



Key Notes

Volume XLIV • Fall 2010

Phi Beta Kappa Alumni in Southern California
Alpha Association

President's Message

This past May, the national Phi Beta Kappa Society brought its lecture series to Southern California after having hosted events in New York



and Boston. "Going Green Across America" was the first in a series of events to be held in the Los Angeles area on the topic of sustainability. The

lecture series was established, "to provide members with greater opportunities for intellectual fellowship and to allow the Society to return to its historic role of participation in larger, national dialogue about the important issues of our time." (<https://www.pbk.org/home/LectureSeries.aspx>)

I have heard some criticism of the Association for becoming more political by sponsoring an event on sustainability. There are a number of reasons for our Association to partner with the national Society on these events. In addition to the fact that many of our members are interested in environmental and sustainability issues, a series on the topic of the environment could not be more timely. Environmental issues have been at the forefront in the news lately. Regardless of one's political beliefs, adopting some of the practices championed by environmentalists, such as using less paper and generating less trash, makes economic sense as well.

On the topic of saving money and generating less trash, I assure you that as councilors of the Association, we

GOING GREEN FIRST IN SERIES ON SUSTAINABILITY

"Going Green Across America," a presentation cohosted by the Phi Beta Kappa Society and the Alpha Association on May 22, 2010 was the first in a planned series on sustainability. The event, held at Occidental College, featured a screening of the director's cut version of the film "Your Environmental Road Trip" with the filmmaker Mark Dixon. Mark

Dixon and his collaborators, Ben Evans and Julie Dingman Evans, spent a year traveling across the United States interviewing civic leaders, entrepreneurs and ordinary citizens about their efforts to reduce resource usage.

The Phi Beta Kappa Society plans a second event in Southern California for October 18, 2010. Details will be forthcoming on both the PBK Society and Alpha Association websites.



From Left to Right: Mark Dixon (speaker), Scott Lurding (PBK Society), Jim Herr, Celeste Herr, Cara Engel (PBK Society), Lucinda Morales (PBK Society)

New Councilor: John Kuechle

John Kuechle a retired partner with Mitchell, Silberberg & Knupp LLP, is the newest member of the Alpha Association Council. Mr. Kuechle received his AB from Occidental College in 1974 and is JD from Harvard Law School in 1977. In addition to the practice of law,



Mr. Kuechle is a dedicated community servant. He serves on the Culver City Planning Commission and the Los Angeles County Community Advisory Panel on the Baldwin Hills oil field. He is treasurer of the Board of the Culver City Friends of the Library and chairs the West LA College subcommittee of the Culver Crest Neighborhood Association. He is also an active Oxy alumnus. He participates in the Occidental College Alumni in Admission

program and serves on the Track and Field Alumni Organizing Committee. In what remains of his spare time, he competes in USA Masters Track & Field Events.

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Key Notes

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in Southern California,
Alpha Association

Cecilia A. Conrad, **Editor**
Jean Paule, Bette Harris, **Contributors**
C. Scott Littleton, **Contributor and**
Event Photography



President

James J. Herr

Received his AB from Occidental College with a major in Diplomacy and World Affairs and a minor in History. He is the Associate Registrar at Occidental College. Jim has been a Councilor since 2005 and is currently the Chair of the High School Scholarship Committee.



Vice President

Deborah McInnes Festa, J.D.

Received a dual BA from the University of California, Los Angeles in Philosophy and French Literature, and her J.D. from the University of California, Berkeley. She is counsel in O'Melveny & Myers LLP Los Angeles Office in the Corporate Finance practice.



Recording Secretary

B. Loraine Reed

Earned an AB from Hollins College, and an MA and Ph.D. from Indiana University. She is Senior Lecturer Emerita at University of California, Irvine where she was a founding member of the PBK Chapter.



Treasurer

Hermann Muennichow, C.P.A.

Earned a BBA at the University of Wisconsin. He is a C.P.A. and principal of Muennichow & Associates, Certified Public Accountants, with offices in North Hollywood.



Corresponding Secretary and Archivist

Jean Paule

Previously served as Second Vice President and Secretary. With her BA in History from UC Berkeley and her MA in History from USC, she is the College Archivist at Occidental College.



Past President

Cecilia Conrad

Received her BA from Wellesley College and an MA and Ph.D. from Stanford University in economics. She is Vice President and Dean of College at Pomona College, and currently edits the newsletter.

Programs Review



Fall 2009

On November 22, 2009, Alpha Association members and their guests visited James Turrell's Skyspace "Dividing the Light" at Pomona College. The event began with a champagne reception and a stimulating lecture by Kathleen Howe, the Sara Rempel and Herbert S. Rempel '23 Director of the Pomona College Museum and Professor of Art History. Following the lecture, Association members enjoyed the Skyspace sunset.



Winter 2010

Jonna Doolittle Hoppes, author of *Calculated Risk: The Life of Jimmy Doolittle--Aviation Pioneer and World War II Hero* (2005) and *Just Doing My Job: Stories of Service from World War II* (2009), shared memories of her grandparents at the March 7th event at the LAX Flight Path Learning Center.

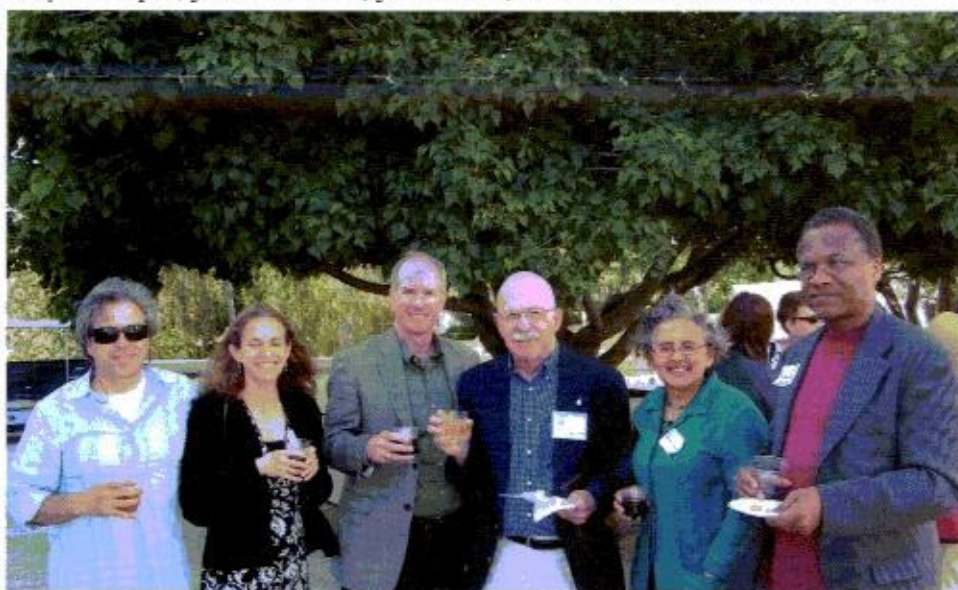


Ms. Hoppes is the granddaughter of Gen. James H. "Jimmy" Doolittle who led the famous air raid on Tokyo on April 18, 1942, later immortalized in the classic film, *Thirty Seconds Over Tokyo* (1944). After the talk, Ms. Hoppes signed copies of her books while Alpha Association members and their guests visited the fascinating exhibits at the Flight Path Learning Center, a great place to visit with future aviators.

Spring 2010

The annual meeting for the Alpha Association was held May 22, 2010 preceding the PBK Society event "Going Green Across America." See cover story for more details. At the annual meeting, we re-elected Cecilia Conrad, Bette Napoli Harris, Laura Mays Hoopes, John Kuechle, Jean Paule, and Robin Romans to member-

ship on the Alpha Association Council. Council members are elected for three-year, staggered terms. The spring event attracted the more creative among us including Suzanne Taylor, a documentary filmmaker, www.WhatOnEarth-TheMovie.com; and Gwendoline Yeo, a playwright and performer whose one-woman show "Laughing With My Mouth Wide Open" will open in November at the El Centro Theatre.



Picture, top right, Robert & Margie Templeton

Picture, middle left, Jonna Hoppes

Picture, bottom right, From L to R, Robin Romans, Terry Baris, Jim Herr, Scott Littleton, Cecilia Conrad, Llewellyn Miller

SCHOLARSHIP AWARDS

International Scholarship Awards

Each year, the International Scholarship Committee reviews applications from foreign graduate students, usually in their last year of PhD work, at Southern California colleges and universities. These are students who have very limited access to other sources of aid. Typically, we find ourselves faced with a candidate pool of brilliant scholars who are impressive not only for their intellect but also for their determination to study in a foreign country and write complex theses in a language not their own. This year was no exception.

Feriyal Aslam, Pakistan
Anthropology, UCLA



Szu-Ching Chang, Taiwan
Dance, UCR



Waner Gu, China
Economics, UCR



KwanOk Lee, Korea
Policy, USC



Evren Savci, Turkey
Sociology, USC



Marcos Viera, Brazil
Computer Science, UCR



Constanze Weise, Germany
History, UCLA



Hiayuki Yoshimoto, Japan
Economics, UCLA



NOT PICTURED

Puspa Amri, Indonesia
Economics/Politics, CGU

Gina Rinetti, Mexico
Molecular Biology, UCLA

Hyunoh Ko, Korea
Psychology, CGU

Haomin Xu, China
Engineering, UCI

Chin-Hsi Lin, UCI
Education, Taiwan

Yanyan Zhang, China
Psychology, UCI

Graduate Study Awards

Thanks to your generous donations, Alpha Association has awarded a fellowship for graduate study to one Phi Beta Kappa initiate at each of the ten member colleges and universities in Southern California. Criteria for selection include academic merit, financial need, community service and plans to attend graduate school during the coming academic year.

California State University, Long Beach
 Claremont McKenna College
 Occidental College
 Pomona College
 Scripps College
 University of California, Irvine
 University of California, Los Angeles
 University of California, Riverside
 University of Redlands
 University of Southern California

Anthony Vasquez
 William Feldman
 Zhengyi Zhou
 Rachel Sarah Hamburg
 Jenny Reuter
 Dung "Danny" Nguyen
 Claire Sampankanpaanich
 Amanda D. Martinez
 TBD
 Dustin Tetzl

High School Alpha Awards

To help leading students defray the expenses of college application, Alpha Association awards small grants (\$500) to high school students in underprivileged areas of Los Angeles. Following are the names of this year's recipients.

**Theodore Roosevelt
 High School**

Jenesis Fonseca-Ledezma
 Cecilia Miranda
 Elizabeth Torres

**Hollywood High
 School**

Ariana Jimenez
 Lissette Morales
 Erika Ruiz

"I will be attending Occidental College next fall. I am not sure what I want to study, but I am leaning towards Pre-Med. I will be forever grateful. You hold a very special place in my heart"

Cecilia Miranda

High School Award Winner from Theodore Roosevelt High School

From the Archives...

Alpha's Link to Art Linkletter

Art Linkletter, the popular radio broadcaster and television host of the 1950's and 1960's, passed away on May 26, 2010 at the age of 97. He was well known for his long-running shows, "People Are Funny" and "House Party." In his characteristic style, Linkletter demonstrated an uncanny ability to elicit unexpected and amusing responses to his straightforward questions, especially with the younger set. His book, "Kids Say the Darndest Things" chronicles many choice remarks from the youngsters he interviewed.

Interestingly, Alpha Association recognized this budding talent back in 1934. As a senior at San Diego State College (now University), Linkletter won an Association essay contest, open to students at all Southern California colleges and universities. His essay was entitled, "The Great America Ear," for which he was awarded prize money for the purchase of books of his choice (in consultation with his college librarian). He chose the Oxford Companion to English Literature, a French-English dictionary, and a Spanish-English dictionary.

Although we cannot claim Art Linkletter as a member of Alpha Association, we will always treasure our special link to this talented and beloved man.

Contributor -Bette N. Harris
Research - Jean Paule

WEBSITE INFORMATION

Phi Beta Kappa Alumni in Southern California
(Alpha Association)
www.pbkalumni-socal.org

The PHI BETA KAPPA Society
(National Organization)
<https://www.pbk.org/home/index.aspx>

President's Message

Continued from Page One

are committed to keeping dues low without sacrificing the benefits of membership. Our largest expenses are direct mailings. Over the last few years, we have begun collecting e-mail addresses with the intention of eventually reducing our hard copy mailers. At this point, however, we have only received a small percentage of e-mail addresses from our members. The Association will never share e-mail addresses and we have no intention of bombarding you with messages. Rather we anticipate the use of e-mail to mirror what we have done with hard copy mailings, mainly to announce events.

The reduction of costs will also allow us to devote more money toward scholarships to international scholars doing graduate work at Southern California colleges and universities, new graduates from Southern California colleges and universities who will be moving on to work on advanced degrees, and local high school students who are preparing to start their undergraduate studies. We would be unable to provide these scholarships without the generous donations you send in addition to your membership fees. The Association councilors are all volunteers, so every dollar directed for scholarships goes to students.

Please visit our website at www.pbkalumni-socal.org for all the latest Association news. We are always interested in hearing from our members, so please feel free to contact me at the4herrs@earthlink.net with any ideas, thoughts, and/or questions you may have. I look forward to what promises to be an interesting and informative year.

Jim Herr

HONOR ROLL

The following members have contributed the amounts indicated to the Phi Beta Kappa Scholarship funds for 2009-2010

Life Member

Elizabeth J. Van Hunnick

500 and Over

Cecilia Conrad
E. Eric Johnson
John M. Kuechle
Hermann Muennichow
John Bruce Power
Robert W. Templeton

100 - 499

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50 - 99

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Phyllis Ungerer
Dr. Lloyd R. Welch
Dr. John Kino Williams, M.D.
Patricia Henry Yeomans
Billie Youngblood-Knolle

25 - 49

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Diane Cary
Allan Edward Ceran
Grace Lai-Man Chan

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25-49, cont.

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Dean T. Yamaguchi
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10 - 24

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Thank you.

Your generous donations enable Alpha Association to assist deserving young scholars in Southern California. Run entirely by volunteers, Alpha Association depends on the talents and enthusiasm of our members. We welcome your help. Donations may be made payable to PBK Alumni in Southern California, 12814 Riverside Drive, North Hollywood, CA 91607.