

WOMEN & Philanthropy

AT UCLA

The Joy of Philanthropy

BY SUSAN JOHNSON

JOY RACHMIL MONKARSH: FROM BRUIN COED TO PHILANTHROPIST



Joy Rachmil, UCLA sophomore, as pictured in a 1959 *Look* magazine article on California coeds.

Joy Monkarsch today

AS BEFITS HER NAME, JOY MONKARSH gains happiness by helping others. This year marks her tenth anniversary as a UCLA philanthropist, a milestone she is delighted to celebrate.

“So much of what I do today – the choices I make, how I relate to the world, even how I feel about myself,” she says, “has been influenced by my work with Women & Philanthropy at UCLA.”

Joy was a founding member of the organization, which grew from

a series of UCLA focus groups exploring women’s attitudes towards charitable giving.

The women in these workshops quickly bonded, and their mutual mentoring inspired them to create Women & Philanthropy at UCLA.

“It was such a nourishing atmosphere,” Joy says, “and even though some of us were inexperienced, everyone in the group felt truly respected.”

She marvels at the difference a decade makes. “I remember when women were often ignored in the philanthropic community and it is now impressive to see so many of us holding leadership positions on campus.

“It’s been quite an education,” she confides, “seeing how generous people are with their resources – and how they can effect changes that really make a difference. It’s inspiring and extremely instructive.”

Joy knows a thing or two about instruction. An education major, she graduated from UCLA in 1961 (see photo, left) and went on to teach fourth grade in Beverly Hills, as well as serving as a substitute teacher and an at-home teacher for children unable to attend school. She also pursued an interest in interior design.

But it was her foray into the world of UCLA philanthropy that has really energized her.

Among the many university projects that she and husband Jerry ’59 support, Joy is especially excited to help sponsor Dr. James Economou’s gene therapy research in UCLA’s Jonsson Cancer Center. Why Dr. Economou? “His research in melanomas fascinated me,” Joy states simply, “and I was eager to be a small part of it.”

Initially, her support was extremely structured. “I wanted to know exactly what he was working on, where the money was going, every little detail.” But years later, Joy says, she entrusts Economou to use the funds in the manner that he thinks best. “One thing I’ve learned from serving on committees and boards on campus is that unrestricted funds are greatly appreciated.”

Together, Joy and Jerry Monkarsch’s total contributions to UCLA have reached the \$1-million mark, enabling them

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president's
MESSAGE

Crossing Borders

BY MONICA SALINAS | PRESIDENT

MANY OF YOU KNOW THAT DIVERSITY IS AN ISSUE CLOSE TO MY HEART, SO DURING A recent conversation with university administrators, I was fascinated to learn of the large number of UCLA students who are either foreign-born or the children of immigrant parents.

As an émigré myself, I marvel at the challenges these young people face every day. It has been many years, but I still remember the feelings of loneliness when

I first came to this country. I couldn't know then that crossing the border into America would eventually lead me to a life of great success and contentment.

We all cross many borders in our lives – when we marry, give birth, get divorced, change careers – all the while wondering where the unfamiliar roads will take us, and what sacrifices the journey will require.

One thing I have learned is that crossing borders takes courage – but the results are worth it. When I first joined Women & Philanthropy at UCLA, I could hardly imagine the wonderful world it would open up for me – a world of cherished friendships and deep personal fulfillment.

As my term as president draws to a close, I urge you to join us at Women & Philanthropy in our mission of advancing women's participation in the important work of this university. Cross the border into a community eager for your talents, your leadership and your drive to make a difference.

You'll find that when you spend your days giving back to the world, you no longer have to search for your place in it.



"We all cross many borders in our lives... wondering what sacrifices the journey will require."

WOMEN & PHILANTHROPY AT UCLA

Women & Philanthropy at UCLA recognizes and promotes women's leadership and philanthropy on the UCLA campus.

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Women Advancing Science at UCLA

DEBORAH ESTRIN: AWARD-WINNING RESEARCHER USES TECHNOLOGY TO SURVEY NATURE



“BRILLIANT” IS A WORD OFTEN USED TO DESCRIBE MEMBERS OF THE UCLA COMMUNITY, AND IN DEBORAH ESTRIN’S case there’s no arguing whether the term is apt – she’s got it in writing.

Last fall, the UCLA computer science professor was named to Popular Science magazine’s “Brilliant 10” – an annual list of young scientists doing groundbreaking work. Estrin comes by her genius naturally; she is the daughter of long-time UCLA professors Thelma and Gerald Estrin, both noted leaders in the field of computer science.

As founding director of UCLA’s Center for Embedded Network Sensing (CENS), Estrin was lauded for her research that focuses on a unique combination of environmentalism and cutting-edge computer technology. Her work entails of planting small data-sensing devices (called “motes”) at targeted sites within the natural world, such as a rainforest or a produce field. These motes consist of tiny processors, which monitor and analyze data, exchanging information as computers do on the Internet.

As the research progresses, Estrin will be able to provide farmers with detailed information regarding soil moisture content, leading to increased food safety through more selective use of fertilizers and pesticides. In addition, she’ll equip biologists with the ability to study climate changes associated with global warming and its effect on endangered ecosystems.

This research might also be used for homeland security, as CENS’ network of sensors may ultimately include tiny cameras and could be configured to monitor critical operations like municipal water reservoirs or transportation lines, detecting evidence of tampering.

“While it’s very exciting, I don’t think this technology is a magic bullet,” Estrin cautions. “We still face trade-offs regarding civil liberties when we foster this kind of pervasive monitoring. The question becomes then, how do you reasonably deploy this technology

“My parents were great role models. It required no imagination to see this career was open to me.”

JOANNE KNOPOFF: DEVOTED UCLA LEADER SUPPORTS YOUNG SCIENTISTS WITH LATEST GIFT

SINCE RECEIVING HER BACHELOR’S DEGREE IN BUSINESS ADMINISTRATION IN 1953, JOANNE KNOPOFF has dedicated much of her life to UCLA as staff member, faculty spouse, volunteer and donor. A much-admired campus leader, she received the Award for Excellence in University Service from the UCLA Alumni Association in 1984, and has served as president of Gold Shield Alumnae of UCLA, UCLA Design for Sharing for the performing arts, UCLA Faculty Women’s Club, as well as chair of long-range planning and of donor relations for the Alumni Association’s scholarship program.

Shortly after graduation, Knopoff became a counselor for undergraduate students and has been active in the support of student life at UCLA ever since. As current vice president of finance for The Affiliates of UCLA, however, she recently had to deliver disappointing news to the group. “Endowment investment income is down, which means a lot less scholarship money can be awarded to students this year,” she reports.

To counteract these budget constraints, Knopoff believes that “philanthropy is crucial to UCLA in maintaining its role as a leading institution in learning and research.”

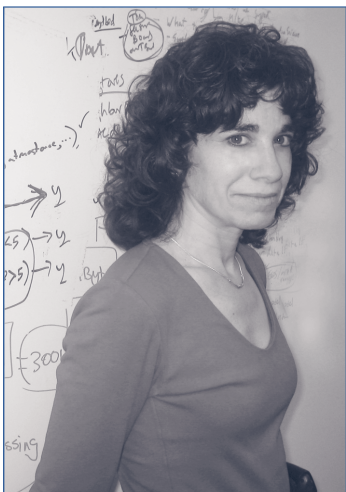
Knowing that one way to continue to attract top students to UCLA is to have the best teachers and researchers, Knopoff directed her philanthropy to an area that is close to her heart: the Department of Physics and Astronomy, where her husband Leon has enjoyed a long career as professor of physics and geophysics. Together, the Knopoffs established the Leon and Joanne V.C. Knopoff Endowed Assistant Professorship in Physics and Geophysics. Meant for beginning academics, the award will help UCLA to attract and retain the best and brightest scientists by fostering



Joanne Knopoff

while maintaining the kind of open society that we want?”

Another pressing issue that concerns Estrin is the gender disparity within the engineering sciences. “I see the same small number of women in the classes I teach as I did when I was a student 25 years ago. Somehow, we are getting women into medical school,” she observes, noting the majority status female medical students now enjoy, “so the life sciences have been doing their job. Now, we need to find a way to bring more women engineering students into the pipeline.”



Deborah Estrin

Estrin’s parents are helping in that effort; they made a significant gift to UCLA’s Henry Samueli School of Engineering and Applied Science to help attract more women students and faculty. Thelma Estrin, in addition to being a professor emerita, is a member of the board of Women & Philanthropy at UCLA.

Deborah Estrin notes that UCLA has a gender diversity program, offering summer research opportunities to

Did You Know

- Women in information technology earn 60% more than women in other fields
- By 2010, one in four jobs in the U.S. will require significant computer literacy
- Colleges will need to produce four times as many graduates in computer science as they do now to meet the current demand

women undergrads. These internships, Estrin says, “provide a wonderful dimension of maturity and understanding to accompany what goes on in the classroom.”

Estrin believes this kind of outreach must also begin as early as middle school, if possible. “Girls get far too distracted by the media, with distorted images of what it means to be a successful teenager. We should be helping them engage in the right kind of mind games,” she observes. Estrin and her colleagues at CENS currently work with middle school teachers to develop science curricula that help teach critical thinking methods.

Estrin admits she was “unbelievably lucky” to have the built-in role models provided by her parents. “It required no imagination to see that this kind of career was open to me, even expected of me,” notes Estrin. “I hope I can provide that same kind of guidance to other young women.”

development of younger faculty at a time in their careers when, traditionally, research funding is rare. “I remember when Leon was just getting started,” says Knopoff, “and this kind of recognition for junior professors was unheard of. We hope this gift will help make a difference at a critical time in a young person’s career.” By creating an endowment, Knopoff has also guaranteed that her passion for supporting UCLA will exist in perpetuity.

As the newest board member of Women & Philanthropy at UCLA, Knopoff hopes her leadership experience in campus volunteer groups will help women recognize their power to bring about positive change. “Anything women become involved with at UCLA can have long-term effects, enabling them to extend beyond the limits of their personal reach and touch future generations to come.”



Congratulations to Women & Philanthropy board member Shirley Shapiro

Recognizing the dedication and service to UCLA of Shirley and her husband Ralph Shapiro, the lovely fountain between Powell Library and Royce Hall will be named in their honor this spring.

Creative Leadership a Hot Topic for the UCLA Anderson School

By DANIELLE CARRIG



Betsy McLaughlin, right, discusses retail strategy with one of her Hot Topic store managers

TALK ABOUT YOUR DREAM JOB. THE MOSTLY YOUNG AND HIP EMPLOYEES OF HOT TOPIC, a national mall-based chain of specialty teen clothing stores, get paid to attend rock concerts. “Rock music is at the forefront of everything we do,” explains Betsy McLaughlin, CEO of Hot Topic and Circle Member of Women & Philanthropy.

Serving a special niche in the retail market, Hot Topic cleverly puts on the shelves what young people wear at music venues, and the fashion reports that employees provide after attending their free concerts help monitor current trends.

McLaughlin joined Hot Topic in 1993 and has since seen its steady rise from 15 to 552 stores nationwide. Among a long list of accolades, Fortune, Forbes and BusinessWeek magazines have all included it as one of the 100 fastest-growing businesses in the U.S. for the past four years. Hot Topic was also recently named by Fortune as one of the top 100 places to work.

Creativity is a priority for McLaughlin and she hopes to relay its importance to MBA students through her support of the UCLA Anderson School of Management, where she serves on the board of visitors. A UC graduate, McLaughlin directed a \$250,000 gift towards enhancing the MBA curriculum, including a student-faculty fellowship to research creative marketing concepts,

as well as a colloquium of speakers and student activities examining nontraditional leadership styles.

“Having a solid understanding of the business world and best practices is a good foundation, but it’s the layer of leadership and free thinking that will make an MBA truly successful,” says McLaughlin. “When we look to hire, we focus on talent. It’s not enough to simply have a degree.”

McLaughlin believes personal connections are the key to a successful business. She reads about 5,000 customer “report cards” and e-mails per month. This feedback was responsible for the successful opening and expansion of Torrid, a new specialty apparel store for plus-size young women.

Of course, customers are only half the equation for McLaughlin. She believes innovative management can really have an impact, inspiring her support of the MBA program at Anderson. “Those individuals who truly lead and embrace the diversity and development of a team with the same passion as they drive the bottom line,” declares McLaughlin, “make all of the difference between a mediocre company and one that can produce consistent outstanding results in the face of adversity.”

The Joy of Philanthropy - continued from page 1

to be part of the upcoming donor tribute wall being built at the base of Janss Steps. They have also just been named honorary fellows for the 2004 College Awards Dinner, to be held June 3rd.

Is she excited about all this special recognition? “Of course,” she says, “it’s always nice to be thanked. UCLA appreciates and values its donors and we are proud of our commitment to the university. If we could, we’d do everything anonymously, but I’ve realized that to encourage others, one must lead by example.”

For over 40 years, UCLA has been a very special place to Joy. “Jerry and I met and fell in love here, so it will always be close to my heart. I’m also so grateful for the treasured friendships and the experiences I’ve had through Women & Philanthropy. It has enriched my life in countless ways.”

Joy believes you can never really know how one person’s life will touch another’s. She recalls a party several years ago where a friend mentioned that he was part of Dr. Economou’s protocol. “When I told him I was supporting that research, we just looked at each other, amazed.”

She smiles sadly at the memory, for her friend has since died. “We may not have all the answers yet,” she admits, “but we are hopefully on the way to finding them.”

For more information on the donor wall at UCLA’s Court of Philanthropy, a tribute to all friends of the university who have made lifetime gifts of \$1 million or more through the 2005 closing of Campaign UCLA, please call the UCLA Donor Relations Office at (310) 794-2377.



Artist’s concept of donor tribute wall at the Court of Philanthropy to be built at the base of Janss Steps



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