

alumni
association

FALL 2015

published semi-annually for our alumni community

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COOPERATIVELY YOURS

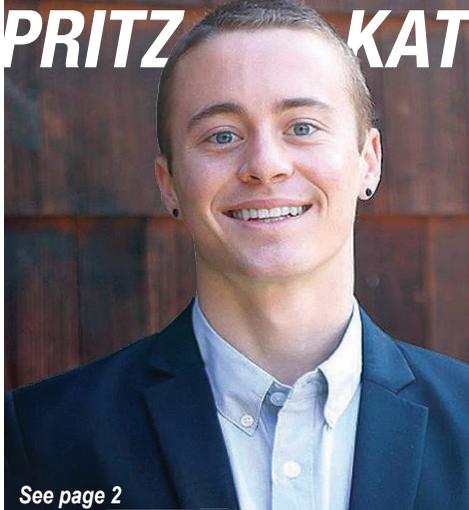


\$51,000 SPECIAL GIVE

Announced at BSC GRADUATION

CONGRATS, GRADS! The Special Give donation was announced at the BSC's Co-op Graduation that took place on Tuesday, May 5, 2015. Check out more photos from the event inside on **pages 12-13**. For details on the Special Give Campaign, see **page 9**.

Introducing
BSC PRESIDENT
AUSTIN
PRITZ **KAT**



See page 2

We changed the date:
DAVIS HOUSE REUNION



SATURDAY, OCT. 3, 2015 5:30-10:30 pm
Dinner, Drinks, dancing!
Music by Davisours (classes 2010-2014)
Davis House: 2833 Bancroft Steps
Purchase Tickets (\$30/\$20): <http://2833bancroft.eventbrite.com>
Contact Madeleine Loh with Questions. We are sorry that Davis House is not wheelchair accessible.

President's address

From page 1

My name is Austin Pritzkat and I have the privilege and honor of serving the Berkeley Student Cooperative as our President for the 2015-2016 year. I am a proud member of the Rochdale Village community. I am originally from Redondo Beach, California and I am a senior at UC Berkeley, studying Political Science with minors in Public Policy and City and Regional Planning.

I ran for President because I care deeply about the BSC and our members. For me, our mission is personal: as a low-income student, I depend on the BSC for the affordable housing and supportive community it provides in order to attend UC Berkeley, receive an education, and develop and grow as a young person.

I first moved into the BSC in January 2013 and I've been grateful to feel at home ever since. Over the last two-and-a-half years, I've been engaged at both the unit- and central-levels. I've lived at Afro House, Fenwick, and Rochdale and I've worked as a Maintenance Manager, Garden Coordinator, and Councilmember. Most recently, I served as our Co-op Senator in the ASUC Senate and as a BSC Director.



Austin with Executive Director Kim Benson, Operations Manager Marie Lucero, and Finance Manager Steve Catano

I am proud of the work our Board accomplished last year: from lowering our rent for the third year in a row, to reducing overhead, to creating more than \$100,000 in scholarships for low-income students, to improving our governance processes, and more. We are dedicated to fulfilling our mission of serving students who would not otherwise be able to afford a university education.

These Board accomplishments could not have been achieved without the support by Kim Benson and the BSC professional staff. Not only do they work closely with the student Board to provide us with the training, advice and information necessary to make sound decisions, they are also responsible for successfully executing our policies and directives.

The BSC will be implementing our new Strategic Plan, which focuses on better fulfilling our mission, modernizing operations, improving governance, enhancing member education, and increasing outreach to external organizations.

Living in the BSC has been a transformational experience for me and, as President, I want to make sure the BSC continues to grow and thrive so we can continue to serve students for years to come.

AFRO HOUSE

WELCOMES
NATIONAL
ACTIVIST

Deray McKesson

By Joel N. Jenkins



On Thursday May 28, 2015 the African American Theme House (affectionately known as Afro House) welcomed nationally recognized media activist Deray McKesson for a dinner and conversation hosted with the support of the African American Studies department at UC Berkeley.

Deray is a Baltimore native who began his career as a sixth grade math teacher and eventually became one of the highest ranking administrators for the Minneapolis, MI public school system. Deray rose to prominence following the death of Michael Brown in Ferguson, MO, and is recognized as one of the leading voices in the Black Lives Matter movement. He uses social media (i.e., Black Twitter) as a way to bring first-hand narratives into mainstream media.

Our event was conceived and orchestrated with only 24-hour notice. My housemate Spencer Pritchard (Cal '15) learned the day before through Twitter that Deray was coming to Berkeley. After Deray accepted our invitation to speak at Afro,

a group of us huddled in Eddie Stinson's room and sketched out a game plan on a white board to host a community event.

We began outreach right away – through phone calls, emails, and texts. We could not use social media, which would have been more efficient, because Deray imposes a 24 hour social media blackout before any public event as a security measure for his personal safety.

Housemate Anthony Williams invited UC Berkeley Professor Na'ilah Suad Nasir, chair of the African American Studies Department. Within hours, Professor Nasir responded by offering a \$200 sponsorship and an honorarium for Deray (which he turned down in favor of a UC Berkeley sweatshirt).

As our guest list grew, we realized that we needed simple things like chairs and tables. Sherman Hall House President Christine Redor and Lothlorien Policy Elf Jordy Coutin stepped up with supplies.

On Thursday, the house welcomed Professor Nasir, Professor Aya de Leon



(Lecturer, African American Studies Department and Director of Poetry for the People), Samuel Sinyangwe of PolicyLink in Oakland, members of Black student unions at UC Berkeley, Berkeley City College, Berkeley High School, and various community members from the East Bay.

After a home cooked meal prepared by Eddie Stinson (House Manager) and Melissa Reyes (Maintenance Manager), the Afro House guests engaged in a lively Q&A with Deray. Quotes were Tweeted throughout the evening. Here are a few from residents Spencer J. Pritchard (@sjpritchard23) and Anthony Williams (@anthoknees):

Blackness has never been allowed to be complex - @deray at @AfroHouseCal - @sjpritchard23

Erasure is told in two ways - the story is never told or the story isn't told by us @deray

on power of social media at @AfroHouseCal - @sjpritchard23

The power of Twitter is real. We're able to create our own narratives. @BlakeDontCrack @AfroHouseCal #BlackatCal - @Anthoknees

I worry that people are more excited about fighting than winning ... My goal is not to fight for the next 30 yrs @deray @AfroHouseCal - @anthoknees

One of the most incredible moments was when I asked Deray, "What do you think about fellow Black activists who are opposed to your participation in the movement because you're queer?" His response:

If I'm tryna get free, that includes those that don't love me. @deray @AfroHouseCal - @anthoknees

I am extremely proud of how the house rallied together to get things done, from buying food, to rearranging furniture, to cleaning up. Thank you Carlitos Willis, Sheena Paul, Melissa Reyes, Eddie Stinson, Anthony Williams, Spencer Pritchard, Celeste Martore, and Jerrell Gardner! We demonstrated loyalty to our vision of being a community space and creating events that showcase a legacy of community engagement.

This event could have only happened with the structure that the BSC provides for students to lead and realize their visions for community impact. Thank you, BSC, for the resources and support that helped Afro House create this experience for the community.

Joel N Jenkins is the newly-elected House President of African American Theme House. He is studying linguistics at Berkeley City College and is applying to transfer to a bachelor's program. He also works as the BSC Development Associate with Madeleine Loh.

The case for a **People of Color** THEME HOUSE

At the last BSC Board meeting of the 2014-2015 academic year, the Board of Directors unanimously approved the creation of a “people of color” theme house, either through the acquisition of a new property, or, if no new property is identified by Spring 2016, the conversion of an existing property.

Some of our alumni may be surprised that all

many decades. While students of color make up 55% of the campus population, they are only 41% in our room and board houses. Focus studies revealed that our house cultures can be exclusive and unwelcoming to students of color, and students of color feel pressure to assimilate to the dominant culture in the houses. This can manifest itself in unintentional ways such as offensive party themes and “luxury” food choices that are insensitive to minorities and students with more limited means. Additionally, the perceived “party culture” and lack of cleanliness discourage students of color.

We would not be serving our mission to provide affordable housing to students who need it if we were even unintentionally marginalizing students of color.

We have chipped away at the underrepresentation with operational improvements made over the past 6 years, including:

- 1. Rent stabilization. For the third time in three years, the BSC decreased rent in our room and board houses, made possible by budget cutting and new operational efficiencies.**
- 2. Increased scholarships. This Spring, the BSC Board voted to budget \$60,000 per year (in addition to restricted donations) to support a comprehensive scholarship program to recruit and retain low-income students.**
- 3. Member education, such as anti-oppression training.**
- 4. Improved marketing and increased outreach to UC Berkeley campus partners.**
- 5. Improved habitability standards and enforcement of workshift policies.**

However, we know from experience that creating a theme house dedicated to a traditionally marginalized group can profoundly alter our cultural representation to the community and also change cultural

norms within the BSC. We opened Oscar Wilde House as our LGBT-Q theme house in 1997 in the context of a similar debate, where some wondered whether Oscar Wilde House would simply segregate the queer community. The opposite happened -- The BSC is now known throughout the campus community as one of the biggest allies of the queer community. Though some queer students feel most safe living in Oscar Wilde House, the expectation we cultivate throughout our system is to offer a space to queer students in every one of our 20 houses. This is a change that only happened after the opening of Oscar Wilde House.

We have already begun the search for a new property to add to the BSC portfolio as our people of color theme house. The new house will show the Berkeley community, in no uncertain terms, that the BSC strives and wants to be a diverse, equitable, and inclusive organization for students of color. The new house will also provide more management, board, executive, and other leadership opportunities for students of color, thereby leading to a more diverse leadership team and greater advocacy and momentum for a continual shift in the BSC’s culture.

The details are still to be developed in the coming few years, and I invite our alumni to be a part of our growth by supporting our efforts, both financially and morally.

-Kim Benson, Executive Director



The Diversity and Inclusion Task Force

27 of our board members, representing all 20 of our properties, would provide such overwhelming support for what can be viewed as a form of “self-segregation.”

The proposal is a culmination of years of research and examination by our student leadership, including demographer Catherine Barry and the Diversity & Inclusion Task Force, chaired by BSC member Ed Stinson, to answer these questions:

- 1. Are we serving our mission by being accessible to all low-income students, including students of color?**
- 2. What barriers to entry exist for low-income students, especially in our room and board houses?**
- 3. What should the BSC do to mitigate the barriers to entry that exist and thus address unequal access to our services?**

What Dr. Barry and the Task Force found was that students of color continue to be underrepresented in our room and board houses due to cultural norms that have been developing over

	Rochdale/Fenwick Apartments* (360 students)	15 room & board houses* (877 students)
Pell Grant recipient	71%	31%
First-generation college student	84%	30%
Listed as dependent	77%	92%
Educational Opportunity Program	83%	25%

*Not including Northside Apartments, Hillegas Parker House, or Convent, which predominantly serve graduate students.

BSC DIVERSITY AND EQUITY VISION STATEMENT

As a 501(c) nonprofit that aims to serve students who would not be able to attain an education without affordable housing, the BSC recognizes that its members are shaped by diverse identities and contexts that are affected by a variety of systems of power. These systems are organized by respectively hierarchized categories such as race, ethnicity, gender, socioeconomic status, age, ability, sexuality, legal status, nationality, among others. The BSC seeks to challenge and transform these systems

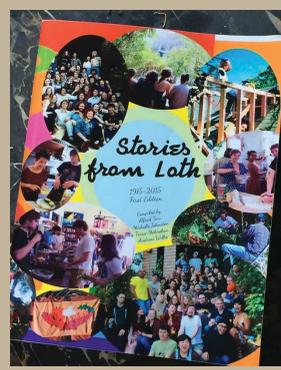
by creating affordable, accessible, and anti-oppressive living spaces where underrepresented students can feel safer, grow personally and collectively, and thrive in academic and extracurricular engagements. It is only by establishing a commitment to equity and diversity through anti-oppression practices that the BSC can better recruit and retain members, being led by and for underrepresented students in higher education...

BSC Student Demographics Different from Berkeley Campus

	Rochdale/Fenwick Apartments	15 room & board houses	All BSC Undergrads*	UC Berkeley Undergrads
African origin, non-Hispanic	6%	4%	5%	5%
Asian origin non-Hispanic	11%	15%	13%	33%
Hispanic/Latino	68%	20%	35%	16%
Native American/Alaska Native	<1%	1%	<1%	1%
Other	1%	<1%	1%	0%
All People of Color	87%	41%	55%	55%
Undergrads Hispanic	18%	38%	42%	38%
Not Reported	3%	1%	2%	5%
International	2%	2%	2%	16%

*Includes undergrads living in Northside, Convent, and Hillegas Parker House

LOTH REUNITES



Above: Alfred Twu in sun hat, with Executive Director Kim Benson to his left.

Over the weekend of April 3-5, 2015, Lothlorien hosted a reunion for all Elves, which has been a tradition happening every five years since at least 1995. We are thankful for the organizing efforts of alumnus Alfred Twu, who had an especially tricky job this year as the reunion weekend selected by an alumni poll conflicted with midterm exams! In between their studies, the students welcomed alumni with home cooking and smiles.

“While we had over 100 alumni visiting us over the weekend, we managed to keep costs very low. The whole reunion event cost only \$200 in food ingredients, paid for by the BSC Alumni Association,” says Alfred. Alumni numbers were augmented by children, and a peaceful corner of the patio was set

aside for Lothlorien babies.

This year’s reunion introduced a new twist -- BSC Executive Director Kim Benson and Development Director Madeleine Loh showed up at Saturday brunch to greet the Elves they had befriended over the years, and to meet new Elves. “Ask me anything about the BSC,” Kim invited, and Elves old and new peppered her with questions about the future of student housing, our seismic retrofit efforts, and the BSC’s cooperative nonprofit corporation model.

The BSC and the BSC Alumni Association thank the Lothlorien alumni community for renewing their connections and looks forward to the next reunion!



HiP HOUSE GETS A RETROFIT

Hillegas Parker House is the 9th property to be retrofitted in 11 years

EACH BSC STUDENT PAYS:

\$1,093/year to pay debt service on a \$20 million bond to finance seismic retrofits

+ **\$281/year** to save for future retrofits

= \$1,374/year



Hillegas Parker House was formerly Le Chateau. The BSC converted the property in 2004 to house graduate and re-entry students.

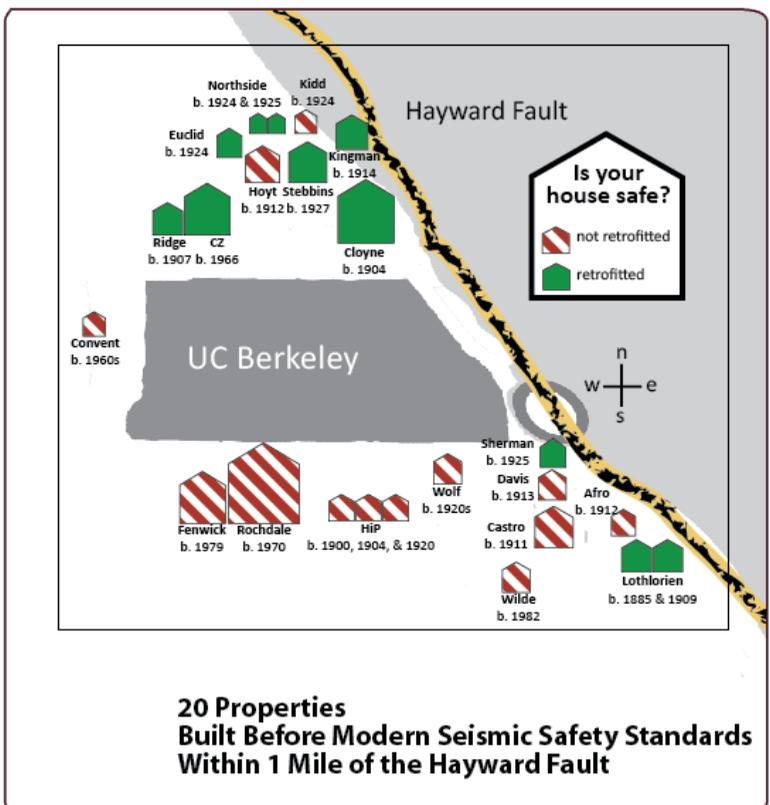
Retrofit work is being done on North House (2539 Hillegass) and South House (2601 Parker), with projected cost of \$600,000. The scope of work includes:

1. Seismic work such as the construction of shear walls, steel beams, and foundation reinforcement.
2. Energy efficiency improvements like on-demand water heating, wall insulation, and a 95% efficient furnace in South House.
3. New roof for North House.
4. Removal of all fireplaces to improve seismic safety and reduce liability exposure.



"The BSC leadership is highly committed to completing retrofits at each of our properties to keep our members safe. My job is to manage our retrofit projects to ensure they comply with safety regulations and are completed on time and in budget," says Maintenance Supervisor Dan Holm, who has worked at the BSC for over 20 years.

About half of the construction costs will be funded by donations. "Thank you to all the alumni who have supported our retrofit work with donations. These are major costs to the BSC, but we have to keep investing in our infrastructure for the safety of our students," says Dan.



BSC LEGACY SOCIETY SPOTLIGHT

on Aron Murai

The BSC Legacy Society is a group of Co-op alumni who have included the BSC in their estate planning. This year, we feature Aron Murai, who set up a gift to the BSC using a charitable gift annuity.

Aron Murai was born in Sunnyvale, CA, to Japanese parents. His mother was a second-generation Japanese-American and worked as a live-in maid in San Francisco. His father was an immigrant from Japan and worked in a small grocery store in San Francisco. Aron was mostly raised by his grandparents on his mother's side, who had a farm in Sunnyvale.

When Aron was 8, his entire family was sent to a Japanese internment camp in Heart Mountain, Wyoming. Aron's childhood perspective was a happy one. "My whole family was together and I didn't have to do any chores!" However, the internment was also devastating – while they were interned from 1942-45, his grandparents' farm lay idle and his grandparents fell in arrears with property taxes. The county sheriff ultimately foreclosed on the property to pay back taxes.

After World War II, Aron and his family returned to California where his father worked as a janitor, then as a gardener. Aron attended and graduated from Menlo-Atherton High School, the same high school that Madeleine Loh attended. Aron was surprised when Madeleine informed him that their high school was known as the "country club high school," with its population of affluent students from Atherton, Woodside, and Menlo Park. "Oh, I wouldn't know about such types. I associated with kids from working class families in East Palo Alto and East Menlo Park."

Aron recalls that among his Menlo-Atherton Class of 1952 classmates was Richard Kaneka, who lived at the building which became Euclid Hall.

Aron discovered the Co-op and Cloyne Court at UC Berkeley class registration. "It must have been a flyer. The price was right, at \$50/month plus five hours of workshift a week." His workshifts were pot-wash, switchboard operation, maintenance, and, the most prized workshift, maintenance at the all-wom-

en's Stebbins Hall. "I was there during the Great Panty Raid of 1954. We guarded the door of Stebbins Hall against the panty raiders from the fraternities."

Aron studied electrical engineering. As the Korean War loomed, the draft board informed Aron that he could avoid enlistment if he maintained a B average in school. "I studied very hard my first year and got an A- average. However, I eventually became distracted by social activities and I got C+ average for my senior year. That means I graduated with exactly a B average."

The distracting social activities included a very involved intramural sports program. "Cloyne excelled at the minor sports including horseshoe, bowling, and table tennis. We were slaughtered in major sports like flag football. That didn't matter – all sports were equal in the intramural league and we won the intramural championships!" Dating played a small part in the life of a broke student like Aron. "My dates were coffee in the Co-op kitchens and free campus events. I dated some girls from Stebbins and Hoyt. I did not associate with the girls from Sherman Hall, who were viewed as elite."

To pay his tuition and living expenses, Aron washed dishes Friday and Saturday nights at his uncle's restaurant on Telegraph Avenue and found other odd jobs through the campus job center, mostly gardening.

After UC Berkeley, Aron worked as an electrical engineer in the field of satellite telemetry. He began his career in the defense industry (again, initially, to avoid being drafted) at RCA in New Jersey and Los Angeles, then at the Vandenberg Air Force Base. Aron left Vandenberg because "a friend convinced me to go on a seven-month tour through Europe. It was fun! I ran out of money and had to move in with my parents after that trip." Aron then began a 31-year career at Lockheed, during which time he met and married his wife Fumi, who passed away nine years ago.

Aron and Fumi had three children, including son John Murai, who later became house manager at Cloyne Court in the early 1980s. "To the disappointment of Fumi, who wanted him to be a doctor, John became an 'applied statistician' in Las Vegas and now works around the world!"

Aron now lives in a retirement community in Pleasanton, CA, where he is surrounded by photos of his family and enjoys a full schedule of recreational activities.



Aron and BSC Development Director Madeleine Loh discovered that they graduated from the same high school, in addition to having UC Berkeley and the Co-op in common.

ARON MURAI is among the first in the BSC alumni community to set up a charitable gift annuity with the Silicon Valley Community Foundation.



- ✓ Income for life (4-9%)
 - ✓ Charitable deduction
 - ✓ Favorable capital gain tax treatment
 - ✓ No estate tax
- The BSC is proud to partner with Silicon Valley Community Foundation to provide estate planning options to our alumni, including charitable gift annuities. SVCF is a public-benefit nonprofit corporation that helps donors achieve their philanthropic goals.

- The charitable gift annuity is a contract with the SVCF, and is backed by the assets of the SVCF.
- Enjoy immediate tax benefits and income for life, for you or your loved ones.
- After you pass, the remainder of the charitable gift annuity supports the Berkeley Student Cooperative.

"I am familiar with charitable gift annuities because I set these up for UC Berkeley and the University of Washington, my wife's alma mater. Those large institutions operate their own CGA programs. It's wonderful that Berkeley Student Cooperative can now offer Co-op alumni CGAs too."



Maxine White
Phil Isgrig
Rick Jaffe
Lorenz Werner
Reed Miller

Richard McNulty
Aron Murai
Sue Peterson
Phil Posen
Mark Walker

Charles Ross
Amy Sater
Thomas Segerson
Phil Thompson
Robert Thompson

Carl Winer
Bruce Whiggenman
Kane Yoo
Takeshi Yoshikawa
Yuko Yoshikawa

Casa Zimbabwe (Ridge Project) turns 50 in 2016!

USCA's \$1.5 MILLION RIDGE PROJECT



Some 128 U.C. students, 71 women and 57 men, have now happily settled themselves into the newest student Co-op residence in the United States. It is hard to believe that the Ridge Project students have been there for only four months. There is a settled and informal atmosphere that gives the impression this has been "home" to everyone for years.

The design of the beautiful residence is warmly functional, and non-dormitory looking, the handsome furniture is constructed for comfort. The busy, relaxed and informal living pattern of students working, studying and playing is more that of a family unit than a

mass living situation.

Co-ops and the whole University community can be proud that such an ambitious project has seen fruition.

Because the kitchen facilities at Oxford Hall had become obsolete and because of an ever longer waiting list of potential student Co-op residents, a new, large student Co-op became a necessity, and the dreams, plans and monumental fund raising tasks began in 1963.

We still have over \$200,000 more to raise to reach our original campaign goal of \$775,000. Until that time, the USCA students must bear the load of paying more each

quarter in order to handle the loan payments.

The handsome \$1,500,000 project at 2424 Ridge Rd. is only one block from U.C.'s Northgate. It has a new central kitchen and warehouse, a central office, a dining hall which combines as a meeting and study hall, lounge, T.V. Room, Hi-Fi corner, Conference room, roof lounges and play areas overlooking the hills and campus, and 38 dormitory rooms in the women's wing and 33 in the men's.

If you haven't yet inspected the new project, drop by at any time, and our staff members would be happy to show you around.

Would you like to be involved in planning the 50th Anniversary Bash?
CONTACT MADELEINE LOH AT MLOH@BSC.COOP OR (510) 649-8984.

SPECIAL

GIVE

2015

THE BSC'S FIRST
ANNUAL EMAIL
FUNDRAISING CAMPAIGN
RAISES OVER \$51,000
AND INCREASES
DONOR BASE

Total Raised:
\$51,900.46 from **228** donors

NUMBER OF DONORS	228	
Donors who graduated 2005 or later	46	20%
First-time donors	83	36%

At the beginning of this year, the BSC alumni participation rate was less than 1.5%. In other words, fewer than 2 out of every 100 BSC alumni have ever given back to the BSC.

This number has vexed me since I started working as the BSC Development Director in October 2010. Given the thousands of alumni like myself for whom the BSC has provided affordable housing and an unforgettable cooperative experience, I would expect at least the 12% donation rate enjoyed by UC Berkeley. The current environment for public education only underscores the value of the BSC.

Our low donation numbers also belied our growing list of achievements and the strength of BSC leadership. The BSC Board of Directors is the most trained, organized, and committed group of students in decades. I am proud to be part of a professional staff under the leadership of Executive Director Kim Benson which understands our responsibility to prepare and provide knowledge and support to every house-level manager and member of the Board of Directors.

So on April 27 this year, the BSC launched our first ever Special Give campaign, a five-day email campaign to encourage

The BSC is humbled by the outpouring of alumni support.

We wish to especially thank the following Special Give Team members:

Special Give Challenge Grant Donors

(challenge matches of \$2,500+)

Allen Davenport (Oxford Hall 1964-67) | Steve Greenberg (Cloyne Court 1980-85) | Carl Larson (Barrington Hall 1962-65) | Richard Lira (Barrington Hall 1963-64, Ridge House 1964-67) | Rudi Scheidt (Oxford Hall 1941-44) | Omar Shakill (Davis House 1994-95, Northside Apartments 1995-96) | Anonymous (Barrington Hall)

Special Give Volunteers

Nancy Blattel (Barrington Hall, Northside Rochdale Village 1972-84) | Allen Davenport | Steve Greenberg (Cloyne Court 1980-85) | Margie (Greene) Guillory (Hoyt Hall 1970-72, Northside 1972-75) | Nick Hamilton (Oscar Wilde House 2002-06) | Chrissy Howell (Sherman Hall 1988-89, Lothlorien 1989, Stebbins 1990-91) | Daniel Kronovet (Casa Zimbabwe 2009, Andres Castro Arms 2009-11, Lothlorien Summer 2011, Kingman Hall 2011-12) | Jon Lampman (Barrington Hall 1967-68, Cloyne Court 1968-69) | Richard Lira (Barrington Hall 1963-64, Ridge House 1964-67) | Michelle Nacouzi (Sherman Hall 2012, Wolf House 2013, Andres Castro Arms 2012-14) | Analise Smith-Hinkley (Cloyne Court 2008, Oscar Wilde House 2009-10) | Karen Tkach (Andres Castro Arms 2004-08) | Steve Wood (Barrington Hall 1961-67)



Below is one of Al Davenport's convincing emails. Al's daily messaging motivated an exceptionally high level of engagement by Oxford Hall alumni and unearthed challenge donor Rudi Scheidt.

Email from Allen Davenport to Oxford Hall Alumni from Friday, May 1, 2015 at 6:57 am:

Make Your Oxford Hall Special Give Match Contribution Today

Yesterday afternoon I got an email from Rudi Scheidt, who is a 1944 Oxford Alumnus. He asked how we were doing. I said it was way better than we expected. We had gotten \$17,500 in matching grants and \$17,000 to match them. He said in that case he'd like to contribute \$2500 to the matching side of our Special Give Campaign, to make it an even \$40,000 prospect. You now have the opportunity to have every dollar you give matched by an Oxford man, but you have to do it today. bsc.coop/donate

If we are successful, a \$40,000 check will be presented to the Berkeley Student Coop from its alumni during the Coop's own graduation ceremonies on May 5. This will have a tremendous affect on the future of the Coop. For the next 20 years at least, the Coop is going to depend on its alumni like it never has before, and it needs to build amuch bigger and more active alumni base to do it. This year's graduates will be among those alumni. They need to get that message....bsc.coop/donate

...Finally, keeping score: In addition to Rudi, we got another contribution from Fred Lavine (there's no limit to how many times you can contribute this week), and new contributions from Oxford alums Kurt Pyle, Steve Fabricant, and Harry Delmer. Harry was never a house president, but he was always there when something needed to be done. Let's get this job done. bsc.coop/donate

alumni to give back to the BSC in honor of our graduating seniors. Unsure of how our alumni would respond, we set a modest goal of \$15,000, including \$7,500 in pledged challenge donations. A small group of alumni spanning both coasts formed the Special Give Team to support the campaign with personalized messages and reminders.

The campaign name is inspired by our Special Dinner tradition begun in the 1990s, where our room and board houses organize end-of-semester affairs which affirm house spirit and friendships and are among the most cherished memories of recent alumni. Thank you former BSC President Nicholas Hamilton for this inspiration!

It is no secret that the "Special Give" campaign name is also borrowed from the one-day "Big Give" campaign inaugurated by UC Berkeley in November 2014. The highly successful one-day campaign was organized over ten months and supported by a staff of professional fundraisers, marketing and social media experts, event coordinators, and website developers. Don't you agree that our scrappier, student-run, cooperatively organized BSC deserves the best fundraising practices modeled by much bigger fish?!

We learned the first day of Special Give that our \$15,000 goal was too low. Day 1

began at 9 AM PDT on Monday April 27 with an email from Kim Benson (subject line: "Remember Your Workshift?"). The response was overwhelming. At 1 PM PDT, our online donation system broke down because the volume of donations exceeded default settings. On Day 1 alone, we raised over \$4,000 in individual gifts to be doubled by the challenge donors.

I set up a shared Google doc so that the Special Give Team could see a live feed of campaign results. It was hard to keep up with the donations! Throughout the week, I saw that Special Give Team members were obsessively viewing the Google doc 24/7 (a Google doc allows users to see who else is viewing the document).

Richard "I Have Helium Head" Lira recruited many of the volunteers. "It was the most exciting thing I had ever done for the BSC. I had an adrenaline rush that lasted the whole week and beyond."

At BSC Graduation on May 5, I had the pleasure of announcing to our graduating seniors the results of Special Give:

The Berkeley Student Cooperative is surrounded by thousands of alumni who are grateful for the experiences they had and wish the very best for the future of the BSC. We have empirical evidence of such love for the BSC. Last week, we launched our first ever annual cam-

WHICH HOUSE PERFORMED BEST IN SPECIAL GIVE?

Different Opinion: Al Davenport

I admire the creativity that went into the “level of house engagement” algorithm that Madeleine created, but I think what counts is the percentage of contributors to contacts. I am personally most gratified that we got 42 contributions from an Oxford Hall list of about 230 valid email addresses. An 18% response rate is really remarkable, especially for a house that hasn’t graduated anybody in 40 years! It tells me the work of the Oxford Hall reunion in 2011 is paying a dividend like it should.



Oxford Hall Reunion is paying a dividend, says Al Davenport

paign, the Special Give. We asked alumni to donate and raise \$15,000 in honor of you, our graduating seniors.

Instead of \$15,000, alumni gave back \$50,028.66.

In other words, the BSC is valued and cherished more than we know.

On June 12, we held a Special Give “Post Mortem” meeting for our volunteers where we shared donation data, reviewed campaign messaging, and celebrated at the bar of the UC Berkeley Faculty Club. We were most excited that 20% of our donors were young alumni, and 36% of our donors were first-time

donors.

We are still far from UC Berkeley’s donation rate of 12%, but we have found a campaign with a simple concept that works for us and inspires our alumni to give back.

CONTACT ME IF:

1. You want to leverage your generosity to the BSC by being a challenge donor in the Special Give 2016 campaign, thereby encouraging other alumni to follow your example.

2. You want to share in our excitement in the outpouring of alumni support by joining the Special Give 2016 volunteer team.

One Opinion: Madeleine Loh

The Special Give volunteers engaged in playful competition to see which house would raise the most money for the Berkeley Student Cooperative. At our post mortem meeting on June 12, I provided some unscientific data to the volunteers to settle their curiosity.

Going by the raw numbers, Cloyne Court alumni were the largest proportion of donors. (Note that many of the donors lived in more than one house.) That makes sense, given that Cloyne is our biggest house and has been in existence since 1946.

However, when we weight the results by the size of the alumni base for each house, we get different results. I roughly determined by the size of the alumni base by multiplying the current occupancy of the house by the house’s years in existence. Not surprisingly, Northside Apartments, the smallest property, ranks highest when results are weighted. (And perhaps Northside Apartment alumni, who enjoyed seniority and a plum housing assignment, feel a particular gratitude towards the BSC?) The dark horse winner is our queer-themed house, Oscar Wilde. We opened Oscar Wilde House relatively recently, in 1999, and it houses 38 students.

Therefore, I award **OSCAR WILDE HOUSE** the prize for best Special Give performance.

House Performance Ranked by Level of House Engagement

Rank	House	# donors	% donors	Alumni Base	House Performance
1	Northside Apartments	21	9.21%	1170	17.95
2	Oscar Wilde House	10	4.39%	608	16.45
3	Ridge House	28	12.28%	2660	10.53
4	Oxford Hall	42	18.42%	4212	9.97
5	Davis House	15	6.58%	1620	9.26
6	Hillegass Parker	5	2.19%	627	7.97
7	Afro House	3	1.32%	378	7.94
8	Wolf House	9	3.95%	1189	7.57
9	Kingman Hall	13	5.70%	1900	6.84
10	Stebbins Hall	25	10.96%	4030	6.20
11	Andres Castro Arms	14	6.14%	2464	5.68
12	Lothlorien	11	4.82%	2280	4.82
13	Cloyne Court	45	19.74%	9798	4.59
14	Hoyt Hall	16	7.02%	3720	4.30
15	Kidd Hall	4	1.75%	935	4.28
16	Euclid Hall	4	1.75%	1152	3.47
17	Sherman Hall	10	4.39%	2920	3.42
18	CZ/ Ridge Project	18	7.89%	6076	2.96
19	Rochdale + Fenwick	41	17.98%	15068	2.72
20	Le Chateau	5	2.19%	2295	2.18
21	Barrington Hall	30	13.16%	13912	2.16

Alumni Base = years of existence x occupancy
House Performance = (# donors/Alumni Base) x 1000



6:30 pm **Music & Food**
 7:00 pm **Program**

Madeleine Loh BSC Development Director
 Kim Benson BSC Executive Director
 Spencer Hitchcock BSC President
 Nancy Blattel BSC Alumni Association

8:00 pm **Dessert & Photos**

Iron
CHEFS

Shelby Ashbaugh	Hoyt
Avi Ballo	Davis
Aubree Calderwood	Kidd
Jerica Duey	Stebbins
Nick Englund	Kingman
Lia Freitas	Hoyt
Lilah Gonen	Ch
Jasper O'Leary	Kidd
Jenny Sholar	Hoyt



Above: Our wonderful volunteers and staff



BSC Graduation

To feed our hungry undergraduates, our houses served special dishes as part of our Iron Chef competition. Gretchen and Richard Lira (center in picture at bottom right) judged, while BSC staff member Michelle Pesce and Marie Lucero managed reception and food.



STEBBINS THEN AND NOW



All color vintage photos provided by Rick Kent taken mostly from a New Year's Eve party on December 31, 1970. 2. Patty Ginsberg (toasting), Paul Margen (eating). Campanile made by Dale Roberts. 3. Patty Ginsberg (curly hair). 4. Fall 1970, group bonding. 5. Howard Watkins (red shirt), Tim Chang (yellow shirt). Kathie Paulist (now Agnes Rettie) (patterned trousers) married Mike Rettie (blonde male facing away from camera). Louisa Beck (red hair), Louisa Beck (red hair), Kathy Adams (long blonde hair). 6. Patty Ginsberg (glasses), Karen Keene,

Barbara Kempees, Zoe Iverson (solid red sweater), Dale Roberts (blond male on the right). 7. Wendy Edmonson (red sweater), House Manager Karen House (striped shirt), Jan Pearson (far right, now dean of San Joaquin College of Law).



AND NOW

We were lucky to receive photos from two alumni who moved into Stebbins Hall in 1970, the year it became co-ed. Rick Kent moved into Stebbins Hall after living in Cloyne Court, where he was Workshift Manager. Rick now lives in Chapel Hill, NC, but comes back to the Bay Area nearly every year to attend a reunion organized by his Cloyne friend, Bob Reyes. Howard Watkins moved into Stebbins Hall after Oxford Hall, and became Maintenance Manager at Stebbins. His wife Christine Kamp Watkins lived in Hoyt Hall. Howard and Christine live in Fresno, CA.



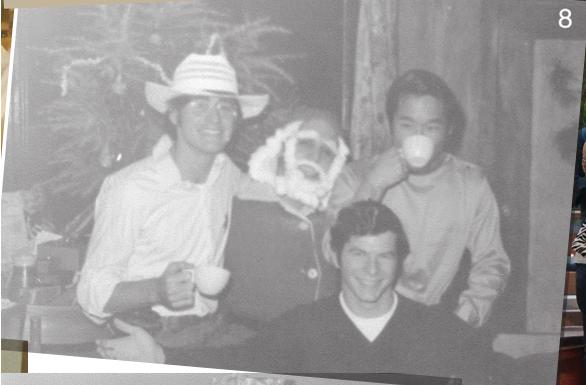
11



7



12



8



9



13



10

1, 8, 9, 10. All black and white vintage photos were taken at a joint Hoyt Hall and Stebbins Christmas Party, 1970, with Howard Watkins as Santa Claus. 11. Stebbinites gather inside the newly-renovated Lizard Lounge during the Spring 2015 Deck Party. 12. House members dine on

lobster, truffles, and mac n' cheese (among other courses) at the Spring 2015 Special Dinner celebration. 13. The house poses outside on the Stebbins deck for a photo before dining at Special Dinner.

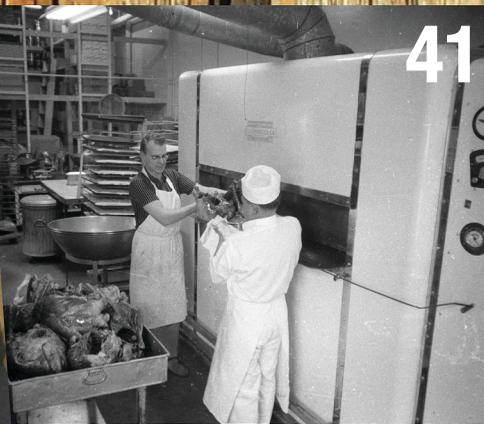
FROM THE ARCHIVES

Can you identify who and what are in these photos?
Please email mloh@bsc.coop with any information you have.

40



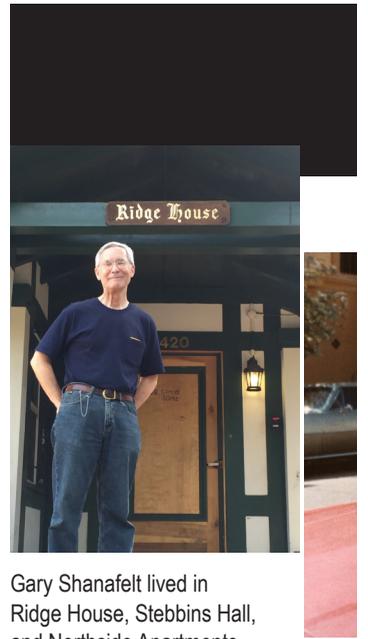
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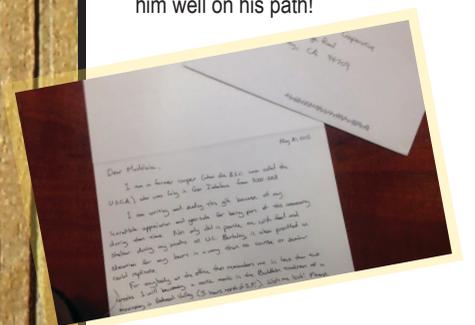
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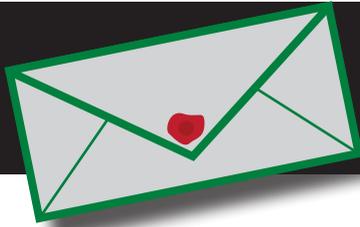


Gary Shanafelt lived in Ridge House, Stebbins Hall, and Northside Apartments while he was earning his PhD in History during the 1970s. Gary dropped by Central Office this summer to prove that he was still alive. He is a professor of European history at McMurry University, a small private college in Abilene, Texas. Gary would like to hear from any alumni who remember him! He can be reached at shanafeg@mcmurryadm.mcm.edu.



John Nishinaga
(Casa Zimbabwe 2000-2003) will be joining a monastery. We wish him well on his path!





ALUMNI NOTES



Lynn Gaiser Sarraille, who lived in the BSC in the 1970s, writes:

As an art student I lived at Kidd, Davis and Euclid. At Davis House I was the gardener and then a cook. I lived at Euclid Hall where I also made many new friends including my now husband- **John Sarraille**. He was the House Manager! We have been married for 41 years. Including active participation in student war protests and membership in Students for A Democratic Society, I finished my bachelors in art and a teaching credential at UCB.

John and I returned to Berkeley briefly in 1984, when John finished his masters in computer science at UCB. We lived in

the Rochdale Village when Lydia was just 1 year old. Wow- walking with a baby on Telegraph Ave was a crazy time then. I missed the donut shop and many of the old book stores had gone.

John is a professor of Computer Science at CSUS. He graduated from UCSD with a PhD in mathematics. I am a Specialist in Education working with the learning handicapped here in Turlock. I expect to retire this coming May!

We have a now remodeled home in Turlock and enjoy camping and hiking in Yosemite and visiting family and friends in southern France and Italy. I have worked as the chair and general member of the

Turlock City Arts Commission for over 20 years.

We have 3 children: Lydia, Roxanne and Claire- graduates from San Jose SU, UC Davis (almost) and UC Berkeley. Our youngest, Claire Sarraille, has lived in Holt, Wolf and Kingman. Two of our girls have supported the Occupy Oakland actions and student protests at UC Davis. As working professionals we strongly support our local, state and federal unions.

Robert Mercer, who lived in Cloyne Court from 1957-51, writes:

I was a boarder at Cloyne Court. They served 21 meals a week for \$27 per month plus three hours of work per week. The food was plentiful and serviceable -- important for a still growing boy. And the price was right. I had \$50 per month (plus all fees and books) from the Navy, and \$28 from an insurance policy purchased by my parents. Room rent was \$20 per month, leaving me \$30 per month, plus the income from various part-time jobs, for dates, laundry, etc. (I also had considerable savings -- several hundred dollars -- from high school earnings.) The co-op was entirely student run. The Board of Directors hired a cook, baker, dietician, and a small office staff. House managers assigned the work shifts. New members of the co-op got the dirty jobs such as pot washing at the Central Kitchen. (I did that.) Better, though still not desirable because of the distance to the Central Kitchen on the west side of campus, was the job of Baker's Helper. I liked that!

Seniors got the choice assignments. One semester I was the switchboard operator, where I could also correct papers. (I was a math reader during my upper division years.) At least one semester Dave Nethaway and I were Sunday noon waiters. This was the fancy meal of the week, with tablecloths yet! (Actually, single-bed sheets.) And it was the only meal of the week where women were permitted; we "borrowed" a housemother from the nearby Stebbins Hall for the occasion. Sunday supper was pretty thin, so Dave and I often made our own sandwiches and swiped a can of fruit for our supper at home. The co-op as an organization helped in a small way to ease some of the wrongs of the Japanese internment during World War II. When the students of Japanese ancestry were carted off and interned, the co-op offered to take over their house on the north side, keep it in good shape, and return it after the war.

When Bob Brooke, a year ahead of me at Cal, a prince of a fellow and a minor "wheel" in the co-op, wanted to sell his

car I decided to offer \$300, and go as high as \$350. He said he wouldn't take a cent over \$275, and I didn't argue. It was a 1939 Plymouth coupe, green, with a column shift, a manual throttle, and a rumble seat. For the next year it was my pride and joy. It took us dancing in the City and at local officer's clubs, and the required mile from campus for a beer after drill. The rumble seat was perfect for carrying a toboggan to the snow. The car changed my life -- from a struggling math student to a (maybe) man of the world. After graduation, facing a Navy tour overseas (the Korean War was on), I regretfully sold the car -- for \$275.

Some years later, I learned that Bob Brooke had been killed in an automobile accident, and that a scholarship fund in his name had been established at the co-op. I owed him -- a lot -- and over the years have tried to repay him -- or at least the recipients of some of the co-op scholarships -- for his contribution to my young life.



Joe Decuir with Cloyne Court Academic Theme Manager Kyle Boss and BSC Executive Director Kim Benson

Joe Decuir (Ridge Project, Davis House, Northside 1969-74) likes to remind us that he accumulated 18 points at the BSC and that the lessons he learned through cooperative living made a big difference in his successful career, which spanned Atari and Microsoft. Joe is giving back -- he presented a well-received talk on career development at Cloyne Court and later observed a board meeting. He was joined by classmate Mike Albaugh (Cloyne 1969-72), who said, "the New Cloyne is a nice hybrid of the one I remember and the sort of place my children (now 31 and 28) would like."



Harriet Goldman, Dorothy Endow, and Melinda Taplin at the February 2015 reunion for the founding members of Davis House organized by Harriet Goldman and George SooHoo.

IN MEMORIAM

Melinda Taplin was among the first residents of Davis House, which opened in 1970. Melinda attended a reunion of Davis House friends in February this year. Though her health was failing, her smile shined bright as seeing many friends that she had kept throughout the years. All in attendance were amazed that her spirit and joie de vivre were still shining as bright as ever.

Steve Bonicich lived in Ridge Project and Barrington Hall from 1973-74. He passed from colon cancer in October 2012. He and I both enjoyed the folk dancing at International House, where I lived.

- Alicia Reeks

ELECTION FOR THE BOARD OF DIRECTORS

You must be a member of the BSCAA to vote. This ballot must be received at Central Office, 2424 Ridge Road, Berkeley, CA 94709 by 10 a.m. on Sunday, October 4, 2015 to be delivered to the Secretary at the Annual Meeting. You may otherwise deliver your ballot to the meeting. You may vote for as many candidates as you choose. The following members have agreed to stand for election to the Board of Directors for a three-year term.

Notice of BSCAA Annual Meeting: Sunday, October 4, 2015, location TBD (will be at an ADA-accessible co-op house).

Join the BSCAA for Sunday brunch on Homecoming weekend! Discuss BSC and BSCAA activities and relations, and participate in BSCAA Board elections--plus catch up with old friends while making new ones. **Event is free with RSVP to bscaa.org/events**

(* denotes returning member)

	YES	NO	ABSTAIN
Nancy Blattel* (Barrington 1973-74, Rochdale 1975-76, Northside Co-op 1978-80) has served on the Board since its founding, serving as President, Secretary, and Vice President. Nancy is Director, Data Stewardship and past Director, Membership at the Cal Alumni Association.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steve Greenberg* (Cloyne 1980-85) has been a member of the BSC Alumni Association Board of Directors since 2009 and is currently the Alumni Association president. He is an Energy Management Engineer at the Lawrence Berkeley National Laboratory.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Jang (Barrington, 1964-68, Northside 1968-69) served as Barrington House Manager for one year and BSC president for one year. President and CEO of the Institute for Scientific Analysis, a research institute focusing on substance abuse issues and health policies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jonathan Lampman* (Barrington 1967, Cloyne 1968-69) served as the BSC Scholarship committee chair for three years, was the alumni advisor for the BSC Diversity & Inclusion task force, and helped organize BSC graduation for three years, giving the keynote speech twice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Richard Lira* (Barrington 1963-64, Ridge House 1964-67) and his wife Gretchen are passionate supporters of public education, and they believe the BSC helps keep university education accessible to all. Richard organized the Ridge House BBQ in 2012 and was volunteer manager, head cheerleader, and participant for the Special Give campaign in 2015.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jonah Markowitz* (Fenwick Weavers 1998-99) has been a member of the BSC Alumni Association Board of Directors since 2000. He is a Cal graduate and a volunteer advocate for disabled rights.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Sutak* (Barrington 1960-65) has previously served as Alumni Association President and has been the alumni representative on the BSC Board of Directors since 2002.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alfred Twu (Afro House 2003-06, Lothlorien 2007-11, continues to board at Lothlorien and Wilde House) is a designer for various architecture firms and real estate developers. He leads workshops at conferences and advises informal communal houses started by recent BSC alumni as well as the Domes in Davis and the other Lothlorien at Madison.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I, the undersigned member of the Berkeley Student Cooperative Alumni Association, submit this ballot to the Secretary to represent my votes for the Candidates and Action Items being decided upon at the Annual Membership Meeting on Oct. 4, 2015.

Signature _____ Date _____ Print name _____

PROXY VOTING

In the event that an action item is brought up at the meeting and deemed in order by the president, there would be a vote. If that occurred, anyone with a proxy from a member could vote in that item on their behalf. If you wish, you may give your proxy to any member who will be in attendance at the meeting. To do so, please use the following form:

I, _____, (absent member) give my proxy to _____, (a person who will be present at the Annual Meeting) to vote on any issues presented at the Annual Meeting. To appoint the Secretary of the Corporation, Edward Thelen, I have checked here [].

Mark one below:

[] Proxy shall vote using their best judgement on my behalf

[] Proxy shall vote as follows on my behalf: _____

[] Proxy shall vote using their best judgment on my behalf, except as described here: _____

Signature _____ Date _____

Donate to the BSC!

The BSC is a 501(c)(3) charitable non-profit organization. All contributions are tax-deductible.

1 Choose your gift

- \$1000.00 \$100.00
 \$ _____ \$ _____/month
 Please tell me about planned giving!

2 Choose your area of support

- Seismic Retrofit Fund
 Scholarship Fund
 Where It Is Needed Most

Join the Alumni Association!

The BSCAA is a 501(c)(3) charitable non-profit organization. All contributions are tax-deductible.

Lifetime Membership

- \$500 Lifetime Membership
 \$600 with spouse
 \$250 Recent Grad Lifetime Membership
 \$300 with spouse

Annual Membership

- \$50 Annual Membership
 \$60 with spouse
 \$25 Recent Grad Annual Membership
 \$30 with spouse



Linda and Yordanos, current members of African American Theme House, doing their workshifts.

Online options: Donate at www.bsc.coop/donate or
 Pay membership dues at www.bscaa.org.

- My check, payable to BSC, is enclosed.
 Please charge my Visa/Mastercard.

Card No. _____ Exp. Date _____

Signature _____ Date _____

Name _____

Address _____

Phone _____

Email _____

Co-op(s) you lived in and years _____

EVENTS bscaa.org/events

DAVIS HOUSE REUNION

Saturday, October 3, 2015, 5:30 - 10:30 pm
<http://2833bancroft.eventbrite.com>

BSC ALUMNI ASSOCIATION ANNUAL MEETING

Sunday, October 4, 2015
 Details to be announced at bscaa.org/events

BSC WINTER RECEPTION TO BENEFIT SCHOLARSHIP RECIPIENTS

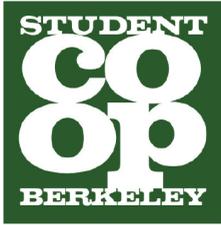
Thursday, December 10, 2015, 6-9 pm
 Faculty Club
<http://bscscholarships.eventbrite.com>

NAME THE BSC AS A BENEFICIARY!

No attorney needed!
 IRA - Savings account Checking
 account - Insurance policy

Berkeley Student Cooperative, a
 California nonprofit
 Tax Identification Number:
 94-0948140

Contact Madeleine Loh at mloh@bsc.coop
 or (510) 649-8994 for information



alumni association

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Berkeley, CA 94709

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News from the Berkeley Student Cooperative

The mission of the Berkeley Student Cooperative is to provide a quality, low-cost, cooperative housing community to university students, thereby providing an educational opportunity for students who might not otherwise be able to afford a university education.

INSIDE THIS ISSUE:

- BSC Graduation photos
- HiP House gets a retrofit
- Details from Special Give
- Lothlorien Reunion
- Stebbins: Then & Now
- Afro House welcomes Deray McKesson



We love hearing from our alumni!
Send us a note:

MADELEINE LOH
mloh@bsc.coop
(510) 649-8984

Visit us on Facebook: [facebook.com/BSCAA](https://www.facebook.com/BSCAA)

