

School of Public Policy **Dean's Report**

Winter 2004



(l-r) James R. Wilburn, Ginie Braun, and Andrew K. Benton

SCHOOL OF PUBLIC POLICY DEDICATES NEW FACILITIES

On October 24, more than 100 University supporters, friends, and students gathered to celebrate the opening of the new Braun Center for Public Policy. The Braun Center includes classroom and seminar rooms, faculty offices, an admissions suite, a student career resources center, and the Davenport Institute.



for their contribution to the School of Public Policy with the unveiling of the Mortensen Seminar Room.

The ceremony also gave guests an opportunity to recognize the extraordinary progress the school

Ted Forstmann, senior partner, Forstmann Little & Co. and co-founder, Children's Scholarship Fund, delivered the dedication address. Pepperdine Regent and School of Public Policy Board of Visitors member Virginia (Ginie) Braun represented the Braun Family Trust and shared the history of the Braun family's involvement and support for Pepperdine.

Two other families were recognized for their contributions. Rosemary Licata was on hand to dedicate the Charles and Rosemary Licata Lecture Hall named in honor of the Licatas' tradition of support and investment. William and Nancy Mortensen were also identified

has seen, particularly in its growing network of alumni.

Forstmann noted, "It is true that a rich array of think tanks have emerged over the years to oppose the tyranny of thought in the traditional academic programs. I have been proud to serve with and support a number of these organizations. I don't believe, however, that the future of the Republic can be safely left to a collection of policy and intellectual organizations . . . This is why I appreciate the mission of the School of Public Policy—for not only is it dedicated to the proposition that ideas have consequences, but here you are committed to educating the future. The lasting impact of these graduates and this school can only be imagined and most surely will be underestimated by today's casual observer."



Ted Forstmann

Although Pepperdine has always excelled as a teaching university, I am particularly encouraged that our public policy faculty are significantly shaping the national conversation beyond the classroom.



James R. Wilburn
Dean

A perennial academic debate relates to where faculty should publish. Research universities transfer the methodology of the physical sciences to the social sciences to discover “laws” of human behavior and predictability with mixed results. Much weight is given to refereed journals where work is judged by peers in a specific, often very narrow field to be read by only a few dozen scholars.

But another arena is just as important for a professional school. Beyond gaining new knowledge is the more demanding task of nurturing the behavior of leadership. Our graduates must excel in the public square. There, guided by a faith that is seeking understanding, the most important things cannot be discovered under a microscope or distilled over a Brunson burner.

There is a place for reflection. But the School of Public Policy is finally to be measured and ultimately tested by its success in the public square. Thus our professors have a double duty. They are judged by their peers to be sure. But beyond the academy their ideas must be tested in another arena because they are more than mere observers. Thus they publish on newspaper editorial pages and in books designed for policy leaders outside academia where decision makers seek fresh ideas that significantly alter their actions.

Whether judged by their classroom teaching, or leadership in setting the agenda for the national conversation on public policy, Pepperdine’s newest school is having an impact far beyond what its size and age would predict, and we have only just begun.

“Our public policy faculty are significantly shaping the national conversation beyond the classroom.”

—James R. Wilburn

DAVID J. SCHEFFER

In November, the School of Public Policy welcomed guest lecturer David J. Scheffer, former U.S. ambassador at large for war crimes issues and current visiting professor of law at Georgetown, as he led a discussion about the International Criminal Court (ICC) and its positive and negative effects on the U.S.

Scheffer began by explaining that the first step toward understanding the ICC is to remember that it is not meant exclusively for the U.S. but for the international community as a whole. He said the role of the ICC is to provide a mechanism by which nations can indict leaders and instigators for the most heinous of crimes, including genocide, crimes against humanity, and serious war crimes.

Scheffer rejected the opinion that the U.S. should disregard the ICC treaty, and instead offered several reasons why the ICC is beneficial to the U.S. and to the international community. He argued that, contrary to public opinion, the ICC treaty does not conflict with the U.S. constitution, as our nation’s top attorneys were on hand to ensure that due process procedures are embedded in the ICC treaty.

This means that, under the protection of complementarity, the U.S. would have the right to try U.S. citizens in a U.S. courtroom before they faced the ICC. Additionally, Scheffer pointed to the fact that the ICC did not attempt to create new laws, but only to defend and uphold the language that is already included in customary international law.

Scheffer warned that the U.S. government, even if they do not ratify the ICC treaty, must stay involved in the ICC process or risk losing their influence and status in the sphere of international criminal law.

Scheffer draws from a wealth of knowledge and experience; he served as the U.S. ambassador at large for war crimes issues during the second term of the Clinton administration and

as senior adviser and counsel to the U.S. Permanent Representative to the United Nations from 1993-1996.

Pepperdine Distinguished Professor of Public Policy and Law, David Davenport, who has written extensively on the topic, was present to suggest alternative views.

To hear Scheffer’s lecture visit the “news and events” section of the School of Public Policy’s Web site.



David J. Scheffer

Bruce Herschensohn

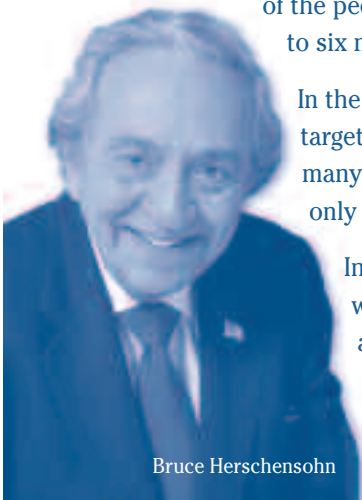
On November 18, the Charles and Rosemary Licata Lecturer Series presented Bruce Herschensohn, distinguished fellow for the Davenport Institute at the School of Public Policy, who spoke about his recent book *Passport* to the University community and friends.

Discussing the origins of the novel, Herschensohn explained that more than four decades ago he was contracted to make a documentary on India by the International Communications Foundation by order of the U.S. government. Given a round-the-world ticket, he was encouraged to take time getting to and from India and to make a number of stops and, most importantly, to take notes of the people he met and the places he experienced. The trip spanned 14 countries and Herschensohn spent close to six months in India. Since that experience, he habitually takes notes about people, places, and current events.

In the mid 1980s, Herschensohn decided to write a novel rather than the typical foreign policy book that is usually targeted toward a particular audience and is often laden with bureaucratic language. In addition, he had heard many untruths about historical events that he had experienced personally during his life. He realized that the only real Cold War experience for the average 21-year-old may be what they read and what they have been told.

In *Passport*, Herschensohn discusses several themes: why the U.S. should never negotiate with a tyranny, why the United Nations not only may be inadequate but an actual detriment to liberty, why the foreign affairs bureaucracy in Washington, D.C. is so often at odds with the president, and why much of the media is biased. *Passport*, an 896-page novel, is distributed by Simon & Schuster (October 2003) and is available at retail bookstores.

To listen to Herschensohn's lecture visit the "news and events" section of the School of Public Policy's Web site.



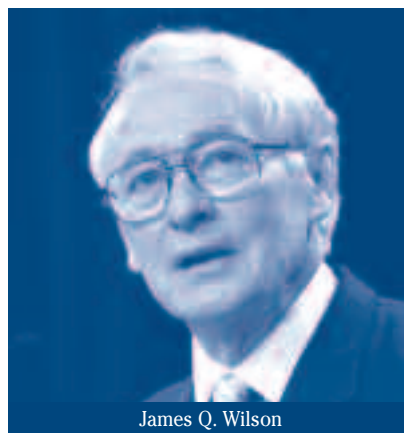
Bruce Herschensohn

JAMES Q. WILSON DISCUSSES, "WHO BECOMES A TERRORIST?" AT ANNUAL REAGAN LIBRARY LECTURE

Ronald Reagan Professor James Q. Wilson delivered his annual lecture at the Ronald Reagan Library and Museum in Simi Valley, California, on October 14. Wilson's lecture, entitled "Who Becomes a Terrorist?" offered a detailed examination of the root causes of terrorism and challenged the prevailing belief that poor economic conditions and political strife inevitably lead to a rise in terrorism. Instead he argued that the growth and success of terrorism lies in the totalitarian tactics of political or religious leaders who enforce their ideology on the minds of recruits through isolation and the ruthless suppression of dissent. To understand terrorism, Wilson insists one must understand the mind of the terrorist.

He noted, "Terrorist cells are based upon small groups that intensely recruit and train people in the absence of any doubters and with a clear sense of an

authority figure present [all doubt or dissent is ruthlessly removed]. The important thing to know about [terrorists] is that they are not alone. They are part of a group process that



James Q. Wilson

leads them to join an organization, be it Hamas or Islamic Jihad . . . with a sense of esteem and exclusivity. They are given special status, isolated from all people outside of the group, encouraged to draft a last testament, which

everybody reads, and make a videotape to say goodbye to friends and family." Wilson said, extraordinary cultural pressure is brought to bear to prevent dissent or disobedience and to ensure absolute commitment to the most extreme and dangerous action.

While Wilson is cautiously optimistic about U.S. led efforts to confront terrorism internationally, he is concerned that, unless dramatic action is taken to address the "rivers that spawn terrorists," there is not much hope to avoid future terrorist acts.

Wilson will deliver his annual policy symposium to School of Public Policy students this semester. His topics for the series include "Gun Control," (March 1) "Drug Interdiction and Treatment," (March 10) and "Reducing Crime" (March 18).

To listen to Wilson's lecture visit the "news and events" section of the School of Public Policy's Web site.

Faculty/Fellow Update

James Coyle

Adjunct Professor, International Relations

James Coyle has co-authored a recent college textbook with Michael Roskin, entitled *Politics of the Middle East: Cultures and Conflicts*, published in December 2003 and available on the Prentice Hall Web site. At the School of Public Policy, Coyle taught a course on U.S. and Middle East foreign policy during the fall 2003 semester.

David Davenport

Distinguished Professor of Public Policy and Law

David Davenport has authored two new publications, both of which were released in October. *Shepherd Leadership*, co-authored with Blaine McCormick, offers a new model for transforming leadership practices in both corporate and small business settings. *Never a Matter of Indifference*, in which Davenport co-authored, with School of Public Policy alumna Hanna Skandera, a chapter on “Civic Associations,” reveals how, over the last several decades, public policy in the U.S. has weakened the institutions of civil society. Davenport has also written several newspaper articles, many of them for the *San Francisco Chronicle* with fellow professor Gordon Lloyd. Davenport also participated in numerous radio interviews discussing the recent California recall election and gave several speeches at conferences and institutions across the country.

Joel Kotkin

Senior Research Fellow, Davenport Institute

Joel Kotkin has finished work on two major reports: “Our Future Neighborhoods,” a report on the changing face of housing in the Inland Empire published by the Economic Alliance of the San Fernando Valley, and “Engine Failure,” a report on the economic woes of New York published by the Center for an Urban Future. Kotkin’s most recent articles have appeared in

the *Los Angeles Times*, the *Washington Post*, and the *New York Sun*. Kotkin was married to Mandy Shamis in mid-October. He is currently working on studies of New York City and Los Angeles, as well as a major history of cities of the world.



Gordon Lloyd

Gordon Lloyd

Professor of Public Policy

Gordon Lloyd served as the conference director for the Liberty Fund colloquium, entitled “The English Response to the French Revolution,” held in Montreal in October, and participated in the Liberty Fund colloquium, entitled “Liberty and the Progressive Era,” in Key West, Florida, in December. His book review, entitled “American Original,” was published by the *Claremont Review of Books*, a journal of political thought and statesmanship. He reviewed *Willmoore Kendall: Maverick of American Conservatives*, edited by John A. Murley and John A. Alvis, published by Lexington Books.

Ted McAllister

Edward L. Gaylord Chair of Public Policy

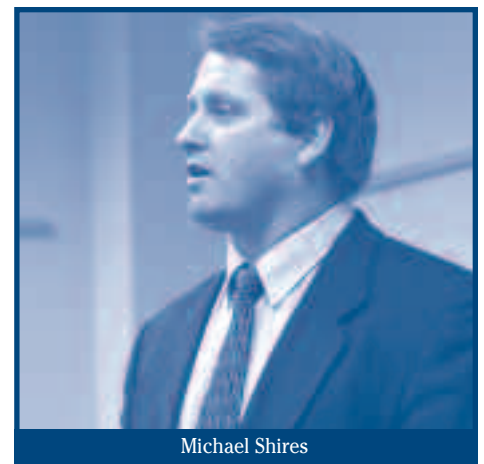
Ted McAllister has authored several essays published during the fall. “Reagan and the Transformation of American Conservatism” was published in a new book entitled *The Reagan Presidency*, and one of his reviews was included in the most recent issue of the *Claremont Review of Books*. Another of his essays, entitled

“The Particular and the Universal: Kirk’s Second Canon of Conservative Thought,” will be included in *The Conservative Mind Today*, which is scheduled for publication through the Intercollegiate Studies Institute, commemorating the historic publication of Russell Kirk’s *The Conservative Mind* 50 years ago. In addition, McAllister is nearing completion on *The Promise of Freedom*, a textbook on U.S. history, and beginning work on a book concerning Walter Lippmann.

Michael Shires

Assistant Professor of Public Policy

Michael Shires has served as a technical and media resource about many aspects of the recent recall and election of California’s new governor. He was cited in several media outlets, including



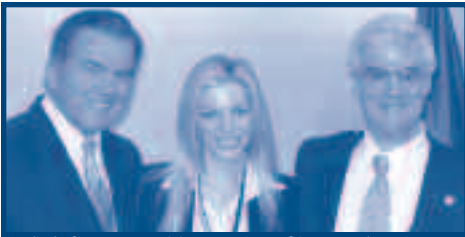
Michael Shires

USA Today, on this and other topics, especially ethics in government. He also developed two new public policy teaching cases that will shape this year’s Capstone Policy Seminar class. The cases feature detailed scenarios regarding President Bush’s new global AIDS initiative and the dynamics of state and local finance in California. During the past summer, Shires joined Senior Fellow Joel Kotkin to present their work on California’s housing crisis.

WOMEN IN PUBLIC POLICY

The Women in Public Policy (WPP) student organization participated in several community service projects this fall, including raising donations for the American Red Cross for the Southern California Fire Relief Fund and volunteering with the city of Calabasas. WPP members volunteered with the “Walk to School” event, where volunteers led Calabasas elementary school students to school and encouraged students and parents to walk to school instead of driving. In continuing the guest speaker series, School of Public Policy Lecturer Angela Hawken discussed the challenges and rewards of a career in public policy with first and second year students, and answered questions about maintaining professional integrity and ethics.

Alumni Notes



(l-r) Secretary Tom Ridge, Charity Azadian, and Dr. Parney Albright

Charity (Morse) Azadian (MPP '01) has transferred from the White House Office of Homeland Security to the Department of Homeland Security. As a political appointee, she has been given the opportunity to work as a policy analyst of international affairs within the Science and Technology Directorate. In September 2003, she led an effort between the U.S. and Canada to promote cooperation in the research and development of biosecurity and border security. Azadian and her husband, Pepperdine School of Law alumnus James Azadian, plan to relocate to Sacramento in August 2004.

Megan Crain (MPP '03) is working as a research analyst for the Missouri State Senate. She sits on both the commerce and the agriculture committees and is responsible for drafting, amending, and summarizing all legislation originating from those committees. Crain is also responsible for researching legislation for future debate.

Johanna Falzarano (MPP '03) recently accepted a position as an environmental planner for the Envicom Corporation. Working under owner and President Joe Johns, her main role is to assist in the writing of environmental impact reports and environmental compliance documents.



Joseph Hummer (MPP '01) is working for the Kentucky State Republican Party as a co-director of the Northern Kentucky regional grassroots effort.

In the latest Kentucky election, the Republican Party claimed the Governor's mansion for the first time in 32 years. Hummer moved to Kentucky this past summer to be close to his fiancée, Marion, who is pictured above. The two plan to be married in the near future.

Michael Kotutwa Johnson (MPP '03) works for the Natural Resource Conservation Service as the district conservationist for the entire Hopi reservation located in northern Arizona. He works directly with the Hopi ranchers and farmers, helping to develop conservation plans, communicate with tribal officials, and advise federal officials on how to deal with a variety of problems encountered on Indian reservations.



Michael Kotutwa Johnson

J. Shawn Lewis (MPP '99) has been hired by the city of Lewisville, Texas, to serve as liaison to Old Town businesses and residents as part of the city's ongoing effort to revitalize the central business district. Previously, Lewis spent three years working as manager of the Main Street project in Huntsville, Texas.



J. Shawn Lewis

Michael Magdalena (MPP '02) has accepted a position as an investigative specialist with the Federal Bureau of Investigation. He will work in a support position, gathering intelligence information for foreign counterintelligence and counterterrorism cases.

Erika Ozuna (MPP '02) spent the last year working as project director for the Davenport Institute. She has worked alongside Senior Fellow Joel Kotkin on several research projects and

studies, including the recently completed "Latino Scorecard." Ozuna also works as an independent consultant, providing economic and market research for the La Jolla Institute and other research companies.

Kimberlee (LaGree) Ross (MPP '01) is working for World Vision as the public sector grants manager for U.S. programs. World Vision is predominantly known as an international aid and relief organization, though Ross works in one of the company's growing domestic programs. Her primary role is to find federal and state public dollars to support the company's building efforts across the nation.

Hanna Skandera (MPP '00) published *School Figures: A Look at the Details Behind the Debate* (2003), along with Hoover Fellow Richard Sousa. The volume provides a concise and understandable analysis of the state of K12 education in the U.S. Skandera is also a contributing author



Hanna Skandera

to the book *Never a Matter of Indifference* (2003) where she and Hoover Fellow and Pepperdine Distinguished Professor David Davenport explore the interplay between public policy, values, and civic associations. In addition to her research, Skandera was an adjunct professor back home in the Pepperdine School of Public Policy where she taught "Public Policy and Education."

Ashley (Maples) Slater (MPP '99) and her husband Simon have a new baby daughter. Savannah Allen Slater was born on September 19; both mother and baby are doing fine. The family currently lives in Springfield, Missouri.

Brenda Willging (MPP '03) has been writing online book reviews in addition to her regular position as a resource planner for Resource Design Technology, Inc. Most recently, she wrote a review of *Ronald Reagan: The Presidential Portfolio* by Lou Cannon.

To read the review, please visit www.townhall.com/bookclub/cannon.html.

Bay Area Forums Highlight Davenport's Recent Writings



David Davenport

In an effort to highlight recent scholarship by School of Public Policy faculty, two luncheon events were held in the Bay Area featuring Professor David Davenport. Board members and University friends gathered in San Francisco and Menlo Park hosted respectively by University Regent Bill Stevens, chairman of the board (retired) of Triad Systems Corporation, and Fred Prager, managing director, Prager, Sealy & Co.

In March an additional scholarly event is scheduled in New York City featuring Ronald Reagan Professor James Q. Wilson and hosted by Board of Visitors member Steve Forbes.

See back panel for upcoming School of Public Policy events.

Latino Scorecard

By Erika Ozuna (MPP '02),
Davenport Institute Fellow

The Latino Scorecard was sponsored by United Way of Greater Los Angeles and included several institutions: Pepperdine University; the Tomas Rivera Institute; the University of California, Los Angeles; Loyola Marymount; and California State University, Northridge. Representing the Pepperdine University School of Public Policy, Joel Kotkin and Erika Ozuna were responsible for the economic development section of the report. They found that, while possessing a strong work ethic and a thriving entrepreneurial spirit, Latinos still lag in pay scales. Latinos are hard workers and amidst their illegal status in California,

they have proven to be part of the economy with a labor force participation rate of 68 percent of Latino males, compared with 62 percent of all non-Hispanics.



Urban Villages: An Emerging Housing Model for California?

By Thomas Tseng, Davenport Institute Research Fellow

While Arnold Schwarzenegger and the state budget deficit get all the headlines these days, one of the biggest challenges facing California continues to receive scant attention: the severe shortage of housing. As Sacramento plays politics with its new "Gubernator," the lack of housing opportunities threatens the aspirations of future Californians—many who increasingly face the diminishing prospects of ever owning a home in the state, particularly among younger generations.

This past fall, the Davenport Institute was tapped to examine an emerging solution to the housing crisis: the development of urban villages. Urban village projects typically combine a variety of land uses—residential, commercial, and retail—to create a vibrant sense of place and community. These projects—typified by Playa Vista in West Los Angeles, Paseo Colorado in Pasadena, and other small-scale downtowns across the state—are reversing decades-long patterns of continuing suburban sprawl via higher-densities and infill strategies. The research will investigate successful urban village projects across the state and determine the potential these developments have in realistically addressing the residential shortage.

Joining me in this study is Joel Kotkin, senior fellow at the Davenport Institute, and Karen Speicher (MPP '03) who is functioning as the project manager and coordinating the research. Sponsored by The Olson Company, Wells Fargo, and Fidelity National Title, the research will culminate in a final report and presentation at the annual California Redevelopment Association housing conference in Monterey, California, in March 2004.

Frahm Scholars Announced

The Frahm Scholars were announced for the 2003-2004 academic year. The program was funded through the generosity of Mrs. Shirley Frahm, a member of the School of Public Policy Founder's Cabinet and Board of Visitors. Frahm, along with her late husband, was a very successful owner and executive of Reed Plastics. The company was founded by her father and is one of the leading manufacturers of bottled water containers around the world.

Frahm Scholars include the following students, all of whom are Master of Public Policy degree candidates for the Spring 2004:

Danielle Killian received a bachelor of science degree in political science from Weber State University in Utah in 1996. She has worked for Campus Pipeline, Inc., and Iomega Corporation in media relations and marketing. Killian has mentored women in welfare to work programs and has supported Special Olympics events. She has been an officer of the Golden Key International Honor Society, a representative for the Model United Nations, and received academic honors. Killian completed her summer internship as a policy research intern with ISM Entertainment, Los Angeles.

David Mashuri received a bachelor of arts degree in 1995 from People's Friendship University, Moscow, in Russian language and literature. He has worked as a project manager for DHL International Kazakhstan, as director and owner of K.M. Security Investments, Inc., and as an Arabic to Russian interpreter for Technostroyexport in Yemen. Mashuri's native language is Russian, and he is fluent in English and Arabic. He completed his summer internship as a policy intern with the Office of Transportation Security Policy.

Robert Taylor Moore received a bachelor of arts degree in journalism from Texas A&M University in 1998. As director of operations for a family-owned commercial cattle and stocker business, he conducted project planning and monthly budgeting as well as coordinated meetings and gathered data for Moore Ventures in nature tourism, wildlife, oil and gas leasing, and land development. Moore has also worked for the Senate Natural Resources Committee as a research assistant and for the Texas Office of State-Federal Relations as a legislative intern. His summer internship was completed with the U.S. Department of Agriculture-Foreign Agricultural Service in Brussels, Belgium.



President Andrew K. Benton, Gail Wilburn, and Shirley Frahm at the School of Public Policy's 2003 graduation ceremonies.

Pauletta Walsh received a bachelor of arts degree in general arts and sciences with an emphasis in dance from Pennsylvania State University in 1980 and obtained a paralegal certificate in civil procedure from the University of California, Los Angeles, in 1990. Her political experience includes appointments to the Ventura County Film Commission by the Ojai City Council, the Connecticut State Film Commission by the House Minority Leader Robert Ward, and the Conservation Commission in Milford, Connecticut, by the mayor. Walsh also ran for state representative in Milford, Connecticut, and was elected area representative for the Pacific Palisades Community Council. She has volunteered with the Ojai Valley Republican Women Federated, Ojai Valley Land Conservancy, Heal the Bay, and Save Our Shores. She completed her summer internship at the American Enterprise Institute for Public Policy Research in Washington, D.C.

FALL STUDENT SERVICES ACTIVITIES

The student services team coordinated and hosted more than ten events during the fall semester. Representatives from various organizations came to speak to students about career opportunities including the FBI, Department of State, CIA, and the California State Auditor. In addition, workshops on interviewing and résumé writing were offered and students heard firsthand about career development from alumni.

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Nancy Mortensen	

PEPPERDINE UNIVERSITY

School of Public Policy **Dean's Report**

James R. Wilburn, Dean

Upcoming Events

March 1, 2004

James Q. Wilson
"Gun Control"

Drescher Campus Auditorium
Malibu, California

March 10-12, 2004

Annual Conference & Expo
"Pumping Up Redevelopment"
with the California
Redevelopment Association
Monterey, California

March 10, 2004

James Q. Wilson
"Drug Interdiction and
Treatment"
Drescher Campus Auditorium
Malibu, California

March 16, 2004

Faith and Public Policy
Conference
"Immigrants, Churches,
and the Civil Society"
Drescher Campus Auditorium
Malibu, California

March 18, 2004

James Q. Wilson
"Reducing Crime"
Drescher Campus Auditorium
Malibu, California

April 16, 2004

Graduation Ceremony
Class of 2004
Alumni Park
Malibu, California

April 16, 2004

Alumni 5-year
Reunion Dinner
SPP Class of 1999
Graziadio Executive Center
Malibu, California

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