

A Look AT CAL

THE UNIVERSITY
of CALIFORNIA





ROBERT M. BERDAHL CHANCELLOR

Dr. Robert M. Berdahl took office in July of 1997 as UC Berkeley's eighth Chancellor with a promise to renew the University's foundations of excellence. He has established a comprehensive master-plan that is guiding work on major seismic

and infrastructure upgrades to campus buildings, and is addressing the need for space suitable for modern research and teaching. He has worked to successfully rebuild the library collection and has also been active in supporting two new collaborations.

To provide more support to faculty, the Chancellor has recently reorganized the University's administration and has initiated a series of reforms that will address a wide range of issues - from increasing the numbers of women and minority faculty members on campus, to strengthening the undergraduate classroom's use of technology, to improving the work climate.

A career-long advocate of enhancing and humanizing undergraduate learning, Berdahl has expanded the highly popular Freshman Seminars in which senior faculty teach small classes. A historian himself, he has taught a Freshman Seminar on the history of UC Berkeley. Joining the campus at the initial implementation of voter-mandated admissions changes, Berdahl continues to champion the educational and societal benefits of a widely diverse student body. He has strengthened campus outreach efforts by forming the Chancellor's Administrative Policy Committee on Outreach.

Berdahl came to UC Berkeley from the University of Texas at Austin, where he served as president from 1993-97. Before assuming his post at UT, Berdahl was vice chancellor for academic affairs at the University of Illinois from 1986-93. He was also a member of the history faculty at Oregon from 1967-86, serving as dean of the College of Arts and Sciences from 1981-86.

Berdahl received his B.A. degree from Augustana College, Sioux Falls, South Dakota and his M.A. degree from the University of Illinois. He received his Ph.D. from the University of Minnesota in 1965 and an honorary Doctorate of Science in 1997. He is the recipient of numerous honors and awards, including the 1993 Distinguished Alumnus Award from Augustana College, a Fulbright Research Fellowship, and a National Endowment for the Humanities Independent Study and Research Fellowship. He is currently the Chair of the Association of American Universities, a member of the American Academy of Arts and Sciences. He is the author of one book and the co-editor of another, and has written numerous articles dealing with German history.

Berdahl was born in 1937 in Sioux Falls, South Dakota. He is married to Margaret "Peg" Berdahl. They have three married daughters, Daphne, Jennifer and Barbara, and four grandchildren.



HORACE MITCHELL VICE CHANCELLOR, BUSINESS AND ADMINISTRATIVE SERVICES

As the Vice Chancellor-Business and Administrative Services at Cal, Dr. Horace Mitchell is the chief business officer for the

Berkeley campus. He is responsible for the administrative support of Cal's academic mission through campus-wide policy and managerial

leadership in the areas of business services and materiel management, human resources, health and counseling services, facilities management, environmental health and safety, public safety and transportation, selected auxiliary services, athletics and recreational sports, and community relations. He manages a staff of more than 1,800 full-time employees and an annual operating budget of \$180 million.

In addition to his administrative responsibilities, Mitchell is a licensed psychologist and an affiliated professor in the Department of African American Studies. He has continued to teach one course each year that is cross-listed in psychology. He is also a member of Berkeley's Institute of Personality and Social Research.

Mitchell joined the administration at Cal in April 1995 after 17 years of service at UC Irvine where he spent 11 years as vice chancellor-student affairs and campus life and, before that, several years as associate dean for student and curricular affairs in the UCI College of Medicine. He held a faculty appointment as associate clinical professor of psychiatry and human behavior. Prior to joining UCI, Mitchell spent 10 years as an academic administrator and faculty member at Washington University in St. Louis, where he received his doctoral degree in 1974.

Mitchell is a past national president of the Association for Multicultural Counseling and Development, and he has been recognized widely for his community service by many civic, governmental, and professional bodies, including 11 years of service to the United Way.

Mitchell is a member of the executive committee of the Bay Area Economic Development Alliance for Business and also serves on the board of directors of the YMCA of the East Bay.

As a collegiate student-athlete, Mitchell was a football player and wrestler. He enjoys playing tennis and basketball. He and his wife, Barbara, live in Oakland and have three adult children, Angela, Kimberly and Horace B., and four grandchildren.



WILLIAM A. LESTER FACULTY REPRESENTATIVE

Dr. William A. Lester Jr., chemistry professor at the University, serves as Cal's faculty athletic representative.

Appointed to this position in June 1999, Lester provides oversight and advice in the administration of the athletics program. He is empowered by the NCAA to represent Cal in dealings with the NCAA and serves in a similar capacity with the Pacific-10 Conference.

Lester is involved in the assurance of the academic integrity of Cal Athletics and monitors academic performance of student-athletes. He also advises the Chancellor on campus policies relating to student-athletes.

Lester, who is also a principal investigator in the Chemical Sciences Division at the Lawrence Berkeley National Laboratory, earned his bachelor's and master's degrees from the University of Chicago and his Ph.D. from Catholic University. He has held research positions at the National Bureau of Standards, the University of Wisconsin and the IBM Research Division.

In 1981 he was appointed professor at Cal, and from 1991-95, he was Associate Dean of the College of Chemistry. In December 1996, he completed a 22-month assignment at the National Science Foundation, where he served as Senior Fellow for Science and Engineering and Assistant to the Director (of NSF) for Human Resource Development.

Lester and his wife, Rochelle, are the parents of two children, Allison and Bill. In college, Lester was a three-time basketball team captain at the University of Chicago, where he received the Amos Alonzo Stagg Medal for athletics, citizenship and scholarship.



ATHLETIC DIRECTOR



STEPHEN C. GLADSTONE ATHLETIC DIRECTOR

When Steve Gladstone was named Cal's Director of Athletics and Recreational Sports on April 30, 2001, it was viewed by some as a rather unconventional selection. After all, Gladstone was not the prototypical athletic administrator

who had spent many years behind a desk.

However, Chancellor Robert Berdahl clearly wanted a person with unique leadership abilities. He wanted someone who would pioneer a new direction for the school's Athletic Department, someone who would embrace Cal's rich academic tradition along with an unswerving commitment to find similar success in the athletic arena.

Berdahl found that leadership and vision in the 61-year-old Gladstone, who has spent most of his lifetime in the coaching profession, working side by side with student-athletes in achieving one remarkable success story after another as this country's premier crew coach.

If there is one principal that guides the administrative philosophy of Gladstone, it is to put the student-athlete first in any decision that is made. It comes from being on the frontline in world competition, and it means that finding the resources for both the coaching staff, and ultimately the student-athlete, is priority No. 1 in the Gladstone administration.

His coaching acumen is unquestioned, as he has led 10 different crews to national championships, including four straight at Cal. The success he has forged in the coaching profession is a byproduct of team-building skills and motivational abilities - traits which have served him well in his new role in leading the Athletic Department.

"Steve Gladstone is the person who can lead this very good program to the next level, to make it an exemplary championship program in every way," said Berdahl.

He described Gladstone as "a man who has a compelling vision of what athletic competition at the highest levels of achievement can mean in the lives of the young people we are seeking to educate here.. He is, at his core, an educator."

"I am very happy and truly honored to be appointed Cal's athletic director," said Gladstone at his introductory media conference. "We will work together to instill Berkeley's championship standard throughout the entire Athletic Department."

Reaching this goal, he said, "is going to require teamwork both administratively and within the coaching ranks. I believe my strength is in building trust and that is the underpinning of building a championship team."

As athletic director, Gladstone oversees a program that encompasses 27 Division I sports and a recreational program that fields 25 sports clubs, with a combined budget of \$34 million and a staff of 200. In his first year as AD, he has clearly begun to reshape the direction of the department.

Among his early accomplishments, Gladstone has:

- *overseen a department that produced three 2002 national championships-rugby, softball and men's crew-and 15 teams that finished among the nation's Top 20.*
- *hired former Oregon offensive coordinator Jeff Tedford as the Golden Bears' new football coach, a man regarded as one of the best young coaching minds in college football today.*
- *hired four new executive associate athletic directors who help comprise an executive staff that compares favorably to any university in the country.*
- *overhauled the department's financial reporting and control system, which ensures better budget management and internal/external credibility.*



- *established scholarship endowment programs for every Cal sport - a plan which, when fully funded, will create a permanent solution to the department's annual financial challenges.*
- *initiated a facility-upgrade program, with first-phase completion including turf replacement of Kleeberger Field and construction of restrooms at Edwards Stadium.*

In the near future, Gladstone plans to announce plans for the renovation of California Memorial Stadium, as well as other sports complexes on campus.

Gladstone has been director of rowing and men's varsity crew coach at Cal twice, first from 1972-80 and most recently from 1996-2002. During both tenures, his Golden Bear teams captured national titles.

As the director of rowing operations at Brown University from 1981-94, Gladstone established a program that was viewed as the best in collegiate rowing. He also served as Brown's interim athletic director and as executive vice president and senior development director of the Brown University Sports Foundation from July 1994 through the spring of 1995.

Gladstone's name has been synonymous with success ever since he began coaching in 1966. Last June, he guided Cal's men's varsity eight to its fourth consecutive Pac-10 and IRA championships. With 10 national titles to his credit, including five at Cal, he ranks second in all-time varsity championships behind Charles "Pop" Courtney, who won 11 titles at Cornell from 1901-15.

A varsity oarsman at Syracuse University where he received his B.A. in American literature, Gladstone's first coaching position was at Princeton University. Four years later, he took over as varsity lightweight coach at Harvard. There, he led his teams to four consecutive undefeated seasons and won the Thames Challenge Cup and Wyfold Challenge Cup at Henley, England.

The son of a broadcast journalist, Gladstone has twice stepped into the broadcast booth. In 1984, he was hired by ABC sports as an expert commentator for rowing events at the Los Angeles Olympics. Four years later, NBC brought him on for rowing events at the Seoul Games. Immediately prior to his return to Cal, Gladstone served as president and director of marketing for Resolute Racing Shells.

Gladstone has two adult sons, Ethan and Wendell. He and his wife, Daria, live in Point Richmond with their three-year-old daughter, Sonya.



KEVIN ANDERSON
EXECUTIVE ASSOCIATE
ATHLETIC DIRECTOR/
EXTERNAL AFFAIRS

As executive associate athletic director for external affairs, Kevin Anderson oversees all fund-raising matters involving capital giving and capital projects, as well as ticketing operations, for the Cal Athletic Department. In addition, he functions as the primary major gift officer for the Athletic Department.

Anderson arrived at Cal as assistant athletic director for annual programs in 1997, managing Cal's fund-raising efforts and Bear Backers. Under his leadership, Cal has raised more than \$5 million annually, including a record number of funds each of the last two years. He is currently spearheading the effort to raise money for a renovation of Memorial Stadium.

Prior to coming to Cal, Anderson served as area executive director of the YMCA of the East Bay from 1995-97. He was director of annual giving with the Stanford Athletic Department from 1993-95 and was responsible for raising \$5 million in annual gifts.

Anderson was also director of development, marketing and communications of the San Francisco Education Fund from 1990-93, Northern California development director for the United Negro College Fund from 1989-90 and a manager with the Xerox Corporation from 1980-89.

Anderson earned his bachelor's degree in political science from San Francisco State and is a graduate of the executive management program from the Sports Management Institute. He has also been junior college and high school football official since 1988.

Anderson and his wife, Moira, have two daughters, Olivia and Michaela. He also has a son, Kevin Jr.



DAN COONAN
EXECUTIVE ASSOCIATE
ATHLETIC DIRECTOR/
REVENUE SPORTS

Dan Coonan serves as Cal's executive associate athletic director for revenue sports, overseeing the football, men's and women's basketball and women's volleyball programs. With his background in the legal field, he also reviews all of the department's non-personnel contracts.

Coonan, who was the department's assistant athletic director for legal affairs and compliance from 1995-98, returned to the Berkeley campus in August 2001. From 1998-2001, he worked at the Pacific-10 Conference as assistant commissioner for governance and enforcement.

Prior to his tenure in the Bay Area, Coonan was assistant athletic director at Central Connecticut State in 1995 and assistant compliance director at Notre Dame in 1994.

Coonan earned his bachelor's degree in business administration from Notre Dame in 1984, then obtained a law degree from Loyola Law School in 1987. He worked for a pair of law firms before joining the Notre Dame Athletic Department in '94.

Coonan and his wife, Donna, have two children, Claire and Tommy.



TERESA KUEHN
EXECUTIVE ASSOCIATE
ATHLETIC DIRECTOR/SENIOR
WOMAN ADMINISTRATOR

Teresa Kuehn, a former associate commissioner at the West Coast Conference, serves as executive associate athletic director for Olympic sports, as well as the department's Senior Woman Administrator.

In her capacity at Cal, Kuehn manages the budgetary and operational needs of several intercollegiate teams, providing guidance and support to each program's coach.

Before moving to Berkeley in August 2001, Kuehn spent the previous seven years with the WCC in San Bruno, Calif., where she managed the league's television, marketing and corporate sponsorship efforts, as well as administered conference championships and served as staff liaison to various coaches groups. She was a member of the NCAA Division I Management Council from 2000-01.

From 1992-94, Kuehn worked for ESPN Regional Television in Charlotte, N.C., as conference relations coordinator. In addition, Kuehn was director of championships and media relations for the Midwestern Collegiate Conference in Indianapolis from 1990-92, public relations/promotions assistant for the Iowa Games Sports Festival (1989-90) and assistant to the coordinator of football recruiting at Iowa State (1987-89).

Kuehn received her bachelor's degree in journalism and mass communications from Iowa State in 1990.



BOB ROSE
EXECUTIVE ASSOCIATE
ATHLETIC DIRECTOR/
COMMUNICATIONS

Bob Rose joined the Cal Athletic Department as executive associate athletic director for communications in September 2001 after serving nine years as vice president of communications with the San Francisco Giants baseball club.

At Cal, Rose, a 29-year veteran of sports public relations, is the primary advisor to Athletic Director Steve Gladstone in all public relations issues. He oversees both the media relations and publications units, as well as serving as chief negotiator and manager of Cal's television and radio contracts, and director of the Cal Athletic Hall of Fame.

Prior to his affiliation with the Giants, Rose was vice president of communications for the NFL's World League of American Football, based in New York City, for three years. From 1988-90, he served as regional marketing director for Russ Cline & Associates in St. Petersburg, Fla. He also has held such posts as public relations director for the NFL's St. Louis/Phoenix Cardinals (1986-88), director of communications for the United State Football League (1985-86), public relations director for the USFL's Los Angeles Express (1983-85) and sports information director at both Stanford (1979-82) and Pepperdine (1973-78).

Among his special assignments through the years are serving as press venue chief for soccer at the Rose Bowl at the 1984 Los Angeles Olympics and media center chief for New York's Liberty Weekend (Statue of Liberty/Ellis Island Centennial) in 1986.

Rose received his bachelor's degree in journalism from Pepperdine in 1975. He and his wife, Sherree, reside in Berkeley and have one son, Luke (8).



MARK STEPHENS
EXECUTIVE ASSOCIATE
ATHLETIC DIRECTOR/
OPERATIONS

Mark Stephens, who served as captain of the Bears' 1985 football team, is Cal's executive associate athletic director, operations and chief of staff. He is responsible for managing all department business and marketing operations, as well as overseeing recreational sports and the areas of compliance, human resources and sports medicine.

Prior to returning to his alma mater in August 2001, Stephens was vice president of marketing for Debix Systems, Inc. in Los Angeles for two

years. From 1998-2000, he held a three-year partnership in Stephens & Partners, LLC, a start-up boutique investment bank based in Pasadena.

Stephens also served as vice president for marketing and customer relations for Santa Anita racetrack from 1993-97, marketing director for Bay Meadows racecourse from 1991-93 and was a sales associate for Goldman, Sachs & Co. from 1987-89.

As a player, Stephens was an offensive tackle for the Bears from 1982-85, acting as tri-captain on head coach Joe Kapp's 1985 squad. A two-time Pac-10 All-Academic selection and a 1985 second team all-conference performer, he was Cal's Pac-10 Medal recipient in 1986 for his achievements in athletics, academics and leadership.

Stephens earned his bachelor's degree in economics from Cal. After playing one season with the Pittsburgh Steelers, he returned to school to earn his MBA from Stanford in 1991.

Stephens and his wife, Kim, have three sons, Tommy, Brett and Jack.

SENIOR ADMINISTRATIVE STAFF



PATTI BABA
Personnel Manager



GORDON BAYNE
Event Manager



HERB BENENSON
Media Relations Director



DR. BILL COYSH
*Assistant Athletic Director/
Sports Medicine*



JONATHAN EVANS
*Assistant Athletic Director/
Ticket Operations*



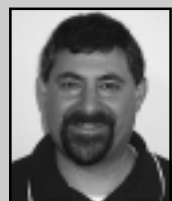
ROBERT HARTMAN
Marketing Director



MIKE HUFF
*Assistant Athletic Director/
Facilities Management*



KAREN MOE HUMPHREYS
*Assistant Athletic Director/
Student Services*



FOTI MELLIS
*Associate Athletic Director/
Compliance*



BOB MILANO JR.
Sports Turf Manager



LIZ MILES
*Assistant Athletic Director/
Strategic Planning*



MICHAEL SAWYERS
*Assistant Athletic Director/
Event Management &
Community Affairs*



DEREK VAN RHEENEN
*Director,
Athletic Study Center*



MIKE WEINBERGER
*Associate Athletic Director/
Recreational Sports*



DAWN WHALIN
Business Manager



DAN WILLIAMS
*Director,
Information Systems*



DAVID ESQUER
Baseball



CAREN HORSTMAYER
Basketball-Women



STEVE GLADSTONE
Crew-Men



DAVE O'NEILL
Crew-Women



TONY SANDOVAL
Cross Country - M/W



PHIL TONNE
Diving - M/W



SHELLIE ONSTEAD
Field Hockey



JEFF TEDFORD
Football



STEVE DESIMONE
Golf-Men



NANCY McDANIEL
Golf-Women



BARRY WEINER
Gymnastics-Men



CARRIE DUBOIS
Gymnastics-Women



JILL MALKO
Lacrosse



JACK CLARK
Rugby



KEVIN GRIMES
Soccer-Men



KEVIN BOYD
Soccer-Women



DIANE NINEMIRE
Softball



NORT THORNTON
Swimming-Men



TERI McKEEVER
Swimming-Women



PETER WRIGHT
Tennis-Men



JAN BROGAN
Tennis-Women



CHRIS HUFFINS
Track & Field - M/W



RICH FELLER
Volleyball



KIRK EVERIST
Water Polo - Men



AMBER DRURY-PINTO
Water Polo - Women