

The Betty Newsletter

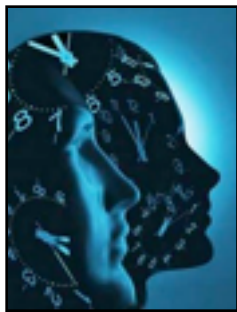
Issue #45



Stop the Clock! We Need More Time!

To say Farewell.

With love from your Betty Editors.

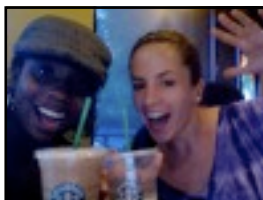


It has been a pleasure to be part of SAFCS this fall semester. But, what should we take out as FCS majors...Originally, we were Business majors. Until, we made the choice to switch to FCS Consumer Affairs option. And why? Let's just say that, our focus is on consumers aspect of things instead of just marketing. But we can do it all. At the end, "Marketers don't have consumer affairs eyes." We do think outside the box by listening and seeing the big picture of consumers needs and wants.

Believe it or not, our department is one big family. We are a small department with a big heart. We can learn from each other. We, as Betty editor's, learned about home appliances by taking a class with Dr. Martin. How to write and speak with confidence in Professor Matthew's FCS 380 & 426 class. Organization and structure in Professor Thakur's class. Texture and style in Professor Cao's class. And, our future retirement funds and working as a team in Professors Schlesinger's class.

Even though, we do have one more semester left before we get let out into the real world and start making the "big girl bucks". We have to understand that life can be complicated. And to keep our, according to Professor Matthew's, "Big Girl Panties On," because we have to stand our ground and stand out from the rest of the pack.

My story for the semester: I (Melissa) complained to Professor Schlesinger, Professor Matthew and a little bit to Dr. Martin about how I decided to intern at an event planning production company in Hollywood. I felt good when I started, working 2 days a week (9:30 am - 5:30 pm), calling publicists for celebrities, driving packages to celebrity houses (Ashton Kutcher & Demi Moore), and going to events where I got to meet movie producers and the Modern Family crew. Until I realized that being such a nice person can annoy some people, especially my boss. I got yelled at, almost got spit on, extremely stressed out, you name it, it happened to me. Until I realized, is this worth it after all? Is this for me? And I concluded with, nope, this is not what I want to do the rest of my life. Now, that I have completed my 120 hours interning I did learn certain things and hated other things but overall, I realized that I had professors that had my back, professors that cared about me and my future. I got the best advice and guidance from professors in the FCS department then anywhere else. They care and that's all that matters.



From us to you, it has been a pleasure to be the Betty Editors this semester. We take our hats off to the next editors and the only advice we give to those readers is to keep writing to the Betty. Because we take pride in the Betty Newsletter. Keep those articles coming, we are hungry for articles. Good luck with finals & Happy Holidays!

- Melissa Brooks & Kia Bess

This newsletter was name "The Betty" after the Betty Lamp: a symbol adopted by Family and Consumer Sciences representing joy, knowledge, fellowship, cooperation, service, achievement, and the light of home and mind.



Dare to Price it?

When thinking about purchasing wine, what do you think about? Is it for a special occasion? Just craving some good wine? Or is it for a gift? At the end, it comes down to the consumer's choice as to what price and quality of wine they want. For example, on the wine shelf at the local market, there are usually a lot of different brands of wine on different shelves. The less expensive wines are placed at the bottom shelf, average priced wines are placed at the center (eye level) shelf, and the expensive (better quality) wines are placed on the top shelf.



Instead of my opinion on wine, why don't I ask the wine expert, Ryan Fujiu, owner of *calwineries.com*, what he thought consumers should be looking for when purchasing wine.

1. **Does a wine's presence (shelf space, bottle design) affect our choice as consumers?** – **Ryan:** Yes, of course, the two main things consumers look for are (1) Design of the bottle (2) Colors used on the bottle, especially those consumers that don't really know anything about wine. Less than 1% of consumers really know what to look for when purchasing wine. Those 99% of consumers that are not really sure what to look for when purchasing wines, go for (1) Price & (2) Bottle Design, which includes the label and shape of the bottle.
2. **What attracts consumers to purchase wines, besides price?** – **Ryan:** Besides price, it would have to be the design of the label (colors used) and bottle shape. For example, the white wine bottles are shaped differently compared to red wine bottles. In addition to that, consumers also look for those wine saver discounts, and those consumers that are fanatics about wine can go on a website and check the wine's score before purchasing it, which can make a heavy affect on those consumer purchasing decisions.
3. **Does price make a difference comparing cheap and/or average wine to expensive wine?** – **Ryan:** Different wines (white wine, red wine, consumers is that "All wines taste the and think that it tastes different but in wine category (aka, white wine) & shelf is price! For example, for the different \$10 wines (all taste the same), center same), and upper level shelf, \$60-\$200+ different shelf taste the same in terms of major thing is scores from wine critics (for example, Robert Parker Wine Critics *www.robertparker.com* because if a certain wine gets high scores, its price goes up and it moves up on the shelf space. If the wine tastes bad, the price goes down and so does its shelf location.
4. **When purchasing a bottle of wine, what should consumers be aware of?** – **Ryan:** (1) Decide what they like in price (2) Level of alcohol content (3) Finding the best deal (4) Downloading the wine enthusiast app for your iPhone (5) Buying wine that is most appropriate for event (6) Checking out critic scores
5. **From your wine expertise, what wines would you recommend to students/consumers?** – **Ryan:** I cannot really recommend brands of wines to a student/consumer because everyone has their own preference. But here are some tips that every consumer should follow. (1) Try out different variety of wines (Chardonnay, Char Brion Blanc, Merlot, etc) and see which one you like the best. (2) When the consumer has chosen the type of wine that they like, they should try the different flavors of that wine (3) Try out the different regions of that wine (example, New Zealand Char Brion Blanc is the best & it's under \$10).



Reviewing what wine experience you would like to consume before you shop at your local market is priceless. If you feel like buying cheap wine, shop at the bottom shelf. Expensive wine, shop at the top shelf. But seek sources online (wine critic) if you need additional help. But when you do have the time, take a wine tour up in Santa Barbara or Napa Valley. Cheers! - Melissa Brooks

For further information on wineries, check out <http://www.calwineries.com/>

FEET TALK...SHOES WALK

I love wearing high-heeled shoes whenever I can. I have so many different pairs, in so many different colors and styles. When figuring out what I'm going to wear for a specific event, I normally start with the shoes and piece the rest together from there. I believe that a pair of shoes can change an entire outfit. Although I love wearing high-heeled shoes, the major drawback is that they eventually start to hurt your feet after wearing them for extended periods of time. This complaint is nothing new for women who wear these kinds of shoes often. However, I am happy to report that there is good news. There are many products available today that help ease the pain that these beautiful shoes bring to women's feet. The following products are for most common complaints associated with shoe pain.



Strappy Strips can be purchased at Footpedals.com, beginning at \$3.50. These strips can be placed on the inside of your shoe strap in order to prevent blisters caused by foot slipping and excessive friction. This solution is recommended for sling back heels and sandals.

Killer Kushions can be found at Footpedals.com and start at \$6.50. They provide extra comfort and support to your feet and stretch 3/4 the length of the shoe. They begin at the ball of your foot and continue up the shoe, ending at the heel. These can be placed in closed toed shoes, as well as, open toed shoes and can't be seen.

SoleMates High Heeler can be purchased at Thesolemates.com for \$9.95. These heel protective attachments come in either clear or black and are placed on the bottom of your stiletto heel. They make walking on soft or uneven terrain a lot easier and safer by preventing the heel from getting stuck. They also prevent damaging the heel.

KIWI Smiling Feet In Between the Toe Gel Cushions can be purchased at Shoetreamarketplace.com for \$4.99. These gel cushions are useful for shoes that have a thong. They are placed on the part of your shoe that is directly under the ball of your foot and around the thong. They prevent sliding which can lead to blisters on the sensitive skin in between your toes.

Dr. Scholl's For Her Rub Relief Stick can be purchased at Drugsupplystore.com for \$6.50. This is for all of those shoes that do not allow the use of a pad, strip, or any other type of adhesive because the straps are too thin. The stick is directly applied to the area that is causing painful rubbing or slipping. It leaves a non-visible wax finish that keeps the straps in place and alleviates friction.

As someone who enjoys wearing great looking high-heeled shoes, I can say with confidence, that I have run into all of these problems before. I am so glad that there are products designed to help relieve the pain, so I can continue walking in my fabulous shoes!

- Erin Ulrich

Editors: SHOE TALK! The Power of Higher

- Women want to feel powerful and taller. What could do both of those things? 5 inch and/or 6 inch heels! Glitter, clogs, and military heels are the new winter look. What women shoe shoppers look for is the height of the heel. Don't bring out a 4 inch heel, we want to feel powerful! Any guy, would get down and do 10 push ups, if the women told him too, especially with the military heels. Women look and feel sexy with power when they wear high heels. Check out bakersshoes.com



ELDERLY PATIENTS + MEDICAID FRAUD

According to a New York Times article, Garden Adult Medical Day Care facility was found guilty for Medicaid fraud and the owners will pay \$1.6 million fine and close the facility, and they are suspended from the participation of Medicaid program for the next five years. The facility wrongly billed the state for patients' blood pressure, blood sugar level testing as well as dispensing of medication. They were found to inappropriately make profits of \$1.8 million, not only by claiming that they have given tests to the patients who have never gotten such tests, but also by submitting Medicaid claims for fifty recipients who were not even aware of the services. The money that they have collected from Medicaid fraud is coming from all of us, the taxpayers. I do not understand why they were let go with just \$1.6 million fine when the amount of fraud publicly known is close to \$2 million. Suspension from participating in Medicaid program for five years is pointless because in five years they are able to participate in Medicaid program again as if their past fraud activities have never happened. They made their actions against morale, patients, government, and people who trusted them for reliable health care services. And they did that for collecting additional funds for selfish reasons. When I think about millions of elderly patients who were misled by the facility they have trusted, I feel so vulnerable because I know that such fraud is not something that one person can change to make difference; the whole nation should work toward making better living conditions for the people.



Since the October of 2003, the facility has failed the nursing standards of the state department of Health and Senior Services. Without any suspension of business or improvement of the facility, it is amazing that the Garden Adult Medical Day Care continued servicing elderly until the recent dilemma. There should have been thorough investigation regarding the facility before the owners were able to steal \$1.6 million from the state. I cannot believe how blinded we are on certain issues in life to a point where we do not seem to notice many unjust incidents happening around us. For better and advancing care of elderly and sick patients, the state should make it more difficult for facilities to regain their abilities to treat and care for patients once they lose credibility. Similar to the current law that requires sex offenders' pictures, names, and addresses registered online as a result of Megan's case, we should do the same for people or facilities who have committed fraudulent activities in the past.

I am concerned for many elderly Americans who are prone to become victims of frauds and other crimes. I am glad that there are social service workers and programs that can provide help and care for the elderly, but I do not think we have enough people who work at social services. The state should put much effort on hiring more social workers and alter current health service related laws so that the elderly people can be much safer in getting treatments and cares from healthcare facilities.

- Eunji Baek

Editors Note: *Should Elderly Drivers be Driving?*

I am sure we, as speedy student drivers, get irritated when we get stuck behind a slow elderly driver that is going 35 in a 40 mph street. So, what are the laws for elderly drivers? Here is what the DMV needs and/or can do before the elderly drivers gets behind the wheel.

1. After the age of 70, elderly drivers can no longer renew their license by mail and the DMV can request a doctor's approval
2. DMV can simply limit the driving rights rather than revoke a senior's license.
3. Needs a DMV medical information card, which can be attached to the back of your driver's license.
4. Elderly driver who refuses retesting has his license suspended. If the driver passes the test, the examiner may restrict him from driving when headlights are required, or mandate that he maintain lower speeds (if his vision is 20/70, for instance, he can't exceed 35 miles per hour), or limit the radius in which he can drive (two miles from home, perhaps, or five).



TWELVE YEARS TO GRADUATION

As a student who is paying their own way through college, who happened to change their degree several times, and who took classes “just for the fun of it”, it will take me approximately 12 years to walk away with a bachelor’s degree. However, I am not alone. According to www.collegeboard.com, only 36% of students will actually graduate from a four year college in four years, with the majority of students taking about six years to finish. So, other than having parents who would pay my way through college, what are some things I could have done differently (and that most students can do) that would have enabled me to graduate sooner?



Intern first

If you ever get the opportunity to take a summer job in the field that you are studying in, jump at it, preferably before taking all the classes! I was at college for just over two years before I worked at a summer school and realized that I did not like kids enough to become an elementary school teacher. That was about 30 credits too late.

Generalize then specialize

I would have been better off spending those two years taking more general education classes. At least then, some of the credits would have counted towards my new degree.

Focus

First aid classes sounded fantastic. I really enjoyed psychology classes, and maybe one day, an Introduction to Veterinary Basics will come in handy. Wouldn’t it be interesting to learn about photography? Classes like that were a blast, but, once again, they were just empty credits that did not count towards any of the degrees I was going to get!!

Speak to an advisor

I have changed colleges three times. And I have taken the equivalent of 2D Design three times. What can I say? I enjoyed the class!! But I also paid to take it three times!! Had I gone over each of my classes with an advisor, they would have pointed out that I did not need to take it again.

But, if all else fails, and you end up like me, with ten years of college under your belt and the end still two years down the road, keep on trucking. One day... some day... I will have a degree. I have to! I can’t possibly work for ten years with nothing but good memories and weird classes to show for it... or can I?
- Nikki Collen

Contributors

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Melissa is the co-editor of *The Betty* and is a graduating senior.

KIA BESS



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ERIN MATTHEWS, MS



Erin is an FCS professor and the advisor of SAFCS.

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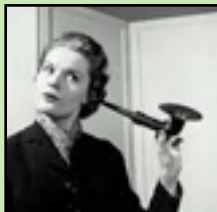
Erin is a graduating senior and a consumer affairs option. This is her first *Betty* article!

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NIKKI COLLEN

Nikki is an interior design option with an extensive knowledge in Architecture, Elementary Education, and Advertising.



WE WANT TO HEAR FROM YOU!!!

It is EXTREMELY important to us in SAFCS that we highlight each option, discussing current issues, trends or just fun things fun to know. Please write for *The Betty*. Your option is important so LET’S HEAR ABOUT IT!!!

Send an article to thebettynewsletter@csun.edu and watch for it in the following issue!

Submit your article with your full name, major and option, and a picture of your pretty face.