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When Berger points out that we all develop plaque in our arteries beginning in our early years, or that serious arterial disease can be present without symptoms, or that plaque accumulation need not be severe for it to rupture and cause a devastating or fatal arterial blockage — we can see how vital are this bioengineer’s unique contributions to medical science.

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Director, Office of Gift Planning
Kevin T. Grilly
U5859
Beloved gift
Thelma Cook ’52, M.P.H. ’64 came from a similar background, growing up in Visalia, California, where her father vied with the many Dust Bowl immigrants for farm work. She, too, found her way to the University, earning a B.S. in nursing and a master’s in public health. “I was very proud to be accepted at Berkeley,” she says. “I met all their high standards at the time and graduated with honors in nursing.” She became a public health nurse, meeting her future husband when they both worked at the Alameda County Health Department.

By combining an outright gift to Cal and a living trust gift, the Cooks established the Montford G. Cook Endowed Chair in Engineering currently held by Professor Stanley Berger. They did this partly because they both feel they owe so much to their Cal education. They also want, in Monty’s words, to help a leading researcher “come up with something that keeps people healthy and happy.”

Notes from the Director

GIFTS OF STOCK: A SMART MOVE FOR TODAY

As legendary financier J. P. Morgan (1837–1913) once said of the stock market, “Prices will fluctuate.” Still, many of your stocks and mutual funds have probably appreciated nicely since their purchase date. Such securities are often the gift of choice for donors who want to make an impact with their philanthropy at a substantially reduced cost. The secret is in the double tax benefit.

Double tax benefit: Suppose you want to give Cal 100 shares of stock with a current fair market value of $10,000. Assuming you purchased the stock more than a year ago for, say, $5,000, you will reap the following two benefits: you can deduct the full $10,000 on your 2007 income taxes and avoid capital gains tax on the appreciated amount of $5,000. Taken together, these two tax benefits make it possible for you to give at a lower after tax cost than you would if you made a comparable gift of cash.

Life income gift: If you want to give to Cal while preserving income, you can take that same 100 shares of stock and fund a life income gift. This very popular giving option allows you to transform a low-yielding asset into high-yielding income for life. For example, if you wish to donate shares of growth stock (with a yearly dividend yield of 5%), you can use those shares to fund a gift annuity or charitable remainder trust. In turn, you will receive a quarterly payment that gains tax.

Contact us! For more information on supporting Cal through securities, a life income gift, or your estate, please contact us by telephone at 510-643-5100 or 800-200-6757 (toll-free), or by e-mail at ogp@berkeley.edu.

Kevin T. Grilly
Director, Office of Gift Planning

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Berkeley, CA 94720-4200
510-643-6500 or 800-200-6757
ogp@berkeley.edu

Montford and Thelma Cook
Endowed Chair Donors

Monty Cook M.P.H. ’52 grew up during the ’20s and ’30s on “dirt farms” in Colorado and then Oregon, and facing the tough realities of the Dust Bowl and the Depression. “I was training to be a printer and work in a print shop,” he remembers, but after he served three years in the Navy at the end of World War II, the G.I. Bill gave him the opportunity to continue with his education. He earned bachelor’s and master’s degrees in sanitary sciences at Denver University and UC Berkeley, and then went on to a career as a health inspector sciences at Denver University and UC Berkeley, and then went on to a career as a health

Phyllis Epstein Friedman Achievement Award Scholar
Ashley Gayles

Ashley Gayles almost did not apply to Berkeley at all.

She went to an inner-city Sacramento high school whose graduates didn’t typically go on to Cal. In addition, personal challenges — including growing up in a single-parent family dependent on welfare, and the death of her father before she was born — didn’t put her on the last track to academic success. Still, her mother always impressed upon her the importance of school, so Ashley worked hard, earned good grades, and, when the time came, mailed an application anyway.

Her response when she received the letter welcoming her as a member of the 2006 freshman class? “I was so shocked when I camewed

Investing in the Future of Berkeley

Planned gifts play an important role in keeping a Berkeley education accessible to talented students, enabling cutting-edge research, and in other ways supporting the University’s all-around excellence. In this issue of Cal Futures, we share with you three stories illustrating how different types of planned gifts are directly benefitting and furthering the work of a Cal undergraduate, graduate student, and senior professor. We are delighted to be able to introduce you not only to these three exceptional individuals, but also to the equally exceptional donors whose generosity has made these success stories possible.

Undergraduate Education

Ashley Gayles

Who is this Famous Alum? Answer inside!

Annual BIW Tea Coming Up!

This year’s Benjamin Ide Wheeler Society Tea, hosted by Chancellor and Mrs. Robert Birgeneau, will be held in July at Alumni House. Let us know you have included Cal in your estate plan, and you can enjoy the company of fellow BIW Society members and a stimulating talk by a renowned campus psychology professor. Don’t miss it!

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Now, in her second semester, Gayles is thriving at Cal. The first in her family to go to college, she loves the diversity of students and ideas at Berkeley, as well as the natural beauty of the campus. She has decided to double major in German and political science, and this summer, she plans to study or travel in Germany.

Gayles gives much of the credit for her positive experience at Berkeley to her California Alumni Association Achievement Award Scholarship, which recognizes her academic distinction in the face of major life obstacles. Thanks to her scholarship—which was made possible by generous planned gifts from Phyllis Epstein Friedman—Gayles receives four years of tuition and fees, as well as an invaluable support system to help with academic and career issues such as how to get into graduate school, and how to write an effective resume.

Having her scholarship ‘takes away a lot of stress,’ Gayles says, freeing her from money worries and allowing her to concentrate on her studies and prepare for a career. It also allows her to tutor middle school and high school students who are confronting some of the same challenges she faced. ‘I really like working with underprivileged students to help them get an education,’ she explains, ‘because I’ve seen what’s possible.’

Gayles’s own words show what a good match she is with the university to which she almost didn’t apply: ‘I’m really passionate about life. Despite all of the obstacles, I still have dreams and goals, and I have a lot of confidence in myself that I will attain those goals. And Berkeley most likely will be very instrumental in my getting there.’

Phyllis Epstein Friedman Scholarship Donor

A Bay Area native and a motivated student, Phyllis Friedman attended UC Berkeley as a member of the Class of 1940 for two years. ‘I thought it was wonderful,’ she says of her Cal experience. Her strong interest was journalism, but, discovering limited opportunities for women journalists in those days, she left college to join her parents in Oakland-based insurance brokerage, the Chas. Epstein Company. Friedman helped run the highly successful firm for two decades until the family closed the business in 1960. In 1962, she married Henry Friedman, a career employee at Pacific Gas and Electric Company. The two shared their lives and an enthusiasm for ballroom dancing until Henry’s death in 1999.

Showing her commitment to education and her love for UC Berkeley, Friedman created a gift annuity and two charitable remainder trusts at Cal to establish the Phyllis Epstein Friedman Achievement Award Scholarship that currently provides support to Ashley Gayles.

‘Still, she’s so sweet!’ says Gayles, who was delighted to meet and talk with her benefactor at last year’s Fall Feast, the California Alumni Association’s annual dinner for scholarship recipients and donors. ‘I was glad to have the opportunity to thank her in person. She’s willing to help someone she doesn’t even know get an education. I wish there were more people like that.’

Graduate Education

Leslie Hsu

Anselmo Macchi Graduate Fellow in the Physical Sciences

Leslie Hsu remembers with excitement a recent trip she took to a special location in Switzerland. ‘I was lucky enough to see a debris flow actually occurring. They happen several times a year in that spot. It started raining, so we ran out to look. From the bridge over the debris flow channel, we were lucky enough to see one during daylight. My friend said I looked like a little kid on Christmas morning.’

A fifth-year Ph.D. student in the Department of Earth and Planetary Science, Hsu is currently completing a dissertation on what?—other debris flows. As she explains, the term refers to ‘a natural hazard that occurs in mountainous areas. It can be thought of as something between a mudflow and a rock avalanche.’

With a laugh, Hsu traces her enthusiasm for the phenomenon to an unlikely source—the depiction of the prehistoric world in the film Jurassic Park, which she saw as a child. Originally fascinated by the dinosaurs, she eventually turned her attention to the earth itself. From there, it was a natural progression to two degrees in geosciences—a B.A. from Harvard and an M.S. from the University of Arizona—and her acceptance to Berkeley for doctoral study.

‘Now I’m more interested in rocks than living things,’ she says, ‘only half jokingly. In geomorphology, you get to be very quantitative, and can apply math and physics to what you see in the landscape. I like to be quantitative.’

While Hsu’s topic may sound like an esoteric one to the nonspecialist, she is quick to point out its great importance for earth scientists—and everyone else concerned with the effects of catastrophic earthquakes and floods on landscapes and their human and animal populations.

Hsu is extremely grateful for being able to pursue her research at Berkeley—she cites the national preeminence of the Department of Earth and Planetary Science, as well as the University’s proximity to so many earthquakes. She is also grateful for the Anselmo Macchi Graduate Fellowship in the Physical Sciences that will pay her tuition and fees this year. Besides freeing her from financial worries, her fellowship means she will have a break from working as a teaching assistant, allowing her greater freedom to pursue related avenues of research that may yield important insights into her topic.

Hsu is well on her way to finishing her degree and, if her past achievements are any indication, embarking on a distinguished career in university teaching and research. Where she will pursue that career, she can’t predict. But she hopes it will be ‘someplace with lots of natural hazards’.

Faculty Endowments

Stanley A. Berger

Montefiore Gold Professor of Engineering

Listening to Professor Stanley Berger talk about his work is like the best kind of doctor’s visit—fascinating, human, and carrying the promise of improved health. Like the physicians with whom he works, Berger focuses on arteries and blood flow to more effectively detect and treat the dangerous accumulation of plaque—a condition that can result in heart attack or stroke. But Berger— an engineer who is a leading expert in the application of fluid mechanics to biology and medicine—brings something to the effort that doctors can’t: complex mathematical equations and sophisticated, custom-designed computer software.

It was a decade-and-a-half ago that a senior investigator at the University of California, San Francisco told him about a problem he and his colleagues were having with the MRI images of their patients’ arteries. The MRIs—which, unless x-rays, are images constructed from digital data through the use of sophisticated software—weren’t providing the clarity needed for accurate diagnoses. The investigators were especially interested in getting better images of stroke threatening deposits in carotid arteries. Berger started with specifications for a “standard” carotid artery and made fluid dynamic calculations for blood flow; his results were then “built” into the MRI software. The outcome: dramatically improved images that allowed doctors to clearly see occlusions due to accumulated plaque.

Since then, Berger has been kept busy applying “bioultradynamics” to other life-saving tasks. These include using information about plaque composition garnered from MRIs to calculate out identities to identify those plaques particularly susceptible to rupture (leading to vessel blockage); calculating the force exerted by blood deposits in carotid arteries.

Answer to “Famous Alumni”

Gregory Peck ’42, one of the “Greatest Male Stars of All Time,” according to the American Film Institute. The recipient of many honors during his life (1916–2003), Peck was nominated for Best Actor Oscars five times, winning for the role of Atticus Finch, a Depression-era lawyer and widowed father, in To Kill a Mockingbird (1962). At Cal, Peck studied English, rowed on the University crew, and acted in plays in the Little Theatre. He later said about his time at Berkeley, “It was a very special experience for me and three of the greatest years of my life. It woke me up and made me a human being.”

Anselmo John Macchi Fellowship Donor

Anselmo Macchi ‘36 went from Hell’s Kitchen in New York City to UC Berkeley. While at Cal, his father died, and he couldn’t afford a ticket home. One of his professors gave him the money for a ticket in exchange for Macchi’s promise that he would return and finish his education. He did, and went on to serve as a Seabee in the Navy and then a civil engineer in which occupation he worked on the San Francisco Bay Bridge as well as bridges in South America. Subsequently, he borrowed $2,000 and started his own successful business, Macchi Engineers. Macchi never forgot the kindness of the professor who bought his ticket home, and he never lost his fondness for Cal, to which he returned every year to watch the Big Game. He also remembered, though, how he grew up poor, hard work and education helped him to accomplish more than he’d dreamed he could. For all of these reasons, when he passed away in 2000, he left a large bequest to support undergraduate and graduate students at Berkeley—including doctoral student Leslie Hsu.
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