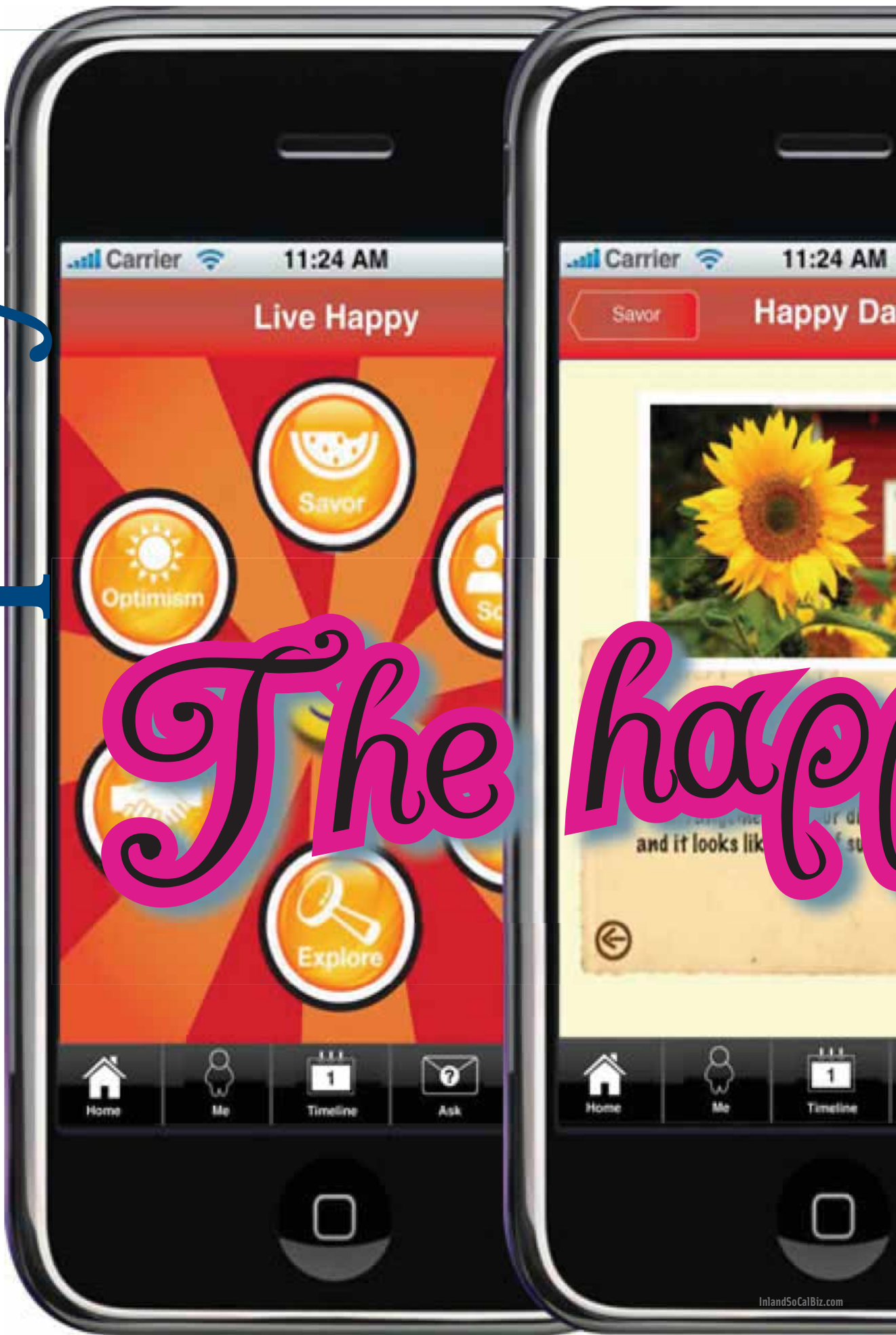


players



UCR professor's downloadable work can make you smile

Sonja Lyubomirsky, UC Riverside professor of psychology and author of the book "The How of Happiness," has teamed up with Signal Patterns, developers of psychology-based Web and mobile applications, to create the new "Live Happy" iPhone application.




Based on key points from Lyubomirsky's book, the application — the first of its kind — will guide users through a set of daily activities to boost short- and long-term happiness.

Lyubomirsky's research shows that to become more happy, satisfied and fulfilled, one needs to take deliberate action to promote optimistic and grateful thinking, pursue important goals, invest in relationships, live in the present, and do away with negative thoughts.

The new application will help people enhance their mood by helping them engage in simple activities, such as goal setting/evaluating/tracking, keeping a gratitude journal, replaying happy days, keeping a savoring photo album and envisioning your best possible self.

Users may be prompted to express gratitude by sending an e-mail or text message to someone in their contact list, or practice savoring the moment by taking a photo.

Prompts in the application will also allow users to measure their happiness on a regular basis and will help identify which happiness strategies work best for them.

Signal Patterns will donate 10 percent of each sale to the Live Your Life Well Program, a public-education campaign dedicated to helping people cope with stress and enhance their well-being. 





Speed Racer

Moreno Valley's Mardis rules the racetrack

At any given race, Jim *Baby Face* Mardis sits in the small driver's compartment of his purpose-built racing machine listening to spotters. His helmet acts as a two-way communication radio. His mind fixed on the other drivers.

"One guy might be real forgiving and the next might be real aggressive, so you have to race different people differently as well as make sure you keep your equipment underneath you," he says.

This means not spinning tires until they're hot and not throttling too hard.

"Racing is a money pit," says Mardis, 24, a UPS deliverer who went to Wyo-Tech in Sacramento to specialize in chassis fabrication and high performance engines. He's been running stock cars in circles since he was 16. "You prep the cars more than you race them."

Mardis spends most weekends in a modified Pinto beating and banging fenders of cars with 700 horsepower engines. "It's all about making loud noises and speed."

Though the Moreno Valley resident considers I-10 Speedway in Blythe more of a driver's racetrack, he's clocked thousands of laps closer to home at Orange Show Speedway in San Bernardino.

"A lot of people don't know they have a racetrack in their own backyard that on a Saturday night for 40 bucks you can take your family and go eat some hotdogs, maybe grab a cold beverage, and watch guys in your community you might work with."

It was at Orange Show that he won American Speed Association's 2006 Stock Pony Championship. But these days he's gearing up for the Super Clean Modified Tour that covers three states and six racetracks.

Spinning 75 lappers at 90 mph when on the home track, Mardis, who delivered beer before the UPS job, is insured for \$500,000 through his ASA membership from the time he leaves his driveway until he returns home from a race. "My goal is a top three; hopefully a win." 🇺🇸

— Allie B. Kagamaster

Crunching numbers from here to Boston



This summer, a select group of business majors from UC, Riverside are stepping from the classroom into the real world of their future financial peers.

It's the opportunity of a lifetime for six lucky students to develop executive skills in a competitive setting. And a perfect time to network with financial experts from across the nation.

Five undergrads and one MBA student — George Moreno, Erin Peach, Ismaele Perez, Jacqueline Ugalde, Lawrence Zhang, and Jose Hernandez — will join five teams from West Coast colleges at the 10th annual KPMG–Association of Latino Professionals in Finance & Accounting Case Study Competition.

During the regional round in Boston, students present a case study to a

group of judges from the company of that study. Scoring could result in competing the next day for a national award.

For UCR, it's a milestone that started in January.

Professor Michael Moore, who teaches taxation and accounting, helped create a back and forth with international accounting firm KPMG. UCR hosted a workshop inviting the prestigious corporation to participate.

Soon diversity recruiters from the firm dedicated to enhancing opportunities for Latinos in the accounting- and finance-related professions were knocking at the door.

Moore says they sifted through some 20 CVs before choosing the six. The professor will be joining the group as a coach, with fellow professors Barry Mishra, Erik Rolland and Ted Mock. 🇺🇸

— By Allie B. Kagamaster

Catch a rising star

UCR's Hayashida sees region-wide potential

As the new vice chancellor for university advancement at UC, Riverside, Peter Hayashida has to come up with a strategy to move Chancellor Timothy White's dreams forward for the Riverside campus.



For starters, there's the School of Public Policy and School of Medicine in the works.

According to Hayashida, these projects are sure to bring the campus he calls a rising star into focus as one of the nation's leading research universities. "UCR is most exciting because of its future potential to contribute to both California and to the region."

He's leaving his role as assistant vice chancellor of external affairs and executive director of the UCLA Foundation to help bring donors to the Riverside campus.

Hayashida, 44, got his start in life on an Army base halfway between Germany's Black Forest and the French border in a little town on top of a mountain where his father was stationed.

Wrapping up high school in Japan, the Army brat, as he calls himself, chose UCLA from a photo.

A product of the public school system from kindergarten through graduate school, he says equipping students to represent themselves and their university in an honorable way has kept him in the public sector of education for 19 years.

"When I come in contact with today's students who are now well young enough to be my children I see in them the hope and the intellect and the leadership qualities that I believe will make them effective contributors to society."

Particularly looking forward to living in a place still growing, he's getting to know the community at large—one town at a time. "Riverside is a place that for too long was a place I drove through to get to Palm Springs."

And he's keen on finding "that first orange tree" and visiting Coachella Valley, checking out happenings in downtown Riverside, and buying a home close to the school. ■

— Allie B. Kagamaster

Baseball ballad

Local screenwriter gets shot at big leagues

Temecula's own Kimberly Seilhamer is tapping away at her computer these days. Headphones on, listening to soundtracks to block any distractions, she has to keep focused on the story at hand.



At least for 10 weeks.

That's how long she says it'll take for her to render the screenplay for "Winkelman's Farm," a family baseball flick spawned from a song of the same name.

Songwriter Alex Call with Lorin Rowan of the Rowan Brothers penned the catchy baseball ballad in 1998, and Call subsequently spun the lyrics into a full-blown manuscript.

The tome now sits on Seilhamer's massive coffee table near a lifelike gorilla that represents her non-profit company, The Baakari Foundation, Inc., founded to aid wildlife.

Seilhamer, a script consultant who runs Brass Brad, a website she designed to help fledging writers make it in the entertainment business, says John Bancroft ("The Philadelphia Experiment"), executive producer and managing general partner on "Winkelman's Farm" for Phelonious Partners, brought her on board as part of a growing team to pull the film together.

"The story fell into my lap," explains Seilhamer, a former marine and field volunteer for Riverside County's Trauma Intervention Program and now writer for hire. "NFL agent Derek Fox approached me, originally wanting to write the thing himself."

But when Fox saw her credentials, he introduced Seilhamer to one of the players involved in the project who then led her to Bancroft.

Because "Winkelman's Farm" is a "Field of Dreams" type of family film centering on baseball, major league baseball players have been hired as consultants during production of the script.

"Steve Finley has been incredibly supportive of this project from the beginning and has agreed to come on board as a technical adviser," Bancroft told Seilhamer. "He contacted Trevor Hoffman and Trevor has agreed to come on board as an adviser as well."

Finley is a 19-year major league player and five-time Gold Glove winner who has consulted on a number of films. As a record setting relief pitcher, Hoffman is known as one of the best closers in baseball history.

Seilhamer says the song-turned-story-turned-movie should resonate for a long time to come. ■

—Allie B. Kagamaster



Journey of a lifetime

Khanh Nuygen crossed an ocean to make it in Inland SoCal

After several attempts to escape the communist regime and being tossed in and out of prison during the fall of Saigon, Khanh Nuygen, who owns Karen Allen Salon and Spa in three Inland SoCal locations, says her parents and their friends bought a one-engine boat in a desperate effort to make it to America.

Twenty-six people squeezed into the motorboat and they set off. “We got lost at sea for six days and ended up at a refugee camp in Indonesia for six months.”

The experience left then 16-year-old Nuygen with an indelible desire to survive, yet she is quick to admit, “If we knew what we know now we would never take a risk like that.”

But Nuygen, 45, and her family had a lot at stake. Her father was a prominent person in government when Saigon fell.

They hit the ground running in America. Her mother opened a nail salon and Nuygen earned a business degree from Cal State Long Beach. Two years later she was in her mom’s shop as a licensed manicurist.

When her husband left, she had two small boys, now 17 and 22, to support. The only way to provide was to open her own shop. “I took a risk and borrowed money from my parents.”

It’s been 29 years since Nuygen crossed the sea to start over. Seventeen years since visiting Vietnam. And nine years since she opened the first Karen Allen Salon and Spa in Riverside.

Building on a business model she can believe in, one weekend a month Nuygen boards a plane to coach regional salon owners who, like her, are partnered with Aveda, manufacturer of professional plant-based beauty products.

“I’m in the business of growing people.”

And coming from a developing country she appreciates the jobs Aveda’s products create for indigenous peoples—sandalwood harvested from Australia’s desert outback, cinnamon from Madagascar, roses from Bulgaria.

Nuygen says her third salon is the first green shop of its kind in the Inland Empire. Built to LEED specifications, the Galleria location consists of vinyl flooring, stainless steel sinks, recycled glass tile, and low VOC paint.

In her spare time? She’d like to take a breather to visit Vietnam. “My biggest dream one day is to take my boys back home.” 🇺🇸

— Allie B. Kagamaster

Pay it forward

Former footballer Leonard Russell falls short in effort

Miss Wheelchair USA was going to make an appearance. The San Diego Chargers were all set to come up to Riverside to give football specific drills to underprivileged children interested in playing sports. And through Samaritan's Feet, a non-profit ministry that provides shoes for children in need, former NFL offensive rookie of the year for the New England Patriots Leonard Russell was looking forward to donating 200 pairs of tennis shoes and as many tee shirts. "I was planning on matching 100 donated shirts by paying for 100 additional tee-shirts."



But this year obtaining nonprofit status for Russell's sports clinic for underprivileged kids, "Say Yes to Life," fell short on sponsors and had to be postponed until next year. "I want to reach out to at-risk youth

and rough communities to create an opportunity for them to utilize their talents in a world where they might not otherwise have a chance to share their special talents."

In the meantime, he'll continue serving the specialized fitness market through Adrenaline Athletic Training, the sports facility in Riverside where he works.

Six days a week Russell, who serves as performance director, trains tomorrow's pros.

Growing up in Long Beach Russell, 39, credits his parents for his successful career, first with the Patriots, and then retiring as a member of the San Diego Chargers.

Married to his high school sweetheart, Russell and his wife have three active children. His eldest plays football at King High School. His youngest is part of a baseball league with the farm team in Orange Terrace where they live. 🇺🇸

— Allie B. Kagamaster

TRANSITIONS



IEEP names two

Dan Rendler, regional director of Southern California Gas and San Diego Gas and Electric, will serve as the Inland Empire Economic Partnership chairman in 2010, following the three year term of Arrowhead Credit Union CEO Larry Sharp who will step down as chairman in December.

Rendler has served on the IEEP Executive Committee as vice chairman and as chairman of the organization's Government Affairs and Public Policy Committee.

Also Vincent McCoy, director of the Inland Empire Small Business Development Center, will serve in IEEP's newly created position of Chief Operating Officer. This new post will help in the retention and creation of small businesses.



Abraham new RAM executive director



Sometimes what you're searching for has been there all along. That was the case with The Riverside Art Museum in its nationwide search for a new executive director following the departure of Daniel Foster in January. Turns out interim director MJ Abraham was the ideal individual for the post. As the committee refined its search, it realized "we had the perfect person to lead the museum within our reach," says RAM President Matt Shea.

Abraham served as the Interim Director at RAM for seven months and has served on the museum's Board for nearly two years.

"MJ has done an amazing job of sustaining us during a difficult economy, and we were ecstatic when she agreed to stay on as our executive director," says Shea.

Zamoff joins BB&K

Jamie B. Zamoff, 39, who has extensive administrative experience with international law, has joined Best Best & Krieger LLP as chief operating officer.

Zamoff most recently worked in the New York office of Heller Ehrman as the operating officer of the firm's 400-attorney, global litigation department. Prior to that, he was the director of administration for Heller Ehrman, also in the New York office.

Zamoff graduated from Rutgers University in New Jersey. He, his wife and three children plan to live in Carlsbad.

