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**Pacific Graduate School of Psychology to Honor Palo Alto Venture Capitalist
Franklin "Pitch" Johnson, Jr. for Community Involvement**

Dinner to be Held at Stanford Faculty Club on Wednesday, June 25

REDWOOD CITY, Calif. (June 17, 2008) - The Pacific Graduate School of Psychology (PGSP), a private, independent professional school educating undergraduate and graduate students in the greater Bay Area announced today that venture capitalist and PGSP Advisory Council member Franklin "Pitch" Johnson, Jr., will receive the school's Certificate of Community Involvement for his activities and philanthropy in the Bay Area. That same evening, the school will award psychologist Gerald Patterson, PhD, emeritus research scientist at the Oregon Social Learning Center, the inaugural B.F. Skinner Award. The B.F. Skinner Award winner is chosen by PGSP's faculty and given to a psychologist who best applies Dr. Skinner's thinking to a contemporary area in psychology.

Mr. Johnson will serve as the chairman for the dinner, which will be held June 25, 2008 at the Stanford Faculty Club in Palo Alto, Calif. starting at 6:00pm.

"Pitch is the definition of philanthropy when it comes to community involvement in the greater Bay Area," said Allen Calvin, Ph.D. and President of PGSP.

Pitch is a native of Quincy, Illinois and a graduate of Palo Alto High School, Stanford and Harvard Business School. He is the son of Pitch Johnson, Sr., who was track and field coach at Drake and Stanford, and Caroline Johnson, a high school English teacher and counselor. He is the founder of Asset Management Company, which manages three venture capital funds based in Palo Alto.

Pitch and Cathie Johnson and their family have made philanthropy and community activity part of their everyday lives, which is why PGSP selected him for this honor. Pitch and the company devote substantial resources and assets to a wide variety of educational, cultural and community institutions, including the arts, museums, economic development, higher education, youth development and entrepreneurial skill programs.

"Our activities are not charity," says Pitch. "It is support for the community I grew up in."

Beyond Asset Management, Johnson and his wife are major donors to a number of organizations throughout the Bay Area and beyond. Among them are: the BUILD Program of East Palo Alto, the Boys & Girls Club of the Peninsula, Hidden Villa, the

Tech Museum of Innovation, Start Up, Positive Coaching Alliance, the Center for Venture Philanthropy, the Monterey Bay Aquarium, and the San Francisco Opera. Pitch is retiring as chairman of the Opera after nine years in office. Pitch also was a trustee of the Foothill De Anza Community College for 12 years, and taught a course from 1979-1990 in venture capital at Stanford Business School.

In addition to honoring Pitch, PGSP will also recognize Dr. Patterson for his application of B.F. Skinner's methods. Dr. Patterson is co-founder of the Oregon Social Learning Center and Senior Scientist, working on research projects relevant to both basic science and practical application. He is interested in understanding the interactional processes that are set in motion when parent management training is used to treat families, such as coercion that leads to aggressive behavior. He is also interested in the prevention of the development of antisocial behavior, and is a pioneer in the area of intervention. He has won numerous awards, and written extensively on coercive family process, families with aggressive children, parents and adolescents, antisocial boys and antisocial behavior.

Dr. Patterson will receive a plaque and a \$1000 honorarium as part of PGSP's recognition of his work.

"The idea to acknowledge a psychologist who had applied Skinnerian principles was brought to me by Pitch," said Dr. Calvin. "He knew of my close working relationship with Professor Skinner and recommended we pay tribute to a distinguished psychologist who had the appropriate background. It is, therefore, fitting to honor both Pitch and the B.F. Skinner Award recipient together at this dinner."

B.F. Skinner, Ph.D., was an influential American psychologist and close friend of PGSP's President Calvin. Dr. Skinner was the leader of the behaviorist movement in the United States for 50 years, and author of "Walden Two." Among his pursuits as an author, inventor, advocate for social reform and a poet, Dr. Skinner's contributions include his discovery and advancement of the *rate of response* as a dependent variable in psychological research. He also invented the *cumulative recorder*, an instrument used to automatically record behavior graphically, as part of his important work on schedules of reinforcement. Dr. Skinner died at age 86 in 1990.

Tickets to this philanthropic event, which include a 6:00pm cocktail hour and 7:00pm dinner, are available for \$250. To obtain, please call 650-421-4835. For more information on the Pacific Graduate School of Psychology, please visit <http://pgsp.edu/> or call 800-818-6136.

About the Pacific Graduate School of Psychology

The Pacific Graduate School of Psychology, a private, independent professional school in the San Francisco Bay area, has educated doctoral students since 1975. In 2006, it added an undergraduate program and currently offers a Bachelor of Science degree in Psychology through a partnership with De Anza College. Established to serve society, PGSP is a diverse learning community dedicated to the search for knowledge and its dissemination. PGSP brings together a community of highly talented faculty and graduate students working side-by-side to bring scientific rigor and theoretical knowledge to the analysis and practice of clinical psychology.

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