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 $14.3 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 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, multiyear 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.

For example, the university’s largest gift of the past year came from Cadence Design Systems, a nearly $3.9 million in-kind donation 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 re dedicate ourselves to building on that success in the future.”

The new Nobbs Auditorium in Sequoia Hall was made possible through a $700,000 gift during 1999–2000 and $5 million during 1998–1999.

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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.
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 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 really 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 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 neighborhoods 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 $500 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 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 $5,000 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) 677-4720 or 677-4727.
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 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 Rehabilitation 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.
**October Calendar**

### Art and Exhibits

#### Admission is free unless otherwise specified.

### Bamboo in Asia


### Earthlinks: Africa/China

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

### CUBA: Five Odysseys

The work of five artists from Cuba contracts presumptions about Cuban art as revolutionary propaganda or tropical dreams.

### Athletics (Home games)

#### Football

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

10/7  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.

#### 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.

### Faculty Artistic Series

#### CSUN faculty jazz concert.

#### CSUN faculty music recital.

#### CSUY Symposium

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

### Music

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

### Sports

#### Athletics (Home games)

#### Football

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

10/7  Cal Poly SLO  5 p.m.

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### 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, 3 p.m.; Wed., 10/3, 7 p.m.; Thu.-Sat., 10/4-6, 8 p.m.; Sun., 10/5, 7 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, 8 p.m.; Studio Theatre in Nordhoff Hall. $10 general; $7 seniors/students/faculty/staff.

### Performing Arts Center

#### Jack Bielen & 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.

#### Pharoah Showcase

An evening with up and coming hip hop artists including The Den, The Dubs 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.

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### Faculty Artist Series

#### Saxophonist Jerry Lueuders performs.

#### Music Recital Hall.

#### Music Recital Hall.

#### Performing Arts Center.

#### Performing Arts Center.

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### University Student Union

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) 677-3098 or x2488.