

land School District. She lives in San Jose with her husband and son. **Steve Murphy, JD**, was recently named Trial Lawyer of the Year for 2008 by the San Francisco Trial Lawyers Association for winning two seven-figure jury verdicts.

1995 Diana Lynn Kaysen successfully completed the education and practicum requirements for her National Activity Professional Certificate. She holds two California State Activity Director certificates. She serves as activity director for St. Thomas Retirement Center in Turlock.

1996 Brandon Horvath was admitted to the Oregon State Bar earlier this year and holds the position of assistant counsel for Samaritan Health Services, a five-hospital health system in Oregon. Horvath lives with his wife and daughter in Corvallis, Ore. After heading Ernst & Young's corporate finance practice out of its Barcelona, Spain, office for seven years, **Luis Gutierrez-Roy, MBA**, co-founded and became managing partner of the Telegraph Hill Capital Fund, a venture capital fund specializing in investments in the mobile media and wireless space in the United States, Europe, and Asia.

1997 Luke A. Perkocha moved back to San Francisco with his wife Lena and their 5-year-old daughter Lily. Perkocha will be working at UC San Francisco. **Michiaki Teraki, MBA**, is a senior financial analyst for Doll Capital Management.

1998 Patranya Bhoolsuwan is a general assignment reporter and news anchor at KTVN-TV in Reno, Nev. Her reporting earned her an Emmy from the National Academy of Television Arts and Sciences. **Jon Fisher** was CEO of Bharosa until Oracle acquired the com-



Cenk Sonmezsoy, MBA '00, publishes a popular blog devoted to cooking and baking.

Foodie Blog Attracts Worldwide Fan Base

When **Cenk Sonmezsoy, MBA '00**, graduated from USF, he had no idea he would one day be running a blog devoted to showcasing his experiences with cooking and baking. After all, most of Sonmezsoy's culinary experience had centered on omelets and pastas cooked on a shared dorm room stove top.

But Sonmezsoy was so intrigued by food, writing, and photography that he decided to combine the three into Café Fernando (www.cafefernando.com). Written in both English and Turkish and laced with photos of his kitchen creations, Café Fernando has been voted best blog in Sonmezsoy's native Turkey and has been featured in food and travel sections in *The New York Times*, *Washington Post*, and *San Francisco Chronicle*. It has also attracted the attention of noted food writers and bakers, including pastry expert Nick Malgieri.

Growing up in Istanbul, Sonmezsoy was surrounded by an assortment of great Turkish cuisine, but he never appreciated it. Not until he lived in San Francisco while attending graduate school at USF did he discover how much he enjoyed food.

"During my MBA years, I was living on a tight budget," Sonmezsoy said. "The beauty of San Francisco is that you can still have great food without burning a hole in your pocket." He credits the city with opening his eyes to food from other cultures, including those of India and China, which he now often tries to fuse with Turkish food.

Getting to that point, however, has taken work. Before starting his blog about 2 1/2 years ago, Sonmezsoy pored over cookbooks, hassled his mother into sharing family recipes, and experimented in the kitchen. His blog features the results of his culinary adventures, whether they involve his twists on traditional Turkish food or making bagels for the first time. He also includes recipes, a how-to section, restaurant and market reviews, as well as posts about recent food discoveries. Sonmezsoy's vivid pictures of local produce and savory meals along with easy recipes and clear, concise writing have helped develop a large fan base of loyal readers. They regularly comment on his blog postings, offering suggestions, memories triggered by the recipes, and sometimes just simple phrases like "yum" and "wow."

Though his blog is receiving great recognition as a culinary guide, Sonmezsoy does not have plans to write a book or open a restaurant. For now, he works at his family's advertising firm in Turkey and happily updates his blog in his spare time.

"Blogging has opened so many doors for me. I have met with authors whose books I admire...and had the chance to see my recipes and photos published at the most prestigious newspapers in America," Sonmezsoy said. "All these things have shown me that once you find something you care for deeply and spend every minute of your waking hours trying to be better at it, good things will follow." 