

By DESIGN

An Online Journal of Exceptional Achievement



Homer A.
Pérez
SEPHORA
Design
Excellence
Fosters Growth

RUSS ELLIS
Sculptor &
Professor Emeritus,
UC Berkeley

Exceptional
Latina Journalism,
Lauren
Hernández

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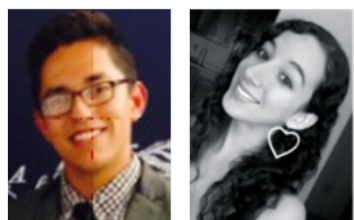
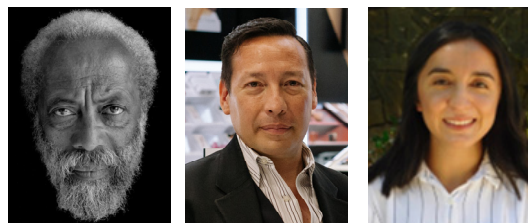
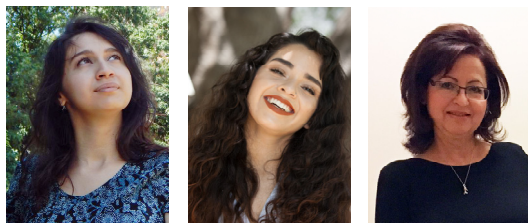
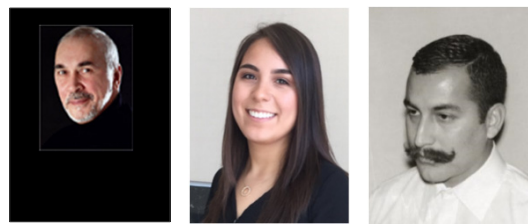
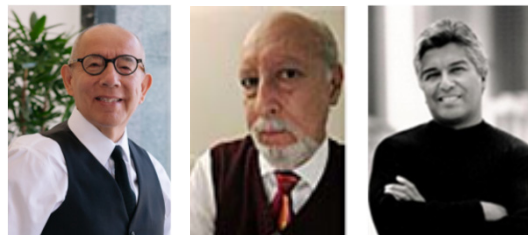
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ON THE COVER

The cover photograph of Homer A. Perez was taken at Sephora Store in San Francisco, CA by Los Angeles-based professional photographer Michael Hernández, August 1, 2019. DearHernandez@gmail.com

MEMO from the Editor

Our road to success is not paved with privilege, influence or affluence

Rogelio Roy Hernández



Malcom X once said: "There is no better than adversity. Every defeat, every heartbreak, every loss, contains its own seed, its own lesson on how to improve your performance the next time."

As we publish another issue of BD, we find our country going through social and political convulsions, and troubling attacks on the communities this ezine was meant to showcase: Latinx, Women, People of Color, and the LGBTQ community.

As sobering as the current state of affairs may be, there is hope. After publishing this magazine for eight years, and telling the stories of exceptional students and professionals, one trait has become clear: none were born of privilege and the road to their success was not paved with influence nor affluence. They were endowed with an exceptional work ethic -- typically by their parents -- acute focus, and the resilience to overcome educational, socio-economic and political obstacles.

Our cover story showcases the phenomenal career of MIT graduate **Homer Perez**, who's design excellence has contributed to the impressive growth of SEPHORA, a leader in global prestige retail. Likewise, note Homer's substantial commitments to Latinx/underrepresented communities. The Perspective section acknowledges **Lauren Hernandez'** success in the journalism profession, and the industry awards she has garnered in her young career. In the Technology section, **Aymee Barajas** proudly unveils the new ByDESIGN website, an exciting user-friendly platform.

In the CASAalumni at Work story, **Itzel Torres** shares the story of **Adrian Garcia Hernández** on how he transitioned from academia to his position at ULI. The Education article offers a detailed retrospective on the life and times of **William Russel Ellis, PhD**, singer/songwriter, sculptor and Professor Emeritus at Cal.

The Luminaria/o piece by **Joseph Martinez** recounts the trajectory of **Roy Hernández**, who went from barrio to board room in a career spanning architecture, construction management and finally, Information Technology.

The CASA Now! article has **Jennifer Recinos**, a student at the College of Environmental Design, announcing a new program looking for professionals to mentor students.

Resilience is adaptation in the face of adversity, trauma, and tragedy; it's that uncanny ability to recover from setbacks and still move forward. Persons featured in the pages of ByDESIGN, e.g., first generation immigrants, Latinx, Black, DACA, Women, LGBT or low income persons of all colors, share this DNA. Every insult, loss, and heartbreak has served to strengthen our resolve, spur our performance and foster our extraordinary achievement. Adelante!

ByDESIGN[®]
a quarterly e-zine

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Homer A. Perez Sephora Store in San Francisco, CA August 1, 2019.
© Michael A. Hernández

Perspective

Exceptional Latina Journalism, Lauren Hernández

The world of journalism is one of the most challenging professions today.

As periodicals transition from "old school papers" to digital platforms, breaking into this profession is difficult for young journalists. And yet, Lauren Hernández, ByDESIGN's lead writer/editor from 2011 to 2015 was two of 1,000 applicants hired by the San Francisco Chronicle this past June.

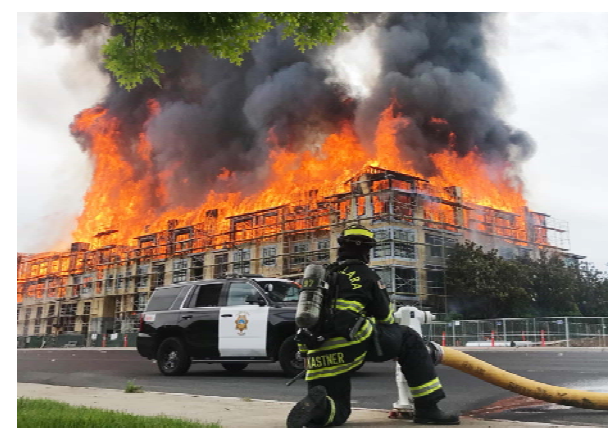
Lauren was recently recognized with a Society of Professional Journalism (SPJ) Northwest Excellence in Journalism Award on July 1, 2019 in Seattle, Washington. (Statesman Journal, part of the USA Today Network.) She received the award for a

poignant story she broke on a 20-year history of child sexual abuse at a mega-church in the Portland area.

Lauren has been recognized for her journalistic talents at the San Francisco Chronicle. First, her article "A Child's Abduction, 30 Years Later" was the Editor's Pick for a new section spotlighting in-depth stories on the Chronicle's website home page. Her photograph of a construction site fire was selected as one of the Chronicle top pics for the month of June 2019.

ByDESIGN is pleased to see Lauren excel in her career and wish her continued professional growth and success. **BD**

San Francisco Chronicle



One of San Francisco Chronicle's top shots of June 2019, a 50-unit condo construction engulfed in flames, Santa Clara, CA June 23, 2019 Lauren Hernandez, The Chronicle Re-printed with permission.

Lauren Hernández joined The San Francisco Chronicle in 2018. She covers crime, mayhem and breaking news. Prior to that, she was a breaking news reporter for the USA TODAY Network's Statesman Journal in Salem, Oregon. She received a Bachelor's of Science in journalism from San Jose State University in 2015. She is a member of the National Association of Hispanic Journalists and is a licensed drone pilot through the Federal Aviation Administration.



It's finally up and running!

ByDESIGN (BD) has a new home in its very own website.

Through the BD website, readers will be able to easily subscribe, have easy access to all BD volumes, and make it easier for readers to communicate with our BD team. Additionally, the BD website will make it easier to reach out to and expand our community across the globe.

The ByDESIGN ezine was established on Cinco de Mayo 2011 with a multifaceted purpose:

- Publish an online magazine focusing on the success stories of our Latino, Women, People of Color and LGBTQ communities. Needless to say, our success stories are seldom, if ever, told in other mainstream publications
- Advocate for educational and professional inclusion as well as economic empowerment
- Produce a record of exceptional contributions made by underrepresented communities to education, the built environment, and society at large
- Provide a platform connecting CED students with design professionals in order to foster career opportunities

Eight years later, ByDESIGN has achieved remarkable success and will acknowledge exceptional achievement by the greater CED community in order to promote an agenda of inclusion, equity, and diversity in our society

Our goals of the BD website was to provide a web presence reflecting contemporary web design best practices, including:

- Clean visual design with straightforward navigation (e.g., two clicks access to any content),
- Consistent color scheme, clear iconography, and easy to read typography
- Minimalist content and generous white space
- Clear hierarchy
- Dynamic images and large photos



Technology

ByDESIGN Unveils New Website continued

The bottom-line: BD wants to make navigation simple for readers to subscribe and provide fast access to all volumes for our readers around the globe.

When you first log onto the website, you're greeted by a snapshot of the latest issue along with ability to read the issue by simply clicking on the front cover. From there, visitors have the ability to navigate the pages of the website, which include:

About BD: This page explains ByDESIGN's purpose, origin, and how it gives back to the community.

Subscribe: This page features a fast and easy subscription form to sign up to receive an automatic notification when a new issue is published.

Archives: This page provides visitors quick access to all past volumes of ByDESIGN by year and volume number.

Blog: This page features web-exclusive access to "Casistas in Transition," a blog by Anarosa Robledo and Itzel Torres, dedicated to documenting the efforts endured when transitioning from college to the professional workplace.

Our Team: Lets visitors learn about the staff behind ByDESIGN, read up about our team

Contact Us: This page gives visitors a chance to message staff, and have a way to contact BD staff.

The screenshot shows the ByDESIGN website interface. At the top is the logo "ByDESIGN An Online Journal of Exceptional Achievement". Below the logo is a navigation menu with links: "About BD", "Subscribe", "Archives", "Blog", "Our Team", and "Contact Us". The "Subscribe" link is highlighted. Below the navigation is a "Subscribe to ByDesign" section with the text "Never miss an issue". There is a form with fields for "Name*", "Last Name*", "Position", "Company", and "Email*", followed by a "Submit" button. To the right of the form is a preview of a magazine issue cover.

We genuinely wish everyone will enjoy the new ByDesign website! We hope the ezine continues to create a holistic community where the untold stories of underrepresented communities are shared in parallel with significant contributions by groups of the UC Berkeley community. That is a platform where exceptional achievements can be memorialized for the next generation of architects, planners, activists, leaders and entrepreneurs. Please don't hesitate to send us a message through the website if you have suggestions or ideas for articles.

ByDESIGN Website

The website was designed and developed by ThirdWave staff Aymee Barajas, Project Manager/Designer, Anarosa Robledo and Itzel Torres, both Systems Specialists.

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The screenshot shows the ByDESIGN website content. At the top is the logo "ByDESIGN An Online Journal of Exceptional Achievement". Below the logo is a navigation menu with links: "About BD", "Subscribe", "Archives", "Blog", "Our Team", and "Contact Us". The "About BD" link is highlighted. Below the navigation is the "Our Purpose" section, which states: "ByDESIGN was established on Cinco de Mayo 2011 with a multifaceted purpose:" followed by a list of bullet points: "Publish an online magazine focusing on the success stories of our Latino, Women, People of Color and LGBTQ community, which are seldom — if ever — told in other mainstream publications", "Advocate for educational and professional inclusion and economic empowerment", "Produce a record of exceptional contributions made to education, the built environment, society, and economy by underrepresented communities", and "Provide a platform connecting students with design professionals to foster career opportunities". To the right of the text are several images of architectural projects. Below the "Our Purpose" section is the "Origin of ByDESIGN" section, which includes a quote: "The idea for ByDESIGN simmered for decades. It originated from a magazine the College of Environmental Design (CED) at UC Berkeley used to publish. After graduating in 1978, a copy would arrive at my mother's home once a year. '¡Lijo, ya llevo la revista de Berkeley!' my mother would call to say (Son, the magazine from Berkeley arrived.) The publication chronicled the illustrious careers of CED graduates; however, stories of the brilliant students of color who matriculated from CED were conspicuously absent for decades. It was a yearly disappointment; surely some students of color had gone on to have exceedingly successful careers." Below the quote is another quote: "In 2010 I was invited by a group of classmates/alumni of color to a meeting addressing the unacceptable lack of diversity at CED. When undergraduate and graduate admissions officers informed us CED lacked formal admission policies, surprise turned to shock when they explained their informal practice. Admissions Officers said students who 'came to the summer CED program, drew like CED, thought like CED, talked like CED, and were likable, were advocated for and admitted.' (The new Dean adopted a new focus on diversity soon thereafter.)" Below the quote is another quote: "Both of these events explained the invisibility of students of color at CED — and our absence from the pages of historical publications, too. This resulted in an epiphany: if CED would not acknowledge our stories of professional exceptionalism, I would. Our impassioned mission became to honor the academic and professional achievements of our underrepresented communities." Rogelio Roy Hernandez - Founder / Publisher. Below the quotes are several images of architectural projects. Below the images is the "CED Images (Top Left)" section, which includes a list of names: "Prof. Miquel Montoya, CASA/Raza Day 77, UC Berkeley", "Rodríguez, Lopez, Hernandez, Delgadillo, Escobedo, et al, Huelga de Estudiantes Mural, CED - 5th Floor, 1977 UC Berkeley", "Chicano Architectural Student Association, 1973, UC Berkeley", "Celeste Rodriguez, M Arch., USC, BA Arch. CED, UC Berkeley Student Design Studio", and "Ivan Rodriguez, M Arch., UCLA, BA Arch. CED, UC Berkeley Student Design Studio". Below the "CED Images" section is the "Professional Work of my, award winning, CED Classmates (Left)" section, which includes a list of names: "Anne Cervantes, Principal, Cervantes Design Associates, San Francisco City College, Mission Campus (M. Arch. '80)", "Oswaldo Lopez, AIA, Senior Partner at Selene International InterContinental Hotel, Los Angeles, CA (M. Arch '78, BA Arch '76)", "Carlos Rodriguez, AIA, Principal, Rodriguez Associates, Architects & Planners, Los Vecinos, Chula Vista, CA (M. Arch '78, BA Arch '76)", "Maritza Delgadillo, Principal, Deseño, La Playa Apartments, San Francisco (M. Arch '78, BA Arch '76)", and "Charles Higuera, FAIA, Ormondale Elementary School Multipurpose Facility, Portola Valley, CA (M. Arch '81, BA Arch '79)". Below the "Professional Work" section is the "Giving Back" section, which states: "The scope of BD has broadened since the establishment of the e-zine." followed by two paragraphs: "First, we've expanded our attention to various creative fields and professions beyond the design of the built environment, including significant achievements in industrial design, business, music, art/photography, technology, and entertainment. Many of the persons covered in ByDESIGN are multifaceted." and "Secondly, we made a commitment to give back to our communities by sponsoring a yearly scholarship program called 'ByDESIGN Presents' at the College of Environmental Design at UC Berkeley. This is a collaborative effort with our sister organization CASA Alumni, in addition to CED, Latinos in Architecture SF, the American Institute of Architects San Francisco and UC Berkeley's Chicano Architectural Student Association. Since 2011, we have disbursed \$42,000 in cash prizes, laptop computers and software to low income students of Color, Women, and LGBTQ students. The event also features distinguished speakers who are thought leaders in various design fields." Below the "Giving Back" section are two images of magazine covers: "ByDESIGN Presents CASA Alumni Awards + Distinguished Speakers" and "ByDESIGN Presents CASA Alumni Awards + Ronald Rael". Below the magazine covers is an image of a group of people holding awards. At the bottom of the page is the "CASA Alumni Scholarship recipients of 2017, College of Environmental Design, University of California, Berkeley" section, which includes a list of names: "CASA Alumni Scholarship recipients of 2017, College of Environmental Design, University of California, Berkeley".

COVER STORY

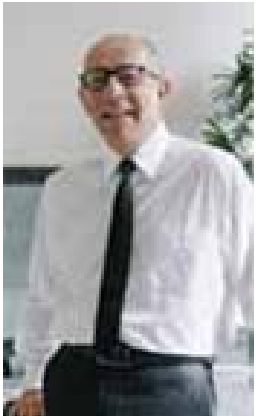
Homer A. Pérez, AIA, LEED AP BD+C SEPHORA, Design Excellence Fosters Growth

Rogelio Roy Hernández, Photography, Michael A. Hernández

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Leonardo De Vinci, the quintessential Renaissance Man once observed: "It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things." In this issue, we feature the story of Homer Pérez, who has made a career of happening to things.

Homer has demonstrated the professional aptitudes of a renaissance man throughout his career, including architecture, computer science, structural engineering, interior design, and green architecture. However, Homer's professional prowess is exceeded only by his extraordinary commitment to Latinx/underrepresented communities, and in particular, their education and socioeconomic advancement. We are proud to share his story.

Tell us a little about your background?

I am originally from San Antonio, TX. According to the current genealogical experts in my family, my mother's family has lived in Texas since the 1800s, possibly since it was a Republic. My early relatives immigrated from the Canary Islands, via Brownsville, TX. I also have family who immigrated to Texas from the Mexican states of San Luis Potosi, Coahuila, and Tamaulipas. These Mexican states lie very close to the Texas border.

What prompted you to pursue a career in architecture and interior design?

It was actually a happenstance I joined the profession. My earliest passion in high school was computer science. When I got to MIT in 1989 (I was the first in my family to graduate from an Ivy League School), I tailored my curriculum and majored in computer science.

People at MIT, and in San Antonio, had mentioned I had a good drawing hand and a good understanding of three-dimensional space. I decided to take elective courses in the School of Architecture.

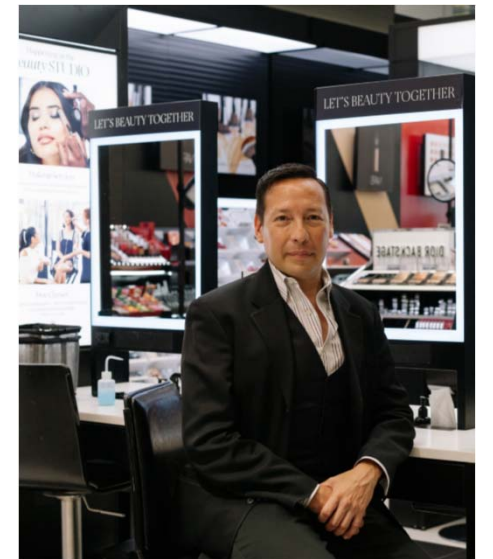
MIT has the oldest School of Architecture in the Nation.

I began to realize how I enjoyed the balance of Art and Science. In my Junior year, I decided to switch my major to Architecture even after completing an amazing internship at IBM East Fishkill, NY assisting with mainframe chip programming.

That summer of my Junior year I had the good fortune to intern at Lake-Flato Architects in San Antonio and my mind was set, I was destined to become an Architect.

What was your experience like coming from San Antonio to MIT, an elite East Coast Ivy League school; how did it shape your career?

As I mentioned, I was the first in my family to graduate from an Ivy League university. When I first arrived, it was very daunting because I had never been to the East Coast before, and I had no idea how intensive the curriculum was at MIT.



**Homer A. Pérez, AIA,
LEED AP BD+C**

Sephora San Francisco Centre,
2018; LEED Platinum Project.
San Francisco, CA
August 1, 2019.

© Michael A. Hernández



© Michael A. Hernández

Continued

Thankfully, my best friend at the time, Miguel Perales, who was the Valedictorian of our Class (I was 3rd top), also joined me at MIT, and we made a pact we would support each other. He also came from a humble background and he also had never been to the East Coast. Having your best friend in a place you've never been before 3,000 miles away from your family really benefited my studies. There were International students and other underrepresented minority students there as well. Their engagement and collaboration helped me better understand the human condition, their perspectives, and their traditions.

Being among some of the most intelligent and creative people on the planet expands your understanding of just how much you can accomplish if you put your mind to it. I was also the president of the Chicano Students association at MIT my Junior year (LUChA), it reinforced the support group I had and reminded me to reinvest in my community.

You've designed projects for leading retail brands in the US and Mexico, including: Sephora, Nike, Cartier, Levis, Pottery Barn, Whole Foods, H.E.B. and BCBG. How did your career trajectory prepare you for a position as Senior Store Design Manager at a global leader like Sephora?

Graduating from MIT, I did not consider Retail as an option because it did not appeal to me at that time. Coming from an Ivy League school, with an Unaccredited Degree, most graduates of my generation went straight into a Master's Program to qualify for taking their licensing exams.

I wanted to take a different path, and get into the field to gain valuable hands on experience. I was inspired to do this because I had interned in Lake/Flato Architects, in San Antonio, and my Principal at the time, David Lake, provided great guidance and mentorship. I went straight into the workplace and started learning valuable information I would not be able to learn in Graduate School.

I graduated during the 1990-93 Recession and had to move back to Texas and within a week, I got a job at a Structural Engineering firm as a draftsman. This was an intentional move because I was considering a Master's degree in Structural Engineering where I still had a passion to follow my Inspiration: Santiago Calatrava, Architect, Structural Engineer, Sculptor. I even took evening ceramics classes for added inspiration.

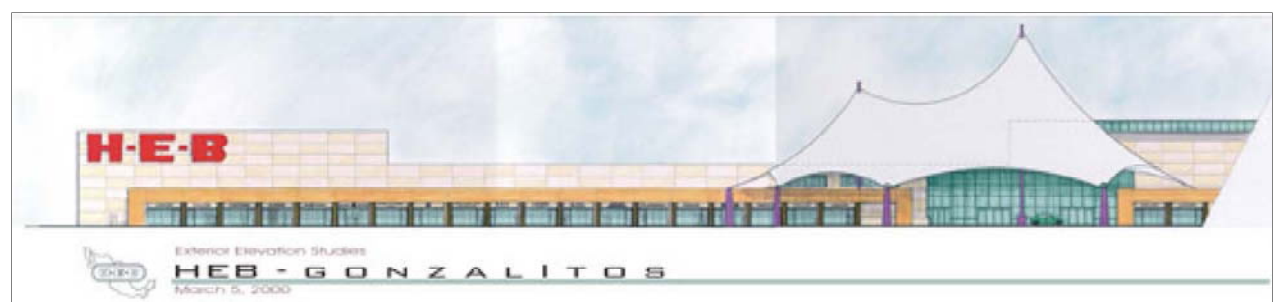
My Principal at that time was working as a consultant for the largest privately-owned food retail company in the US - HEB Grocery Company. I transitioned into the Store Design department and that's when my career in Corporate Architecture began. I ended up working in Texas and Mexico for 10 years at HEB. After moving to San Francisco shortly after, I specifically asked my Principal to challenge me and assign projects no one else wanted to take on. These were the kinds of opportunities I knew would support my growth and make me a better Architect.

What are your responsibilities at Sephora?

I am a Senior Store Design Manager under the Store Development department at Sephora. My department is responsible for the development of new stores, relocations, expansions, remodels, and enhancements. I work on new stores, relocations, and remodels. My primary projects are specific to new stores, relocations, and remodels -- managing everything from the schematic design phase to grand opening, from a design perspective.

I also assist with our Template Set development and maintenance as well as the built environment sustainability initiatives set by our Paris-based corporate headquarters, LVMH, and our North American Sephora Brand headquarters here in San Francisco.

My territory is the United States and Canada.



Top: Mexico #15: Gonzalitos

100,000 SF + Tenant Shops and Movie Theater Complex
Owner' Representative, Design Project Manager, On-Site Supervisor, Developer Coordination (Exterior and Interior Design)

Bottom: Mexico #16, #17, #18

84,000 sf
Owner's Representative, Design Project Manager, Prototype Development

Continued



© Michael A. Hernández

What have been the keys to your professional success?

First: My Family, especially my Life Partner. Growing up in the Barrio, I was faced with both challenges and great memories, all of which continue to inspire me and encourage me to put my best foot forward. Without the love, support, patience, and understanding of my Life Partner I would not have been able to accomplish all that I have been able to do over the last 17 years. And that is a substantial body of work! He is also a big Frank Lloyd Wright fan!

Second: My Friends: As an only child, you learn to be flexible when you think about the term “family.” My parents were very social, so we had many close relationships growing up. I consider myself to be very fortunate to have a lot of amazing friends in my life. I hold all my friends close to my heart and cherish the times we share together. My friendships have helped me not only with my career, but with my contributions to my communities in California and Texas.

And Third: My Motto: Learn from your comrades, your competitors, and your design professionals in other fields related to Architecture. Learning from your comrades and competitors gives you a broader perspective of how to handle unique situations in your design or site conditions. Having an understanding of other design fields like Landscape Architecture, Sustainability, Project Estimating, Manufacturing, Millwork, Visual Arts, Construction, etc.; will help you better plan your built environment and make you a better problem solver.

What have been your greatest joys and accomplishments?

My greatest joys have been my ability to change how Retail interfaces with Sustainability via the LEED for Retail Pilot Program in 2007. Being able to craft the Rating System and assist the US Green Building Council to create a national guideline for retailers to save the Environment is probably my biggest joy, because it has had a profound impact.

As far as accomplishments, I have to take it back to 1993, my Senior year at MIT, where I had an internship in a new part of the School where we experimented, integrating computer technology into Architecture. Computers were not used in our classrooms at that time. It was all ink and mylar hand drawing. Because of my computer science background, I was part of a team that created an exhibit that was presented at the AIA National Conference in Boston that same year. We modeled simple shapes and then created an algorithm to create bridge structures. We then took the bridge structures creating views, added scale models, and rendered different views on those simple shaped-bridges. The exhibit was a 12-foot long blueprint, in which I played a vital role in introducing Computer-aided Design to Architecture.

You've played a leadership role in Latinos in Architecture, San Francisco (LiA SF). What's LiA's mission?

The AIA San Francisco Chapter of Latinos in Architecture was founded in 2015 by Lara Bachman, our current 2019 Co-Chair. The original chapter was established in Dallas. Our Mission statement focuses on serving and supporting local communities. We focus on three foundational pillars: Education, Outreach, and Networking. Our goal is to increase diversity in our Industry. We execute our initiatives via Book Drives that Architecture firms donate to us and we deliver to Bay Area high schools and colleges who have a large percentage of underrepresented minorities.

We also have a scholarship which is sponsored by the Center for Architecture + Design where we fund Chicano students in the College of Environmental Design at UC Berkeley. We host a Lecture Series called "Let's Talk Architecture" where we have a panel of at least three architects and a moderator inspire the audience with their career stories, insight and experience. We host occasional Happy Hours and partner with other AIASF committees and organizations to expand our membership and audience.



Elephant Pharm, Walnut Creek, CA

LEED for Retail Commercial Interior Pilot Program Participant (First project to register under Pilot) LEED Gold Certified in 2009, LEED Project Team Administrator Services

Continued

We also participate in the Architecture in the City Festival every September with an Exhibition called "Perspectivas" where we showcase the work of Latino Design Professionals in combination with a guest lecturer, who is typically an International Latinx Architect co-hosted by the California College of the Arts.

What I find endearing is when one of our members finds another member who are both from the same Latin American country, not only do we network professionally, but build friendships.

In 2016 LiA established a partnership with CASA Alumni, from the College of Environmental Design at Cal. How did this come about?

The scholarship was an idea from Lara Bachmann, our founding chair. She and Jennifer Jones, explored the idea with our AIASF Executive Director and our current AIASF President at the time, Irving Gonzales. Irving loved the idea and fought steady with the AIASF staff to partner with the Center for Architecture+Design to create the scholarship. The scholarship was established only three years ago, but it has helped fund dozens of students and has contributed thousands to Chicano students at the College of Environmental Design. Our partnership with CASA Alumni has been nothing more than amazing and we are thankful to have some of them in our Membership. We even have scholarship recipients in our Membership, which I am so proud!

On top of your commitment to LiA and CASA Alumni, you also belong to The Avanza Network, an MIT Alumni group. Tell us a bit more.

The mission of the MIT Avanza is as follows: Through its grass-roots efforts, the Avanza Network ("Avanza") stimulates Mexican-Americans and underserved communities to achieve their full potential by increasing awareness of the transformational power of a college education, increasing college graduation rates for these groups, emphasizing the benefits of diverse career paths, highlighting the key benefits of STEM careers, and cultivating the group's pipeline of talent through the professional development life cycle.



© Michael A. Hernández

CASAalumni



Top: CASA Alumni Scholarships

Bottom three photos: Perspectiva / Guest Lecture Program

Our vision is a world where everyone reaches their full potential; a world in which a majority of Mexican-Americans have achieved a college degree, mastered STEM skills, and have eliminated barriers to socioeconomic advancement by contributing and leading in diverse careers, becoming a major force in the advancement of American society. Avanza's efforts are focused on improving the status quo for Mexican-Americans, and in turn, other underprivileged groups will also benefit in the same way.

I helped organize the first planning meeting in Napa, CA and assisted in the foundation of The MIT Avanza and assisted in the coordination of it's foundation." I attended their first engagement events in San Antonio and have tried my best to be at least available via cellphone to encourage students. I am one of two architects in the MIT Avanza currently.

“ Our vision is a world where everyone reaches their full potential; a world in which a majority of Mexican-Americans have achieved a college degree, mastered STEM skills, and have eliminated barriers to socioeconomic advancement by contributing and leading in diverse careers, becoming a major force in the advancement of American society. ”

Frances Pinedo, MIT Class of 1994

Continued

You've also been involved with your Neighborhood Association. What is your role there; where do you find the energy?

I find the energy to be involved because my grandparents and parents were the same way and I live by their example.

I am a person who finds value in my contributions to my Family and my Community. Currently, I am no longer on the Board, but I was on the Board for many years of my Neighborhood Association as the only Architect. I helped support our local business owners by co-chairing the Business Development committee, and with my Retail Design expertise, helped local merchants with storefront designs and visual merchandising ideas to boost their sales.

I also coordinated with our corridor manager to fund certain projects, including turning trashed, dead-end streets into pocket parks; and secured funding to renovate the façade of a prominent neighborhood landmark, the Avenue Theatre and its marquee. The streets will be lit better at night and it will animate the mercantile corridor.

I'm also very involved in SephoraIN communities - these are our internal employee resource groups with a goal of building authentic community, having fun and influencing business decisions by highlighting the voices of the diverse perspectives that are in Sephora. I'm part of MiGente for members of the Latinx community;



© Michael A. Hernández

SephoraPrism for members of the LGBTQ community; and our Sustainability group.

I worked with our Mi Gente committee to organize toiletry drives, backpack drives, and Adopt-A-Family donations for La Casa de las Madres in San Francisco.

You've had a stellar career with an enviable body of work. What's next?

Thank you. I am very happy with my role at Sephora, I love what I do, and I adore my coworkers. Sephora embodies many of my personal values and I can't see myself working anywhere else. They also support me with the outreach in which I currently do through their commitment to social impact.

What advice would you give students (of color, women, and/or LGBT) aspiring to a career in retail architecture and interior design?

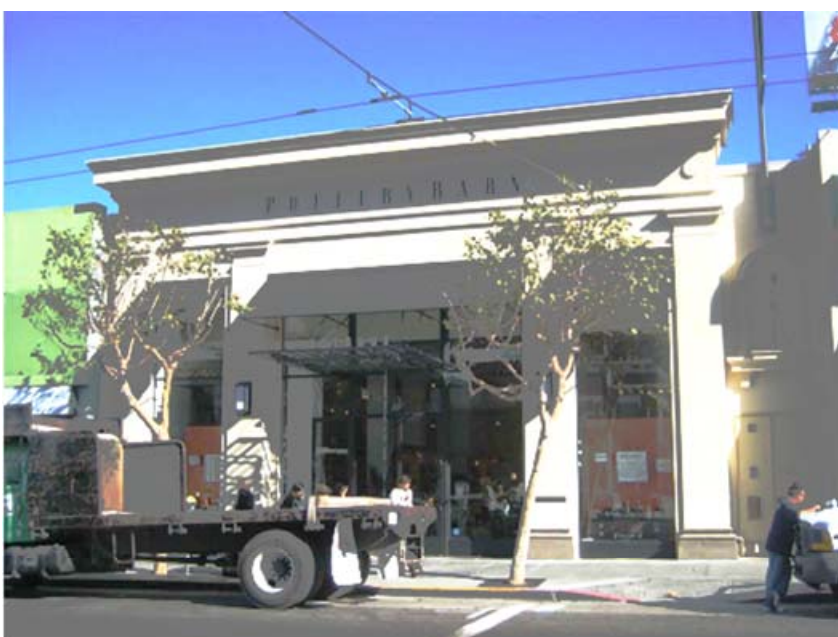
Always believe in yourself and never let anyone tell you you can't accomplish something. You can accomplish anything if you put your heart and mind into it.

Your body of work is your "sword". Use it regardless of your background or sexual orientation. It will get you recognized. Never turn away a challenging project: Ask for more of them.

Not only learn about design theory, but also learn how to build what you design while reducing energy consumption and minimizing construction waste.

The knowledge of construction, construction methods, carpentry, engineering, and green building will be invaluable to you. If you have a broad knowledge spectrum of what I mentioned in my previous sentence, you will have a strong skill set.

These days, students are versed in all the computer technologies used in Architecture, so consider that a common denominator. What will make you special is if you understand how to build what you are designing and provide logical problem-solving solutions to complex conditions, which do not affect your budget.



Pottery Barn Chestnut Street
San Francisco, CA

© McCall Design Group

SIDE BAR

Homer A. Pérez, AIA
LEED AP BD+C

ByDESIGN[®]
a quarterly e-zine

Volume 31

August 2019

Mr. Perez has amassed an impressive body of work as an accomplished international design expert in the retail industry. His professional experience includes an impressive list of retail projects, such as Nike, HEB, Cartier, Tiffany, Levis, Williams-Sonoma, West Elm, Pottery Barn, Pottery Barn Kids, Pottery Barn Baby, Williams-Sonoma Home, Victoria's Secret, Whole Foods, Abercrombie and Fitch, and many more. His extraordinary career has culminated in a senior position at Sephora, a leader in global prestige retail known for its bold store and interior designs. His current base of operation is at Sephora's North American Headquarters and Innovation Lab located in San Francisco.

PROFESSION

- 2015 – Present **SEPHORA**
Architect, Senior Project Manager, Store Design and Planning Division, San Francisco Bay Area
Green Building / Sustainability Consultant, Prototype Management, Design Assistant
- 2012 - 2015 **Moss Retail**
Director, Retail Design, San Francisco Bay Area
Chicago, Salt Lake City, New York, Berkeley, Las Vegas
- 2001 – 2011 **McCall Design Group**
Associate, LEED AP BD-C San Francisco, CA
Led Green Building Division of Firm, Certified over 14 LEED for Retail Projects; Participated in LEED for Retail Pilot Program for Commercial Interiors and New Construction Projects
Account Manager, Williams-Sonoma brand and associated Brands: Pottery Barn/ Pottery Barn Kids/ Pottery Barn Baby / West Elm Bay Street / Outlet
- 1996 – 2001 **HEB Grocery Company**
Planning & Design Team Design Architect
Design/Build for first 15 HEB projects in Mexico; coordinated all store planning and departmental approvals; design details; coordinated with US Design and Procurement Teams; exterior facade design and coordination with shopping center development personnel in Mexico.

LEED PROJECTS

- 2011 Sephora 97th & Columbus, CI Gold Certified
2011 Sephora Willow Bend, CI Certified
2011 Sephora Roosevelt Field, CI Gold Certified
2011 Sephora Spotsylvania, CI Silver Certified
2011 Sephora Pacific View, CI Gold Certified
2011 Sephora Valencia, CI Gold Certified
2011 Sephora Maine Mall, CI Silver Certified
2010 Sephora State Street, LEED Commercial Interior Certified
2011 Nike Factory Store Oklahoma, LEED Retail ID&C Gold Cert.
2012 Nike Factory Store Little Rock, LEED Retail ID&C Gold Cert.

EDUCATION

- 1993 Massachusetts Institute of Technology, Cambridge, MA
Bachelor of Science in Architectural Design

HONORS

- 2011 ENR California Magazine's "Top 20 Under 40"
2010 LEED Platinum, Sephora Stonestown
2009 LEED CI Gold, Elephant Pharm
2008 Retail Store of the Year. Pharmacy Concept: Elephant Pharm
2010 LEED CI Certified, Sephora State St

PUBLICATIONS

- Sept 2014 "Designers Select: Retail", Contract Magazine
Jan 2011 "Top 20 Under 40" ENR California Magazine
Oct 2010 "Green Beauty" Sephora Stonestown, San Francisco DDI Magazine
Oct 2010 "Greening the Retail and Hospitality Industries" Green Business Quarterly
Sept 2010 "LEED Lessons Learned" Retail Contractors Association. Newsletter
Apr 2008 Retail Remedy: McDG injects a dose of sustainability into Elephant Pharm Contract

NON-PROFIT ENGAGEMENT

- Latinos In Architecture (LiA) SF, Chairperson
CASA Alumni Scholarships, UC Berkeley, College of Environmental Design, Board Member



Top: Sephora Hudson Yards, 2019
Bottom: Sephora Stonestown, 2009; LEED Platinum project.
Photos: © Danny Williams



Middle: Pottery Barn Kids, Bay Street, San Francisco Location, Emeryville, CA © McCall Design Group
Bottom: Fresh, San Francisco Location, San Francisco, CA © McCall Design Group

CASAalumni at Work

Adrian Garcia Hernández, Associate, ULI Itzel Torres, Contributing Writer

ByDESIGN®
a quarterly e-zine

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August 2019



Upon graduating UC Berkeley in 2018, and returning back from a study abroad program in Brisbane, Australia, fellow Casista Adrian Garcia Hernandez moved back to the Bay Area to further his professional interest in city and urban planning.

Originally from a small town called Jalpa in the Mexican State of Zacatecas, Adrian's upbringing in Hesperia California, lead him to College of Environmental Design. He gravitated towards sustainable design, forestry, and resource management because he had always been interested in the natural and manmade environments. He felt it was a great way to combine his love of nature and desire to help others. His academic majors influenced his decision to choose his current job as an associate at the Urban Land Institute (ULI), San Francisco. Here is his story of transition from college into the workforce.

How did you find your job?

After returning from my study abroad program I decided to move back to the bay area and find a job which would allow me to explore my interest in city planning and other urban issues. I took advantage of multiple job-hunting sites such as Indeed and ZipRecruiter, but actually found my job through LinkedIn. I was initially a bit hesitant to use LinkedIn but would highly suggest creating a strong profile for anyone currently job hunting as it really is a great tool. What initially drew me to ULI was their work with underrepresented groups in the real estate sector. I was especially interested in their UrbanPlan program, which seeks to educate high school students regarding the real estate development process in order to allow them to be better decision makers for their communities. Similarly, their Women Leadership Initiative seeks to promote the advancement of women in such a male dominated industry.

What are your roles and responsibilities?

I am currently an associate for ULI San Francisco. I am responsible for our programming in the East Bay and San Francisco where my responsibilities involve providing logistical support for events held in these locations -- and supporting the committees tasked with their creation.



Adrian Garcia Hernandez
Associate
Urban Land Institute

In addition, I will be supporting our Commercial, Residential, and Innovation Local Product Councils. These councils provide an opportunity for our senior members to meet and discuss the most pressing issues facing real estate professionals in these industries. Lastly, I assist with the everyday operational needs of our organization. This includes assisting with our sponsorship efforts as well managing the benefits offered to our sponsors.

What do you like best about your job?

I enjoy being exposed to many different aspects of the industry since it allows me to explore future career paths. Moreover, I have enjoyed supporting our UrbanPlan program as well as our Housing the Bay Summit, a full-day conference seeking to find innovative solutions to the housing crisis in the Bay Area.

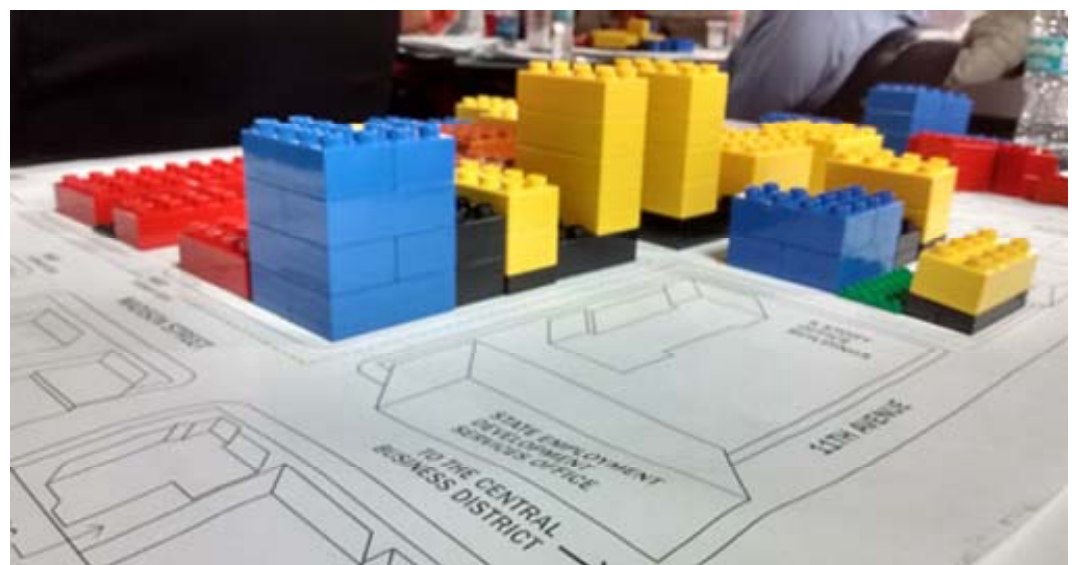
Knowing Adrian personally, I am extremely proud of the milestones and achievements thus far. He inspires not only myself but many other Casistas who have been transitioning out of college into the workforce. We cannot wait to see what Adrian accomplishes.



“ I was especially interested in their UrbanPlan program, which seeks to educate high school students regarding the real estate development process in order to allow them to be better decision makers for their communities. ”



Urban Land Institute, Headquarters
2001 L St NW #200, Washington, DC 20036



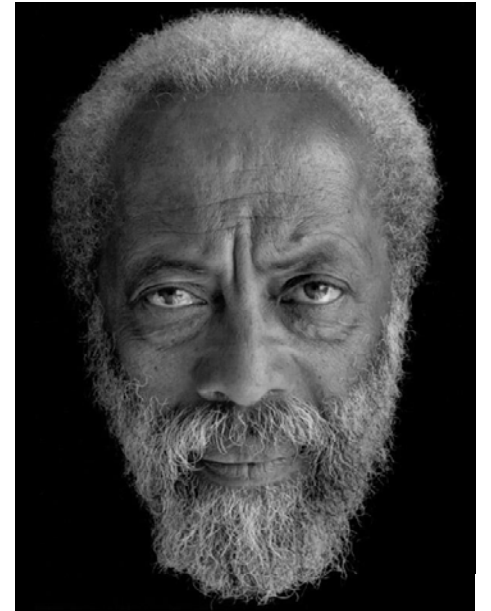
<https://uli.org/>
All images © Urban Land Institute, Headquarters

William Russell Ellis, Ph.D. Sculptor & Professor Emeritus, UC Berkeley Rogelio Roy Hernández



William Russell Ellis: farmboy, Compton resident, singer, world class athlete, distinguished scholar, innovative educator, unabashed activist/protester, role model to students of color, UC Vice Chancellor and sculptor. One can get exhausted just describing the phenomenal trajectory of a man who started with little and amassed a wealth of achievements.

There were kids of workers at Kaiser Steel, nearby. And us black kids from Rockville. I was a wonderful time and a great school. I could feel myself learning there. "Nigger" was occasionally thrown at us, but many of us Rockville kids had good friends from other ethnic groups.



William Russell Ellis, Ph.D.
© Photo by Judy Dater.

The following interview is an in-depth retrospective of a man I had the privilege of being inspired by as a student at UC Berkeley's College of Environmental Design.

Professor, tell us a little about your background.

I was born in Los Angeles, CA, in 1935. Tail-end of the Depression. My mother left my father and me in 1941. My father was drafted soon thereafter and left me in the (paid) care of a couple with a twenty-acre farm in Fontana, CA. We raised everything we ate, except salt and pepper. Where I lived, until age 11, was what the locals called Rockville. This was an alluvial fan of rounded stones from what had been a glacier moving down the San Bernardino mountains near Mt. Baldy.

Rockville was a segregated black enclave pushed up against the foothills. Fontana was, until fairly recently, a KKK town. In those years, no black person could live south of a highway named Baseline. Some tried. They died.

My father left me with Eddie and Josephine Joiner, black emigrants from Louisiana. Eddie Joiner was a carpenter. In retrospect, I have realized how competent they were at managing all aspects of the farm, its crops, land, animals, machinery, seasons, etc. I was never cold or hungry, but they did not talk much, except Josephine to Jesus most of the day.

I went to a completely "integrated" Etiwanda Elementary School through the fifth grade. There were Italians (Johnny Pizzuto, a name I will always remember). Mexicanos, containing my first true love Olivia whose friend Lupe told me that Olivia wanted to play with me at recess. I did and it cost me dearly later with some of the rough Mexicano boys). Some Irish, I think. All kids of families that worked various aspects of the fields and vineyards that dominated the area.

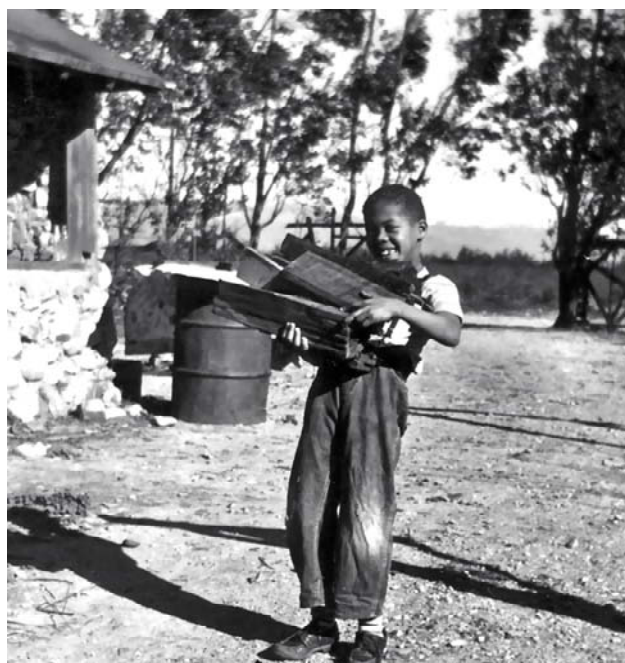
Out of the hospital after the war, in 1946, my father rescued me. He had remarried and we went to live with friends in George Washington Carver Manor, a black development in Southeast L.A. Accidentally, where we lived put me in the new junior high school, Enterprise. All my black friends went to Willowbrook. I was one of 13 black students at Enterprise. It was more explicitly racist than Etiwanda, but, of course, the kids were older.

I liked school, was modestly interested in classes, and continued my interest in sports. Football was my favorite, but my father had been a semi-pro in the Negro Leagues, so that hung over my head. I graduated from the 10th grade at Enterprise and went to Compton High School for the 11th and 12th grades.

After getting hit in various parts of my body by a baseball, I decided to go out for track, first cross-country. By the time I graduated from Compton, I had taken second in the California State meet in the 880-yard run and had been offered a scholarship to UCLA

With your 4 year UCLA scholarship in hand, you ran the 400 meters, received a BA and PhD in sociology. What was it like to go from Compton to Westwood?

It was like going to a different planet. Westwood, locus of UCLA, was completely segregated residentially. Even though UCLA had a long tradition of black athletes, including Kenny Washington, Jackie Robinson, Woody Strode, and many others, blacks could not rent or buy in Westwood. Also, other than a few residential halls, the fraternities and sororities, UCLA was a commuter campus.



Top: Me as a farm boy in Fontana, CA in 1945.
Bottom: Me and my dad, Russ Sr., when I was a senior at Compton.

William Russell Ellis, Ph.D. Sculptor & Professor Emeritus, UC Berkeley Continued

The campus found other ways of accommodating black athletes, the Co-ops, where I lived for a while, quietly sympathetic whites, etc. When I was there, each of the Jewish fraternities arranged to house one black athlete. Ken Thompson was at Zeta Beta Tau, Rafer Johnson lived at Pi Lambda Phi, and, for a year, I lived at Sigma Alpha Mu. The Sammy House.

It was at the Sammy House that I learned to distinguish among types of white people; that white people made distinctions among themselves. The Jewish view of campus life was most interesting. I learned from it. The goyim over there were Catholics. These over here were the rich ones, etc. If you were lucky, you got to date a TriDelt (Delta, Delta, Delta sorority, the ultimate shiksas), but you'd never marry one.

Most of my white friends, not on the track team, were mainly Jewish, as were many- not all-of my dates.

What I liked a lot about college was you could get into intellectual arguments that raged into the early morning, and no-one ever thought to physically fight. Also, although I was, as was the expectation of athletes in those days, relatively chaste, the girls were very friendly and had no interest in getting married.

I was a member of UCLA's first track recruiting class that became significant. We went on to win its first NCAA track and field championship. Most of my black athletic colleagues from all sports hung out on the wall outside the student union. I did too, but I also spent time at a leftover WWII wooden building being used as a cafeteria annex. This was where the dance and art majors hung out. The literature and philosophy students, etc. This was where I learned I had ideas that people took seriously. This was where, after early academic struggles, I learned to be a university student.

I got politicized at the CO-OP, watching the McCarthy hearings on B&W TV with veterans just back from Korea, and other students from third-world countries. My first roommate was from a village in Ghana.



Top Left: Sophomore at UCLA

Top Right: PHD Graduation. I was "too cool" to be bothered with my undergraduate graduation ceremonies. My parents were very upset, so I didn't make that mistake when I got my Ph.D.

Bottom Left: As sophomore, I returned to my high school home track field for the Compton Invitational. Famous in those days. Nealy caught Olympian J. W. Mashburn. Personal best in 440 went from 48.5 to 46.5 in one meet.

Bottom Right: 1956 US Olympic Trials 400 final. I took fifth.

You arrived at UC Berkeley's College of Environmental Design (CED) in 1970 to teach social and cultural issues related to architecture and urban design. What brought you to CED?

After graduating from UCLA, I worked for a couple of years at a place in Santa Monica called System Development Corporation. I then went back to UCLA to graduate school in sociology, where I studied social movements.

My first teaching job was at the new UC Riverside campus. From there I went to Pitzer College, then a new women's college among the Claremont Colleges. At Pitzer I developed a keen interest in student participation in college governance. After three very exciting years, I accepted an offer at what was intended to be SUNY's Santa Cruz, SUNY College at Old Westbury, SUNYCOW.

It was wildly experimental. The small faculty came from all over the place. Two-thirds of the small student body were 1600 SAT's from the Virginia, etc., suburbs. The rest were black and Puerto-Rican, combined 800 SAT's from Bedford-Stuyvesant, etc.

It was a very exciting time which ended mid-way through my first year in SUNYCOW's rendition of "Reconstitution," the reaction of colleges all across the US to Nixon's decision to bomb Cambodia as part of the Viet Nam war. "Reconstitution" said, basically, enough with business as usual, this has gotten so serious we need now to reconstitute the college/university to deal with the issues the nation now confronts. For the second time during my short tenure, there, students took over the campus.

William Russell Ellis, Ph.D. Sculptor & Professor Emeritus, UC Berkeley Continued

Shortly thereafter, I learned of an opening on Berkeley's architecture faculty. Social Issues in Architecture and Urban Design. I applied, was interviewed and got the job. No doubt, affirmative action played a role in my being hired. Prof. Roselyn Lindheim was my main departmental advocate. I also benefitted from the advocacy of my friend from graduate school, Professor Troy Duster, a tenured member of the Sociology faculty at Cal. Part of what made me relevant to the position was a class I invented at Pitzer: The Social Organization of Space.

When I arrived, everyone was suffering "participation fatigue" resulting from Cal's version of "Reconstitution."

You arrived at Cal in 1970, served as Assistant Dean at CED, and Director of the Institute for the Study of Social Change. In 1994, you received the Berkeley Citation, recognizing distinguished service to the university. How would you describe Cal in the 70s and what were your most significant accomplishments?

The 1970's are now a blur. The civil rights movement, the Viet Nam war and its protests, Watergate and Nixon's resignation, the "Aquarian Age" and its psychedelics all left rippling impacts on the country's consciousness. And on individual lives.

When I arrived in 1970, Berkeley seemed exhausted. But I was not, and there was plenty of space for me to try to realize the purposes of my position. I was young, energetic and undaunted by ignorance. I had no idea how to establish a departmental field that everyone called "Social Factors". But, over the next ten years, something got moving. A new social factors faculty member (Galen Cranz), publications, PhD students and dissertations, conferences, etc.

But the insistence on diversifying the faculty increased. It's not correct to say the department resisted diversifying. Anyone with any knowledge knew that the Department of Architecture had, compared to other departments at UCB, a good record.

Norma Evenson and Roz Lindheim, full professors, Ken Simmons and Russ Ellis, two tenured black faculty.



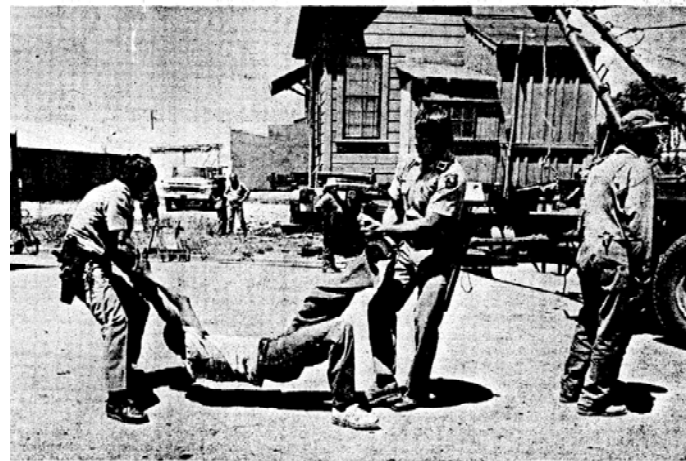
A conversation with
William Russell Ellis
Former Pitzer Professor of Sociology
First African-American professor at
The Claremont Colleges

Wednesday, March 26, 4:15 p.m.
Benson Auditorium

50

GRASS Berkeley's Community

DECEMBER 8 - DECEMBER 21, 1976



This is one of the photos used by the Fukson defense to show that with a 30 to 40 foot distance between patrol wagon and house on rods, Fukson could not have kicked Patrolman Pittman against house, truck, or rods. Being dragged by two unidentified officers is William R. Ellis, leader of demonstration and assistant dean of College of Environmental Design, UC; Lee Cole (not shown), author of this article, was second to be arrested.

“ This is one of the photos used by Fukson defense to show that with a 30 to 40 foot distance between patrol wagon and house rods, Fukson could not have kicked Patrolman Pittman against house, truck, or rods. Being dragged by two unidentified officers is William R. Ellis, leader of the demonstration and assistant dean of College of Environmental Design. UC; Lee Cole (not Shown), author of this article, was second to be arrested. ” Quote from Newspaper Above

Nonetheless, the Raza students in particular were emboldened, while the department may have been resting on its laurels. Shortly after I moved into university administration, a Mexican American architect was appointed to the faculty.

Truth be told, my response to the issues was to work on affirmative action admissions to the university at large. I could see no reasonable possibility the Architecture department would be making significant new minority appointments. I made a proposal to Chancellor Heyman. He accepted and made me his faculty assistant. I did that for three years, returned full-time to the department and was later asked to become the Vice Chancellor for Undergraduate Affairs, effectively leaving the department.

The job of vice chancellor was the hardest job I ever had. I think I was good at it because I was not afraid to make decisions and because I delegated responsibilities. Peoples' anger at things. I did, or didn't do, took getting used to. I think I did a lot of good things in that role, but it's not for me to say.

Top: Pitzer guest speaking

Bottom Left: As member of the, then, Housing Advisory and Appeals Board, protesting Mayor Widener's decision to bulldoze houses in Ocean View

Bottom Right: As Vice Chancellor (Photo by Lewis Watts).

William Russell Ellis, Ph.D. Sculptor & Professor Emeritus, UC Berkeley Continued

You took up sculpting in steel and bronze -- and painting with acrylic in your retirement. How did this come about, What inspires your work?

This has been a very interesting phase in my life. (Ex-students, stay open to your change). I was engaged in stone carving during my last years at the university. I have been a men's group member for over 35 years. One of those years another member brought a friend of his from New York's Pratt Institute to conduct a "Gestalt stone carving workshop" with us guys. She brought tools, Colorado Pink Alabaster and various techniques, including hypnosis, to get us going. It really took with me. Lasted at least ten years, until I hurt my back lifting a piece of stone. China and India had not yet started to buy out all the copper in the world, so, during a recession, casting bronzes was inexpensive. Stone carving is all removal. With modeling clay you can go in any direction.

I don't draw, so any direction that seems to lead somewhere is fine. I got so I was happy with the outcome of following leads. I did bronzes until they became way too expensive.

My CED colleague Joe Slusky offered me the opportunity to share studio space with him at Peter Voulkous', "Dome" in Oakland. I think I learned somewhere that goldfish and carp grow in proportion to the water surface that contains them. As soon as I entered the new studio space, I started imagining larger things.

I stumbled into some shows, largely as a result of the Judy Dater photo you may use for this interview. This photo appeared in ZYZZYVA - A San Francisco journal of arts & letters. As a result, I got asked to show my work in a few places.

This went on for a while. I enjoyed it a lot, but it's a lot about spending money to get ready for the opening, taking care of all that detail and going on to the next one. I wore that out pretty fast. I was probably 80 when I wandered into that delightful territory of doing art for myself. One always wants to know how others see what you see, but sales and marketing? I'm fucking retired!

Frankly, I think my life on the farm influences my art.



All sculpture photos by Sibila Savage.

William Russell Ellis, Ph.D. Sculptor & Professor Emeritus, UC Berkeley Continued

I, and a first generation of students of color, studied under you at CED. We benefited tremendously from your support. What advice would you give students of color, women, and LGBTQ studying at CED today?

And I benefitted from being your academic and personal help, to the extent that I was. I stayed active in the department for a solid fifteen years. Ultimately, I felt I could be more useful to minority interests by working at the campus-wide level. I think that turned out to be true, but I have a lingering sense of having broken a promise by leaving the department. My choice to take the position of Asst. CED Dean was probably a harbinger. I took it to get a broader perspective on how things worked, not mainly to serve the interests of minority students. Turns out it was useful in unanticipated ways. Many of you had never spent so much time around white people. A few of you would visit me at least three times a week, just to take a break.

In retrospect, I'm glad I made the move to university administration. I learned a lot, some of which I've been able to transmit to others. And I was able to do things inside administration that I could not have done outside. There's an old medical saying, "An ounce of prevention is worth a pound of cure." One of the many aphorisms I made up to guide myself was "an ounce of position is worth a pound of policy." That sounds like the door to corruption and could easily be. As it happens, I did not use it that way, and it was a helpful perspective. I was, after all, black.

Students are in the process of inventing themselves, even while their skills and talents are being strongly tested. Meanwhile, their hormones continue to pump, their class backgrounds, genders, and skin colors don't change. Their minds do.



Above Art studio shared with Joe Slusky.

You will want to test the values and constancy of people you allow to lead you. Help them pass the tests required to legitimately exercise their leadership. You must allow young people's own explorations to contribute to their growth

and emerging identity in this rapidly changing world. For you, keep your eyes on the prize, but allow yourself to grow and change. From the lofty age of 84, I can attest to the fact that you never stop changing.

“ Students are in the process of inventing themselves, even while their skills and talents are being strongly tested. Meanwhile, their hormones continue to pump, their class backgrounds, genders, and skin colors don't change. Their minds do. ”



Top Left: At studio shared with Joe Slusky.

Top Right: With Bill Harrell at opening in San Anselmo.

Bottom Left: With Roger Montgomery and Lars Lerup, running buddies.

Bottom Right: Reuniting on campus with old friend from my almost-show-biz days in LA.

Luminaria/o:

Rogelio R. Hernández: Tech Visionary, goes from the Barrio to the Board Room

Joseph Martinez, Architect

ByDESIGN[®]
a quarterly e-zine

Volume 31

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Fathom this: a barrio boy from San Jose, CA is a dominant player in the Global Information Technology arena.

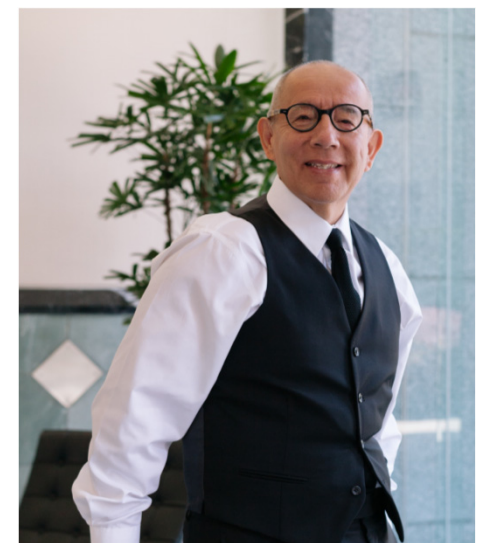
Founder and President/CEO of ThirdWave Corporation, Roy established the firm in 1987 to provide Information Technologies (IT) to Fortune 500 firms across the United States, as well as various private entities in Canada, Asia and the Middle East; This would include: GM, ORACLE, Chevron USA, RAND, Saudi Aramco, DreamWorks and 20th Century Fox. His clientele also includes 300 local, county, state and federal government agencies in 37 states.



Then: Barrio Boy
August 1972, a month before starting UC Berkeley, Santa Clara County Fair San José CA

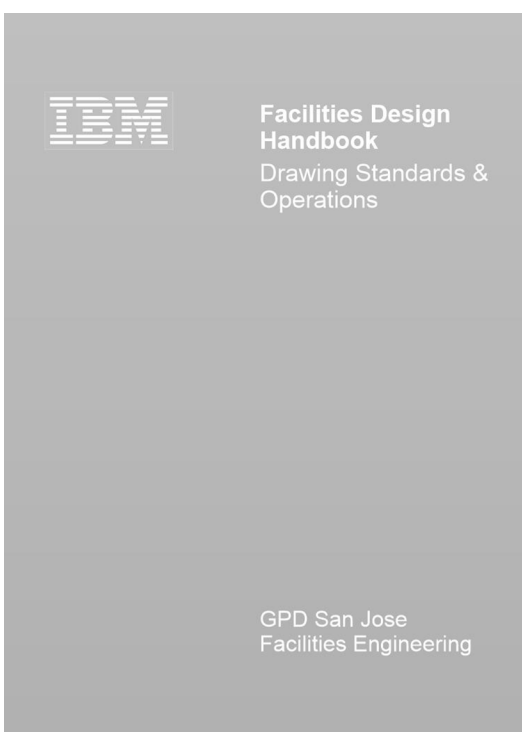
The social dynamics of the mid-1960s in California, and for the most part across the USA, permeated a rarified, multivalent wisdom in the mid/late 1970s to a select group of undergraduate students at UC Berkeley, College of Environmental Design (CED). Fast forward 40 years, it's Roy Hernandez, Chief Executive Officer, Entrepreneur, Publisher, Mentor, Inventor, Activist, Tech Innovator, and Artist!

Moreover, for the past 10 years, he's been the publisher of **ByDesign**, an e-magazine via UC Berkeley/CED. Not Harvard, not Yale, not Princeton Schools of Architecture can boast of having such a 21st Century platform.



Now: Tech Innovator & Entrepreneur
Rogelio Roy Hernández
ThirdWave Corporation, Los Angeles CA August 18, 2019
© Michael A. Hernández

To be the best, learn from the best. Roy spent 8 years at IBM -- first in the Facilities Site Services Division at IBM San Jose, where he authored the first book on CAD for architects/engineers/construction managers in 1983; then it's HQ Marketing Group supporting IBM's largest clients in the world. It's true, "Knowledge is Power!"



Hyperion Water Reclamation Plant: \$23,000,000,000 (23 Billion dollar) 10-year modernization project, the largest public works project in the history of the City of LA. ThirdWave supported all tech at the second largest treatment plant in the US, and the 150 person project team made up of City staff and top A&E firm staff, e.g., Black & Veatch, DMJM, CRSS, O'Brien Kreitzberg and JMM.



City of Las Vegas, first E-Government City in the US: This visionary project was the first in the US to use web-enabled apps to provide online services, e.g., online Development Permitting, Business Licenses, Ticket Payments, and Parks & Rec Registration. Every hotel/building built in Las Vegas from 1997 – 2003 used the DARTS permitting app developed by ThirdWave.

Facilities Design Handbook (1983), Roy authored the first book on Computer Aided Design for large scale Architecture, Engineering and Construction Management. It became the standard at all US IBM plant sites in 1984, and IBM worldwide in 1985. It established CAD best practices in the US, with many leading A&E firms adopting its principles. Roy then joined IBM's Information Systems Group, where he became one of four experts in the US on 3D wire frame, solid modeling, fly-through, 3-D 'printing' and BIM software in 1986 -- decades before the technology would become commonplace.

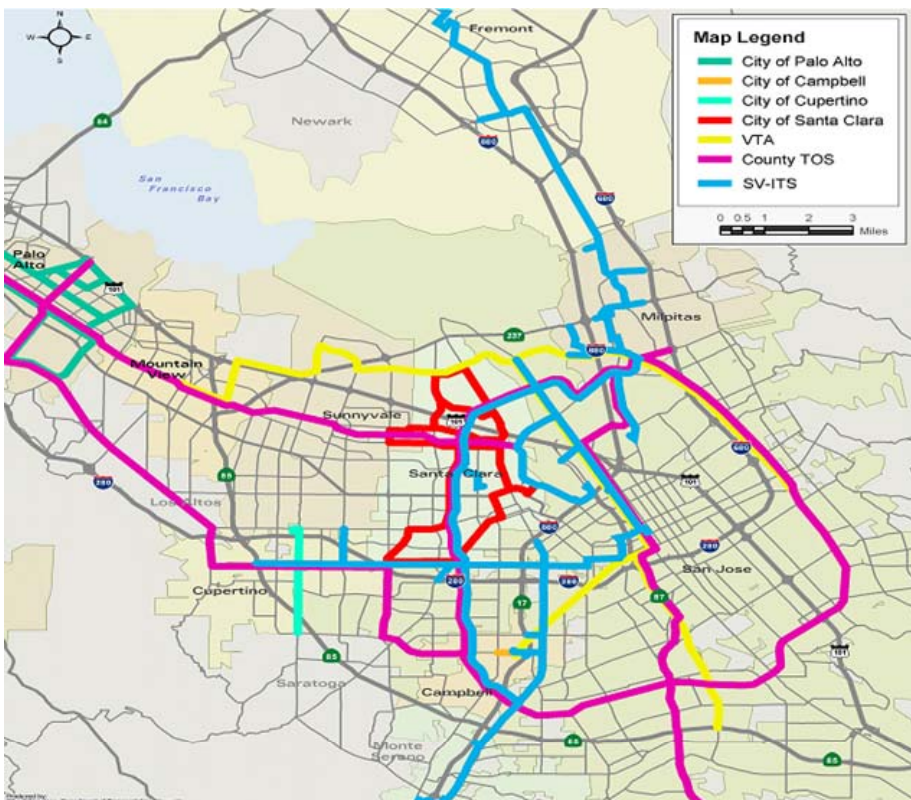


US West GIS Mapping, largest private sector GIS project in the history of the US. GIS mapping of all outdoor telephone infrastructure in fourteen states and indoor building systems via scanning/AutoCAD. This project entailed 147 ThirdWave GIS staff and 147 AutoCAD staff from our Canadian business partner Baymont Technologies, working 3 shifts/day, 6 days per week over 3 years.

At ThirdWave he has been a Thought Leader with every wave of emerging technologies. He was the first (1995) to develop a suite of online/e-government applications for the City of Las Vegas, first to develop a web-enabled ESRI GIS application; first to master multimedia/special effects software for major Hollywood studios, and first to develop Smart City web applications 20 years before the term became commonplace. ThirdWave has executed some of the largest IT projects in the US, including, GIS mapping of the telecommunications systems in 14 US states, and provided IT systems management services for the largest public sector sanitation project in the history of Los Angeles with a value in excess of \$23 billion dollars.

Moreover, Roy obtained a patent for Rapid Workflow[®] (an Enterprise Architecture method), employed 200 technicians, and served on the IT Commission, State of California, advisor to the Chief Information Officer, while simultaneously elevating the presence of the Chicano Architectural Student Association (CASA) at UC Berkeley.

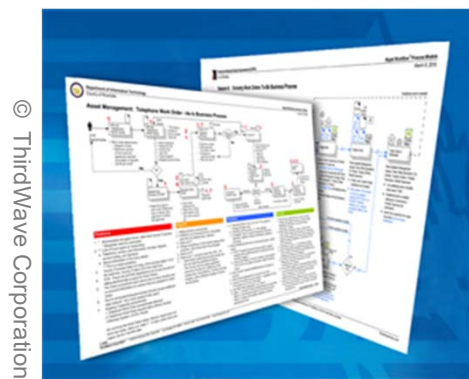
Luminaria/o: Translated from Spanish to English -- Luminary, synonymous with light, shining star, preeminent, and celebrity



ThirdWave developed a GIS model of existing and proposed copper/fiber infrastructure for 14 cities as part of the regional Silicon Valley Intelligent Transportation System Master Plan..

Similarly, Roy is a much sought-after speaker at conferences and symposia on Tech, and university business schools on how to be a successful entrepreneur. He is the recipient of the Latino Coalition/AFLAC Civic Award honoring his business leadership and extraordinary community service. He often and proudly says: "I'll never forget who I am, where I came from, where I'm at, and who put me here".

Roy is first-in-family to attend college. He entered CAL in 1972 as an undergrad and obtained his B.A. in Architecture with honors in 1976, and two years later he received his Master of Architecture & Urban Design Degree. In those days, Roy along with other Chicanos, saw firsthand the need for greater inclusion, diversity and equity at UC Berkeley/ CED. Collectively, these young, brilliant role models made no little plans, instead they performed magic: it was Raza Day, Community Design Outreach Programs, Student Recruitment, the CASA Mural, and an occasional "panchanga". For more information on Roy Hernandez and ThirdWave Corporation, visit: ThirdWaveCorp.com.



ThirdWave Corp's Rapid Workflow Process Modeling[®], US Patent No. 2,873,704 US Patent & Trademark Office. Roy invented the only Enterprise Architecture methodology specifically for government in the US. It is used to design organizational business models, optimized business processes and Information Technology strategies.

Silicon Valley Intelligent Transportation System Fiber Infrastructure Master Plan (2005): ThirdWave was selected for this project because of our track record of success executing very large technology projects. The fiber master plan encompassed all of Silicon Valley cities: San Jose, Campbell, Cupertino, Fremont, Milpitas, Palo Alto, Santa Clara, Sunnyvale, VTA, County of Santa Clara, and CalTrans, and their respective DOT, IT, Police and Fire departments. ThirdWave's design will benefit the regional resilience of Silicon Valley for decades to come.



OCTA, 4th largest US transit agency, ThirdWave CAMM NET, the first completely paperless web-enabled government procurement system (developed in 1999, re-written in 2018). CAMM NET is integrated to finance systems and Facebook.



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Architecture Maser Planning: City of San Jose City Hall (2008), Rand Corporation HQ (2012), Long Beach Civic Center (2017, not shown here): Roy has never strayed far from his first love of architecture. ThirdWave worked as a subconsultant to world class architecture firm HOK San Francisco to address strategic technologies master plans for these significant buildings.



Let's Meet CASA's Board Members



Omar Martinez
(President/Chair)
Provide leadership, conduct meetings, establish an annual agenda, ensure organization operates properly and achieves its objectives



Chicanx/Latinx Architectural Student Association

CASA (Chicanx/Latinx Architecture Student Association) is a student organization founded in 1971 with the expressed purpose of promoting access, diversity, and success for Latinx/Chicanx students at the College of Environmental Design at the University of California, Berkeley.

This upcoming year the purpose continues as new CASA board members are developing events targeting students' needs, benefiting them personally, academically, and professionally.

One project CASA board members are currently planning for the 2019-2020 academic year is a professional mentorship program. The goal for interested members is to offer an opportunity to get mentored by CASA/CED alumni in various design related fields. The objective is to prepare students with beneficial skills and information in preparation for career readiness as well as assist students, when applying for jobs and beginning their careers.



Michelle Hernandez
(Secretary)
Conduct meetings, establish agendas, ensures organization functions properly, and documents proceedings



Jose Rodriguez
(Outreach / Public Relations)
Recruit new members, promotes community awareness of activities and events, develop lines of communication with other organizations



Andrea Hernandez
(Academic Chair)
Plans professional events/workshops to inform and educate members on Latinx opportunities in design, as well as student financial and mental health resources



Jennifer Recinos
(Community Service Chair)
Organize community enrichment services, and promote member contribution to our communities



Juan Jose Ramos
(Finance Chair)
Provide financial, management and oversight; summarize and record organization financial planning, budgeting, fundraising and spending



Janeth Ramirez
(Historian)
Digitally photograph CASA events and activities, maintain a data bank of CASA activities and member materials

“ The goal for interested members is to offer an opportunity to get mentored by CASA/CED alumni in various design related fields ”



Jeffrey Venegas-Jimenez
(Alumni Chair)
Maintain contact with CASA/CED alumni including upcoming events, maintain records of professional and academic contacts, establish a network between member and professionals



Marlen Cortez
(Internal Chair)
Organize and facilitate social events, maintain a strong relationship, both professional and personal, amongst members



Brianda Cerda
(Digital Marketing Chair)
Propagate events through visual representations including flyers and brochures, facilitate meetings and workshops regarding software



CASA Students will be able to:

- Gain leadership and professional skills
- Obtain and get experience to different design-related professions and work environments through field trips, tours, shadowing (externships)
- Build relationships with professionals
- Attend Workshops and presentations led by mentors focusing on:
 - Software/Programs (i.e. AutoCAD, Revit, Sketch-Up, etc.)
 - Graduate School Application Process
 - Cover Letters & Resume
 - Portfolio Development
 - Research & Employment Opportunities
 - Interviewing techniques

We are currently looking for highly motivated, volunteer mentors with big enthusiasm to help these Latinx and minority students excel.

If you are interested, have any questions, or would like to know more please email us at casauacademic@gmail.com. We look forward to receiving emails from any CASA/CED alumni who would enjoy serving as a mentors within the Greater Bay Area!

About The Author

Architectural design was a hidden interest I harbored since I was a little girl -- I hadn't discovered architecture until my high school years.

I used to define architecture as the construction of buildings and houses, or, in general occupiable space. However, as a UC Berkeley CED architecture student, I now understand and appreciate what design really is and how big of an impact it has on our world.

Design is a tool, a way of communicating. It has purpose.

In addition to my academics, I've volunteered with the Graduation Gown Lending Project (GGLP). Since my first semester, I've interned for GGLP, a project that aims to support EOP undergraduate and graduate students who identify as first generation, low-income, and/or historically underrepresented by offering free rentals of gowns, caps, tassels and free photo-shoots.

I find this project to be very admirable as it helps alleviate some of the economic hardships of students, including students who have considered not walking on stage.

I have also been granted the position of Fundraising Chair of Grant-A-Wish @ Berkeley for this upcoming academic year. GAW is partnered with the Make-A-Wish Foundation committed to raise \$7,500 by the end of each academic year for the purpose of fulfilling the dream of children with life threatening diseases.

And now CASA! As a third year undergraduate student I am humbled and excited to be a part of the CASA team and to specifically support Omar (President), Andrea (Academic Chair), and Jeffrey (Alumni Chair) in this mentorship program. I can't wait to see how much of an impact this program, and organization, will deliver in a few years to come.

casauacademic@gmail.com

CASA & CASA Alumni Planning Meeting



CASA and CASA Alumni met at the College of Environmental Design, University of California, Berkeley, August 29, 2019. An exciting discussion of CASA's planned events for the 2019/2020 academic year ensued. A number of mentoring strategies were explored where alumni and students will collaborate to foster academic success and assist students prepare for a successful professional career.

From left to right:

Michelle Hernandez, CASA Secretary, Omar Martinez, CASA President/Chair, Rogelio Roy Hernandez, CASA Alumni Co-Founder/ByDESIGN Publisher, Juan Jose Ramos, Finance Chair, Andrea Hernandez, Academic Chair, Jennifer Recinos, Community Chair.