



**ISSUE 6**  
**Spring 2010**

**Facts about  
the BRAIN:**

- Your brain is about 1300-1400 cubic centimeters in volume, about the size of a cantaloupe and wrinkled like a walnut
- A newborn baby's brain grows almost 3 times in size in the course of the first year
- Approximately 20% of the blood flowing from the heart is pumped to the brain. The brain needs constant blood flow in order to keep up with the heavy metabolic demands of the neurons

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# NEURO TIMES

The newsletter of the  
Center for the Neurobiology of  
Learning and Memory

## In the Spotlight

**E**lizabeth Loftus, a Distinguished Professor at UC Irvine, has been a Fellow of the Center for the Neurobiology of Learning and Memory since 2002. She is a professor in the departments of Psychology & Social Behavior, and Criminology, Law & Society. In addition, she has appointments in the department of Cognitive Sciences and is a founding professor in the UCI School of Law. Loftus came to UC Irvine in 2002 from the University of Washington, Seattle where she had taught for 29 years. Prior to that, she received her Ph.D. in psychology from Stanford University. She has published 22 books and over 500 scientific articles. Her most recent book, *Eyewitness testimony: Civil & Criminal*, is now in its 4<sup>th</sup> edition. Her experiments reveal how our memories can be changed by things that we are told. Facts, ideas, suggestions and other post-event information can modify our memories. The legal field, so reliant on memories, such as eyewitness testimony, has been a significant application of her memory research.

What some of you may not know about Beth is her research of the last 20 years has focused not only on human memory, but also on courtroom procedure. Not

only is she in the classroom teaching and conducting research at UC Irvine, but she is in the courtroom sharing her expertise, which includes, on



Elizabeth Loftus

occasion, taking the stand. She has been an expert witness or consultant in hundreds of cases, including the McMartin PreSchool molestation case, the case of the Hillside Strangler, the trial of Oliver North, the trial of the officers accused in the Rodney King beating, the Menendez brothers, the Oklahoma Bombing case, and litigation involving Michael Jackson and Martha Stewart. Because of the sensitive nature of her previous and current research, Beth has had to deal with a fair amount of criticism. She tries not to pay much attention to it and it doesn't seem to bother her especially when she is able to help free an innocent person. She feels an obligation to speak out in the name of science and in the interest of justice.

Beth has received six honorary doctorates for her research from prestigious universities such as Miami University, Leiden University in

The Netherlands, John Jay College of Criminal Justice in New York and University of the Haifa in Israel, just to name a few. She was elected to the National Academy of Sciences after arriving at UCI. In 2002 she was ranked #58 in a *Review of General Psychology* report ranking the 100 most influential psychologists of the 20th century and she was the highest ranking woman on the list.

One of Beth's goals as a professor and mentor is to inspire her young students to have successful careers in science. It is passion that leads a person to follow their dreams and aspirations, and Beth is the perfect person to show her students the way.

Beth has been a wonderful addition to the CNLM with her research, outgoing personality and her ability to break through barriers in the academic world. To read more about Beth's research please visit our website:

[www.cnlm.uci.edu/faculty](http://www.cnlm.uci.edu/faculty).

## 25 Years of Spring Meetings

The CNLM held its 25<sup>th</sup> CNLM Spring Meeting this April 2010. This annual meeting, held each spring, is one of the highlights of the year for our researchers. The thirty-nine CNLM Fellows and the post-doctoral researchers, graduate students and research associates who work with them meet for two days to learn about the work being conducted in each others' laboratories and to dis-

cuss possible collaborative projects. The meeting draws in over 100 researchers. The Spring Meeting also provides the opportunity for postdoctoral researchers and graduate students to present their research via the datablitz, a short presentation format, and to compete for datablitz awards. In honor of the 25<sup>th</sup> anniversary, this year's program featured perspectives on the past and future of learning and memory re-

search. A plenary lecture was given by Dr. Paul E. Gold, a faculty member at the University of Illinois, who is a CNLM alumnus. The program was filled with exciting new research information, discussion and presentations.



*"We do not  
remember  
days, we  
remember  
moments."*

-Cesare Pavese,  
The Burning  
Brand

## Meet a Donor

Safi and Anita Qureshey's involvement in the community and their philanthropic work in Orange County and internationally is a testament to their commitment to improve quality of life through the deployment of technology in education and medicine. Through their Foundation, the Qureshey's involvement with UCI was in the form a major gift to the Center for the Neurobiology of Learning and Memory (CNLM) to help achieve a huge milestone: the addition of another research building to our facility. It helped the Center's mission of understanding of how we acquire, retain and retrieve memories. The building was subsequently named the Anisa Qureshey Research Laboratory in honor of their daughter. It opened in 1997, and allowed the recruitment of several new faculty and laboratories into the CNLM.

Safi and two other immigrant engineers founded AST Research, Inc. in 1980 to address the emerging new PC opportunity. AST went public in 1984 with profitable sales of over \$100 million and by 1992 with sales of over \$1.4 billion had become a Fortune 500 Company. With over 6000 employees and sales of over \$2.5 billion AST ranked in the top 10 PC companies in the world and was the market share leader in China. In 1997, Korea's largest electronics company Samsung Electronics acquired AST.

Safi was the first Pakistani American to take a company public in 1984 and to be founder/CEO of a Fortune 500 company.

Currently, Safi is Chairman of Quartics, a semiconductor company in Irvine, California. Quartics is delivering high definition (HD) video processing solutions to leading PC original equipment manufacturers. He is also on the Advisory Board of Anvita Health of San Diego, the innovative health care analytics company that provides the analytics engine for Google™ Health™ and other health care leaders. He also serves as a Board member of Japan Ecologia of Tokyo which is developing natural pesticides for consumer and agricultural needs.

Safi and Anita remain involved in the community locally and internationally. Safi serves on the Mayor's Technology Advisory Committee formed by Mayor Curt Pringle of the City of Anaheim. He is on the Advisory Board of

Merage Foundation for American Dream, which is dedicated to helping immigrants join mainstream America. He is also a founding member and former President of the Southern California chapter of TiE (The Indus Entrepreneurs) whose objectives are the professional networking and mentoring of new entrepreneurs.

During his career, Safi has gained national and international recognition for his professional and philanthropic work, some of which is highlighted here. He is a recipient of "Director of the Year for Early Stage Companies" Award from Forum for Corporate Directors based in Orange County, California and recipient of the "Humanitarian Award" from National Council for Communities and Justice Orange County. Safi was a Regents' Professor at the Graduate School of Management, University of California, Irvine, Recipient of the American Muslim Achievement Award, recipient of International Entrepreneur of the Year – University of Illinois, Carbondale and Distinguished Alumnus, University of Texas, Arlington. Last, but not least, in 1995, he was the recipient of the UCI Medal, UC Irvine's highest honor.

We are privileged that the Quresheys chose to become involved with the CNLM and are very grateful for their generosity and support of our mission.



Anita and Safi Qureshey

Safi is a successful technology entrepreneur, executive and investor for the last twenty-five years. Best known as a Founder and CEO of AST Research, a Fortune 500 public company, Safi has developed deep relationships in the technology industry, investment banking, and venture capital community, and local research universities. He is currently an active technology investor, advisor and Board member of technology companies.

Sadly, this is the last Director's Corner that I shall be writing. As many of you will know, I shall be stepping down as Director from July 1<sup>st</sup> and taking up a new position at the University of Texas, Dallas at the end of the year. It has been a great privilege to serve the Center for the past almost six years, and to have been given the opportunity to get know the Center's many friends. I am truly grateful for your support during my time as Director, most especially for your efforts that helped us reach our \$1 million target for the endowment to support the McGaugh Chair, the first recipient of which will be announced shortly. I am also very grateful for the

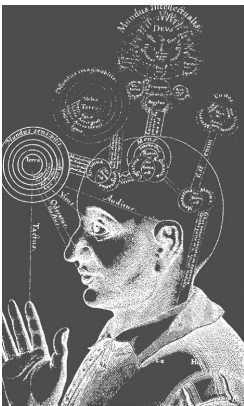
enormous contributions made to the Center by my scientific and faculty colleagues, and by our talented and dedicated administrative staff. I am delighted that I shall be leaving the Center in the good hands of Dr. Craig Stark, who begins as interim Director in July. Craig joined UCI and the CNLM just over two years ago, and many of you will already have met him at one of our events since then. I am sure you will join me in wishing him every success. He could not have a more loyal and generous group of supporters to help him take the Center forward.



Michael D. Rugg

## State's Budget Crises Deeply Affects CNLM

One of our major programs for outreach to the public is the UCI Distinguished Lecture Series on Brain, Learning and Memory.



The CNLM has organized this series at the Irvine Barclay Theatre for the past 16 years. It continues to draw large audiences, and is a favorite of the community and local high school groups. Still, funding for the Lecture Series has been severely impacted by the general downturn in the

economy and the university's budget problems. The series normally includes three lectures, but we had planned only two lectures for year 2010, cutting out the third to save funds. Our community supporters learned of this and strongly encouraged us to bring back the third lecture by asking for donor support.

Thus, we began the SAVE THE SERIES campaign. We have added back a third lecture for the 2010 series, and we are encouraging the support of those who attend and enjoy the series to help provide the funding. We have also begun planning for funding for the 2011 lecture series and, thus, are offering sponsorship opportunities. In return for a \$10,000 contribution, which will support all the costs of one lecture, the

donor will receive prominent name recognition on all advertising and the program associated with the lecture. This is an opportunity for your name, the name of a loved one or the name of your business to be associated with this respected and popular educational event open to the local public.

Please help SAVE THE SERIES. Donations can be made on-line at [www.egiving.uci.edu](http://www.egiving.uci.edu). You'll find us under Neurobiology of Learning and Memory (CNLM) and you can designate your funds to go to the UCI Distinguished Lecture Series. If you are interested in learning more about sponsoring an entire lecture during the 2011 series, please contact us at (949) 824-1125 or at [memory@uci.edu](mailto:memory@uci.edu).

## Congratulations to our Graduate Students

The CNLM is proud to announce another list of graduate students who have taken home prestigious awards: Aaron Mattfeld, Leila Feinberg and Michael Yassa.

Aaron Mattfeld, a graduate student of Dr. Craig Stark, and Leila Feinberg, a graduate student of Dr. Norbert Fortin, were two of the three winners of the Ralph Waldo Gerard Prize in the History of Neuroscience. The Gerard Prize is awarded to a UCI graduate student every other year for new, outstanding papers in the field of the history of neuroscience. This award was established in 1996 to honor the outstanding contributions of Ralph Waldo Gerard, a pioneering neuroscientist and the first Dean of the Graduate Division at the Uni-

versity of California, Irvine. The goal of this award is to honor the memory of Dr. Gerard and to promote scholarly study of the history of neuroscience and the relevance of the past for the present and the future of research. Aaron and Leila were presented with certificates and funds to travel to a national meeting to be able to present their papers.

Michael Yassa, also a graduate student of Dr. Stark, is the recipient of the Carl W. Cotman Scholars Award for 2009. This award recognizes outstanding young investigators who have made significant contributions to our understanding of the neurobiology of memory impairments and neurological disorders. The award was named in honor of the found-

ing director of the Institute of Brain, Aging and Dementia, recently renamed the Institute for Memory Impairments and Neurological Disorders or UCI MIND.

Keep up the good work Aaron, Leila and Mike!



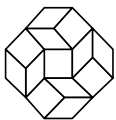
Aaron Mattfeld, Leila Feinberg and Michael Yassa



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Center for the Neurobiology of Learning  
and Memory  
Herklotz Research Facility  
320 Qureshey Research Laboratory  
University of California, Irvine  
Irvine, CA 92697-3800

Phone: (949) 824-5193  
Fax: (949) 824-8439  
E-mail: [memory@uci.edu](mailto:memory@uci.edu)



## Special Events

### Renew Your Friends Membership

Renewal forms for the 2010-2011 will be sent to Friends via mail. Those who wish to become a Friend of the Center may find the form on our website  
[www.cnlm.uci.edu/friends](http://www.cnlm.uci.edu/friends)

The Friends of the CNLM is our official support group. The purpose of the Friends group is to identify individuals in the community and university with a particular interest in learning and memory research and to establish an annual fund to be used for CNLM research and outreach including:

- Laboratory tours for schools
- Lectures and seminars for the community
- Special equipment for faculty
- Summer internships for students



### CNLM Awards Ceremony

**June 1, 2010  
Herklotz Conference  
Room, 3 p.m.**

CNLM students receive end of the year awards. Friends-sponsored awards are presented.

### Ways you can become involved...

- \* Join our Friends
- \* Become a tour docent
- \* Buy a brick on Memory Lane
- \* Support the SAVE OUR SERIES campaign
- \* Attend a scientific colloquium or public lecture
- \* Name a garden bench
- \* Visit our website:  
<http://www.cnlm.uci.edu>

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*Writer: Julia Pisias*

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