



**HARTNELL**  
COLLEGE FOUNDATION

FOUNDATION

# FOCUS

MAGAZINE...

## *Inside Focus:*



Campaign  
Celebration



New  
Student Center



Alisal  
Campus Opens

MAY 2011

# Hartnell College Foundation

Today, as we stand at the end of a successful campaign, with \$12.2 million raised over four years, we appreciate the amazing passion and purpose of our donors and simply say.....Thank You.

It's a year of celebrations for the college and the Foundation. In addition to our recent campaign celebration, the Grand Openings for our new facilities took place on May 13 recognizing the completion of the new main campus CALL Building and adjacent plaza, the Student Center renovation and the new Center for Advanced Technology at the Alisal Campus. Your private contributions have supported the programs in these new buildings such as nursing, Ag, Sustainable Construction, Diesel, student scholarships, The Western Stage and more.

A new, NASA funded SEMAA Aerospace Lab opened on May 21. There, K-12 and Hartnell students can realize their passion for science with flight simulators, a wind tunnel, micro-gravity machine and more.

Continuing our quest for math and science education, we will lift off our new Health Sciences pathway project funded by The California Endowment with new health science clubs in the K-12 schools leading to a new Respiratory Therapy program at Hartnell.

The implementation of the Master Plan for the athletic fields is rapidly progressing and we are now actively fundraising for Phase II which includes resurfacing of the track and the development of a fieldhouse.

And new initiatives keep coming. Dynamic and committed women from our community have joined together to launch the Women's Education Leadership Initiative, a program providing leadership training and scholarships for our students.

Hartnell College is making magnificent strides toward a myriad of goals. It is your enthusiastic commitment that is helping our students soar, our community thrive.

Thank you,



Phoebe Helm  
Superintendent/President  
Hartnell College



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## *New Board Members*

### **Cathy Schlumbrecht** (Pictured Left)

Cathy is a Senior Vice President of Business Banking at Comerica. Having served on numerous boards, she is a current board member of the Salinas Valley Chamber of Commerce, Women's Leadership Advisory Fund for Community Foundation of Monterey County, Santa Cruz Business Council, and Natividad Medical Foundation. Cathy is a founder of IMPOWER and Cruzin' Courses. She is also an avid cyclist and a runner who has participated in several marathons including the American River 50 Mile Ultra Marathon.

### **Susan Black** (Pictured Center)

Susan is President and CEO of Pinnacle Bank. She was one of the organizers and founders of the Bank which opened for business in July 2006. Susan has a B.A. from the University of Hawaii and an MBA from Rochester Institute of Technology. She is currently a member of Advisory Council of Leadership Monterey Peninsula, a member of the Rotary Club of Gilroy, and a Director & Treasurer of Gilroy Economic Development Co. Susan is married and has two children, Crystal and Christos.

### **Coralee Linder** (Pictured Right)

Coralee has a degree in Paralegal Studies. A true community leader, she has been involved with the American Cancer Society, Salinas Relay for Life, Alliance on Aging and Meals on Wheels. She is married and has two children Paul and Thomas. Coralee has been a tremendous asset to the foundation already, chairing the 2010 Party In the Library resulting in great success. She then stepped up to chair the 2011 Party in the Library, bringing more resources to the Foundation and the college.

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## WE WANT TO HEAR FROM YOU!

For more information about the Foundation's exciting initiatives, or to make a donation, please contact us at (831) 755-6810 or e-mail, [giving@hartnell.edu](mailto:giving@hartnell.edu).

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# \$1 million grant from The California Endowment

helps build bridges, connect  
communities and invest in East Salinas  
for a healthier & more prosperous  
Monterey County.

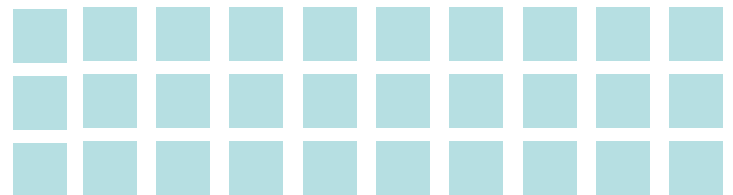
The California Endowment's (TCE) 10-year Building Healthy Communities has commissioned a \$1,000,000 investment to support the development and establishment of a K-16 health sciences career pathway. It builds on existing assets to strengthen the educational experiences of East Salinas youth to undergo a career in the health sciences and medical professions. The program is responsive to regional health workforce needs and aligned with federal efforts to promote prevention and increase health care access through a health prevention frame. "This pathway aligns well with Alisal's Building Healthy Communities' Community Plan developed by East Salinas residents in April 2010," says Lauren Padilla-Valverde, Program Manager for The California Endowment.

The project addresses several of the Ten Outcomes prioritized by the Community Plan (Increasing Health Access, Integrating Health Care (Health Home), Prevention) and because of its comprehensive nature, also addresses Outcomes on Economic/Workforce Development, Reducing Disparities Among Boys and Men of Color, Healthy Youth Development and Leadership opportunities and is a key strategy to reduce violence. The Alisal Health Professions Pathways Partnership is one of several investments made by TCE in the first year of this 10-year investment to build healthier communities.



Salinas Union High School District and Mission Trails Regional Occupations Program will collaborate with Hartnell on the pathway through the K-16 Bridge program, including Health Occupations Students of America (HOSA) clubs in elementary, middle, and high-school grades. A second component of the initiative is the Summer Undergraduate Math & Health Sciences Program, a high school-to-college experience.

Hartnell College will develop curriculum for a new Respiratory Therapy program for 2012 through an advisory committee formed of top healthcare employers and community partners including the Healthcare Advisory Roundtable, Community Hospital of Monterey Peninsula, Salinas Valley Memorial Healthcare System and Natividad Medical Center.



# \$1 million grant from First 5 Monterey County.

For the next four years, each of the 200+ students in Hartnell's Early Childhood Education (ECE) program will be eligible to receive a \$500 scholarship and access to textbooks thanks to a grant from First 5 Monterey County. The grant also funds two part-time Early Childhood Education college counselors and totals more than \$1 million over the next four years.

The counselors will be placed on main campus and King City Center. Locating counselors at each campus will provide an efficient one-stop resource for professional growth, planning, overall educational planning and referrals for college resources. "Having an ECE counselor will make a tremendous difference in the care that we will be able to give our students," says Jeanne Hori-Garcia, ECE Instructor. "Students will greatly benefit from an in-depth understanding of what their career goal is and how to get there."

The grant is a part of the Workforce Development Incentive Project, a 3-year initiative designed to support and empower ECE students and a partnership between First 5, Monterey Peninsula College, and Hartnell. Child care quality is currently one of the programmatic focus areas for First 5 and the primary focus of the initiative.

"A child's brain develops most dramatically during the early years of life and so the role caregivers play during that time is crucial," says Linda Taylor, Child Development Center Director. The Center provides



"I knew I wanted to work with kids since I was a little girl," says Grecia Cordova, one of the 20 interns working at the Child Development Center. She is a second year ECE student at Hartnell and is planning to transfer to a 4-year university to pursue a degree in teaching.



There are currently a total of 180 kids at the Center.

free services to qualified kids of Hartnell students and is an internship site for Hartnell's ECE students. "Our kids have been rating in the 90th percentile on the State Department of Education Student Learning Outcome Desired Results. This data is the direct result of the work of our ECE students," says Linda.



# Hartnell College and the Hartnell College for helping our students



On Friday, February 4, 2011, the Hartnell College Foundation donors and college officials celebrated the successful completion of a 4-year, \$12 million comprehensive campaign with a donor reception and preview tours of the new Center for Advanced Technology at the Alisal Campus.

During the four years of this campaign, the Salinas Valley community enthusiastically contributed \$12.2 million to the students and programs of Hartnell College through its support of the Foundation. These funds from alumni, retired and current faculty and staff of the college, business owners, along with community leaders and foundations helped fund major initiatives at the college.

The Center for Applied Technology was designed by Kasavan Architects and opened for classes on January 24. The Industry Preview and Campaign celebration was a great success with over 300 donors, community leaders and college staff present.



Ag Business & Technology Institute raised \$2.1 million in private funding and over \$500,000 in state funding.



A major reorganization moved the Western Stage Theater Arts Council within the Foundation. The Theater Arts Council is energetic and committed.

# Foundation thank you, soar; our community thrive.



"This campaign has marked a new era for Hartnell," says Joanne Taylor Johnson, President of the Hartnell College Foundation, And we are just getting started... Already the Foundation is working on identifying new priorities and creating the Funding Plan 2 that will include needs in Agriculture, Athletics, Western Stage, Construction, Scholarships, Math and Science and more."



The campaign funded a myriad of initiatives across the campus such as students as tutors at Washington Middle School, the Homestead Review, Hartnell College Gallery, and more.



Over 80 industry leaders joined in and the Green Center for Sustainable Construction was launched.



Funds were raised for the library, providing over 200 computers and a new library endowment.



Funds raised increased scholarships and supported Math & Science Institute.



Donations are being raised for a field house, refurbished football practice field and track.



Our nursing program flourishes with a 98% pass rate, new simulation labs and a new evening program.



The Center for Assessment and Lifelong Learning (CALL), houses centralized student services and training rooms. The second floor of the building is the new home of the nursing program and contains equipment, a high fidelity lab and a debriefing room. The building has an impressive training room and smart classrooms.

## New Central Core



The central location of the CALL building, close to the garage, and facing the street, makes it the perfect Welcome Center, a comprehensive single location for learning assistance and college services. The first floor of the CALL building is dedicated to 'One Stop' Student Services Center, centralizing all student services, including cashier, Enrollment Specialists, workstations, and Assessment Centers, Financial Aid and Admissions and Records.



Workstations, to emphasize on-line registration, are placed in several convenient locations throughout the building.



The Student Center has been completely renovated with three new conference rooms, Student Government offices and workspace, and a Faculty & Staff lounge. New, large windows allow for more natural light to shine into the expanded student lounge area, equipped with modern furniture, LCD displays, and several computer workstations. Cafeteria has been repainted & modernized and Peet's Coffee shop is now serving coffee and smoothies.



"Driving factors behind the renovation were to create more study and interactive space for the students," says Mary Dominguez, Dean of Student Affairs. "It is important to establish a nice atmosphere - we want to establish a sense of community for our students."

# for Main Campus



The student plaza was the final piece of the new entrance into Hartnell. The plaza ties together the new CALL Building, Parking Structure, Library and renovated student center. It has made the campus more pedestrian friendly.



# DONORS

A special thank you to our Foundation donors of \$500 and up.  
This is a cumulative listing for the past 10 years.

We apologize for any errors on this list and are constantly working to improve it. Please call the Foundation Office at 831-755-6810 with changes. Thank you for your understanding and assistance.

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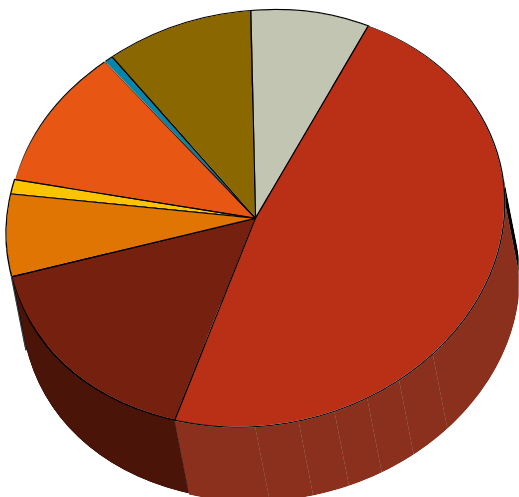
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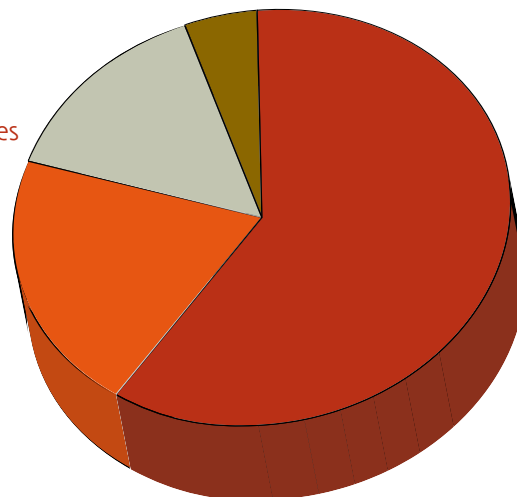
\$1,000-4,999  
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## 2009-2010 HARTNELL COLLEGE FOUNDATION REVENUE, EXPENSES AND TOTAL ASSETS



### INCOME

Earned Income  
172,402  
Corporation/Businesses  
1,025,881  
Foundations  
351,909  
Ticket Sales  
134,264  
In Kind Donations  
27,282  
Fundraising Events  
226,118  
Bequests  
10,000  
Individuals  
200,053



### EXPENSES

Campus Areas  
1,152,815  
Scholarships  
390,914  
Operating  
273,537  
Fundraising  
86,608

As of June 30, 2010, the assets of the Hartnell College Foundation totaled \$8,456,438 and the income totaled \$2,223,768. Expenses totaled \$1,903,874.

## Foundation Working to Raise Matching Gift

Hartnell College celebrated the ground-breaking of Phase I of the Athletics Master Plan, completing new baseball, softball, and soccer fields. This year, the Athletics committee has been successful in raising \$417,000 of the \$1 million goal for Phase II of the campaign. Monterey Peninsula Foundation has provided a matching gift of \$250,000. "We would not be able to secure this gift without the support of the local businesses & community leaders," says Bruce Adams, Vice President of Central Coast Federal Credit Union, chair of the Athletics Committee and a major donor himself. "We want to thank Bill and Barbara Elliott, California Water Service Company, American Cooling, TMDcreative, Dataflow Business Systems, Rabobank and Pebble Beach Company for making this possible." Central Coast Federal Credit Union was one of the first companies to contribute to the campaign.



Athletics Luncheon: Joe Grainger, Executive Director, Harden Foundation; Mark Faylor, President, PBI; Bill Elliott, SmithBarney; and Jim Gattis at the April 28, 2011 Athletics Fundraising Luncheon.

Phase II includes construction of a new Field House featuring two classrooms, a training room, concessions and restrooms; a resurfaced track and a refurbished football field. The architect of the Field House, is Lino Belli of Belli Architectural Group, Hartnell alum and former student athlete. "Eighty percent of Hartnell student athletes transfer to 4 year institutions, compared to 40% in the state. Hartnell Athletics prides itself on developing exceptional citizenry for the Salinas Valley community," remarked Phoebe Helm, Superintendent/President of Hartnell College.

## Party in The Library



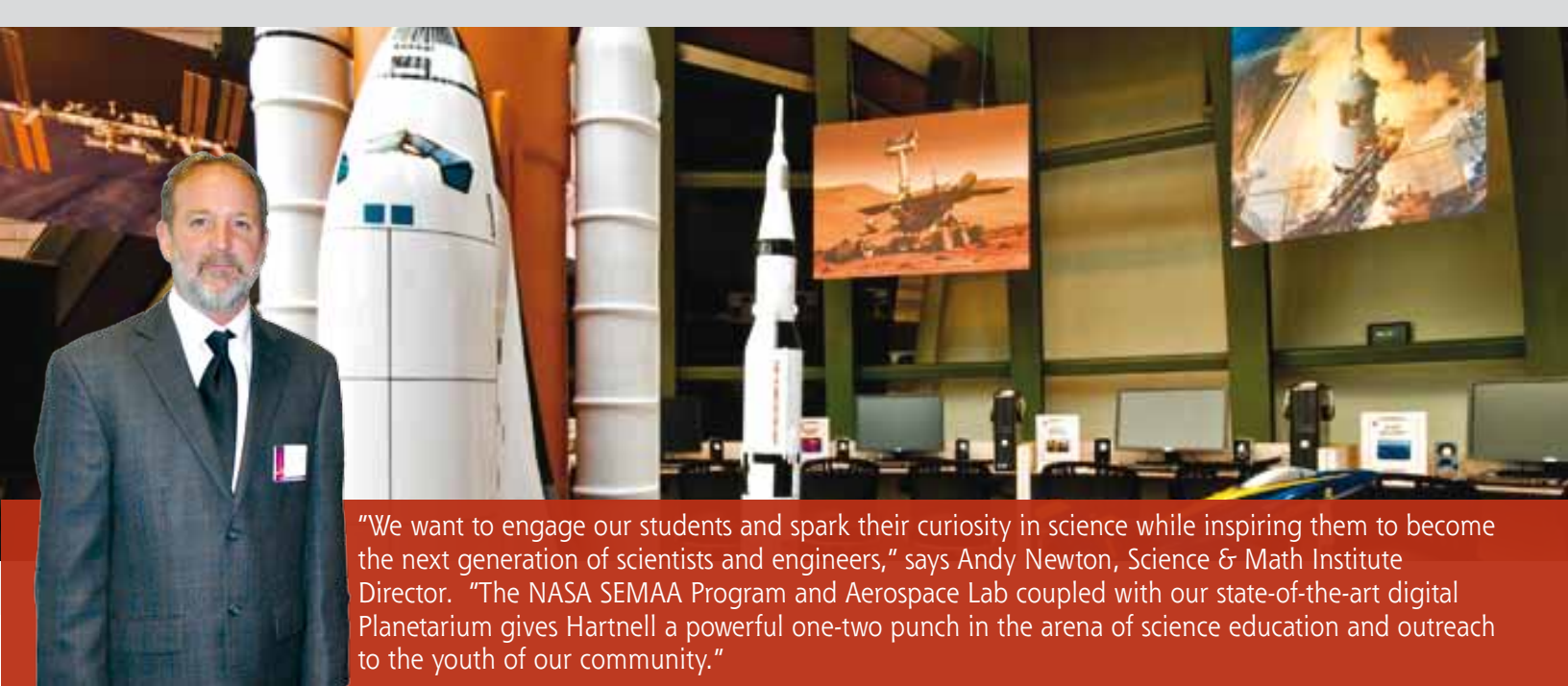
On May 7, the Hartnell College Foundation celebrated its 5th annual Party in the Library. The live auction was led by auctioneer extraordinaire, Butch Lindley. The support of over 275 attendees and sponsors resulted in net proceeds of over \$150,000 to support the efforts of the Foundation.



The event included the presentation of the Hartnell College Foundation Leadership Award to Bruce Taylor (pictured with his wife Linda) who, in his acceptance remarks, commended Hartnell for its vital impact in strengthening the community. Taylor Farms has supported multiple programs at the college including giving lead funds to launch the Agricultural Business & Technology Institute and the new Women's Education Leadership Initiative.



Cathy Schlumbrecht, Vice Chair of Party in the Library Committee, Margaret D'Arrigo-Martin, and Coralee Linder, Chair of Party in the Library Committee. "It was a great night for Hartnell. We had a great group of attendees, a generous group of sponsors and a wonderful committee who made this event a success- they did an amazing job!" said Coralee.



"We want to engage our students and spark their curiosity in science while inspiring them to become the next generation of scientists and engineers," says Andy Newton, Science & Math Institute Director. "The NASA SEMAA Program and Aerospace Lab coupled with our state-of-the-art digital Planetarium gives Hartnell a powerful one-two punch in the arena of science education and outreach to the youth of our community."

# The Next Generation of Scientists

Hartnell is now the home of a NASA Science, Engineering, Mathematics and Aerospace Academy (SEMAA), the 16th site in the nation and the only one on the West Coast.

The Aerospace Education Laboratory, valued at \$250,000, includes current, real-world science and aerospace technologies such as a flight simulator, wind tunnel, weather station and an environment for micro-gravity experiments. Additionally, the NASA SEMAA grant provides \$375,000 to operate the Academy for three years.

The Academy is a K-12 after school and weekend program whose main goal is to increase and retain the number of under-represented students choosing to pursue degrees and careers in the fields of

science, technology, engineering and math (STEM). The project will partner with several school districts to conduct outreach and work with key STEM partners, including NASA Ames Research Center, U.C. Berkeley, U.C. Santa Cruz, and the Naval Postgraduate School. The program will serve over 1000 K-12 students annually.

Pat McNeill is appointed as the new SEMAA Site Director. Pat has been teaching science in secondary schools since 1980 and holds a Masters Degree in Anthropology/Archaeology from the University of the Americas in Puebla, Mexico and a Masters in Science Education from the University of Texas, El Paso. He spent most of his career teaching physics, earth sciences, computer science and pre-engineering at Alisal High School.



## *Dr. Zahi K. Atallah*

Dr. Zahi K. Atallah was born and raised in Beirut, Lebanon, where he was involved in produce farming. He studied agricultural engineering at Holy Spirit University, Lebanon, then specialized in Plant Pathology for his Masters at American University of Beirut, Lebanon, and his Ph.D. at Washington State University. From 2003 he worked as a vegetable plant pathology scientist at the University of Wisconsin-Madison, and UC Davis. A resident of Salinas, he most recently worked in labs next door to the Alisal Campus at the United States Department of Agriculture. His areas of expertise are population genetics, disease epidemiology and fungal molecular biology. He joined

Hartnell College as Dean of Advanced Technology in January 2011 and oversees the instruction and facilities at the Alisal campus. "It is an amazing challenge that changes students' lives," says Zahi about his experience at Hartnell so far.



Take a look at our new planned giving website!  
[www.hartnell.edu/foundation](http://www.hartnell.edu/foundation) (click on planned giving)

## Support for our Students at Hartnell

# Women's Education Leadership Initiative

The WELI program has been launched with \$50,000 from Taylor Farms for the endowment and a \$25,000 donation from IMPOWER.

The Hartnell Scholarship Program is booming with almost 600 applicants this year – a 300% increase from 2010. Inspired by the need, the women leaders of the Salinas Valley community came together to form the Women's Education Leadership Initiative (WELI). The program provides \$1,500 scholarships and a 16-hour life skills training to 25 Hartnell students facing social and economic challenges. The WELI Advisory committee is actively fundraising for the establishment of an endowment fund as well as annual gifts. The interest from the endowment will fund scholarships for future cohorts.

Workshop courses will include: Financial Planning/ Budgeting, Time & Stress Management, Community & College Resources, Planning for Higher Education, Healthy Relations, Interviewing/ Resume/Dress for Success. Women business leaders teach the program sessions pro-bono. "The success of these students will impact their lives, their family's lives and build a stronger community," says Margaret D'Arrigo- Martin, Executive Vice President of D'Arrigo Bros. Co., of California and co-founder of IMPOWER.

"Parents who receive a higher education provide financial stability for themselves and their families. The WELI women believe that together, WE CAN improve the lives of others," said Valerie Schlothauer, WELI Chair, VP Commercial Banking, Rabobank.

### WELI Advisory Committee Members

Valerie Schlothauer, Chair  
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Mari Beraz  
Susan Black  
Leti Bocanegra  
Vivian Brennand  
Kristina Chavez-Wyatt  
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