

Inside:

- 2** Retire in Style
- 2** Tax Rebate Advice
- 3** 2000–2001 Highlights
- 3** Grant for NCOD
- 4** Calendar

Vol. I • No. 1

October 2001

University Fundraising Sets Campus Record for 2000–2001

Northridge Meets CSU System Fundraising Goal With \$14.3 Million in Total Voluntary Support

Highlighting a university on the move, Cal State Northridge during 2000–2001 had by far the most successful fundraising year in campus history, producing a record \$14.3 million in total voluntary support.

The results, announced by President Jolene Koester, also were significant because they enabled the university for the first time to meet its Cal State University system goal for fundraising. That means the campus raised funds equaling 10 percent of its state general fund support from the prior year.

“This is a very significant accomplishment for the campus and one that sets the tone for our future efforts in garnering private support,” President Koester said of the year-end fundraising tally. She called the outcome a credit to the hard work of the entire campus, led by the University Advancement Division.

The university’s \$14.3 million fundraising total for the past fiscal year consists of record donations totaling \$12.3 million, plus nearly \$2 million in interest and endowment income and sponsorships. CSUN’s fundraising goal for the year, set by the CSU Board of Trustees, was \$14.1 million.

Just in contributions alone, CSUN’s \$12.3 million amount for 2000–2001 nearly equaled the contribution totals from the prior two years combined. The university’s prior annual contribution totals were nearly \$7.8 million



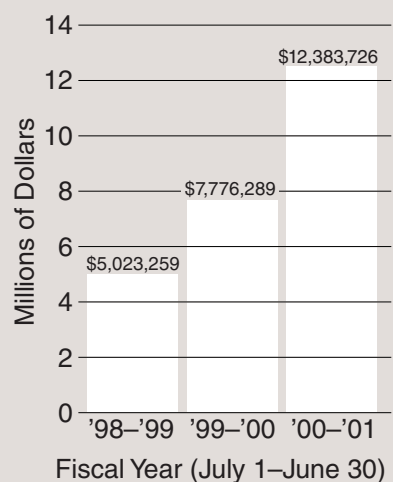
The new Nobbs Auditorium in Sequoia Hall was made possible through a \$700,000 gift.

during 1999–2000 and \$5 million during 1998–1999.

In its most successful fundraising year ever, CSUN made progress on several fronts. The university and its Foundation board concluded the CSUN Rising fundraising campaign by exceeding its \$10 million, multi-year goal. The campaign helped provide state-of-the-art equipment and facilities to buildings restored after the 1994 Northridge earthquake.

Corporate support for the campus reached an historic high of \$7.5 million.

CSUN Contributions



For example, the university’s largest gift of the past year came from Cadence Design Systems, a nearly \$3.9 million in-kind donation of software to the Electrical and Computer Engineering Department’s senior design program.

CSUN’s second largest gift was a more than \$700,000 charitable remainder trust from Mulford and Pat Nobbs, owners of Jeunique International Inc. The gift enabled the new Nobbs Auditorium for the university’s nationally recognized Marilyn Magaram Center for Food Science, Nutrition and Dietetics.

The third largest gift was \$600,000 from the W. M. Keck Foundation of Los Angeles to support the establishment of a Materials Science Research Center. The center is an interdisciplinary effort by the College of Engineering and Computer Science and the College of Science and Mathematics.

The university also had a 28 percent increase in its number of \$1,000 or greater donors. That group donated nearly \$1.5 million, a 92 percent increase over the prior year. CSUN also had its first complete year of offering a fully functional planned giving program.

“Together, we have demonstrated that our Cal State Northridge ‘story’ is compelling to members of our community,” President Koester said. “We should take this opportunity to celebrate our success, and rededicate ourselves to building on that success in the future.” ■



Community Connection

By Judy Nutter, Director of Community Relations

Cal State Northridge has launched a new community outreach program called Snapshots, which will encourage community members to visit the campus and see what makes us indispensable to the community and a model urban university for the new century.

Our visitors will learn about research, special programs and the university’s outreach to the community. They will have the opportunity to visit the new state-of-the-art Armer Theater; witness the amazing therapy techniques in the Center of Achievement for the Physically Disabled; observe a variety of classes such as graphic design, intercultural studies, and molecular biophysics; and tour the Performing

Arts Center, Botanic Garden or the new Art Gallery.

The groups will be small to ensure a personal experience and opportunities to interact with and ask questions of campus administrators, faculty, and students. Each three-hour visit will include a light lunch with a member of our faculty and/or administration.

Reservations are now being taken for Snapshots tours scheduled for the fall semester through November 2001, with six additional opportunities coming up during the spring semester, February through April 2002. For more information about Snapshots, e-mail me at judith.nutter@csun.edu or call (818) 677-2123.

Welcome to “Community @csun”

As part of the university’s effort to strengthen its community connections, Cal State Northridge is pleased to present the first issue of a new publication, *Community @csun*, to keep our friends and neighbors better informed about the campus.

This newspaper will be published monthly during the school year and mailed to campus community members. Comments about this publication or its distribution should be directed to the Public Relations Department, 18111 Nordhoff St., Northridge, CA 91330-8242.



In response to reader requests Optional first-class mail delivery of @csun is available for \$20 per year. Call (818) 677-2130.

18111 Nordhoff Street • Northridge • California • 91330

Nonprofit Org.
U.S. Postage
PAID
Permit 13
Northridge, CA

Where Baby Boomers Can Affordably Retire in Style

Northridge Geography Professor Warren Bland's New Book Looks at 50 Top Picks

They are living longer, leading more active lives and have more money than their parents did.

So when it comes to retirement, America's some 76 million baby boomers are not looking to spend their final years sitting in a rocking chair on a front porch somewhere.

"The information I've gleaned indicates that they are looking for a more affluent community that is rich in amenities—the arts, culture and education," said Warren Bland, a Cal State Northridge geography professor. "Not all baby boomer retirees want to spend all their days on the golf course. They led rich, full lives before they retired and they intend to continue doing so after."

Bland's new book, "Retire in Style: 50 Affordable Places Across America," (published by Next Decade, Inc.) takes a serious look at communities that fit the demands of baby boomer retirees.

For years, Bland said, he has scanned books aimed at retirees and found them lacking. "They would tout a place with anecdotes from people who lived in the community for only a short time, not after the luster had faded away," Bland said. "They didn't provide a really honest

assessment of a retirement community. I kept saying I could do better, and finally I decided I would."

Bland used his more than 20 years of experience as a regional and economic geographer to establish 12 criteria by which to judge an area—landscape, climate, quality of life, cost of living, transportation, retail services, health care, community services, cultural activities, recreational activities, work/volunteer activities and crime.

He then visited more than 70 communities across the country to see how they actually met the criteria and talked to people about what it was really like to live there.

Once, while in Fayetteville, Ark., Bland and his wife were driving down a residential street when an elderly couple sitting on their front porch gave them a friendly wave. Bland decided to stop and talk to them about what it was like to live in the town. During the course of the conversation, the couple mentioned chicken dander.

"It turns out that millions of broiler chickens are raised near the town and chicken dander is in the air, which could cause problems for some people with allergies," Bland said. "That's something you don't really learn until



Warren Bland, geography professor.

you visit a place and talk to people who've lived there a long time."

In the end, Fayetteville, home

of the University of Arkansas, made it into Bland's book, with a warning about the chicken dander.

Among the communities listed in the book are Burlington, Vt.; Ithaca, N.Y.; Madison, Wis.; Chapel Hill, N.C.; Naples, Fla.; Savannah, Ga.; Tucson, Ariz.; Boulder City, Nev.; San Luis Obispo, Calif.; Palm Springs, Calif.; Portland, Ore.; and Bellingham, Wash.

Many of the communities that made the cut are college towns. "They are vibrant communities that have a lot to offer without being too big," Bland said. "They have a strong traditional core and for the most part are friendly and safe."

CSUN has a widely respected

Geography Department that has specialties in several areas including historic maps and urban geography. Bland earned a bachelor of arts degree at Wilfrid Laurier University in Waterloo, Ontario, and a master's and Ph.D. at Indiana University, Bloomington. He specializes in the regional and economic geography of the United States and Canada. ■

Before You Spend That Tax Rebate, Consider the Options

Northridge Consumer Resource Center Director Suggests Paying Down Debts, Exploring Investments

The checks have been arriving. But before you spend your federal tax rebate on a new pair of shoes or a trip to the amusement park, Cal State Northridge professor Allen Martin has some suggestions that could turn a small windfall now into future financial security.

"The bottom line is, it's not often that middle-income families get a windfall like this, and this is a good opportunity for them to take advantage of some of the financial goals their families have, rather than their consumption goals," said Martin.

In recent weeks, taxpayers have received tax rebates from the federal government, up to \$300 for single filers and up to \$600 for married couples. The checks were to continue arriving through the end of September, depending on the last two digits of your Social Security number.

If you owe money, the best use for the tax rebate is to pay off some of your debt, said Martin, an assistant professor of family environmental sciences and director of CSUN's Consumer Resource Center.

Paying off an 18 percent credit card is equivalent to earning a 25 percent return for a person in the 28 percent tax bracket, which is the most common for Americans. "That's because you'd have to earn a 25 percent



Professor Allen Martin, director of Northridge's Consumer Resource Center.

return to be left with 18 percent after taxes," Martin said. "Unlike investments such as stocks and bonds, the amount that you'll earn by repaying debt is guaranteed and tax-free."

If you don't have any outstanding consumer debt, Martin said "congratulations," and he suggested investing your tax rebate.

Martin said there are a number of low-cost investment alternatives available, including mutual funds, that require \$1,000 or less to open an account, and hundreds of stocks with direct purchase plans.

In addition, he said, if you add a few hundred dollars, you could invest in U.S. Treasury securities (bills, notes

and bonds). They are available in \$1,000 increments, as are unit investment trusts and corporate bonds.

"Don't think a \$1,000 investment will really matter? Think again," Martin said. "With an 8 percent return, your money will double in nine years. At the end of 20 years, your one-time \$1,000 investment will grow to \$4,660."

Martin said you also could use your rebate to fund part of your 2001 IRA (Individual Retirement Account). You are allowed to contribute up to \$2,000 maximum to any IRA or combination of IRAs. In the years 2002 through 2004, the maximum IRA contribution amount will increase to \$3,000 and eventually to \$5,000 in 2008 and later.

Martin said another good option is to "invest in yourself, or as economists like to say, 'build your human capital.'"

"Take a course in other job training experience to improve your knowledge or skills," he said. "It could eventually lead to a raise or promotion and pay back your tuition payment many times over."

For more information about investments or saving ideas, Martin said people can call CSUN's Consumer Resource Center at (818) 677-4726 or 677-4727. ■

Cal State Northridge 2000–2001 Highlights

With more than 30,000 students and 4,000 employees on our 353-acre campus, CSUN is the intellectual, cultural and economic engine for the San Fernando Valley and beyond.



Facilities: CSUN finished the main portion of its \$407 million earthquake recovery, completing the last new facility, Manzanita Hall—the Arts, Media, and Communication building.



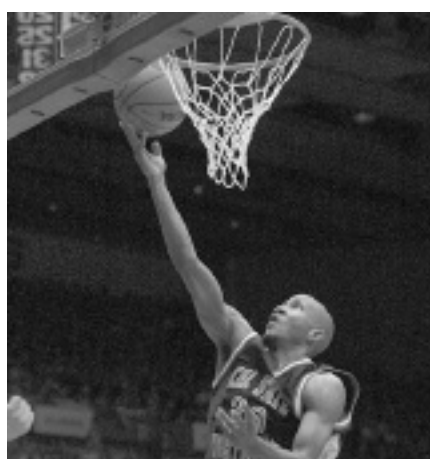
Faculty: Biology prof. Maria Elena Zavala was named one of the CSU's top professors, and received a Presidential Award for Excellence in Science, Math and Engineering Mentoring.



Alumni: CSUN staff member and alumna Lauren Teruel was named Miss Deaf America for 2000–2002, the fourth CSUN student since 1990 to be selected for that honor.



Service: CSUN students, fulfilling the university's mission of community service, tutored more than 60,000 Los Angeles Unified School District students through various programs.



Athletics: The Matadors men's basketball team beat the UCLA Bruins at Pauley Pavilion and advanced to the NCAA tournament for the first time in school history.



Enrollment: For fall 2001, CSUN enrollment topped 30,000, its highest level in a decade, and the university received a record 25,000 applications from students seeking to attend.



Technology: CSUN's joint venture with MiniMed Corp. culminated with the opening of the company's \$80 million headquarters complex on the university's North Campus.



The Arts: The College of Arts, Media, and Communication was named the best film school in Southern California by the Association of Independent Feature Film Producers.

\$5 Million Grant Awarded to National Center on Deafness

U.S. Department of Education Funding to Aid Transitions to College and Work

The U.S. Department of Education has awarded Cal State Northridge's National Center on Deafness (NCOD) a \$5 million, five-year contract to help deaf and hard-of-hearing students make the transition to college and then into the workforce.

The money will expand work already being done by the center's Western Region Outreach Center and Consortia (WROCC). The WROCC works with colleges, universities, state departments of education, vocational agencies and high schools to make the transitions to college and the workforce as seamless as possible.

"This award will provide more and better opportunities for deaf and hard-of-hearing people in all kinds of post-secondary educational institutions, including trade and technical schools, community colleges, rehabilitation

centers and colleges and universities," said Merri Pearson, director of CSUN's National Center on Deafness.

NCOD's Western Region Outreach Center and Consortia works at the institutional level to ensure colleges and universities are prepared to serve the needs of students who are deaf and hard-of-hearing.

NCOD's center serves the states and territories of Alaska, American Samoa, Arizona, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Northern Marianas Islands, Oregon, Utah, Washington and Wyoming.

The NCOD unit will work with three other regional centers that also have been awarded contracts by the U.S. Department of Education. Together, they will coordinate a national effort to improve access to higher education and provide improved educational



Merri Pearson, NCOD director.

experiences for students who are deaf and hard-of-hearing.

The contract for NCOD came from the U.S. Department of Education's Office of Special Education and Rehabilitative Services.

Founded in 1964 as an expression of the university's deep commitment to meet the educational needs of deaf and hard-of-hearing students, the National Center on Deafness has helped more than 2,500 students graduate.

The center provides sign language interpreting and other specialized services to nearly 300 deaf students, serving the largest university population of deaf and hard-of-hearing students in the western United States. ■

New Brochure Offers Guide to the Arts at Cal State Northridge

Publication Lists Fall Season of Arts, Music, Dance, Theater and More on Campus

The latest brochure from Cal State Northridge's Center for the Visual and Performing Arts' highlights an exciting season this fall of cultural events for the community.

The colorful, free brochure titled "The Arts in the Heart of the Valley" details the affordable and diverse artistic events that CSUN hosts at various venues on campus, including the renowned Performing Arts Center

in the University Student Union.

"This fall, 'The Arts in the Heart of the Valley' comes from all over the world," said William Toutant, dean of CSUN's College of Arts, Media, and Communication.

Toutant noted that among the hundreds of artists performing at CSUN this season is the Saint Petersburg Opera of Russia, with its entire 135-person tour company. Also on tap is

music from Sweden and Zimbabwe, plays from the Caribbean and Great Britain, ancient dance from India and cutting-edge dance movement from Los Angeles.

"The Center for the Visual and Performing Arts is committed to enriching the education of the students at CSUN as well as the lives of its patrons and the community," Toutant said. "The arts belong in the heart of

the San Fernando Valley."

The Center for the Visual and Performing Arts is a collaboration between the AMC college and the University Student Union that brings all the university's artistic events under one umbrella.

To request a free copy of the brochure, call the CSUN Performing Arts Center's event information line at (818) 677-3943. ■

October Calendar

The Associated Students Ticket Office in the University Student Union sells tickets to many events on campus, except for some held by outside groups. The ticket office is open from 9:30 a.m.–5 p.m. Mon.–Fri. For prices not given, call (818) 677-3093 or x2488.

Art and Exhibits

Admission is free unless otherwise specified.

Bamboo in Asia

An exhibit of bamboo's versatility and prominence in Asian life and culture. Through Fri., Oct. 26. Oviatt Library exhibit room.

Earthlinks: Africa/China

Photographs by Alan Weissman, who contrasts the traditional and contemporary worlds in China and in southern Africa. Through Sun., Dec. 23. Performing Arts Center Gallery.

CUBA: Five Odysseys

The work of five artists from Cuba contradicts presumptions about Cuban art as revolutionary propaganda or tropical daydreams. Sat., Oct. 6 to Sat., Nov. 10. Main Art Gallery.

Athletics (home games):

Football

10/6 Western Oregon 1:05 p.m.

Women's Soccer

10/12 Cal Poly SLO 5 p.m.
10/14 UC Santa Barbara 6 p.m.

Men's Soccer

10/7 Loyola Marymount 7 p.m.
10/21 UC Santa Barbara 7 p.m.
10/26 Cal Poly SLO 7 p.m.

Women's Volleyball

10/4 UC Irvine 7 p.m.
10/6 Long Beach State 7 p.m.
10/18 Cal State Fullerton 7 p.m.
10/20 UC Riverside 7 p.m.
10/22 Idaho State 7 p.m.

Dance

Tongue

A company that resonates with the power and passion of movement. Fri., Oct. 5, 8 p.m.; Performing Arts Center. \$19.50 general; \$15 seniors/students/groups of 15 or more; \$10 CSUN students.

Dance Festival at CSUN

Part of the Los Angeles Arts Open House, at the following three sites. Sat., Oct 6; Free; Info: (818) 677-3943.

Performing Arts Center

9 a.m., Kultura Philippine Dance Co.
10 a.m., Louise Reichlin & Dancers
11 a.m., Nannette Brodie Dance Theater

Noon, Helios Dance Theater

1 p.m., L.A. Contemporary Ballet Co.

2 p.m., Bailes Espanoles
3 p.m., Bethune Theaterdance
3:30 p.m., La Danserie
4 p.m., Aeolian Ballet Theater

USU Courtyard

11:30 a.m., INCA, Peru Baila & Escuela de Balie Tradicional Peruano
1 p.m., Bolivia Andina
3 p.m., Ballet Folklorico "Paso de Oro"

Kinesiology Dance Studio

2 p.m., Regina Klenjoski Dance Co.
3 p.m., Nannette Brodie Dance Theatre
4 p.m., Locomania
8 p.m., Hysteria Dance Company & Bodytalk Dance

Film

Tribute to Robert Beltran

A discussion with the actor and a screening of his 1984 film "Latino," shot at the height of the Contra-Sandinista war in Nicaragua. Thu., Oct.11, 7 p.m.; Performing Arts Center; Free.

Survivors of the Hollywood Blacklist

An evening to meet with writers named as subversives in the 40s and 50s. Wed., Oct. 24, 8 p.m.; Manzanita Hall; Free.

Music

Admission to all music events (unless otherwise specified): \$10 general, \$7 faculty, staff and seniors, \$5 students.

Faculty Artist Series

CSUN faculty jazz concert. Wed., Oct. 3, 8 p.m.; Music Recital Hall.

Vasen

The "Fab Four of Swedish folk" play music mixed with rock, jazz and classical. Wed., Oct. 3; 8 p.m.; Performing Arts Center. \$15 general; \$12 seniors; \$9 students/children.

Poncho Sanchez Latin Jazz Band

With Emmy-winning KTLA reporter Jennifer York leading the Jennifer York Jazz Quartet. Thu. Oct. 4, 8 p.m.; Performing Arts Center. \$25-\$50; \$18 students/seniors/children. Limited student-senior discount seating available.

Faculty Artist Series

Clarinetist Julia Heinen and pianist Sheri Raynor. Fri., Oct. 5; 8 p.m.; Music Recital Hall.

CSUN Symphony

With conductor Gary Pratt. Sat., Oct. 6, 8 p.m.; Performing Arts Center.

Budowitz

"Wedding Without a Bride." The best exponents of traditional klezmer music recreate the Eastern European Jewish wedding circa 1900. Sun., Oct. 7, 3 p.m.; Performing Arts Center. \$15 general; \$12 seniors; \$9 students/children.

Dave Holland Quintet

Grammy winning jazz bassist Dave Holland returns with his quintet, joined by CSUN's Jazz "A" Band. Mon., Oct. 8; 8 p.m.; Performing Arts Center. \$19.50 general; \$15 seniors/students/groups of 15 or more; \$12 CSUN students.

CSUN Wind Ensemble

With Glenn Price conducting. Fri., Oct. 12, 8 p.m.; Performing Arts Center.

Campanile

Campanile's "Nocturnal Journeys" is the outrageous union of bells, drums and imagination. Sat., Oct. 13; 8 p.m.; Performing Arts Center. \$15 general; \$13 seniors/students/children.

Alexander String Quartet

Evan Wilson performs. Mon., Oct. 15, 8 p.m.; Performing Arts Center. \$24 adults; \$19 seniors; \$7 students; \$5 CSUN students Info: (310) 552-3030.

CSUN Jazz "A" Band

Matt Harris directing. Fri., Oct. 19; 8 p.m.; Performing Arts Center.

Faculty Artist Series

Pianist Charles Fierro performs. Sat., Oct. 20; 8 p.m.; Music Recital Hall.

Dougie Maclean

Scottish singer/songwriter performs traditional and original material. Sat., Oct 20; 8 p.m.; Performing Arts Center. \$26, \$22, \$17.

Jack Bielan & Friends

An afternoon with the veteran composer and studio keyboardist. Sun., Oct. 21; 3 p.m.; Performing Arts Center. \$50 sponsor; \$35 premium; \$25 general.

Fharoh Showcase

An evening with up and coming hip hop artists including The Den, The Dubbs and Universal Kings, plus TCM Rock Band. Thu., Oct. 25; 7 p.m.; Performing Arts Center. \$12 general

Juan L. Sanchez Ensemble

Modern-day troubadour Sanchez blends Spanish folk, rumba and Arabic melodies with Latin percussion. Fri., Oct. 26; 8 p.m.; Performing Arts Center. \$15 general; \$12 seniors; \$9 students/children.

Faculty Artist Series

Saxophonist Jerry Luedders performs. Fri., Oct. 26, 8 p.m.; Music Recital Hall.

Saint Petersburg Opera

Musical history is made as international opera comes to the Valley for the first time. Mon., Oct. 29, 8 p.m.; Performing Arts Center. \$50 preferred seating with artist reception; \$30 general; \$25 seniors; \$15 students.

Theater/Performance

Commedia Tonight

The physical comedy of ancient Italy's "commedia dell'arte" is resurrected in this zany retelling of Menander's only surviving play. Fri.–Sat., 9/28-29, 8 p.m. Sun., 9/30, 5 p.m. Wed. 10/3, 7 p.m. Thu.–Sat., 10/4–6, 8 p.m. Sun., 10/7, 5 p.m. Studio Theatre in Nordhoff Hall. \$10 general; \$7 seniors/students/faculty/staff.

Summer and Smoke

A lyrical and haunting love story of a minister's daughter and the hedonistic young doctor next door. Fri.-Sat., 10/5-10/6, 8 p.m. Sun. 10/7, 5 p.m. Wed., 10/10, 7 p.m. Thu.–Sat. 10/11–10/13, 8 p.m. Sun. 10/14, 5 p.m. Little Theatre in Nordhoff Hall. \$10 general; \$7 seniors/students/faculty/staff.

L.A. Women's Theatre Festival

Best of the Fest

Michelle Banks: *The Reflection of a Black Deaf Woman*
Marie Cartier: *Spoken Word*
Rene Hicks: *A Comedian Speaks*
Kellmar Gonzales: *Of Soul and Spirit*
Michael Mizerany and Bogar Martinez: *Duet from Necessary Depravity*
Sat., Oct. 6, 8 p.m.; USU Grand Salon
Free, reservations recommended. Info: (818) 677-3943.

Weights

Playwright/performer Lynn Manning relives his life before and after a bullet took his sight, in a presentation aimed at teens. Through poetry, music and narrative, he takes you on a wild ride through his South Central upbringing. Sat., Oct. 13, 11 a.m.; Performing Arts Center; Free.

An Evening with Cherrie Moraga

A reading by the playwright, poet and essayist whose works, such as the play "Watsonville: Some Place Not Here," have gained national recognition. Thu., 10/18, 7 p.m.; Performing Arts Center; Free.

Community
@csun

is published monthly during the academic year for friends and neighbors of California State University, Northridge. Copies are available without charge and on request. Direct inquiries, comments, and suggestions to Managing Editor, Office of Public Relations, 18111 Nordhoff St., Northridge, CA 91330-8242.

voice (818) 677-2130
fax (818) 677-4909
e-mail pubinfo@csun.edu

Jolene Koester, *President*
Judy C. Knudson, *V.P. of University Advancement*
Dick Tyler, *Assoc. V.P. of Public Relations & Communications*

Editorial Team

John Chandler, *Managing Editor*
Carmen Ramos Chandler, *Director of News & Information*
Mayerene Barker, *Director of Editorial Projects*
Tatsuo Kumagai, *Graphic Designer*
Randal Scot Thomson '85, '94, *Director of Publications*

Editorial Advisory Group

Oscar deShields, *Marketing*
Louise Lewis, *Art*
Cynthia Rawitch, *Journalism*
Shellie Smith, *Alumni Relations*
Maria Elena Zavala, *Biology*
Anthony Ferguson, *Alumni*

Not printed at state expense.

