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San Diego State University



State University began as the San Diego Normal School, a training facility for elementary school teachers. Seven faculty and 91 students met in temporary quarters over a downtown drugstore before moving to a newly constructed 17-acre campus on Park Boulevard.

The curriculum was limited at first to English, history and mathematics, but course offerings broadened rapidly under the leadership of Samuel T. Black, who left his position as state superintendent of public instruction to become the new school's first president. Black served from 1898 to 1910.

From 1910 to 1935, President Edward L. Hardy headed a vigorous administration that oversaw major changes to the fledgling institution. In 1921, the Normal School became San Diego State Teachers College, a four-year public institution controlled by the state Board of Education. In that same year, the two-year San Diego Junior College, forerunner of today's local community colleges, became a branch of San Diego State, creating a union that lasted until 1946.

By the 1920s, San Diego State was already beginning to outgrow its Park Boulevard location, and San Diegans launched a campaign to build a new campus on the city's eastern border. In February 1931, students, faculty and staff moved into seven Missionstyle buildings surrounding a common area still known as the Main Quad.

San Diego State University



Four years later, the Legislature authorized expansion of degree programs beyond teacher education, and San Diego State Teachers College became San Diego State College. Also in 1935, Walter R. Hepner took the helm as president, beginning a 17-year tenure. The college continued to grow over time, reaching an enrollment of more than 25,000 students during the administration of Malcolm A. Love, who served as president from 1952 to 1971.

In 1960, San Diego State became part of the newly created California State College system, now known as the California State University system. In the early 1970s, with legislative approval, San Diego State College became San Diego State University.

Leading the institution during the 1970s were Acting President Donald E. Walker (1971-1972), President Brage Golding (1972-1977), Acting President Trevor Colbourn (1977-1978) and President Thomas B. Day, whose tenure spanned from 1978 to 1996. In 1996, Stephen L. Weber became the university's seventh president.

Beginning its 112th academic year in fall 2008, SDSU can take pride in more than a century of achievement in education, research and service. With an enrollment of more than 34,000 students, SDSU has grown into the largest institution of higher education in the San Diego region and one of the largest in California.

Renowned for its academic excellence, the university is home to topranking programs in education, international business, social work, speech-language pathology, biology and public administration, to name just a few. Overall, SDSU students can choose from 81 undergraduate majors,



74 master's programs and 16 doctoral degree programs.

SDSU produces thousands of graduates each year, 60 percent of whom stay in San Diego to pursue their careers, making San Diego State a primary educator of the region's work force, as well as a leader in expanding access to higher education. Committed to serving the richly diverse San Diego region, SDSU ranks among the top universities nationwide in terms of ethnic and racial diversity among its student body, as well as the number of bachelor's degrees conferred upon students of color.

Increasingly recognized for innovative research, San Diego State has achieved the prestigious designation of "Research University" with high research activity granted by the Carnegie Foundation. For the past two years, SDSU has been ranked the No. 1 research university for those with 14

or fewer Ph.D. programs, according to Academic Analytic's faculty-scholarly productivity index. Since 2000, SDSU faculty and staff have attracted more than \$1 billion in grants and contracts for research and program administration. SDSU ranks among the top 150 public universities nationwide in research expenditures, and SDSU's research funding has more than doubled from a decade ago.

Private giving to San Diego State has also risen sharply in recent years, reaching a record \$65 million in the 2003-2004 fiscal year. Because state funds and student fees provide only slightly more than half of the university's annual operating requirements, the support of alumni, friends and community partners is providing a crucial margin of excellence at SDSU, enabling the university to fulfill its mission and expand its service to the San Diego region and beyond.

SDSŪ also plays an integral role in analyzing and resolving complex community problems. A prime example is the City Heights Educational Collaborative, an ongoing partnership with San Diego City Schools, the San Diego Education Association, teachers and parents. Funded with an \$18 million grant from Price Charities, the Collaborative is improving instruction for students and professional development for teachers in three inner-city schools managed by the university.

Another initiative to improve education in the San Diego region and beyond is the QUALCOMM Institute for Innovation and Educational Success, launched in 2004 with a record \$14.5 million corporate gift from QUALCOMM. The Institute supports programs that aim to enhance math and





Founded

1897

Cal State System

Member since 1960

Local Presence

Sixty percent of SDSU alums remain in San Diego







San Diego State University







Grants

\$1 billion since 2000

Private Giving

\$65 million since 2003-2004







engineering education across the K-12 spectrum, and supports efforts to revitalize performance in urban school districts nationwide.

Yet another example of San Diego State's innovative community engagement is SDSU Nurses Now, a program that over the years has partnered with more than 10 local hospitals and health organizations in an effort to alleviate the region's nursing shortage. With more than \$3 million in funding commitment from these health care partners secured so far, SDSU has increased its nursing faculty, enabling the university to educate more future nurses. To date the program has helped SDSU produce an additional 300 nurses.

Perhaps the most visible evidence of SDSU's growth is in the physical additions to campus and its continued commitment to providing a modern learning environment for students, faculty and staff. Over the past decade, the university has completed facilities totaling more than \$600 million in value, including Cuicacalli, a dining and residence complex; the Chemical Sciences Laboratory and the Bio-Science Center; and the Aztec Athletics Center, housing coaches' offices, training facilities and the Wise Foundation Hall of Fame. Most recently, construction on the new Parma Payne Goodall Alumni Center has begun. The center will be a gateway for the community to access SDSU's rich assets. Not only will it serve as the first point of contact for alumni and friends visiting SDSU, but it will also be a place where academic and business leaders can collaborate on ventures to benefit our community and impact our future.

Future campus improvements set to take place include the renovation of Nasitir and Storm Halls, expansion of the International Student Center and construction of a new student union building. In addition, SDSU's Campus Master Plan will include the addition of several facilities, including on-campus housing for an additional 3,000 students.

Beyond accolades and campus expansion, San Diego State University remains, as always, most proud of its alumni family, more than 200,000 strong. Among those who call SDSU their alma mater are Federal Trade Commission Chairman Timothy Muris, former Air Force Chief of Staff, Gen. Merrill A. "Tony" McPeak, San

Diego County supervisors Greg Cox, Dianne Jacob, Pam Slater, Ron Roberts and Bill Horn; former San Diego Mayor Maureen O'Connor, San Diego city council members Jim Madaffer and Kevin Faulconer, National Teachers of the Year Janis Gabay (1990) and Sandra McBrayer (1994), restaurant executives Ralph Rubio, CEO of Rubio's Fresh Mexican Grill and Linda A. Lang, CEO of Jack In the Box restaurants; astronaut Ellen Ochoa and Costco CEO and co-founder Jim Sinegal.

Aztec alumni also include entertainers Gregory Peck, Art Linkletter, Marion Ross, Julie Kavner and Kathy Najimy; Hollywood producer Kathleen Kennedy; golfers Lon Hinkle and Gene Littler; baseball players Tony Gwynn, Mark Grace, Travis Lee and Graig Nettles; football players Marshall Faulk, Brian Sipe, Fred Dryer, Kyle Turley and Kirk Morrison; America's Cup skipper Dennis Conner; and basketball player Michael Cage.

The success of these individuals and thousands of other SDSU alumni attest eloquently to the success of their alma mater. From modest beginnings, SDSU has evolved into a premier center of learning, research and service.

Rankings & Distinctions



▶ 2008 SAN DIEGO STATE FOOTBALI

Overall

- San Diego State University has been designated a "Research University" with high research activity by the Carnegie Foundation. Peers in this group include George Washington University, Syracuse University, Texas Tech University and the University of Oregon.
- Since 2000, SDSU faculty and staff have attracted more than \$1 billion in grants and contracts for research and program administration.
- SDSU is the largest university in San Diego and the fifth largest in California.

Academic Programs

- SDSU's undergraduate international business program ranks No. 15 in the nation, according to *U.S. News and World Report's* "America's Best-Colleges 2008 Guide."
- SDSU's international business MSBA program ranks No. 21 in the nation, according to *U.S. News and World Report's* "America's Best Graduate Schools 2008 Guide."
- SDSU's rehabilitation counseling program ranks No. 9 in the nation according to *U.S. News and World Report's* "America's Best Graduate Schools 2008 Guide."
- SDSU's joint doctoral program in language and communicative disorders (with UCSD) ranked No. 1 in the country in the 2006-07 Faculty Scholarly Productivity Index rankings of best doctoral programs nationwide by Academic Analytics.
- The joint doctoral program in clinical psychology (with UCSD) was named No. 2 in the country in the 2006-07 Faculty Scholarly Productivity Index rankings of best doctoral programs nationwide by Academic Analytics
- SDSU is ranked among the nation's top biological sciences programs, according to *U.S. News and World Report's* "America's Best Graduate Schools 2008 Guide."
- SDSU's undergraduate entrepreneur program was listed in *Fortune* Magazine's top 25 list of "America's Best Colleges for Entrepreneurs" in August 2007.
- SDSU was ranked No. 19 in the nation among universities for entrepreneurs in the U.S. in *Entrepreneur* Magazine's Top 100 Colleges and Universities for Entrepreneurs list for 2007.

Diversity

- SDSU is No. 10 in the nation for bachelor's degrees conferred to ethnic minorities *Diverse Issues in Higher Education*, June 2008.
- SDSU ranks No. 20 in the nation for ethnic diversity *U.S. News & World Report*, August 2007.
- SDSU is No. 6 in the nation and No. 2 in California for bachelor's degrees awarded to Hispanics *Hispanic Outlook in Higher Education*, May 2008.
- SDSU ranks No. 19 in the nation for graduate schools awarding master's degrees to Hispanics *Hispanic Outlook in Higher Education*, April 2008.
- SDSU's College of Engineering ranks No. 4 in the nation among top graduate engineering programs for Hispanics *Hispanic Business*, September 2005.
- SDSU's MBA program is ranked among the top 25 in the nation for Hispanics *Hispanic Trends*, September 2005.

Research/Sciences

- SDSU faculty received nearly \$110 million in grants and contracts for research and administering programs during fiscal year 2006/2007, the most of any CSU campus. SDSU faculty members have received a total of more than \$1 billion in external funding since 2000.
- $\bullet~$ SDSU is ranked as the No. 1 most productive research university among schools with 14 or fewer Ph.D. programs based on the Faculty Scholarly Productivity Index for 2006-07.
- SDSU ranks in the top 150 colleges and universities in research and development expenditures, according to the latest data available from the National Science Foundation (2006).
- SDSU serves as host institution for CSUPERB, which is designed to channel resources from the entire California State University system and catalyze interdisciplinary, inter-campus, synergistic endeavors involving biology and chemistry departments (including biotechnology research and applications), as well as engineering, agriculture and computer science. CSUPERB also serves as the official liaison between the CSU and industry, government, the Congressional Biotechnology Caucus and the public arena in all biotechnological matters.
- SDSU's MS in regulatory affairs a key area of the biotech industry is one of only two programs of its kind in the country and is considered the most comprehensive.

International

- SDSU ranks No. 2 among universities of its type nationwide and No. 1 in California, for students studying abroad as part of their college experience. Institute of International Education, November 2007.
- The International Business Program at SDSU is the largest undergraduate international business program in the country, serving nearly 1,100 students annually.
- SDSU is home to the first-ever MBA program in Global Entrepreneurship. As part of the program, students study at four universities worldwide, including the Indian Institute of Management, Lucknow (NOIDA campus); University of Hyderabad; United Arab Emirates Higher Colleges of Technology (HCT); American University of Beirut and is currently negotiating partnerships with universities in China.
- SDSU is the first U.S. university to offer a transnational triple degree program in International Business. In fact, SDSU has the only two such programs in the country. Undergraduate students earn degrees from SDSU and universities in Mexico and Canada in the CaMexUs program, or degrees from SDSU, Mexico and Chile in the PanAmerica program.
- SDSU and Universidad Autónoma de Baja California in Mexico offered the first transnational dual degree between the United States and Mexico, in 1994, through the Mexus/International Business program. SDSU's international business program also runs transnational dual degree programs with Brazil, Canada, Chile and Mexico.
- SDSU's American Language Institute is one of the largest university-based English as a Second Language (ESL) learning programs in the U.S.
- CIBER the Center for International Business and Educational Research is one of 28 federally funded centers in the U.S.
- SDSU's International Security and Conflict Resolution (ISCOR) major is the first of its kind in California.

Prominent Alumni



▶ 2008 SAN DIEGO STATE





Kathleen Kennedy

Dennis Connor





Merrill R. McPeak Timothy J. Muris





Armen Keteyian

Art Linkletter





R. Andrew Rathbone

Marion Ross



Jeanne Zelasko and Kevin Kennedy

Arts/Actors

Robert Hays, television/film actor, "Airplane" Julie Kavner, television actor, "The Simpsons" Kathleen Kennedy, film producer, "Schindler's List" Kathy Najimy, television/film actor, "Sister Act" Gregory Peck, film actor, "To Kill a Mockingbird" Marion Ross, television/stage actor, "Happy Days" Claire Van Vliet, visual artist, founder of the Janus Press Carl Weathers, film actor, "Rocky"

Gary David Goldberg, executive producer and co-creator, "Spin City"

Authors

Greg Bear, noted science fiction author Patricia Benke, best-selling crime novelist Sid Fleischman, author, The Whipping Boy (Newbery Medal, 1987) Susan Vreeland, author, The Girl in Hyacinth Blue (New York Times Bestseller)

Norman Brinkler, Brinkler International, Ltd., (Chili's, Macaroni Grill and On the Border) Robert Peterson, Founder, Jack in the Box

Sol Price, founder, Price Club

R. Andrew Rathbone, creator, "....for Dummies" book series

Ralph Rubio, founder/CEO, Rubio's Baja Grill

Jim Sinegal, co-founder and President/CEO, Costco

Julia Stewart, CEO, International House of Pancakes

Suzy Spafford, creator, Suzy's Zoo

Sue Swenson, COO, Leap Wireless

Jack Williams, retired COO, Royal Caribbean International and Celebrity Cruises

Communication/Media

Art Linkletter, television show host Jeanne Zelasko, Fox Sports anchor/reporter Armen Keteyian, CBS Sports reporter

Education

Sandra McBrayer, 1994 National Teacher of the Year Janis Gabay, 1990 National Teacher of the Year Dr. Doris Alvarez, 1997 Principal of the Year

Government/ Military

Timothy J. Muris, Chairman, Federal Trade Commission General Merrill R. McPeak, former chief of staff, United States Air Force Laura Liswood, Co-founder and Secretary General of the Council of Women World Leaders

Robert Kaplan, nationally known psychologist Ellen Ochoa, astronaut, world's first Hispanic female astronaut Siegfried Reich, HIV testing researcher pioneer Gerald Schleif, WD-40 inventor

Bud Black, current manager, San Diego Padres Michael Cage, former NBA basketball player Dennis Conner, America's Cup-winning sailor

Mark Grace, former Arizona Diamondbacks baseball player

Tony Gwynn, former San Diego Padres baseball player Fred Dryer, former Los Angeles Rams football player/actor

Marshall Faulk, former St. Louis Rams football player and former NFL MVP

Joe Gibbs, former football coach, Washington Redskins

Graig Nettles, former New York Yankees baseball player

Brian Sipe, former Cleveland Browns football player

Mark Reynolds, sailor, four-time Olympian, two-time Olympic gold medalist, three-time world champ

Marla Runyan, 1991-1994-2000 Olympian, visually impaired marathon runner

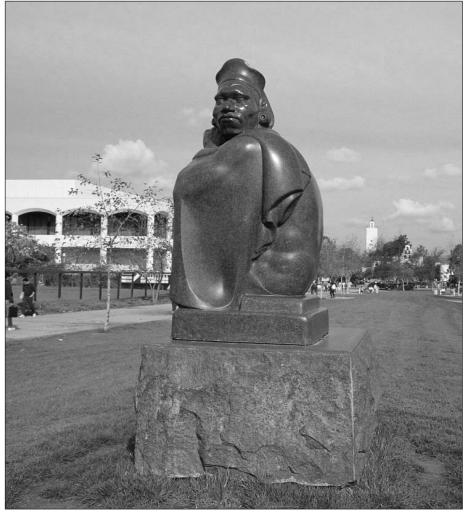
Gene Littler, former PGA tour golfer, winner - 1961 US Open

Kevin Kennedy, Fox Sports baseball analyst, former major league manager

Aztec Culture



▶ 2008 SAN DIEGO STATE



Aztecs and SDSU

San Diego State University first adopted the Aztec name in the 1920s as a nickname for the college's sports teams. In 1925, the student newspaper followed suit, changing its name from The Paper Lantern to The Aztec. Since that time, San Diego State's celebration of Aztec heritage has permeated the campus. In 1936, a Donald Hord sculpture of Montezuma II, the last Aztec emperor, became a welcoming campus icon. With the passing years, Aztec themes echoed in the names, colors and architectural elements of new campus buildings. And Aztec culture became the subject of more than a dozen university courses.

In 1941, Monty Montezuma, a character based on Montezuma II, debuted at San Diego State athletic events as a symbolic personification of the Aztecs. Over time, the Montezuma character's look and activities have evolved from a sports mascot into a more dignified and accurate representation of the historical emperor. Montezuma now serves as the university's ambassador of Aztec culture, charged with the responsibility of informing and educating the San Diego community about Aztec civilization. SDSU continues to take pride in its affiliation with Aztec culture and to celebrate the Aztec virtues of strength, valor and intellectual achievement.

SDSU'S Aztec Heritage

From the early decades of its history, San Diego State has identified itself with the Aztecs, one of the most sophisticated and distinctive societies in the history of the Western Hemisphere. A fitting choice for a university committed to internationalism and diversity, the Aztec identity evokes great pride in Mexico, as well as among many people in the United States, and certainly within the SDSU community. Consequently, San Diego State strives to honor the Aztec people by enhancing awareness, understanding and appreciation of Aztec culture and achievements.

Aztec History

Aztec civilization dates back to at least the 12th century A.D. The precise location is still debated by scholars, but tradition tells us of a place somewhere north of modern-day Mexico City known at that time as Aztlan, which meant "the place of the cranes" or "the place of the herons.' The people who lived in this land were called Azteca meaning "those of Aztlan."

The Azteca eventually left their homeland and

became known as the Mexica. Native folklore attributes this name change to the instructions of the people's patron deity, Huitzilopochtli (Hummingbird on the Left).

Around 1325, the Mexica settled on an island in Lake Texcoco, an area that is now the heart of Mexico City, and named it Tenochtitlan or "the place of the fruit of the cactus." A century later, the Mexica and two other Nahuatl-speaking citystates, Texcoco and Tlacopan, combined to create an entity popularly known as the Aztec Empire.

Boasting a strong military force, this new alliance commanded a sphere of influence that stretched across much of present-day Mexico.

Tenochtitlan and its surrounding valley evolved into a highly sophisticated, multicultural and multilingual city-state of several million inhabitants. At this same time, major European cities numbered only 30,000 to 40,000 in population. A cradle of innovation, the Aztec Empire developed advanced systems of trade, science, politics, religion, education and agriculture. The Aztecs also enjoyed sports and built grand ballcourts to accommodate team events.



University President



▶ 2008 SAN DIEGO STATE FOOTBALL



<u> Dr. Stephen L. Weber</u>

University President 13th Year at SDSU tephen L. Weber, the seventh president of San Diego State University, provides dynamic leadership to an institution that ranks among the largest in the nation. Educated as a philosopher, President Weber began his tenure at SDSU in July 1996 and shortly afterward initiated a broadbased dialogue intended to set the course for the university's future.

Under President Weber's guidance, students, faculty, staff, alumni, and community leaders participated in shaping this "Shared Vision." SDSU is now moving boldly ahead toward goals set by those discussions: reinforcing academic excellence, nurturing students, honoring diversity and social justice, carefully stewarding resources, and further developing global programs.

In the process, SDSU has become an increasingly popular and selective choice among college-bound students. For fall 2006, some 52,000 undergraduate applicants competed for 8,707 vacancies. Not surprising, the overall academic quality of SDSU students is also rising. In addition, alumni involvement and private financial support of the university have never been stronger.

A champion of community involvement as well as academic excellence. President Weber has been an advocate for community service. Leading by example, he is a past chair of the American Association of State Colleges and Universities Board of Directors and co-chair of Partners for K-12 School Reform. He also serves on the boards of governors of The Peres Center for Peace and BIOCOM, and on the boards of directors of the San Diego Regional Economic Development Corporation and the San Diego Science and Technology Council. He co-chairs the College Presidents' Forum of the San Diego County Policy Panel on Youth Access to Alcohol.

President Weber is a member of the international advisory board for the Foundation for Children of the Californias, the advisory council of the San Diego Performing Arts League, the Community Advisory Board of Union Bank of California, and the advisory board for San Diego Gas & Electric (SDG&E). He serves on the National Collegiate Athletics Association (NCAA) Division I Board of Directors, the NCAA Executive Committee, and served on the Presidential Oversight Committee for the Bowl Championship Series. He is a member of the San Diego Rotary Club, an honorary director of the Japan Society of San Diego and Tijuana, and an honorary advisor to the Asia Desk of the San Diego World Trade Center.

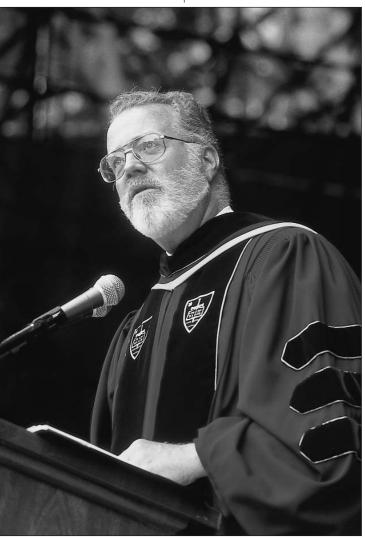
Born in Boston, President Weber is a graduate of Bowling Green University with a B.A. in philosophy. He received his Ph.D. in philosophy from the University of Notre Dame in 1969 and is the author of numerous articles on philosophy and higher education.

President Weber's many awards include an honorary degree from Beijing Capital Normal University, and distinguished alumnus at his alma mater, Bowling Green University. He was named among the 1997 Headliners of the Year by the San Diego Mediation Center honored him with its Peacemaker Award. In 1999, President Weber received the Executive Director's Award from the San Diego Education Association and the Gold Key Award from the San Diego Hospitality

Association. He was recognized as a Leader of Vision by the league of Women Voters of San Diego in 2000.

Before coming to San Diego State University, President Weber served as interim provost of the State University of New York (SUNY); he previously served seven years as president of the SUNY Oswego campus. Prior to that, he was vice president of academic affairs at St. Cloud State University in Minnesota, dean of arts and sciences at Fairfield University in Connecticut, and assistant to the president of the University of Maine. While a faculty member at the University of Maine, he was recognized as the outstanding professor in humanities.

President Weber is married to Susan Keim Weber, who shares his enthusiastic commitment to SDSU. They have two sons.



Director of Athletics



▶ 2008 SAN DIEGO STATE

eff Schemmel, who has elevated San Diego State athletics to unparalleled success, enters his fourth season on Montezuma Mesa.

In 2007-08, San Diego State posted its best-ever finish in the 15-year history of the Division I U.S. Academy Director's Cup for on-field broad based success. Aztec student-athletes continued to excel in the classroom as well, with 218 student-athletes earning 3.0 cumulative or 3.2 semester grade-point averages in 2007.

In addition, San Diego State is coming off one of the most successful spring seasons of any school in the country, joining Michigan, Stanford and UCLA as the only four schools to qualify for the national championship in men's golf, softball and women's water polo.

Added evidence of the Aztecs' success across the board was demonstrated this past spring, when four San Diego State sports finished in the top 35 of their national championships, including a second straight top-five finish for water polo and a 14thplace finish for men's golf (the highest placing for an SDSU men's sport in an NCAA Championship in eight years). In June, Schemmel was also tabbed as the chair of the NCAA Championships and Sports Management Cabinet, which directly oversees nearly every NCAA Division I championship. The Cabinet is one of six committees that make up the restructured NCAA Governance Structure.

Schemmel was named San Diego State's athletic director on July 6, 2005, and is recognized as one of the most accomplished sitting athletic directors in the country. He is a former practicing attorney, has directed a Final Four, served as a senior administrator at Big 10 and Big 12 schools, and played a part in what might be the biggest football turnaround in the history of college athletics.

Schemmel arrived at San Diego State from Conference USA, where he had served as associate commissioner for governance and legal affairs since October of 2004. During his stay in Dallas, he helped the league negotiate television contracts with ESPN and College Sports Television that exceeded more than \$100 million in revenue, and he served as a member of the NCAA Division I Management Council.

From February of 2004 to October of 2004, Schemmel was the senior vice president and executive director of development for the Arizona State University Foundation, where he oversaw the school's fundraising efforts while supervising approximately 135 employees across the Tempe campus.

Schemmel was an administrator at the University of Minnesota from 1991 to 2003. During his stay in the Twin Cities, he advanced from associate athletic director for compliance to senior associate athletic director and chief operating officer for Gopher athletics. Along with his departmental duties, Schemmel directed the school's efforts in hosting NCAA Championship events, including the 2001 Final Four, one of America's fastest growing events.

He also supervised and helped implement a \$3 million capital improvement campaign, and was heavily involved in the hiring of Minnesota's head football and men's basketball coaches. From 1988 to 1991, Schemmel was an administrator at his alma mater, Kansas State. He served as the school's assistant athletic director for development and later was the associate athletic director for compliance while supervising the school's Olympic sports.

Schemmel was part of the management team that hired Bill Snyder as the Wildcats head football coach. Under Snyder's direction, Kansas State executed what is considered one of the greatest turnarounds in college football history. K-State had made just one bowl appearance in its history prior to Snyder's arrival, did not win a single game in the two seasons before he took over in 1989, and had just three wins in the previous four seasons. Under Snyder, the Wildcats went to a bowl game 11 times and claimed their first-ever Big 12 title.

Schemmel was a decorated runner at Kansas State and was named the 1976 outstanding student-athlete at the school. As a Wildcat, he was a four-time track and field



champion distance medley relay team and won the Big 8 Conference Medallion.

He also served as an ABC Television and Time Magazine correspondent for the 1976 Summer Olympics in Montreal.

After earning his undergraduate degree in political science, Schemmel earned his law degree at Washburn University in Topeka, Kan. He began his professional career as an attorney and later was a partner in his own firm, specializing in business

Schemmel and his wife, Lori, have been married for 31 years. They have two sons, Justin (28), and Jon (25), who plays minor league baseball in the San Diego Padres organization.





Jeff Schemmel

Director of Athletics Fourth Year at SDSU

Education

1976 - B.S. degree from Kansas State 1979 - Juris Doctor from Washburn School of Law

Career Experience

1988-1991 Assistant/Associate Director of Athletics Kansas State University

1991-94

Associate Director of Athletics - Director of Compliance University of Minnesota

1994-2003

Senior Associate Athletics Director - Chief Operating Officer University of Minnesota

2001

Executive Director 2001 NCAA Men's Basketball Final Four

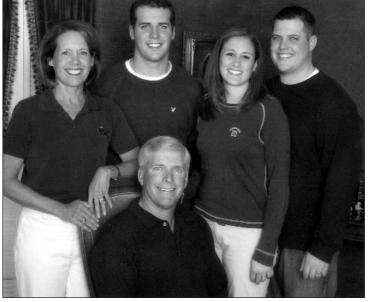
2003-04

Senior V.P., ASUF Executive Director of Development Arizona State University

Associate Commissioner -Governance and Legal Affairs Conference USA

San Diego State University

2005-Present Director of Athletics



San Diego State University Director of Athletics Jeff Schemmel with wife Lori, sons Jonathan and Justin, and daughter-in-law Carrie.

Aztec Hall of Fame **Aztec Hall Of Fame Inductees** • Laurel Brassey - W. Volleyball (1974-1981) • Willie Buchanon - Football (1970-71) • John Butler - Football (1933-35) • Fred Dryer - Football (1967-68) • Gary Garrison - Football (1964-65) •Gene Littler - M. Golf (1949-52) • Haven Moses - Football (1966-67) • Graig Nettles - Baseball (1964-65); M. Basketball (1964-65) • C.E. Peterson - Football Coach (1921-29); M. Bball Coach (1921-26); Track Coach (1922-46) • Milton Phelps - M. Basketball (1939-41) • Art Preston - Football (1949-51); Baseball (1950-52) Arnie Robinson - M. Track (1970-71) Dennis Shaw - Football (1968-69) •Brian Sipe - Football (1969-71) • Willie Steele - M. Track (1947-48); M. Basketball (1947); Baseball (1949) • Kevin Crow - Soccer (1979-82) • Morris Gross - Football, Baseball, M. Basketball Coach (1929-42) • Tony Gwynn - Baseball (1979-81); M. Basketball (1978-81) •Don Horn - Football (1965-66) • Jack Rand - M. Track (1934-35); Football (1932-34) •Tim Delaney - Football (1968-70) • Art Linkletter - M. Basketball (1932-34); M. Swimming (1932-34) • Judy Porter - W. Basketball (1980-83) • Tom Reynolds - Football (1969-71) • Steve Copp - M. Basketball (1973-76) • Chuck Courtney - M. Golf (1960-61) • Tom Dahms - Football (1947-49) • Monte Jackson - Football (1973-74) • Angela Rock - W. Volleyball (1981-84) • Barbara Barrow - W. Golf (1974-77) • Bud Black - Baseball (1978-79) • Deby LaPlante - W. Track (1979-80) • Tony Pinkins - M. Basketball (1955-57) • Bob Smith - M. Track (1949-50) • Charlie Smith - Baseball Coach (1934-64) 1993 • Tom Ables - Honorary • Michael Cage - M. Basketball (1981-84) • Vidal Fernandez - M. Soccer (1977-79) • Ann Lebedeff - W. Tennis (1972-74) • Tom Nettles - Football (1966-68) • LaTanya Sheffield - W. Track (1983-86) • Patricia Mang - Softball (1987-88) • Chris Marlowe - M. Volleyball (1972-73); M. Basketball (1970-73) • Bill Schutte - Football Coach (1947-55) • Nate Wright - Football (1967-68) •George Ziegenfuss - M. Basketball Coach (1948-69) • Marcelo Balboa - M. Soccer (1988-89) • Bob Brady - M. Basketball (1952-54) Claudie Minor - Football (1972-73) Micki Schillig - W. Tennis (1980-83) Frank Scott - M. Golf Coach (1948-83)



<u>Athletics Directory</u>



▶ 2008 SAN DIEGO STATE

General Information

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Jay Larson, Asst. A.D. - Compliance Genieve Pascoe, Asst. Director of Compliance Julie Fitzgerald, Financial Aid Coordinator Lori Mitchell, Administrative Assistant

Development - (619) 594-5162

Bob Moosbrugger, Assoc. A.D. - Development Michelle McBride, Asst. Athletic Director - AAF Joy Francis, Director of Athletic Development Sherry Bertram, Assistant Director - AAF Danni Barrall, Special Events Coordinator

Equipment - (619) 594-4951

Nick Pettit, Assoc. Athletic Director Angie Garza, Assistant Equipment Manager Dennis Brown, Equipment Attendant Ben Herman, Equipment Attendant Pat Murray, Equipment Attendant

Facilities & Operations - (619) 594-4191

Dave Noll, Asst. Director of Facilities and Operations Steve Bartel, Event Management Assistant Tim Baron, Facilities and Operations Assistant Scott Horvath, Info. Technology Coordinator

Marketing & Corp. Sales - (619) 594-4549

Sean Briner, Assoc. Ath. Dir. - Marketing/Sales Robin Blackwell, Director of Corporate Relations Chris Carlson, Dir. of Marketing and Ticket Sales Rachel Richards, Administrative Assistant

Media Relations - (619) 594-5547

Mike May, Asst. Ath. Dir. - Media Relations Peggy Curtin, Asst. Dir. - Media Relations Dave Kuhn, Asst. Dir. - Media Relations Jamie McConeghy, Asst. Dir. - Media Relations Darin Wong, Asst. Dir. - Media Relations Andrea Ohta, Media Relations Assistant Andrea Rogers, Administrative Assistant Dave Berry, Coordinator of Multimedia Productions

Sports Medicine - (619) 594-5551 Don Kessler, Head Athletic Trainer Mark Haines, Assistant Athletic Trainer Carolyn Peters, Assistant Athletic Trainer Gina Maggio, Physical Therapist/Athletic Trainer Allison Miner, Physical Therapist/Athletic Trainer Pat Dulin, S.A. Insurance Coordinator

Strength & Conditioning - (619) 594-4273

Jon Francis, Director of Strength & Conditioning David Ohton, Strength & Conditioning Coach Courtney Bale, Asst. Strength & Conditioning Coach Wendell Richards, Asst. Strength & Conditioning Coach

Ticket Office - (619) 594-7892

Jim Cordova, Asst. A.D. - Ticket Office Operations Gina Balistrieri, Assoc. Ticket Office Manager Kelli Edelbrock, Ticket Office Associate Jennifer Slaughter, Ticket Office Associate

Video Staff - (619) 594-7617 Brian Murphy, Video Coordinator

Coaching Staffs

Baseball - (619) 594-6889

Tony Gwynn, Head Coach Rusty Filter, Associate Head Coach Mark Martinez, Assistant Coach Jody Stevens, Assistant Coach Mike Sweet, Director of Operations

Men's Basketball - (619) 594-6249

Steve Fisher, Head Coach Brian Dutcher, Assistant Head Coach Mark Fisher, Assistant Coach Justin Hutson, Assistant Coach Matt Soria, Director of Operations David Velasquez, Director of Player Development Marty Malano, Administrative Assistant

Women's Basketball - (619) 594-4095

Beth Burns, Head Coach Shanele Stires, Assistant Coach Jualeah Woods, Assistant Coach Tammy Stephens, Director of Operations Tara Morrison, Administrative Assistant

Women's Crew - (619) 594-0650

Jennifer Zebroski, Head Coach Alison Abrams, Assistant Coach Katie Heisinger, Assistant Coach

Women's Track & Cross Country - (619) 594-1951

Rahn Sheffield, Head Coach Jennifer Nanista, Assistant Coach Michael LoBue, Assistant Coach Richard Fox, Volunteer Assistant Coach Football - (619) 594-6769

Chuck Long, Head Coach Chris Ash, Assistant Coach Bob Elliott, Assistant Coach Jonathan Himebauch, Assistant Coach Larry Holton, Assistant Coach LeCharls McDaniel, Assistant Coach Del Miller, Assistant Coach Toby Neinas, Assistant Coach Mike Nelson, Assistant Coach Brian Stark, Assistant Coach Bob Lopez, Director of Football Operations Meghan Cowen, Administrative Assistant Leah Owczarczak, Administrative Assistant

Men's Golf - (619) 594-4334

Ryan Donovan, Head Coach Dale Walker, Director of Operations

Women's Golf - (619) 594-7665

Felicia Brown, Head Coach Doug Barba, Assistant Coach

Men's Soccer - (619) 594-0136

Lev Kirshner, Head Coach Matt Hall, Assistant Coach Oscar Rodriguez, Assistant Coach Kevin Sapanli, Assistant Coach Andrew DiCicco, Director of Operations

Women's Soccer - (619) 594-3749

Mike Friesen, Head Coach Nat Gonzalez, Assistant Coach Jayme Lee Hardwick, Assistant Coach

Softball - (619) 594-1952

Kathy Van Wyk, Head Coach Steve Miner, Assistant Coach Miranda Bleisch, Director of Operations

Women's Swimming & Diving - (619) 594-5883

Mike Shrader, Head Coach Brendon Bray, Assistant Coach Jim Wynne, Diving Coach

Men's Tennis - (619) 594-5084

Gene Carswell, Head Coach Ryan Redondo, Assistant Coach

Women's Tennis - (619) 594-6505

Peter Mattera, Head Coach Lindsey Gamp, Assistant Coach

Women's Volleyball - (619) 594-5064

Mark Warner, Head Coach John Ross, Associate Head Coach John Shirk, Assistant Coach

Women's Water Polo - (619) 594-0649

Carin Crawford, Head Coach Allison Gregory, Assistant Coach

Band - (619) 594-1600

Bryan Ransom, Band Director

Cheerleading - (619) 594-4549 Jennifer Kwappenberg, Cheer Coach



▶ 2008 SAN DIEGO STATE



What Boosters Need to Know About NCAA Rules and Regulations

The support and loyalty of Aztec supporters are cornerstones of San Diego State University and Aztec Athletics. As dedicated supporters, we ask for your commitment to compliance with NCAA, conference and SDSU rules and regulations. The eligibility of SDSU student-athletes depends greatly upon your understanding of these rules.

Per NCAA regulations, the university is held responsible for the actions of our boosters. Boosters may not engage in any recruitment activities or provide benefits or privileges to prospective or enrolled student-athletes. The SDSU Department of Athletics is proud to have your loyal support and continued interest in our athletic programs. As we strive for excellence, we must always seek the highest standard of ethical conduct. With your assistance and cooperation, we believe these goals can be accomplished.

Who Are Representatives or Boosters?

You are considered a "representative of athletics interests" (i.e., booster) of San Diego State University if:

- You have made a financial contribution to Aztec Athletics including the Aztec Athletic Foundation, Director's Cabinet, Big 50, Big 64, RBI Club, or a sports specific varsity club.
- You are a corporate sponsor or courtesy car provider.
- You are a member of an organization that promotes an athletic team.
- You have assisted in the recruitment of a prospective student-athlete.
- You have employed a student-athlete.
- You have assisted a student-athlete in locating a job.
- · You have provided assistance or a benefit to a student-athlete or their family.

Once you become an SDSU booster, you retain that status indefinitely.

Remember, As a Booster You May Not:

- Be involved in the recruitment of a student-athlete.
- · Provide any benefit, inducement or arrangement such as cash, clothing, equipment, cars, transportation, gifts, or loans to a prospective or current student-athlete.
- Engage in any conversation more than a "hello" with prospective student-athletes or their parents or guardians.
- · Make in-person recruiting contacts with prospects or their parents or guardians.
- Make telephone calls or write letters to prospects or their parents or guardians.

Who Are Prospective Student-Athletes?

A prospect is:

- · Enrolled in the 9th grade or above.
- Enrolled in a two-year college.
- · Not yet enrolled or officially withdrawn from a four-year institution.
- · Any other individual who has been recruited by a staff member or booster.

Who Are Enrolled Student-Athletes?

An enrolled student-athlete:

- Is a member of an NCAA intercollegiate athletic team.
- May interact with boosters, but may not have relationships that include extra benefits.

Boosters and Job Programs

If you are interested in employing any student-athlete, you must first contact the Athletics Financial Aid Coordinator at 619-594-4152 to ensure proper employment. Your employment of student-athletes is a beneficial experience as they build a life outside of athletics. However, you must remember:

- You may pay only for work actually performed.
- You may pay only the going rate in that locality for similar services.
- You may not provide transportation to or from the job site unless the employer transports all employees.

Extra Benefits

A staff member or booster may not offer or provide any benefits to a prospective or enrolled student-athlete, or their relatives or friends, other than those expressly permitted by NCAA legislation. An extra benefit is any special arrangement to provide a benefit which is not generally available to the general student body.

Examples of extra benefits include:

- · Arrangements of employment for relatives.
- · Gifts of clothing or equipment.
- · Co-signing of loans.
- · Loans to relatives or friends.
- Cash or like items.
- · Any tangible items, such as merchandise.
- Free or reduced-cost services, rentals or purchases.
- Free or discounted meals at a restaurant.
- · Free or reduced-cost housing.
- Use of an institution's athletics equipment.

Questions Regarding Rules?

If you have any questions regarding NCAA rules and how it affects relationships between boosters and student-athletes, or prospects, please contact the SDSU Athletic Compliance Office at:

Athletic Compliance San Diego State University 5500 Campanile Dr. San Diego, CA 92182-4313 (619) 594-3395

The Mountain West



▶ 2008 SAN DIEGO STATE FOOTBALL



Mountain West Conference 15455 Gleneagle Drive Suite 200 Colorado Springs, CO 80921

Phone: (719) 488-4040 Fax: (719) 487-7241











This is the Mountain West

From its inception in 1999, the Mountain West Conference has been committed to excellence in intercollegiate athletics while promoting the academic missions of its member institutions. As the league celebrates its 10th anniversary in 2008-09, the MWC continues to cultivate opportunities for student-athletes to compete at the highest level, while fostering academic achievement and sportsmanship. Over its nine-year history, the MWC has been assertive in its involvement with the NCAA governance structure and has taken a leadership role in the overall administration of intercollegiate athletics.

The MWC is noted for its geographic diversity. Some of the most beautiful terrain and landscapes in the nation can be found within MWC boundaries, including the majestic Rocky Mountain range, which borders four MWC schools (Utah, BYU, Air Force and Colorado State). The high plains of Wyoming contrast with the desert city of Las Vegas and the Pacific Ocean locale of San Diego State. The southwestern flavor of New Mexico complements the western heritage and culture of Fort Worth, Texas, home of the MWC's newest member, TCU.

History

The MWC was conceived on May 26, 1998, when the presidents of eight institutions — Air Force, BYU, Colorado State, New Mexico, San Diego State, UNLV, Utah and Wyoming — decided to form a new NCAA Division I-A intercollegiate athletic conference.

The split from the former 16-team conference re-established continuity and stability among the membership within the new league and signaled the continuation of its tradition-rich, long-standing athletic rivalries. Five of the MWC's eight original members have been conference rivals since the 1960s (BYU, Utah, New Mexico, Wyoming, Colorado State), while San Diego State (1978) and Air Force (1980) were longtime members as well. UNLV and TCU entered the fold in 1996 and the Rebels continued as one of the original eight institutions that formed the MWC in 1999. TCU rejoined the group with its first year of competition in the Mountain West in 2005-06, completing the Conference membership as it stands today.

2007-08 in Review

The 2007-08 campaign provided several notable moments for Mountain West teams. The MWC sent a record five teams to bowl games and posted a 4-1 mark in those contests to capture the Bowl Challenge Cup for the second time in four years, registering the best win percentage among the 11 conferences that make up the NCAA Football Bowl Subdivision. League champion BYU finished the season with an 11-2 record and a national ranking for the second consecutive year, closing out the campaign at No. 14 in both the Associated Press and USA Today Top 25 polls.

Exposure

The MWC television package will reach a national audience in 2008-09 through a combination of telecasts on The MountainWest Sports Network (The Mtn.), CBS College Sports Network (formerly CSTV) and VERSUS. The Mtn. has been available to cable subscribers in the MWC footprint since it first aired in 2006-07 and will be available nationally on DIRECTV starting Aug. 27, 2008.

On Aug. 26, 2004, College Sports Television (CSTV) and the MWC announced a visionary partnership that revolutionized the college sports landscape. The landmark agreement was the first NCAA Division I football and men's basketball conference-wide deal for CSTV and provided the network exclusive rights to all Conference events, including cable and satellite television coverage, national over-theair and satellite radio, video-ondemand and online broadcast rights.

A succession of events since the fall of 2004 has improved the television model, including CSTV's merger with Comcast SportsNet to create The Mtn.

- MountainWest Sports Network and CBS Corporation's purchase of CSTV. CBS acquired CSTV in January 2006, and on Feb. 12, 2008 incorporated CSTV's cable, broadcast and online activities into its world-famous brand as the CBS College Sports Network (CBS C).

The relationship with Comcast SportNet also delivered a new national broadcast partner in VERSUS. The MWC was the first exclusive college programming provider for the Comcast-owned entity, with football and both men's and women's basketball games. The CBS C/MWC partnership has guaranteed greater levels of television exposure for all league sports and has resoundingly met the fundamental goals of more exposure and preferred start times and dates.

In the summer of 2006, the centerpiece of this historic relationship was realized with the launch of The Mtn. – the first sports network dedicated to serving a single collegiate athletic conference. The Mtn. provides sports fans blanket coverage of MWC athletics across multiple sports, including football, men's and women's basketball, and men's and women's Olympic sports. The Mtn. features more than just live games and has added its own original programming. Fans get a comprehensive array of news, features and analysis about their favorite MWC teams and players. In 2007-08, more than 250 MWC events were shown live on The Mtn., CBS C and VERSUS. CBS C is currently available in over 65 million homes, while VERSUS is in more than 73 million households.

Opportunity

The MWC provides a first-class athletic and academic experience for more than 4.000 student-athletes each year. Over the past nine years, 36 student-athletes from Mountain West institutions have earned NCAA Postgraduate Scholarships, and since the league's inception in 1999, an additional 18 student-athletes have been named MWC Student-Athlete of the Year and awarded league-sponsored postgraduate scholarships. Two student-athletes have earned distinction as Rhodes Scholars (Jessica Mellinger, Wyoming and Delavane Diaz, Air Force).

Conference student-athletes are also given a voice regarding pertinent issues within the MWC and NCAA governance structure through representation on the Student-Athlete Advisory Committee (SAAC). The MWC SAAC consists of 10 representatives; one student-athlete from each member institution and one faculty athletics representative. The committee reviews and reacts to legislation and to other topics referred by the Conference constituent groups or committees related to the student-athlete experience.



Craig Thompson Commissioner



Bret Gilliland Deputy Commissioner



Dan Butterly Assoc. Commissioner Marketing



Carrie Coll Assoc. Commissioner Championships



Javan Hedlund Assoc. Commissioner Communications



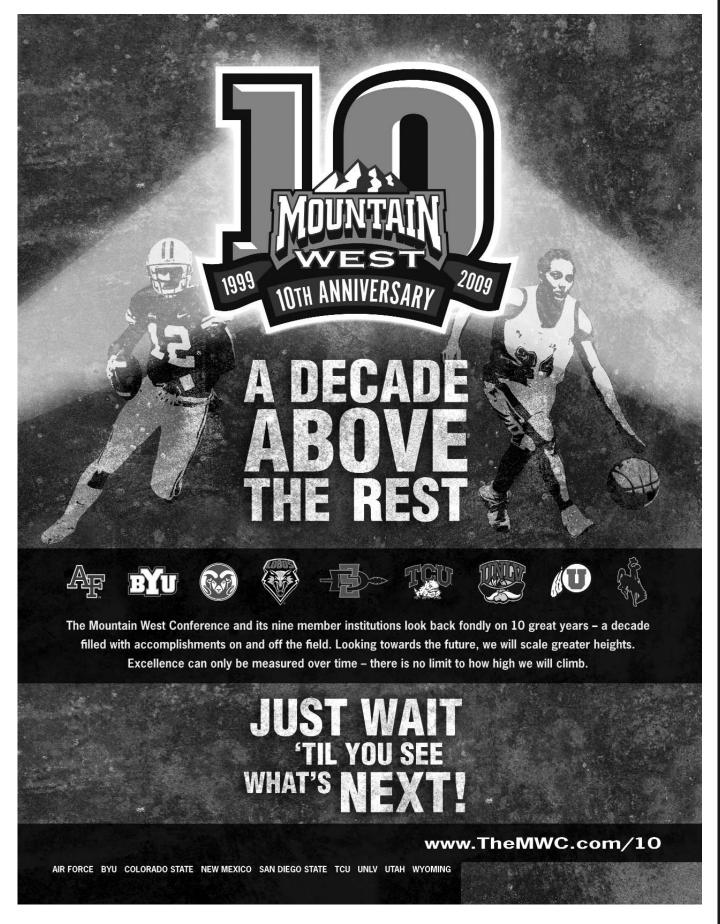
Kim Melcher
Director
Communications



Marlon Edge Asst. Director Communications



Becky Motchan Asst. Director Communications



Composite Schedule



▶ 2008 SAN DIEGO STATE FOOTBALL

	Cal Poly	Notre Dame	San Jose State	Idaho	TCU	Air Force	New Mexico	Colorado State	Wyoming	Brigham Young	Utah	UNLV
Aug. 30	-D-	Open	UC Davis	at Arizona	at New Mexico	Southern Utah	TCU	Colorado (Aug. 31)	Ohio	Northern Iowa	at Michigan	Utah State
Sept. 6	Montana	P	at Nebraska	Idaho State	Stephen F. Austin	at Wyoming	Texas A&M	Sacramento State	Air Force	at Washington	UNLV	at Utah
Sept. 13	at McNeese State	Michigan		Western Michigan	Stanford	at Houston	Arizona	Open	North Dakota State	UCLA	at Utah State	at Arizona State
Sept. 20	at Northwestern State	at Michigan State	at Stanford	at Utah State	at SMU	Utah	at Tulsa	Houston	at Brigham Young	Wyoming	at Air Force	Iowa State
Sept. 27	Open	Purdue	at Hawai'i		at Oklahoma	Open	at New Mexico State	at California	Bowling Green	Open	Weber State	Nevada
Oct. 4	South Dakota	Stanford	Open	Nevada		Navy	Wyoming	UNLV	at New Mexico	at Utah State (Oct. 3)	Oregon State (Oct. 2)	at Colorado State
Oct. 11	Open	at North Carolina	Utah State	at Fresno State	at Colorado State	中	at Brigham Young	TCU	Utah	New Mexico	at Wyoming	Open
Oct. 18	at South Dakota State	Open	at New Mexico State	at Louisiana Tech	Brigham Young (Oct. 16)	at UNLV		at Utah	Open	at TCU (Oct. 16)	Colorado State	Air Force
Oct. 25	Southern Utah	at Washington	Boise State (Oct. 24)	New Mexico State	Wyoming	New Mexico (Oct. 23)	at Air Force (Oct. 23)	-@-	at TCU	UNLV	Open	at Brigham Young
Nov. 1	Idaho State	Pittsburgh	at Idaho	San Jose State	at UNLV	at Army	Utah	Brigham Young	-	at Colorado State	at New Mexico	TCU
Nov. 8	North Carolina Central	at Boston College	Louisiana Tech	Open	at Utah (Nov. 6)	Colorado State	at UNLV	at Air Force	at Tennessee		TCU (Nov. 6)	New Mexico
Nov. 15	UC Davis	Navy	at Nevada	Boise State	Open	Brigham Young	at Colorado State	New Mexico	at UNLV (Nov. 13)	at Air Force	P	Wyoming (Nov. 13)
Nov. 22	at Wisconsin	Syracuse	Fresno State (Nov. 21)	at Hawai'i	Air Force	at TCU	Open	at Wyoming	Colorado State	at Utah	Brigham Young	D -
Nov. 29	Open	at USC	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open