classes in nutrition and wellness.
Career: Barnett is currently focused on raising her two girls. She spends her free time playing tennis and occasionally finds time to teach tennis to elementary aged children.
Alumni involvement: Barnett has been involved in the planning of her class reunion, as a fundraiser and event organizer. On the tennis team during her Pomona days, she has worked closely with athletics staff to organize events for Sagenien tennis alumni. She also has served as an Alumni Council representative.
Community involvement: Barnett serves as a volunteer in her local elementary school’s parent teacher organization. She recently stepped down from the executive board, and has served as an art docent coordinator, treasurer and president.

Paul Farmer ’92
Lives in: Salinas, Calif.
Education: Farmer majored in economics and spent a semester studying abroad in Ecuador. He served as an ASPC senator during his senior year and worked for the Harvey Mudd College Upward Bound program during all four years at Pomona. After graduation, Paul spent a year traveling in South America with Mel Ramos ’95.
Career: Farmer has lived and worked in Puerto Rico and Mexico City. He also has worked in Silicon Valley (for Intel and a dotcom), and founded a local computer training company in 2002 which is still in operation. Since 2012, he has been the CEO of the Salinas Valley Chamber of Commerce.

Peggy Schuler Olson ’61
Lives in: San Marino, Calif.
Education: Olson majored in psychology at Pomona. She was in the Mortar Board honor society, and was a four-year member of the Women’s Glee Club. She also served as director and moderator for the Associated College church choir. She is married to Marty Olson ’60.
Career: Olson has worked as a vocal soloist in Presbyterian and Christian Scientist churches.
Alumni involvement: Olson has served a term on the Alumni Council, and has been a committee and fundraising chair for several of her alumni class reunions.
Community involvement: Olson has volunteered as a member of the Padres Verdes Peninsula Committee for the L.A. Philharmonic Orchestra. Olson has served as a term as the president of Parents, Families and Friends of Lesbians and Gays, Los Angeles (PFLAG-LA) and her local PTA, where she was a longtime member and volunteer. She has also been involved in musical theatre, playing the lead in a number of musical productions in the South Bay area of Southern California.

Bruce Prestwich ’55
Lives in: Prestwich was born in Idaho and raised in Cardifbythe-Sea, Calif. He lived in the greater Los Angeles area, the Bay Area and Carlsbad, Calif., before recently moving to Mt. San Antonio Gardens in Pomona.
Education: B.A., economics, Pomona College. Prestwich sang in Men’s Glee Club for four years, serving as the club’s business manager. Along with playing on the football team, he also served as President of Ghosts. Prestwich was named to the Sagenien Athletic Hall of Fame in 1975. He met his wife, Carolyn Tranquada Prestwich ’54, at Pomona.
Career: Worked in sales and marketing management for IBM in aerospace and public sectors.
Alumni involvement: He served on the Alumni Council and as an alumni area representative, and has been involved in fundraising for the College over the years. He has also interviewed prospective students for admissions as an alumni representative.

Roger Reinke ’51
Education: A physical education major at Pomona, Reinke went on to earn an M.A. in education from Claremont Graduate University. At Pomona he served as vice president of the Associated Male Students and was a member of Ghosts, the service honor society, and Kappa Delta fraternity. He also played football and track for the Sagehens.
Career: Reinke has served as an officer in the U.S. Navy from 1953 to 1956. He spent 34 years in elementary education as a teacher and administrator in Anaheim, Calif.
Alumni involvement: In 1956, Reinke was selected for the Pomona Athletic Hall of Fame in football and track and was a member of the Athletic Hall of Fame selection committee for several years. He served as an alumni rep in fundraising efforts for the Robert Sheeha ’19 and Earl “Fuzz” Merrill ’23 Fund. His eldest son, Don, graduated from Pomona in 1980, and his grandson, Jim, is in the Class of 2014.
Community involvement: Reinke has volunteered on the Upper Newport Bay Ecological Reserve, where he taught new volunteers about the botany of the bay. His hobbies include nature photography.

Sasaki Portrait Unveiled at Yale
Clarence T. Sasaki ’62, the Charles W. Olin Professor of Surgery at the Yale University School of Medicine, was recently honored with a portrait painted by Robert Alexander Anderson and commissioned by past Yale residents Jane Clark and Jonathan Gertler of the Julie and Seymour Gross Foundation. The portrait, which incorporates seals for both Pomona and Yale, hangs in the John A. Kirkner Library at the Yale University School of Medicine. Pictured are: (from left) Peter Sasaki ’91, Carolyn Sasaki, Clarence Sasaki ’62, Gordon Sasaki 64, Lindsey Sasaki ’00, Joanne Sasaki.

travel-study
Walking Tour of Sicily
With Professor of History Ken Wolf and Environmental Studies/Geology Professor Rick HaBzelt
May 25–June 5, 2014
Sicily’s location in the center of the sea whose name means “in the middle of the world” makes it the perfect venue for a trip designed, in part, to appreciate the interpenetration of the Greek, Latin and Arab civilizations that dominated the Mediterranean basin in the ancient and medieval periods. Join Pomona Professors Rick Hazlett and Ken Wolf on a tour of this fascinating tour of the region, focusing on the area’s rich cultural and geologic histories.

Polar Bears and the Midnight Sun
With Associate Professor of Biology Nina Karnovskya
June 6–16, 2014
Travel under the midnight sun aboard comfortable, ice-strengthened ships as we travel through a land of deep fjords, snowcapped mountains, and massive ice sheets to encounter the kings of the Arctic—polar bears. Experience in this region along with a flexible and unhurried itinerary allows us to maximize sightings. Naturalist and professional photograph helpers will help us capture every encounter and Pomona’s Nina Karnovskya, associate professor of biology, will teach us about the wonder we will see.
### Crossword

**Groupings by Joel Fagliano '14**


### Crossword Answers on Page 54

### On May 19, with proud families

and friends watching, approximately 370 members of the Class of 2013 received their diplomas during the College’s 120th Commencement ceremony on Marston Quad. The keynote speaker was Walter Isaacson, author of the influential biography, *Steve Jobs,* and CEO of the Aspen Institute. Honorary degrees also were conferred upon philanthropist Ranney E. Draper ’66 and Sharon Camp ’66, CEO and president of the Guttmacher Institute.

In her commencement speech, senior class speaker Katherine Bent ’13 left new graduates with the insight that every superhero—even those at Pomona College—has bad days, but those struggles don’t undermine the hero’s ability to accomplish great things. “I’d like to invoke the most fundamental tenet of superheroing,” she said in closing, “the one that’s basically written on the back of our College Gates—with great power comes great responsibility. And you’re not Superman or Chemistry—Woman or Dismantling the Gender Binary Person, get out there, kick some butt, take some names. The world won’t know what hit it. But we will.”

(Another nice speech at [www.pomona.edu/kbspeech](http://www.pomona.edu/kbspeech))
Starting this June, Nikki Becich ’13 launched into a year-long journey to pursue her passion for conservation medicine. Over the summer, Becich cared for injured birds at the hospital of the National Aviary, before venturing out on a career-building trip to work and learn at wildlife centers throughout Latin America.

FINDING HER PASSION
Becich had several jobs and internships in zoo and avian medicine under her belt by the time she graduated. She knew she wanted more experience, and found a great match in the National Aviary, an indoor zoo home to more than 500 birds in Pittsburgh, Penn., and where she first volunteered in middle school.

At the Aviary, Becich worked with the center’s two veterinarians as a hospital intern. She helped them with surgeries, medications and daily caretaking, looking after birds brought in from the wild along with the zoo’s regular residents on exhibit.

Becich went into the internship with a focus on treating captive animals, particularly species that are endangered or extinct in the wild. Looking back, she says the experience inspired her to consider the bigger issue of environmental protection.

GETTING THE BIG PICTURE
Knowing she needed more hands-on training, Becich spent part of her senior year mapping out a trip to practice wildlife care at nature preserves in Central and South America. After graduation, she set off.

“I planned out the trip to apply for the Watson Fellowship, and when I didn’t get that, I decided to blow my savings and do it anyway, because it’s incredibly important for my future career to work and learn abroad,” she explains.

Becich started the first leg of her trek in September as a volunteer at an ecological center in the Amazon rainforest in Ecuador. She also is pitching in at Bioparque Amaru Zoo, developing preventative medicine protocols for a new veterinary clinic. In coming months she will intern at wildlife sanctuaries in Peru and Guatemala, helping to rehabilitate injured animals and promote local conservation projects. Becich says her connections from earlier programs were essential in helping her network and make contacts overseas.

She aims to learn firsthand how communities and organizations in the region are coping with threats like oil drilling, which, she says, can contribute to pollution and deforestation. “Meeting real people and seeing for myself what is happening has been extremely informative, but an emotional roller coaster,” Becich says, speaking from Ecuador. “What’s encouraging to see is how there is still protected forest here. We have time. We need serious action, though, and fast, if it’s going to survive.”

THE PATH FROM POMONA
A biology major, Becich mentions Professor Nina Karnovsky as an important mentor who “encouraged me to pursue my love for birds and go after work in conservation.” She also points to the influence of her semester abroad in a tropical ecology program in Costa Rica, which shifted her focus toward environmental protection.

At Pomona, Becich explored her interests in other parts of the community. She got involved in caring for chickens at the Organic Farm, even raising a few chicks in her dorm in Harwood one year until they were ready to join the flock.

Becich is already looking ahead to her vision of combining medical practice with international research in ecology, with plans to attend veterinary school in the U.S. “I really came into my life’s passion this summer. I am so excited to be here doing what I am doing, and I am so grateful to Pomona for helping to get me there.”

— Daniel Gould