



*Edward Easley Genser, Ph.D. 1962. June 23, 2015 in Oakland, CA. The son of Mathias Adelbert Genser and Helen Elizabeth Genser Edward was born in Joplin, MO July 2, 1935, the youngest of eight siblings. Growing up in Joplin he was a basketball star at St. Peter's High School and went on to Rockhurst College at Kansas City. After the completion of his freshman year there, Edward, a member of the Chemistry Society and Phi Lambda Upsilon fraternity, went on to receive his B.S. degree in 1957 from the University of Arizona, at Tucson at which time he was accorded Phi Beta Kappa honors.*

*Recipient of a teaching fellowship at University of California at Berkeley, Edward received his Ph.D. from UC Berkeley January, 1962 with his dissertation on Nuclear Magnetic Resonance. Dr. Genser went on to conduct research at JPL in Pasadena, CA and Shell Development in Emeryville, CA. Dr. Genser is listed as the inventor of record on a number of patents stemming from his research.*

*In 1970, Dr. Genser took the position as a Professor of Chemistry at California State University at Hayward, now Cal State East Bay. It was here that Dr. Genser recognized the need for different approach to teaching introductory chemistry in order to better address the needs of his students. To this end, he developed a curriculum that both more effectively engaged students as well as better conveyed the core principles of the subject matter. Well received, this course became known as, "Dr. Genser's Popular Topics in Chemistry." Dr. Genser presented this course not only at CSUH but also at UC Berkeley. The course remains part of the offered curriculum*

*Upon his retirement from CSUH in 1998, Edward continued to refine his Popular Topics in Chemistry concepts as well as explore other areas of interest, notably environmental issues as well as the relationship between entropy and economics.*

*In his later years Edward continued to contribute to the sciences by participating in a number of medical studies which unexpectedly took him back to his Berkeley roots. One such instance found him involved in a study at UCB / LBL where he observed with amusement that the facilities had changed little since his time there. In a different study at UCSF he reassured the research scientist that he was quite familiar with the intense magnetic fields generated by the experimental - research MRI machine. It was at this*

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*early years in Kansas City and its legendary jazz clubs. It was an interest, appreciation and affection that grew and matured throughout the years, especially later in life.*

*Edward died on June 23, 2015 in the hills of Oakland, CA at the age of 79. He is survived by his son, Mathias, daughter, Leigh, two grandchildren, and five siblings.*

*He taught large General Chemistry courses to freshman and sophomore students and was very well respected and liked by the students. He also taught upper division courses in Physical Chemistry and developed and taught a very popular General Education course for non-science majors called Popular Topics in Chemistry. The latter course covered topics relating to chemistry from the news such as nuclear power and other types of alternative energy sources, nutrition and drug design. We still teach that course today.*

*Dr. Genser had come to the Chemistry and Biochemistry Department from industry and was able to provide an industrial perspective for the students he taught. He was dedicated to teaching the students how to navigate their way through the Chemistry major. Alumni who visit the campus often mention how much they learned from Dr. Genser and how dedicated he was to helping students. One in particular, Vincent Alvarez, was a successful scientist at Clorox and later taught part-time in our department.*

*Dr. Genser was a very amiable colleague and made lots of friends in the college. He is remembered for his humor, honesty and love of teaching.*