



PEPPERDINE
 School of Public Policy
Dean's Report
 WINTER 2015

REAGAN FORUM: Steven Hayward Explores Impact of Reagan Speech, "A Time for Choosing"

In what has become a tradition near the beginning of each school year for Pepperdine public policy students, Dr. Steven Hayward, the school's Ronald Reagan Professor, spoke at the Ronald Reagan Presidential Library on October 27, 2014, where the "Reagan Forum" was held in partnership with the Ronald Reagan Presidential Foundation. The topic of this year's event was Ronald Reagan's speech titled, "A Time for Choosing," marking the 50th anniversary of a nationally televised address that launched Reagan into national prominence during the 1964 presidential campaign of Arizona senator Barry Goldwater.

Hayward maintained that "virtually overnight" four speeches in American history had propelled a leader to become a presidential contender: Abraham Lincoln's 1860 Cooper Union address, William Jennings Bryan's 1896 "Cross of Gold" speech, Barack Obama's Democratic National Convention speech in 2004, and Reagan's "A Time for Choosing" speech in 1964. To Hayward, the question was why Reagan's rhetoric held more clout than that of Barry Goldwater, who was in the midst of a major defeat in his presidential bid. Many argue that Reagan was a more appealing figure and Hayward agreed, noting "Reagan could keep your attention reading from the phonebook."



Dr. Steven Hayward speaks at the Reagan Presidential Library in Simi Valley, California.

However, Hayward opined that the long-term success is not likely for any leader who offers merely emotional appeal.

Hayward listed five points that he considered to be of greatest importance to the success of the speech. First, Reagan found ways to discuss controversial issues while transcending

Hayward continued on page 14 ➔

Davenport Institute Receives \$225,000 Grant from the James Irvine Foundation



The Pepperdine School of Public Policy's Davenport Institute for Public Engagement and Civic Leadership is pleased to announce that the James Irvine Foundation's California Democracy program has once again generously supported its public engagement work in California. The institute was awarded an 18-month, \$225,000 grant in support of its public engagement programs in California. Funds will be used to lead public engagement seminars, consult with community leaders, and develop expanded government relationships.

This is the second grant awarded to the institute by the James Irvine Foundation. In 2010 the foundation gave the Davenport Institute \$350,000, which helped fund trainings for more than 1,000 public officials, as well as annual consulting grants in support of public engagement projects on issues ranging from teen services to land use to budgets in communities across California. Irvine support has also allowed the institute expand its training programming in the areas of technology and civic engagement and to begin to institutionalize public engagement as a leadership skill in several major California cities. The Davenport Institute is grateful for the support of the Irvine Foundation and its California Democracy program and their continued commitment to the important work of connecting local governments and residents to address the difficult public issues facing California in the 21st century.

DEAN'S MESSAGE

Former Pepperdine president, and later chancellor, M. Norvel Young, had many wise sayings that revealed a candor about life that was at the same time philosophically encouraging. Among his dictionary of maxims was, "If you discover a turtle balanced on top of a fence post, you can assume he did not get there all by himself." I am daily reminded that those of us who comprise the faculty and staff of this school have not accomplished anything by ourselves.

Just outside my office is a "Founders Cabinet" plaque displaying for all who enter the building the names of 40 individuals and couples who were "early adopters" with a generosity and vision that emboldened then president David Davenport to launch an entirely new graduate school that was unarguably unique and bold in its intentions. I pause there often hoping to be able to assure them that they would be pleased with what we have created.

On the back cover of this issue are listed another 40 women and men comprising the Board of Visitors. They meet regularly to provide both financial support and honest counsel regarding our most critical decisions. I am daily grateful that they are not only generous friends who believe in us, but that they are wise observers to whom, on a regular basis, I must be accountable. They have been blessed to be led, first by founding chair Ed Feulner and more recently by Joe Czyzyk, both of whom are, quite simply, perfect for that role.

Also listed with the Board of Visitors is a very small group designated the Executive Committee. Except for a few critical moments in the school's history, these do not meet regularly, but have been wise counselors as individuals, some even before the school was launched, and are available regularly to meet with the dean and/or the University's president to provide

high-visibility endorsement to our efforts. Included in this group at the very beginning were Ed Feulner, founding president of the Heritage Foundation; Jack F. Kemp, who joined with Ronald Reagan to revamp the nation's economic landscape; William E. Simon who, as secretary of treasury, paved the way for the Reagan Revolution; and James Q. Wilson, anointed by the *New York Times* as the nation's most influential social scientist of the past 50 years. These were joined by Steve Forbes, Robert Hertzberg, Michael Novak, and Frederick J. Ryan, Jr., chair of the Ronald Reagan Presidential Foundation and recently named publisher of the *Washington Post*.

Elsewhere in this issue is the announcement that former Pepperdine president, Dr. William S. Banowsky, has agreed to add his counsel and endorsement as the newest member of the Executive Committee. Dr. Banowsky was president when Pepperdine College, originally located in South Los Angeles, became a university and providentially was able to launch an entirely new campus in 1972, in what some have called the "Malibu Miracle." I particularly welcome Dr. Banowsky for he has been a close friend for 50 years, and thus knows, better than anyone, that we did not get on this fence post alone. As for me, I daily pray for God's help that we may be what these, our closest friends, believe us to be.




JAMES R. WILBURN
Dean, School of Public Policy

FORMER PEPPERDINE PRESIDENT WILLIAM S. BANOWSKY APPOINTED TO BOARD OF VISITORS



Dean James R. Wilburn has announced the addition of former Pepperdine president William S. Banowsky to the Executive Committee of the School of Public Policy Board of Visitors. He will be joining other national policy, business, and community leaders who have been especially close counsellors to the school since its inception. Others who served on the committee at its beginning included Jack F. Kemp and James Q. Wilson, and

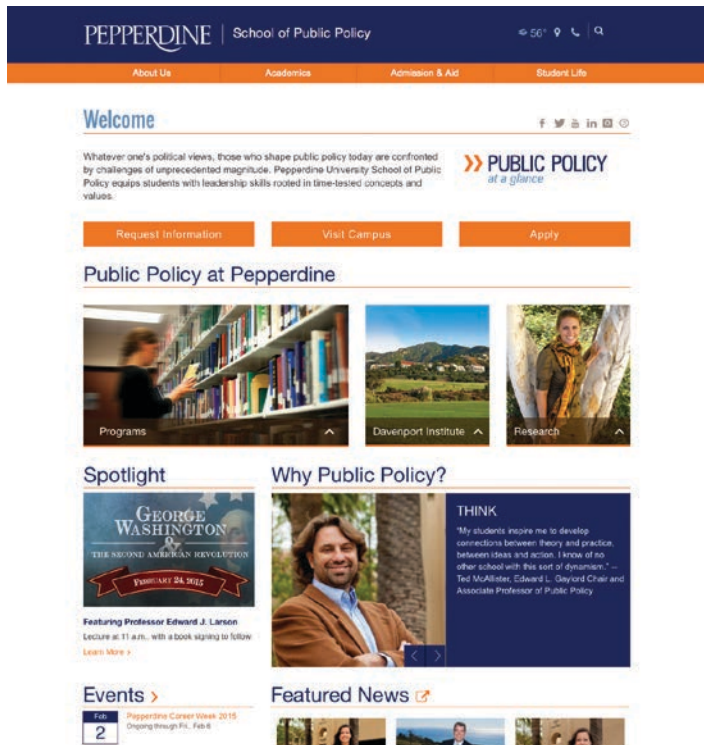
among the founding members who are marking over 15 years of service there are Steve Forbes, Robert Hertzberg, Michael Novak, Ed Feulner (recently retired as founding president of the Heritage Foundation), and Fred Ryan (recently named publisher of the *Washington Post*). These are joined by some 40 members of the Board of Visitors chaired by Joseph Czyzyk, president and CEO of Mercury Air Group, Inc.

Banowsky served as president of Pepperdine University from 1968 to 1978, and led the development of Pepperdine from a small, inner-city college to a major university on the rim of the Pacific, elevating it from economic uncertainty to unqualified solvency and a student body approaching 8,000. In addition, he built a solid base of donor support and a promising future for the University that led to the well-known "Malibu Miracle." Banowsky then went on to become the 10th president of the University of Oklahoma.

Banowsky started his career as a young Church of Christ minister for congregations in Nashville, Albuquerque, Los Angeles, and at the largest congregation of Churches of Christ in Lubbock, Texas, where his 13-year ministry started when he was not yet 25 years of age. Before serving in Lubbock, he was persuaded by Pepperdine president M. Norvel Young to join Pepperdine College, first as an assistant to the president, and then as dean of students, returning to Pepperdine

Banowsky continued on page 12 ➔

SCHOOL OF PUBLIC POLICY LAUNCHES REDESIGNED WEBSITE



The Pepperdine School of Public Policy is proud to announce its new redesigned website at publicpolicy.pepperdine.edu. As part of a University-wide initiative along with Pepperdine's four other schools, the new site represents an important shift in how Pepperdine communicates. The web initiative focuses on the needs and experiences of prospective and current students and introduces a fresh visual design, streamlined navigation, and elevated dynamic content while leveraging the unique capabilities of mobile devices and social media.

In addition, a dynamic Newsroom features easy access for journalists seeking media experts and showcases featured University, school, faculty, student, and alumni news covering a wide range of topics.

The new Social Hub gathers all of the University's social media feeds, including all five schools, Athletics, and Alumni Affairs, in one place. Users can filter by social media channel (Facebook, Twitter, Instagram, etc.) or by school/department. It also includes a comprehensive Social Media Directory, with links to social media feeds of school departments, alumni chapters, sports teams, student organizations, and affinity groups within the larger University and school categories.

Visit our new sites:

publicpolicy.pepperdine.edu

www.pepperdine.edu

newsroom.pepperdine.edu/publicpolicy

socialhub.pepperdine.edu/PublicPolicy/all

School of Public Policy Students Honored by Millennium Momentum Foundation

Three School of Public Policy students were honored by the Millennium Momentum Foundation (MMF) as the 2014 Best and Brightest Scholars. Christian Daly (MPP candidate '16), Jonathan Herrera (MPP candidate '16), and Erin Martin (MPP candidate '15) accepted their awards at the foundation's 12th annual Opening Doors Awards ceremony in November 2014.

The scholars were awarded fellowships for their exceptional and sustained commitment to public service and participated in the elite MMF Leadership Development Institute, receiving over 36 hours of training in leadership, employment preparation, and financial literacy skills, along with extensive academic and professional support services outside the training sessions.

MMF awards academic scholarships to undergraduate and graduate students pursuing careers in public policy and other public service-related fields. The foundation is committed to increasing the number of students and young professionals from various ethnic backgrounds in public service-related fields through education, mentoring, and leadership-development training.

The School of Public Policy has been deeply involved with MMF since 2006 and has become an educational partner with the foundation, supporting the state-of-the-art MMF Leadership Development Institute, by hosting training sessions on the Malibu campus.

DALY received a BA in English with an emphasis in creative writing from the University of Southern California.

HERRERA received a BA in criminal justice with a minor in Islamic and Middle Eastern studies and Arabic from California State University, San Bernardino.

MARTIN received a BA in political science from Howard University and completed her internship at the Centre for Microfinance and Livelihood in Assam, India.



(l-r) Erin Martin, Jonathan Herrera, and Christian Daly

PROFESSOR JAMES PRIEGER Awarded Howard A. White Award for Teaching Excellence



Prieger accepting the Howard A. White Award from Pepperdine provost Rick Marrs.

James Prieger, associate professor of public policy, was honored with Pepperdine's Howard A. White Award for Teaching Excellence at the annual Faculty Conference on October 3, 2014. The award recognizes outstanding teachers who embody Pepperdine University's commitment to excellence. The award, named for Pepperdine University's fifth president, Howard A. White, honors teachers who: inspire, stimulate, challenge, and motivate their students; develop in

students the ability to think critically and creatively about the world; and instill in their students a lifelong love of learning. Honorees are selected from nominations submitted by Pepperdine alumni, students, and faculty.

Prieger is an economist specializing in regulatory economics, industrial organization, and applied econometrics. He received a BA in economics and mathematics from Yale University and a PhD in economics from the University of California, Berkeley. Prieger has served at Pepperdine University since 2006, where he is also the faculty advisor to the student-led journal *Pepperdine Policy Review*. While on sabbatical from Pepperdine, Prieger has spent time at the U.S. Federal Communications Commission as a senior staff economist; as a visiting professor at the Goldman School of Public Policy at the University of California, Berkeley; and as a visiting scholar in the Department of Economics at the University of Colorado, Boulder. Previously, he was an assistant professor of economics at the University of California, Davis. Prieger currently serves on the editorial boards of *Applied Economics Quarterly* and the *International Journal of Business Environment*. Prieger is on the executive board of Elevate Africa, an innovative nonprofit aimed at improving the welfare of the impoverished in Mali through microfinancing business start-ups.

PANEL DISCUSSES "TAIWAN'S FUTURE"

The School of Public Policy hosted a roundtable discussion on Taiwan's independence movement in light of both internal politics and larger geopolitics. Held on October 2, 2014, the panel included Peter Chan, national vice president, Taiwanese Association of America and pro bono legal counsel, Formosan Association for Public Affairs; Joel Fetzer, professor of political science, Seaver College; and Bruce Herschensohn, Senior Fellow in International Relations, School of Public Policy. The panel was moderated by Jonathan Kulick, senior project director and adjunct faculty at the School of Public Policy.

The sovereignty of Taiwan is highly contested, raising many themes and questions that the conversation addressed: Does the ambiguous status quo continue, despite rhetorical changes? Does Taipei no longer claim to be the legitimate government of China, so that Taiwan is de facto independent? Or is a one-country, two-systems accommodation in the offing? (And if, contrariwise, Taiwan declares its independence would this trigger a war—one that would involve the United States?)

As Kulick framed some of these defining questions of the discussion, the panelists agreed that the democratic system in Taiwan and the authoritarian regime in China are difficult to reconcile, and that the government in Beijing (People's Republic of China [PRC]) has no legitimate claim



(l-r) Jonathan Kulick, Peter Chan, Bruce Herschensohn, and Joel Fetzer

on Taiwan. The panel included no representative for the PRC's position. All of the panelists stressed that many different states have ruled Taiwan and that the PRC has no greater historical claim. In addition, they agreed that Taiwan should be an independent country and that its history of self-government indisposed them to be controlled by Beijing. However, although the panelists were willing to encourage a move toward independence, they were concerned about the feasibility of pursuing independence.

The panel engaged the audience, which included many students from China and a large contingent of Taiwanese Americans. While no one offered a defense for the PRC position, all in attendance recognized that Taiwan faces great challenges in the future.

THE LATEST FROM THE DAVENPORT INSTITUTE

FOR PUBLIC ENGAGEMENT AND CIVIC LEADERSHIP

The Davenport Institute had a busy second half of 2014, and is poised for even more new projects in 2015.

In October the institute announced the recipients of its seventh annual Public Engagement Grant awards. This year's projects are among the most diverse so far. The institute is looking forward to work with the City of Placentia on a revitalization project, the City of Rancho Palos Verdes on infrastructure management, and the City of San Carlos on program prioritization. In addition, it will support a special district on a very important issue this year: the Tuolumne Utilities District is seeking direction on increasing water supply in a time of ongoing drought.

This year the institute is also consulting with the San Francisco Municipal Transportation Agency in the creation of their public outreach and engagement strategy. This effort looks beyond a particular project to what the institute sees as a "next step" in its own civic engagement mission—building deeper and more expanded relationships with governments to institutionalize public involvement as a leadership skill.

Related to this goal, the institute launched a second grant opportunity in partnership with The Village Square, a nationally-recognized organization that has worked in polarized communities to build capacity for engagement. This new grant will bring their Dinner at the Square series to two very different communities: the City of Palo Alto and the City of Palmdale. The structure and topics of the dinners will be tailored to the needs of the individual communities, but both will help to improve the local civic dialogue and support an ongoing constructive relationship between government and citizens around various issues for years to come.

In October Davenport Institute assistant director Ashley Trim (MPP '09) joined The Village Square's Liz Joyner and Bryan Desloge, county commissioner of Leon County, Florida, on a panel at the annual meeting of the University Network for Collaborative Governance in Charlottesville, Virginia. The panel looked at how to build civil dialogue across partisan and ideological divides by bringing people from different viewpoints together as individuals for fellowship over food, and how this new grant is doing just that.

While executive director Pete Peterson (MPP '07) took a leave of absence to focus on his run for California secretary of state last fall, he continued through much of his campaign to conduct engagement trainings. In September he again facilitated a session of the institute's signature training at the International City/County Management Association (ICMA) annual conference in Charlotte, North Carolina. Peterson also continued to present sessions as part of the state Commission on Peace Officer Standards and Training's "Role of the Chief" training in Pasadena and Shell Beach, California. He also participated on a panel on community engagement at the California Transit Association Fall Conference and Expo in Monterey, California.

Peterson's experience on the campaign trail opened new doors and deepened existing connections for the institute across California, and he was most encouraged to see the institute's policy work translate into a political campaign. Following the election, Peterson was invited to serve on the leadership councils of both the Public Policy Institute of California and California Forward.

His experience campaigning around California and seeing firsthand some of the ways California government is behind the curve when it comes to technology, solidified the importance of transparency and reform in a 21st-century context. This is not a new area for the Davenport Institute—for several years it has supported local governments trying to navigate this field with its "Gov 2.0: What Government Officials Need to Know" seminar and related blog, and this summer Trim participated in a meeting hosted by California Forward regarding how data transparency and visualization can improve government at both the state and local level in California. The institute looks forward to working on these issues more deeply in the future.

This emphasis on technology was reflected in the ongoing Davenport Discussion series offered to School of Public Policy students. The institute hosted Nick Bowden who discussed how his tech platform, MindMixer, is changing the face of online engagement and allowing for some very interesting demographic data to be collected; and Daniel Newman demonstrated his MapLight tool which connects data on campaign contributions, politicians, legislative votes, industries, companies, and more to make patterns of influence accessible to voters. The Davenport Institute also continued in its role as advisor to the School of Public Policy student ICMA chapter.

2014–2015 SCHOLARSHIP RECIPIENTS



The Pepperdine School of Public Policy awards a number of scholarships each year. These awards are made available through endowed funds and generous gifts from supporters and alumni. The Scholarship Committee awards scholarships based on merit, academic, and professional experience, as well as standardized test scores. The School of Public Policy is proud to recognize select 2014–2015 scholars.

LASZLO AND MILKA AMBRUS ENDOWED SCHOLARS

The Laszlo and Milka Ambrus Endowed Scholarship was established for students pursuing a degree at the School of Public Policy who are in good standing in all areas of the University.

SHANE TAYLOR ('13, MPP candidate '15)
BA, Political Science
Pepperdine University

ZHE WANG (MPP candidate '15)
BA, Public Administration
Renmin University of China

MICHELLE ZARAGOZA (MPP candidate '15)
BA, Psychology
California State University, Northridge



(l-r) Zhe Wang, Michelle Zaragoza, and Shane Taylor

ASSOCIATED WOMEN FOR PEPPERDINE SCHOLARS

Associated Women for Pepperdine (AWP) is a group of Church of Christ women who raise funds each year to assist deserving students who are members of Churches of Christ. Recipients are selected on the basis of financial need, merit, character, and church membership.

BENJAMIN PETERSON (MPP candidate '15)
BS, History, Pre-law, and Vocational Ministry
Oklahoma Christian University

SEAN WHITNEY ('14, MPP candidate '16)
BS, Business Administration
Pepperdine University



Sean Whitney and Benjamin Peterson

WILLIAM S. AND GAY BANOWSKY ENDOWED SCHOLAR

Established by Lew O. Ward and supported by a circle of friends, the William S. and Gay Banowsky Endowed Scholarship provides grants to students pursuing a master of public policy at the School of Public Policy.

MICHAEL HADLEY (MPP candidate '15)
BA, Political Science
University of Arizona

BOARD OF VISITORS SCHOLAR

The Board of Visitors Scholarship is funded through the generosity of the School of Public Policy's Board of Visitors.

ZACHARY CHRISTENSEN
(MPP candidate '15)
BA, Political Science
Brigham Young University



DR. FRANK W. AND MRS. SHERRY R. CORNELL ENDOWED SCHOLAR

The Dr. Frank W. and Mrs. Sherry R. Cornell Endowed Scholarship provides support for Catholic students pursuing a degree at the School of Public Policy.

ASHLEY CHAPARRO
('14, MPP candidate '16)
BA, Economics
Pepperdine University



LYNN AND FOSTER FRIESS ENDOWED SCHOLAR

Established by a gift from the National Christian Foundation Giving Fund on behalf of Foster and Lynn Friess and the Friess Family Foundation, the Lynn and Foster Friess Endowed Scholarship provides support for qualified School of Public Policy students who have evidenced leadership based on the principles embedded in the Declaration of Independence and the Constitution of the United States.

NATALIE MEDVEDEV
(MPP candidate '16)
BA, Political Science
University of California,
Los Angeles



Fritz Endowed Scholars

Founded in 2001 by Lynn C. Fritz, the Fritz Institute is a nonprofit organization designed to partner with governments, nonprofit organizations, and corporations worldwide to innovate solutions and facilitate the adoption of the best practices for rapid and effective disaster response and recovery.



Yiting Ling and Xiaoqi Wu

YITING LING (MPP candidate '16)
MA, Journalism
BA, Journalism
Communication University of China

XIAOQI WU (MPP candidate '15)
BA, English Language and Literature
Xiamen University

Linda M. Gage AWP Endowed Scholar

The Linda M. Gage AWP Endowed Scholarship was established by Jerry and Kay Cox to provide scholarship support to Church of Christ students with financial need.

SEAN WHITNEY
('14, MPP candidate '16)
BS, Business
Administration
Pepperdine University



Bertha and John Garabedian Charitable Foundation Endowed Scholar

The Bertha and John Garabedian Charitable Foundation Fund provides assistance to qualified public policy students from Fresno, Kings, Madera, or Tulare Counties in California.

JEANELY SEGURA-RAMIREZ
(MPP candidate '16)
BS, Criminal Law
Enforcement
California State University,
Fresno



Endowed Jewish Scholars

The Endowed Jewish Scholarship Fund provides assistance to Jewish students in good academic standing who are pursuing a degree at the School of Public Policy.

JOSHUA KEATING (MPP candidate '15)
BS, Political Science
Northern Arizona University

ALIXANDRA LIIV (MPP candidate '15)
BA, Theater
Bates College

Peter and Veronica Johnson Endowed Scholar

The Peter and Veronica Johnson Endowed Scholarship provides support to students with financial need who are highly qualified applicants to the School of Public Policy and remain in good standing in all areas of the University.

CHRIS BALOG (MPP candidate '15)
BA, Communication
Indiana University

Thomas P. Kemp Endowed Scholar

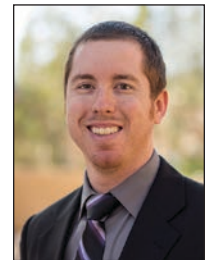
The Thomas P. Kemp Endowed Scholarship was established in 2006 as a memorial legacy to the Pepperdine Regent and avid supporter of the School of Public Policy.

TULLY LANTER (MPP/MBA candidate '15)
BA, Political Science
Seattle Pacific University

Maldonado Family Endowed Scholar

Established in 2011 with a gift from Dr. Ernest and Mary Maldonado, the Maldonado Family Endowed Fund was created to fund merit scholarships, student internships, faculty research, fellowships, and other programs and initiatives of strategic importance to the School of Public Policy in the fields of intelligence, national and homeland security, criminal justice, and enforcement.

RYAN TENNEY
(MPP candidate '15)
BA, History and
Administrative Studies
University of California,
Riverside



Seiji Masuda Endowed Scholars

Established in 2004, the Seiji Masuda Endowed Scholarship was created to provide scholarships for international students from Malaysia, Indonesia, Thailand, Vietnam, Laos, Myanmar, Cambodia, and Brunei on the basis of merit and need.



Valerian Timothy and Eddy Waty

VALERIAN TIMOTHY (MPP candidate '16)
BS, International Relations
University of Indonesia

EDDY WATY (MPP candidate '15)
MBA, Business Administration
BA, Finance
California State University, Northridge

Mike E. O'Neal Endowed Scholar

Established by Peter Cheung and Fred Prager, this endowed scholarship was created to aid deserving School of Public Policy students.

ZACHARY CHRISTENSEN
(MPP candidate '16)
BA, Political Science
Brigham Young University



Scholars continued on page 8 ➔

S.A. ENLIGHTENMENT SCHOLARS

The S.A. Enlightenment Scholarship was established with a gift from the S.A. Enlightenment Foundation to provide scholarship support for students from predominantly Muslim countries.

YASEMIN TEKIN (MPP candidate '15)
BA, International Relations
Istanbul Bilgi University

VALERIAN TIMOTHY (MPP candidate '16)
BS, International Relations
University of Indonesia

EDDY WATY (MPP candidate '15)
MBA, Business Administration
BA, Finance
California State University, Northridge



Eddy Waty, Valerian Timothy, and Yasemin Tekin

MARILYN DUNTON SIMPSON ENDOWED SCHOLAR

Established by Marilyn Dunton Simpson in 2009, this scholarship provides support for students at the School of Public Policy.



JENNIFER KAMARA
(MPP candidate '15)
BA, Africana Studies
Cornell University

STANS FAMILY FOUNDATION ENDOWED SCHOLAR

Established in 2012, the Stans Family Foundation Endowed Scholarship was created to provide support to students pursuing a degree at the School of Public Policy, with preference given to students who hold a license as a certified public accountant and/or hold a degree in accounting or a related field who are in good standing in all areas of the University.

MARTINE KING (MPP candidate '15)
BA, Business Accounting
Howard University

TERRALYNN AND EARL SWIFT ENDOWED SCHOLARS

Established in 2006 by Terralynn and Earl Swift, this endowed scholarship was created to provide assistance to students interested in studying how people from diverse cultures might discover common values in the context of global interdependency.

MARK MACDOUGALL (MPP candidate '15)
BA, Political Science
Pennsylvania State University

KODY SMITH (MPP candidate '15)
BA, Psychology
East Texas Baptist University



Kody Smith and Mark MacDougall

J. MCDONALD AND JUDY WILLIAMS SCHOOL OF PUBLIC POLICY SCHOLAR

Established by J. McDonald and Judy Williams in 1999, this scholarship is designed to assist deserving School of Public Policy students who are members of the Church of Christ.

MICHAEL HADLEY (MPP candidate '15)
BA, Political Science
University of Arizona

FLORA L. THORNTON ENDOWED SCHOLARSHIP

Established by Flora L. Thornton in 2009, this scholarship is a merit-based academic scholarship for students at the School of Public Policy with demonstrated leadership potential.

ADAM CREPELLE (MPP candidate '15)
JD, Southern University Law Center
BS, Kinesiology
University of Louisiana, Lafayette

SARAH JARMAN
('13, MPP candidate '15)
BA, Political Science
Pepperdine University

KYLE GERRANS ('14, MPP candidate '16)
BA, Economics
Pepperdine University

NATALIE MEDVEDEV (MPP candidate '16)
BA, Political Science
University of California,
Los Angeles

JAMES MICHAEL HOLCOMB (MPP candidate '15)
BA, History
Xavier University

TODD ROYAL (MPP candidate '15)
BA, Economics
Texas Christian University



*Standing (l-r) Todd Royal, Kyle Gerrans, and Natalie Medvedev.
Seated (l-r) Sarah Jarman, Adam Crepelle, and James Holcomb*



2012–2015 Maurice H. Stans Endowed Scholars: Standing (l-r) Kiara White, Desmond Jeffries, Jennifer Kamara, Christian Daly, Jessica Kellogg, Rebecca Stuart, Sarah Mirembe, Oluwatomi Jaiyeola, and Dylan Hood. Seated (l-r) Felecia Russell, Danielle Merriweather, Alain Datcher, Erin Martin, and Kira-Leigh Jones

MAURICE H. STANS ENDOWED SCHOLARS

Established in 1999 by the Stans trust, the Maurice H. Stans Endowed Scholarship was created to provide support for African American students.

CHRISTIAN DALY (MPP candidate '16)
BA, English
University of Southern California

DESMOND JEFFRIES (MPP candidate '16)
BA, Political Science
California State University, Los Angeles

DANIELLE MERRIWEATHER (MPP candidate '15)
BBA, Business Marketing
Howard University

ALAIN DATCHER (MPP candidate '15)
BA, Communication Studies
Biola University

KIRA-LEIGH JONES (MPP candidate '15)
BA, International Studies
Fairleigh Dickinson University

SARAH MIREMBE (MPP candidate '16)
BA, International Relations
Oral Roberts University

KIDANE HABTE (MPP candidate '16)
BA, Political Science
California State University,
Dominguez Hills

JENNIFER KAMARA (MPP candidate '15)
BA, Africana Studies
Cornell University

FELECIA RUSSELL (MPP candidate '15)
BA, Political Science
California Lutheran University

DYLAN HOOD (MPP candidate '16)
MA, Social Work
Loyola University, Chicago, Illinois
BA, Political Science
American University, Cairo, Egypt

JESSICA KELLOGG (MPP candidate '15)
BA, American Literature and Culture
University of California, Los Angeles

REBECCA STUART (MPP candidate '15)
BA, International Affairs
Lewis and Clark College

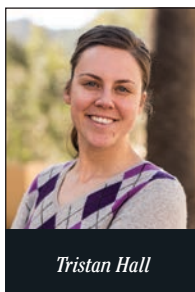
OLUWATOMI JAIYEOLA ('13, MPP candidate '15)
BA, Economics
Pepperdine University

ERIN MARTIN (MPP candidate '15)
BA, Political Science
Howard University

KIARA WHITE (MPP candidate '15)
BA, Medical Humanities
Baylor University

ALLEN AND MARILYN PUCKETT ENDOWED SCHOLARS

The Allen and Marilyn Puckett Endowed Scholarship was established to provide support for students at the School of Public Policy.



Tristan Hall

TRISTIAN HALL (MPP candidate '15)
BA, Justice
University of Alaska

JOSHUA KEATING (MPP candidate '15)
BS, Political Science
Northern Arizona University

ELLIOTT PARISI (MPP candidate '15)
BA, Political Science
George Fox University

CAITLYN SHARP (MPP candidate '15)
BA, English Literature
Arizona State University

LYDELL WARD ENDOWED SCHOLAR

Established in 2008 with a gift from School of Public Policy Board of Visitors member Beti Ward, the Lydell Ward Endowed Scholarship is awarded to qualified female students pursuing a master of public policy.



MICHELLE ZARAGOZA (MPP candidate '15)
BA, Psychology
California State University, Northridge

FACULTY/FELLOW UPDATE



LUISA BLANCO

Associate Professor of Public Policy

Luisa Blanco authored a report titled “Study on Crime and Investment in Latin America and the Caribbean” for USAID, which was published in the USAID Development Experience Clearinghouse. Blanco presented at the Americas Center at the Federal Reserve Bank of Atlanta her manuscript “Access to Financial Services Among Middle-Aged and Older Blacks and Hispanics” for the Hispanic Economic Issues Conference sponsored by the American Society of Hispanic Economists. At the Association for Public Policy Analysis and Management Conference, Blanco presented her manuscript, coauthored with associate professor James Prieger and Ji Gu (MPP '13), “The Impact of Research and Development on Economic Growth and Productivity in the U.S. States.” Blanco also presented her work on the relationship between crime and FDI (foreign direct investment) in Latin America at the Southern Economic Association meetings. Blanco’s manuscript “Retirement Planning Among Middle-Aged and Older Hispanics,” funded by the NIH/NIA, was reviewed at the Scientific Retreat sponsored by Resource Center for Minority Aging Research at the University of California, Los Angeles. Blanco was awarded a grant from Community-Based Research Program (CBRP) and the Pepperdine University Office of the Provost to study the barriers that young adult Hispanics face in relation to their financial well-being. This is a joint effort with Pepperdine University’s Seaver College faculty Dan Morrison, George Carlsen, and Lila Carlsen.



JAMES COYLE

Adjunct Faculty

James Coyle was one of 350 global invitees to attend the Atlantic Council’s sixth annual Energy and the Environment Conference in Istanbul, Turkey, in November 2014. The invitation-only gathering featured a visit by U.S. vice president Joe Biden.



JOEL FOX

Adjunct Faculty

Joel Fox had multiple articles on California politics and policy published in the *Sacramento Bee* and *Los Angeles Register*. A personal article about following his father’s footsteps in World War II was published in coordination with the Smithsonian Institution and *Zócalo Public Square* by the *Washington Post*. Picked up off the *Washington Post*’s website by the U.S. Embassy in Luxembourg, it was forwarded to officials at the Wiltz, Luxembourg, World War II Museum prompting

communications between museum officials and Fox. During the run-up to the November election Fox was interviewed a number of times by media outlets, including KABC in Los Angeles. Fox spoke at post-election conferences sponsored by *Capitol Weekly* in Sacramento, California, and the Milken Institute in Santa Monica, California. He continues to copublish and edit *Fox and Hounds Daily*, a website blog dealing with California business and politics.



ROBERT KAUFMAN

Professor of Public Policy

Robert Kaufman continues to write regularly for scholarly journals and national news outlets, including *The Daily Caller*. He has finished the first draft of a book manuscript on President Obama’s foreign policy, tentatively titled *The Imprudence of the Obama Doctrine*. Kaufman continues to do radio and television commentary in various venues, including BBC, Fox, and National Public Radio.



GORDON LLOYD

Professor of Public Policy

Gordon Lloyd was named the Robert and Katheryn Dockson Professor of Public Policy at the Pepperdine University School of Public Policy in September 2014. As an editor, Lloyd recreated and published an edition of the report of the proceedings and discussions at the Constitutional Convention of 1787, by James Madison, titled *Debates in the Federal Convention of 1787*. He presented “It’s Time to Stop Blaming Our (Founding) Fathers,” a Constitution Day address sponsored by the Ashbrook Center and the Reagan Presidential Library, in Simi Valley, California, in September 2014. Lloyd also served as a discussion leader at a number of Liberty Fund conferences in sessions focused on the decline of liberty and slavery and the Constitutional republic.



TED McALLISTER

Edward L. Gaylord Chair and Associate Professor of Public Policy

Ted McAllister presented a lecture “Social Justice and the Crisis of American Philosophy,” at Oklahoma Christian University in September 2014. He coordinated a Pepperdine School of Public Policy Roundtable on the future of Taiwan in October 2014 that examined Taiwan’s independence movement in light of both internal politics and larger geopolitics involving U.S.-Chinese relations. McAllister published two review essays including “Burke as Progressive,” a review of *Edmund Burke in America* by

Drew Maciag, in *Modern Age* (Winter 2015) and a review of George Marsden's *The Twilight of the American Enlightenment* in *American Catholic Studies* (Fall 2014). He also published his essay, "Sweet Populism Awaits Its Leader," in the *Wall Street Journal*, as well as several pieces in the *Library of Law and Liberty*.



JAMES PRIEGER

Associate Professor of Public Policy

James Prieger was a recipient of the Pepperdine University Howard A. White Award for Teaching Excellence, which recognizes outstanding teachers who embody Pepperdine University's commitment to excellence. He published "Unintended Consequences of Enforcement in Illicit Markets" with Jonathan Kulick, in *Economics Letters* (November 2014, Vol. 125, No. 2). His paper "The Broadband Digital Divide and the Benefits of Mobile Broadband for Minorities" was accepted for publication in the *Journal of Economic Inequality*. This fall Prieger presented "Unintended Consequences of Tobacco Taxation and Regulation" at the 84th annual meeting of the Southern Economic Association, in Atlanta, Georgia; the Association for Public Policy Analysis and Management (APPAM) Fall Research Conference, in Albuquerque, New Mexico; and the 78th International Atlantic Economic Conference, in Savannah, Georgia. He also presented "The Impact of Research and Development on Economic Growth and Productivity in the U.S. States," at the Association for Public Policy Analysis & Management Fall Research Conference. In addition, Prieger attended the TPRC 42nd annual Conference on Communication, Information, and Internet Policy at the George Mason University Law School in Arlington, Virginia, in September 2014, where he presented "Quality Competition in the Broadband Service Provision Industry." He continues to serve on the editorial boards of *Applied Economics Quarterly* and the *International Journal of Business Environment*.



ROBERT SEXTON

Distinguished Professor of Economics, Seaver College

Robert Sexton published "A Note on Monitoring Costs and Voter Fraud" with Philip Graves and Gary Galles in *The American Economist* (Fall 2014, Vol. LIX, No. 2). He also published "Productive Complements: Too Often Neglected in the Principles Courses" with Gary Galles and Philip Graves in the *Journal of Economics and Finance Education* (Winter 2014, Vol. 13, No. 2). Sexton presented "Students Teaching Other Students Economic Concepts" at the National Economics Teaching Conference in November 2014, in San Diego, California.

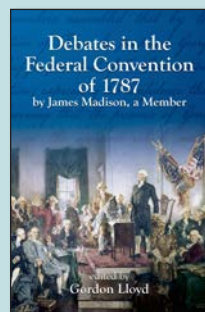


MICHAEL SHIRES

Associate Professor of Public Policy

Michael Shires continues his series of policy work on economic development in poor and middle-class neighborhoods. He has released his monograph entitled *The Effects of California's Energy Policy on Opportunity in Los Angeles County*, a study that examines ways that California's world-leading greenhouse gas policies affect key opportunity-generating sectors of the Los Angeles economy. It has been a central focus of an active policy conversation within the county and across the state. Shires is part of a team of researchers awarded a contract by local governments to explore specific ways to create new economic opportunity in impoverished areas of the San Fernando Valley. In addition, Shires was actively involved in engaging citizen and community groups across the state about many of the key issues at the heart of the 2014 midterm elections—including the Affordable Care Act, the recovering economy, and personal privacy and freedom. He frequently appears on television, radio, print, and online media outlets about these and other issues of the day including ISIS, the Affordable Care Act, energy policy in California, and policy changes related to global climate change.

New Faculty-Authored Publication *Debates in the Federal Convention of 1787* By James Madison, a Member Edited by Gordon Lloyd



Gordon Lloyd, professor of public policy, has re-created an edition of the report of the proceedings and discussions at the Constitutional Convention of 1787, by James Madison, who is best known as the father of the Constitution. Lloyd's re-creation most closely resembles the version Madison intended to leave behind for "all who take an interest in the progress of political science and the course of true liberty." In addition to reaffirming Madison's profound contributions to constitutionalism, Lloyd's edition restores Madison to his rightful place as the most trustworthy chronicler of the Constitutional Convention.

Lloyd is also the author and editor of a series of online exhibits on the American founding hosted by the Ashbrook Center's website, TeachingAmericanHistory.org. These online exhibits focus on the Constitutional Convention, the Federalist-Antifederalist debates, the ratification of the Constitution, and the Bill of Rights.

GORDON LLOYD

Named the Robert and Katheryn Dockson Professor of Public Policy



Gordon Lloyd, professor of public policy, has been appointed to be the first Robert and Katheryn Dockson Professor of Public Policy in the Pepperdine University School of Public Policy (SPP) beginning in the Fall 2014 term. The appointment combines two names that have been foundational in the history of the school. The very first commitment of a significant gift to encourage Pepperdine to start a public policy program came from Dr. Robert Dockson who had been a long-time member of the Pepperdine Board of Regents, as well as a member of then dean James R. Wilburn's advisory board at the School of Business and Management. Lloyd, on the other hand, was the first faculty member to be recruited for the School of Public Policy in 1997, having taught in its first semester while on sabbatical from the University of Redlands where he had been a faculty member for many years. He became a part of the SPP full-time faculty in 1998.

Dockson, following an impressive career as an economist with the Federal Reserve Bank and a professor himself at other universities, was the founding dean of the Marshall School of Business at the University of Southern California before assuming his role as chair and CEO of California Federal Bank, one of the largest financial

institutions in the nation. It was in the latter role that Dockson joined the Board of Regents at Pepperdine and helped to recruit some of Los Angeles' most prominent leaders to join him on the Pepperdine board at a time when Pepperdine, facing historic challenges in its move from South Los Angeles to its new Malibu home, was also beginning to emerge from among other smaller Southern California colleges to a position of higher visibility.

Before his passing, Dockson was aware of plans eventually to name Lloyd to the Dockson Professorship and was very much aware of Lloyd's career. Thus two leaders, each with an established reputation before they came to Pepperdine, shared in the dream of a School of Public Policy that would take its place among the nation's most highly respected graduate programs.

Gordon Lloyd earned his bachelor of arts degree in economics and political science at McGill University. He completed all the course work toward a doctorate in economics at the University of Chicago before receiving his master of arts and PhD degrees in government at Claremont Graduate School. The coauthor of three books on the American founding and sole author of a book on the political economy of the New Deal, he also has numerous articles, reviews, and opinion-editorials to his credit. His latest coauthored book, *The New Deal & Modern American Conservatism: A Defining Rivalry*, was published in 2013, and he most recently released as editor *Debates in the Federal Convention of 1787* in September 2014. With the help of the Ashbrook Center, he has created four highly regarded websites on the origin of the U.S. Constitution. He has received many teaching, scholarly, and leadership awards including admission to Phi Beta Kappa and the Howard A. White Award for Teaching Excellence at Pepperdine University. He currently serves on the National Advisory Council for the Walter and Leonore Annenberg Presidential Learning Center through the Ronald Reagan Presidential Foundation.

Banowsky continued from page 2 ♦

in 1968 as executive vice president to develop a master plan for establishing a new campus. With a 138-acre gift of Malibu real estate, Young and Banowsky attracted funding to construct a new campus at a juncture in history when many colleges were closing their doors. Banowsky became chancellor in 1969, ground was broken in 1970, and in 1971, as the college was elevated to university status, 34-year-old Banowsky was named president. In 1974, he was honored by *Time* magazine as one of America's 200 "Leaders of the Future."

The author of three books, Banowsky was named president of the University of Oklahoma in August 1978, where he served until 1984. He is one of a very few, if not the only person to have been given the title of "President Emeritus" by the governing boards of two major U.S. universities. Banowsky was appointed by Ronald Reagan to be a National Committeeman from California, and at one time was offered a cabinet-level position by President Gerald Ford. He continues to have a keen interest in the issues that daily challenge the students and faculty in the School of Public Policy.

ALUMNI NOTES

DAVID ANDRADE (MPP '11) runs Myke's Cafe in Pacoima, California. He was active in former Santa Monica mayor Bobby Shriver's 2014 campaign for Los Angeles County Supervisor.

STEPHANIE (DANNER) FRADY (MPP '05) married Justin Frady on June 28, 2014, at Giracci Vineyards and Farms in Silverado, California. The couple resides in Laguna Hills, California. Danner is currently working for the City of Irvine, California.

CHRISTOPHER JOHNIGAN (MPP '14) accepted a position with California Common Sense as a public records administrator.

LIAOLIAO LI (MPP '04) is an economics PhD candidate at George Mason University in Fairfax, Virginia.



Frady

JOHN MACHADO (MPP '00) is director of empowerment for Catholic Charities of Dallas.

PAUL MORADKHAN (MPP '05) is the vice president of government affairs at the Las Vegas Metro Chamber of Commerce, where he will oversee the Metro Chamber's extensive advocacy efforts on public policy priorities at the federal, regional, state, and local levels.

JORDAN NORDBY (MPP '13) has recently been hired as an executive director for a Wisconsin Main Street program near Madison, Wisconsin. Main Street is overseen by the Wisconsin Economic Development Corporation as a subsidiary of the National Trust for Historic Preservation. Nordby will be overseeing community development within a specific neighborhood to promote and further develop the area, specifically focusing on fundraising, analysis, and event coordination.

SHARON PHELAN (MPP '13) and her husband welcomed twin boys, Conor James and Caden Francis, on May 6, 2014.



Machado



Phelan

What's **new** with you ?

To share your alumni news, please submit to christina.ramirez@pepperdine.edu.

Faculty Assistant MARIE ANN THALER Retires After 20 Years of Service



Marie Ann Thaler, administrative assistant to the faculty, retired from the School of Public Policy (SPP) in November 2014, after 20 years of service at Pepperdine University. She has been with SPP since nearly the beginning. Starting in 1998 as the administrative assistant to the faculty, she has been an integral part of the development of the program and a confidant and friend to almost 600 students. Prior to working at SPP, Marie Ann served as the administrative assistant in the Office of the Chancellor and worked for the Office of

Admission at Seaver College gaining valuable administrative experience in working with donors and students.

She will be dearly missed by the more than 50 faculty she served over her 16 years at SPP. From proofreading now-published books and editing faculty handbooks to planning travel and managing expenses, no request was too big or too small when it came to "her faculty." As the face and front line of the program, Marie Ann greeted students with a smile and always took the time to listen to their stories with genuine care and concern.

"Marie Ann was a sparkling presence at the School of Public Policy" stated Ted McAllister, Edward L. Gaylord Chair and associate professor of Public Policy. "Her flawless devotion to our students was coupled with her chronic joyfulness when dealing with the frightened and dispirited. It was in large measure Marie Ann's ability to create such good will among the students that allowed them to tolerate a fussy faculty. And it was in service to this same faculty where Marie Ann proved the depth of her spirited defense of those she took to be her people. No one will replace Marie Ann for the simple reason that she is singular."

REAGAN FORUM: Steven Hayward Explores Impact of Reagan Speech, “A Time for Choosing”



Panel discussion with Lou Cannon, Steven Hayward, and Carl Cannon.

partisanship by citing common sense. Second was Reagan’s ability to blend facts and figures with stories. Third, Reagan introduced conservative populism. At the time, populist rhetoric by political leaders on the right was not common, and Reagan’s words led to a trend by candidates who were “outsiders” in both parties (particularly governors) to run campaigns against the notion of a small group of elites in Washington.

Hayward’s fourth observation was that Reagan did not divide people based on interest groups or along class lines. Rather, he spoke of “all Americans” when describing a particular problem or solution. Finally, Reagan succeeded in this and future addresses by borrowing lines from prominent figures of the past such as Patrick Henry, Franklin Roosevelt, Abraham Lincoln, and Winston Churchill, to frame current issues. Hayward concluded that this particular address was important because it illustrated that “effective political rhetoric is sharp but subtle.”

Following his remarks, Hayward moderated a panel discussion comprised of Lou Cannon and Carl Cannon. Lou Cannon noted that Reagan’s speech excited those in the Goldwater campaign

who were dejected at the likely prospects of a large Republican defeat. In fact, the losses by Goldwater and other Republicans in 1964 may have been a long-term benefit to Reagan, as he was seen as the sole success within the party during that campaign. Carl Cannon discussed contrasts between Reagan and George W. Bush, noting that while President Bush attempted to model his leadership style after Reagan, he rarely succeeded in doing so. This is seen partially as a result of the painstaking care Reagan took when making policy decisions, while Bush was likelier to rely on mere optimism.

The event ended with an audience Q&A session with questions ranging from whether or not Reagan used a speechwriter for the address (he did not) to comparisons between Reagan and President Obama. The Reagan Forum was well attended, and the School of Public Policy students in attendance gained a new appreciation for the importance of effective rhetoric that will benefit them as they emerge as future policy leaders.

View video of the Regan Forum on the School of Public Policy’s YouTube Channel at: www.youtube.com/PepperdineSPP.



SPP students join Dr. Steven Hayward and Dean James R. Wilburn at the Reagan Library.

SPP ALUMNUS SPEAKS ON



In October 2014 School of Public Policy (SPP) alumnus Lance Christensen (MPP '04), pension reform project director at the Reason Foundation, spoke to SPP students on pension reform and the Millennial generation, with a focus on California. Christensen, who previously worked for the California state legislature, discussed the bloated number of California state agencies. He noted that these hundreds of agencies mean the state has 60 different retirement services for state employees alone, complicating any reform process, as each service has to be dealt with separately.

Christensen also examined pension reform plans, stating that any reform plan should consider three elements: What should government do, at what level should they do it, and how much involvement is necessary. As a solution, Christensen suggested switching to defined-contribution retirement plans. For existing retirees, Christensen stated that former employees who signed onto pension agreements deserve a fair retirement plan as expected when leaving the workforce, as many of those individuals chose public service while accepting the lower salaries, but a better retirement plan. For any reforms, Christensen said that public workers deserve a system which provides “retirement security, is fiscally sound, and managed in a transparent and publically accountable manner.” Christensen also talked about how the Millennial generation plays into the issue of reform, citing several polls that indicated in most cases, young Americans tend to support big government until it involves raising their taxes.

Christensen’s discussion with students provided them with a new perspective on a major public policy issue that will continue to be a major concern for future generations.



(l-r) Adam Crepelle (MPP candidate '15), Lance Christensen (MPP '04), Zachary Christensen (MPP candidate '15), and Mark MacDougall (MPP candidate '15)

The School of Public Policy Mourns the Loss of Alumna **SUSANNAH HANSON**



The School of Public Policy, with a heavy heart, learned of the sudden passing of alumna Susannah Hanson (MPP '12) on November 13, 2014, after a brief illness. She was 27.

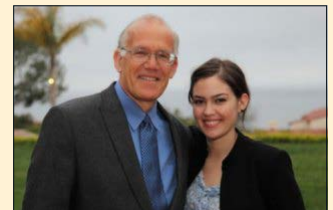
Susannah received a BA in European history and a minor in classical studies from the University of California, Santa Cruz, as well as a master of public policy (MPP) from Pepperdine

University, where she specialized in international relations and state and local policy. She completed her internship for her MPP course work at the Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship in Washington, D.C., as a research and program development intern. Susannah was employed as a research analyst and biographer in the Office of University Advancement at the University of Southern California (USC), where she helped develop strategies to support fundraising for USC's graduate operations, especially the School of Medicine.

Susannah and the Hanson family are an important part of the School of Public Policy family. Her father, Victor Davis Hanson, has served as the School's William E. Simon Distinguished Visiting Professor in the spring terms of 2009, 2011, and 2014.

“Our sincerest heartfelt condolences go out to the Hanson family. Susannah’s warm heart and bright intellect forever touched the lives of all her classmates and faculty,” noted James R. Wilburn, dean of the Pepperdine School of Public Policy. “We will deeply miss her and always remember her kindness, commitment to public service, and deep love for her family and their homestead in Selma, California.”

Susannah is survived by her mother Cara Webb Hanson of Clovis, California; her father Victor Davis Hanson of Selma; her older sister Pauline Davis Hanson Steinback, brother-in-law Shane Steinback, their daughters Maeve and Lila Steinback of Santa Cruz; and her brother William Frank Hanson of Clovis.



Susannah Hanson with her father, Victor Davis Hanson.

PEPPERDINE
School of Public Policy
Dean's Report

**PEPPERDINE
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SCHOOL OF
PUBLIC POLICY**

James R. Wilburn
Dean

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Carol Wallace
Charity Wallace ('97)
Beti Ward
Barry L. Wolfe
Mirielle Wolfe
Greg Wood
Johnny Zamrzla

EVENTS

Please visit: publicpolicy.pepperdine.edu/news-events/events for all upcoming School of Public Policy events

MARCH 11, 2015

**"The Private Sector Against Corruption:
Lessons of Success"**

Robert Klitgaard
University Professor, Claremont Graduate University
12 PM
Executive Dining Room, Drescher Graduate Campus
Malibu, California

MARCH 18, 2015

Davenport Discussion

Ingrid Hardy
*Community Services Superintendent,
City of Santa Clarita, California*
12 PM
SPP 175, Malibu, California

MARCH 23, 2015

Lecture on Solutions to Economic Development Issues

Robin Grier
*Professor of Economics and International & Area Studies,
University of Oklahoma*
12 PM
Wilburn Auditorium, Malibu, California

APRIL 17, 2015

School of Public Policy Graduation Ceremony

10:30 AM
Alumni Park, Malibu, California