



Selling American-made to label-conscious China

American manufacturers wanting to cash in on China's clothing market might be better off preaching to the choir than trying to convert the masses, according to a study by CSUS family and consumer sciences professor Dong Shen.

Her sizable survey of Chinese consumers found the "Made in the U.S.A." label is a better sell to those who already appreciate American culture. More traditional Chinese shoppers prefer garments manufactured in the People's Republic of China.

The results were published in the September issue of *Family and Consumer Sciences Research Journal*.

The study, which was done prior to China's inclusion in the World Trade Organization, or WTO, found most Chinese consumers are very interested in U.S.-made clothing and in fact prefer it. Shen notes that this is consistent with research done in other developing countries that shows consumers prefer products made by companies from developed countries. "It's a good time for American companies to go into China," she says.

The 3,000 residents of Beijing, Shanghai and Guangzhou who responded to the survey represented a variety of occupations, from business people to factory workers.

Their support for American-made clothing was closely associated with their level of exposure to and acceptance of American culture, which has implications for business. "If you want to

promote American clothing in China, you need to create a lifestyle to convince them to buy rather than focus on a particular line of clothing," Shen says. "If they are open to the lifestyle, it will be easier to sell to them."

In today's global communication, even without visiting, people have access to other cultures. The Chinese have ready access to American movies and fast food. To determine if that exposure translated into interest in American brands Shen used two sets of scales to measure cultural acceptance.

One measured belief in traditional Chinese values such as having at least one son. The other, a cultural behavioral measure, related to events or behaviors such as celebrating only Chinese traditional festivals or celebrating American festivals like Christmas. "If a person has a high rank, they strongly believe in Chinese culture and you would expect them to favor Chinese clothing," she says. "That hypothesis was supported."

One topic that surfaced that may make American companies hesitant about the Chinese market is that respondents said that even if they like American clothing and had access to it, they wouldn't buy it because it's too expensive. But, as Shen points out, that shouldn't be enough of a barrier. "The answer is 1.4 billion people. If you just target five percent, it's still a huge market."

Another way to solve the

See **CHINA**, Page 4

Concert series features top performers in intimate setting

Sacramento area residents have an opportunity to hear world-class performers in a small, intimate setting during this spring's New Millennium Concert Series at CSUS. All concerts will be in the Music Recital Hall in Capistrano Hall.

The series features four concerts, including the Guarneri String Quartet, who subscription ticketholders can meet at a special post-concert reception.

The Guarneri String Quartet is widely recognized as one of the top string quartets in the world. They've performed around the world since their founding in 1964. They will perform at 8 p.m., Tuesday, April 8.

The series begins with a program that includes baroque and romantic favorites by several of the region's most popular performers – Claudia Kitka (soprano), Lorna Peters (harpsichord), William Barbini (violin), Deborah Pittman (clarinet) and Dan Kennedy (percussion), as well as a special appearance by the CSUS Faculty Brass Ensemble. The performance will be at 8 p.m., Sunday, Feb. 9.

The second concert will feature the dynamic violinist Ian

See **NEW MILLENIUM**, Page 2

MURKY MEETING – Recent fog added an eerie quality to the already quiet campus during winter break. These two braved the elements near Lassen Hall.



Photo/Frank Whittlatch

Pomo to lead School of the Arts

Roberto Pomo has been named interim director of the CSUS School of the Arts. The announcement was made Jan. 21 by William Sullivan, dean of the College of Arts and Letters.

Pomo joined the University in 1999 as chair of the University's department of theatre and dance and will continue in that capacity while he serves as interim director.

"Since his appointment in 1999, professor Pomo has given strong leadership to shaping the theatre arts curriculum and strengthening the department's engagement with performing

arts organizations throughout the Capital Region," Sullivan said.

Pomo earned his doctorate from the University of Utah, his master's degree from UC Davis and his bachelor's degree from Brigham Young University.

Included among the many honors he has received are two fellowships from the National Endowment of Humanities. The first was to the Center

for 20th Century Studies at the University of Wisconsin, Milwaukee and

the second was to the University of Puerto Rico in Rio Piedras.

In addition he has worked for the Sundance Institute. His most recent publication is an anthology of drama and theater

that includes theater history, criticism and film.

Pomo said the work of the See **ARTS**, Page 2



ROBERTO POMO

Hungarian ambassador to speak on global challenges

Andras Simonyi, Hungary's ambassador to the United States, will speak on "Facing Global Challenges Together: The New Trans-Atlantic Agenda" at noon, Wednesday, Feb. 5 in the University Union Hinde Auditorium.

The event is open to the public and admission is free.

Born in Budapest, Simonyi was a key player in preparing Hungary's membership to NATO. Simonyi, who speaks five languages including English, Dutch and German, is based in the Washington, D. C. embassy.

Simonyi's views on the importance of trans-Atlantic relations were evident in his remarks to President Bush upon his appointment as ambassador. At the ceremony where he received his letter of credence, Simonyi said, "The two sides of the Atlantic

cannot afford to drift apart, and as we build a new European security and defense policy, we will do our utmost to ensure that the process does not weaken but rather strengthens relations between Europe and America."

He also noted that Hungary and the United States worked closely together in Bosnia and that he feels continuing that cooperation can be an important force in combating terrorism.

Before being named ambassador to the United States in 2002, Simonyi served as the first Hungarian permanent representative on the NATO Council, where he represented Hungary during the Kosovo campaign. From 1995-99 he headed the Hungarian NATO Liaison Office in Brussels and was a member of the delegation negotiating Hungary's

accession into the Alliance.

He has also served as the deputy chief of mission at the mission of Hungary to the European Community and NATO in Brussels, deputy chief of mission in the Hague and as personal assistant to Hungary's present foreign minister, Laszlo Kovacs.

Ambassador Simonyi is a frequent lecturer on security issues, trans-Atlantic relations, military reform and NATO enlargement. He has published numerous articles on the accession process to NATO, trans-Atlantic relations and European security, and the war on terror.

Simonyi is a graduate of Karl Marx University, now Budapest University, with a doctorate in political science.

— Laurie Hall

professional activities

The CSUS Bulletin welcomes submissions to the Professional Activities Section from faculty, administration and staff. Items are run on a space available basis. They should be no longer than 75 words and may be submitted to bulletin@csus.edu or faxed to 278-5290.

scholarship

DOUG RICE, English, has published an introduction to *The Collected Works of Raymond Federman* in Polish. He has also had two new short stories, "Wspomnienie rzeczy przeszłych" and "Pokarm Prababki Mugwump," translated and published in the Polish journal *Portret*.

DAVID LEON, ethnic studies, is editor of *Latinos in Higher Education*.

S. K. RAMESH, electrical and electronic engineering, **ROSEMARY PAPAWEIS**, Center for Teaching and Learning, **RIC BROWN**, academic affairs, and Jim Fritch, Center High School, made a presentation titled "Power Up Your

Classroom" at the IEEE Deans Summit II: Fostering Campus Collaborations, in Miami on Jan 10. The presentation was based on CSUS' annual teachers workshop to assist K-12 educators in engineering and technology. The 2002 workshop was attended by 50 high school teachers and more than 80 middle school teachers from around the state.

in the news

DONIEL SOTO, theatre and dance, was on KMAX Ch. 31 "Good Day Sacramento" on Sept. 11 discussing his physical theater company Abandon Productions. He and his latest work, "?,", were mentioned in the Nov. 21 edition of *Sacramento News and Review*.

ROBERT FOUNTAIN, president's office, was quoted in a Aug. 30 *Sacramento Business Journal* article on the Sacramento housing market.

TIM HODSON, Center for California Studies, was quoted in a Aug. 22 *Aliso Viejo News* article on legislation to ban junk faxes.

KEN DEBOW, government, was quoted in Aug. 30 *Bakersfield Californian* and *Victorville Daily Press* articles on the gubernatorial race.

JACK GODWIN, global education, was quoted in a Sept. 6 *Sacramento Bee* article on post-Sept. 11 student travel.

ROBERT WASTE, public policy and administration, was quoted in a Sept. 1 *Sacramento Bee* article on affordable housing. He was also quoted in a Sept. 13 *Sacramento Business Journal* article on regional tax sharing efforts.

HELENE BURGESS, psychology, was quoted in articles on attitudes about local traffic problems in the Sept. 2 *Sacramento Bee* and the Aug. 14 *Grapevine Independent*.

JOANNE MARROW, psychology, was quoted in a Sept. 2 *Sacramento Bee* article on attitudes about local traffic problems.

BARBARA O'CONNOR, communication studies, was quoted in an Aug. 30 *Los*

Angeles Times article on ethics charges in the governor's race. She was quoted in the Sept. 3 issues of the *San Ramon Valley Times* and the *West County Times* on Democratic political adviser Garry South.

STEPHEN BROCK, special education, rehabilitation and school psychology, was quoted in a Sept. 9 *Sacramento Bee* article on the emotional impact of current events on young students. He was also quoted in an Aug. 31 *Tracy Press* article the state budget deadlock.

ROSALIE AMER, humanities and religious studies, was quoted in a Sept. 7 *Sacramento Bee* article on Muslim concerns on the anniversary of the Sept. 11 terrorist attacks.

MOE STEPHENS, student activities, was on KCRA Channel 3 on Sept. 13 talking about Greek organizations' rush activities.

SUZANNE O'KEEFE, economics, was quoted in a Sept. 1 *Sacramento Bee* article on local salary rates.

ANDREW LUCHANSKY, music, was featured in an article in the September *Sacramento Magazine*.

JAMES HERNANDEZ, criminal justice, was featured in a Sept. 5 *East Sacramento News* article on street gangs.

AYAD AL-QAZZAZ, sociology, was quoted in a Sept. 5 *Sacramento News and Review* article on the Sacramento's Muslim community's response to the Sept. 11 terrorist attacks.

LAURIE BISSETT GRADY, student health center, was quoted in a Sept. 11 *Sacramento Bee* article on the aftermath of the Sept. 11 terrorist attacks.

DUANE CAMPBELL, bilingual/crosscultural education, had a letter published in the Sept. 7 *Sacramento Bee* regarding Gov. Gray Davis' record on farm worker issues.

Professor chairs panel at White House conference

CSUS communications professor Barbara O'Connor chaired one of two sessions last week at a White House conference on technological literacy.

The Jan. 24 conference featured leaders in business, education and public policy, including Shelley Hymes, director of the White House Office of the 21st Century Workforce and Bruce P. Mehlman, assistant secretary of the Department of Commerce's Office of Technology Policy.

O'Connor's session was on strategies for achieving "21st Century literacy" – broad-based

skills in information and communication technologies.

O'Connor recently led efforts to develop a framework for testing technological literacy on behalf of Educational Testing Service, which has developed widely used tests such as the SAT and the Graduate Record Examinations. The eventual test will be much like current international tests used to compare students in math and science competency. ETS hopes to begin administering the tests in 2004.

More information about the conference is at www.ictliteracy.info.

New Millenium

Continued from page 1

Swensen and internationally-acclaimed pianist Gil Kalish. Swensen, who recently joined the CSUS faculty, is one of the few musicians to have been awarded top prize in both the International Violin Competition and the International Chamber Music Competition of the prestigious Walter W. Naumburg Foundation. Kalish was a member of the Boston Symphony Chamber Players and director of the Tanglewood Music Festival for nearly 30 years, and has appeared with many of the world's finest musicians, including the Juilliard String Quartet and Dawn Upshaw. They will

perform at 8 p.m., Sunday, March 16.

The series concludes with Richard Stoltzman (clarinet) and Lukas Foss (composer/piano). This "European Connection" concert brings together two of the world's most sought-after performers in a rare visit to the West Coast. They will perform at 8 p.m., Saturday, May 3.

Individual concert tickets are available for \$15 to \$25. A subscription for all four concerts is \$60, and includes a post-concert reception with the Guarneri String Quartet. Tickets are available from the CSUS Ticket Office at (916) 278-4323.

Administrative reviews set

Three campus administrators will be reviewed this year as part of a campus policy which requires a thorough review for certain administrators every five years in addition to annual performance evaluations.

The administrators to be reviewed this year are Marion O'Leary, dean of the College of Natural Sciences and Mathematics; Felicenne Ramey, dean of the College of Business Administration; and Alice Tom, dean of the College of Continuing Education.

The review will involve both campus and community evaluations, and will be coordinated by the Committee for Administrative Review. The committee's

report to the President will be discussed with the administrator being reviewed as well as that person's supervisor. The evaluation is the basis for setting long-term and short-term goals and objectives.

Faculty and staff who will participate in the review will receive an e-mail from the IDEA Center requesting participation in a survey. Completed evaluations must be submitted by e-mail by Friday, Feb. 7.

More information is available by contacting David Wagner, dean of faculty and staff affairs, at 278-6078, or William Sullivan, dean of the College of Arts and Letters, at 278-7674.

Arts

Continued from page 1

University and the School of the Arts "is fully committed to vibrant, artistic participation throughout Sacramento and the region. We continue to make significant connections for our students in forming liaisons, internships and other professional opportunities. It is a tribute that so many members of the artistic community in this area are graduates of this University. We have a rich past and an exciting future."

The appointment of Pomo follows the resignation of Rollin Potter as director of the School of the Arts. Potter was the founding director and

shaped its structure both in internal and external relationships. Potter joined the University in 1990 as chair of the department of music. Potter plans to assume new responsibilities outside of the area in arts administration.

The School of the Arts was founded in the spring of 2000 to coordinate and strengthen the University's strong commitment to the arts. It brought together the departments of art, design, music, and theatre and dance. More than 100 professors and nearly 1,000 majors are involved in a coordinated arts community on campus.



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TO SUBMIT MATERIAL FOR
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The CSUS Bulletin is published on Mondays of the academic year. Campus news may be submitted by e-mail to bulletin@csus.edu or may be delivered on disk or paper to Public Affairs, Sacramento Hall Room 215, campus mail code 6026. Deadline for all materials is 10 a.m. on the Wednesday before publication. Items will be published on a space available basis and are subject to editing. Writing should be in news style, short and direct. For inquiries call (916) 278-6156.

Speakers, dance and music during Black History Month

The campus has planned a series of events to observe Black History Month. February was officially designated for the national celebration because both Frederick Douglass and Abraham Lincoln were born within the month.

The month kicks off early with a visit from Ed Gordon, the multi-talented producer, writer, and broadcaster who hosts "BET Tonight." Gordon, who interviewed former Senate Majority Leader Trent Lott last month, will speak at 7:30 p.m., Thursday, Jan. 30 in the Union Ballroom. Tickets are \$12 general admission and \$7 for students.

Other highlights include an

explosive dance performance by Step Afrika USA at 7:30 p.m., Feb. 6 in the Union Ballroom. The percussive dance ensemble showcases the African American fraternity and sorority art of "stepping" and its links to dance traditions around the world. Tickets are \$10 for general admission and \$7 for students.

Other musical events include the "History of Gospel Music" at 11:45 a.m. on Thursday, Feb. 20. Reggie Graham will deliver a lecture and performance in the Union Hinde Auditorium. Graham is a local jazz musician and the music director for the New Testament Baptist Church in Sacramento. The

energetic keyboardist has performed in concert with artists including Dizzy Gillespie. This is a free event.

At 8 p.m. Feb. 19-22, 27 and 28 in Solano Hall's Dancespace, dance and theater professor Linda Goodrich and Sacramento Black Art of Dance, also known as S/BAD, will present their "Heritage" dance concert. Tickets are \$13 general, \$11 for students and \$8 for children.

There are also several speakers scheduled. "Cosby Show" actor Malcolm-Jamal Warner will share his poetry and commentary at 7:30 p.m., Feb. 20 in the University Ballroom. General admission is \$10 and student admission is \$5.

Equilla Lake, the director of psychological counseling services at the University is giving a discussion titled "The African American in Black and White: 20th Century Race Psychology Revisited" at noon, Wednesday, Feb. 19 in the Union Delta Suite.

The organization AFRICA, Africans for Re-education, Innovation, Consciousness and Achievement, will also host a series of workshops and forums focusing on the local black community all day Sunday, Feb. 2. For information call (916) 421-4598.

For more information about Black History Month contact the Cooper-Woodson College Enhancement Program at (916) 278-5363

or see the schedule listed below. For ticketed events call the CSUS Ticket Office at (916) 278-4323.

Thursday, Jan. 30

"The National Political Agenda and the Community of Color," Ed Gordon, host of BET Tonight, 7:30 p.m., University Union Ballroom. \$12 general/\$7 students. Tickets at CSUS Ticket Office (916) 278-4323 or at Tickets.com at (916) 766-2277.

Wednesday, Feb. 5

"Reconstructing Dubois' Double Consciousness as Political and Cultural Stasis," Ricky Green, CSUS ethnic studies professor, noon, Union Delta Suite. (916) 278-5363.

Thursday, Feb. 6

Step Afrika USA!, percussive dance, 7:30 pm, Union Ballroom, \$10 general/\$7 students. Tickets at CSUS Ticket Office (916) 278-4323 or at Tickets.com at (916) 766-2277.

Thursday, Feb. 12

Lecture and photo journal exhibition, 2002 Summer Fulbright-Hayes Seminar in Uganda, noon, Union Delta Suite. (916) 278-5363.

Wednesday, Feb. 19

"Heritage," S/BAD dance concert, directed by Linda Goodrich, 8

p.m., Dancespace in Solano Hall 1010. Tickets \$13 general/\$11 student/\$8 child. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277. Performances Feb. 19-22, 27-28, March 1.

"The African American in Black and White: 20th Century 'Race' Psychology Revisited," Equilla Luke, director of CSUS psychological counseling services, noon, Union Delta Suite. (916) 278-5363.

Thursday, Feb. 20

Malcolm-Jamal Warner, actor and poet, 7:30 pm, Union Ballroom. Tickets \$10 general/\$5 CSUS students. Tickets available at CSUS Ticket Office (916) 278-4323 or at Tickets.com at (916) 766-2277.

Wednesday, Feb. 26

"History of Gospel Music," lecture and performance by Reggie Graham, 11:45 a.m. - 1 p.m., Union Hinde Auditorium. (916) 278-6997.

"Don't Just Stay in the Pack: Move Ahead," Taiwo Jaiyeoba, president of Winnerspath International, noon, Union Delta Suite. (916) 278-5363.

— Terry Filipowicz



Pictured: (clockwise) Ed Gordon, S/BAD, Malcom-Jamal Warner

Talking locally, thinking globally

Representatives from five nations will talk about the "The Global Environment in Sacramento" during the Melvin and Audrey Shore Endowed Lecture Series from noon to 1:30 p.m., Tuesday, Feb. 4, in the Union Hinde Auditorium. The lecture is free and open to the public.

The panel will focus on international trade issues and how they relate to Sacramento and California. The guest panelists include: Donald Carlton Burns, consul general, Austria; Edward J. Hurley, M.D., consul, New Zealand; Jane R. Wheaton, honorary consul, France;

Anthony Virgadamo, vice consul general, Italy; and Jose Luis Soberanes Reyes, consul general, Mexico.

The Melvin and Audrey Shore Endowed Lecture Series on International Trade was established at CSUS by citizens, civic leaders and businesses of Northern California. It honors Melvin Shore's 37 years of outstanding and distinguished service in advancing international trade and his contributions in developing and directing the Port of Sacramento.

For more information, contact Thomas Matlock at 278-6578.

news digest

LAW SCHOOL SESSIONS

Representatives from UC Davis School of Law will be on campus in coming months to offer a series of information sessions for students in coming months.

A general session will be at 1 p.m., Wednesday, Feb. 5 in the University Union Summit Room. Individual sessions can be arranged during the hours of 10 a.m. to 2 p.m. on Feb. 11, March 18 and April 8. Students interested in an individual session should call the government department at 278-6202 to set up an appointment.

Details: (530) 754-7776

SALARY INFO

Faculty and staff affairs has posted new information about staff salary procedures on the web at www.csus.edu/fas/classif.htm.

The two documents are on "Represented Staff General Salary Guidelines" and "Represented Staff Additional Compensation Guidelines." They have details about staff salary adjustments methods which are provided in various Memorandums of Understanding. They also have information on the procedure to use for requesting such adjustments, including those involving in-range progressions.

Details: faculty and staff affairs at 278-6078

30-Year Profile

If Judy Evey hadn't gotten pregnant in the early 1970s she might never have found her way to CSUS.

"In those days, they let you go," she recalled. Her employer, Firestone Tire and Rubber, told her that it could not accept the potential liability of having a pregnant woman working for it, so it handed her a pink slip and ushered her out the door.

"I had my baby and then I had to go out and find a job," she said. The job she found was as a purchasing clerk for the CSUS Foundation. It was 1971, and 31 years later she is still working for the Foundation, now as a grants and contracts specialist.

"I love it here," she said. "It's the best place in the world to work and I get to work with the faculty, the staff and the students."

She administers the grants and contracts the University, its faculty, staff and students have received. It means reviewing a lot of contracts and then keeping the grant or program recipients informed and about the things they must do to maintain their funding such as reporting results at certain times or making sure their budgets stay in line with the program parameters.

"We take over once a grant has been awarded," she said. "Everything has to be in compliance with the requirements and the budget."

That means she gets a birds-eye view of a lot of "neat" projects.



JUDY EVEY

One of her favorite projects was the development of a robotic vehicle for Caltrans. The College of Engineering received a grant to develop robotic lead- and follow-trucks for the state highway department. The trucks are a safety measure for road crews designed to shield workers from traffic.

"To see it developed from scratch was wonderful," Evey said. "It was a win-win situation for everyone." The proto-

type has been turned over to Caltrans for development.

In her spare time, Evey likes to cook.

"I like to cook gourmet food," she said, adding that fish dishes are her specialty. But, in addition to enjoying what she serves up, she finds the process relaxing.

"It's therapeutic," Evey admits with a little laugh. "I get home and I start chopping things up with a really big knife."

Part of her interest in cooking was prompted by her two encounters with cancer she's tested negative since her last surgery four years ago. The experience, though, gave her pause.

"It does change your outlook," she said. "Some things become less important and some things become more important."

Since her diagnosis she's looked for ways to live a healthier lifestyle as well as reduce the stress, including trimming back on some of the extra hours she put in at work.

But that's hard, because she really loves what she does.

"I'm lucky," she said, "because I have a very interesting job."

All events are free unless otherwise noted. For additional information visit www.csus.edu/events or call (916) 278-6156.

ongoing

“Post Flesh, Visualizing the Techno-Self,” art exhibit, 10 a.m. - 4 p.m., Tuesdays - Saturdays, University Library Gallery. (916) 278-4189. Continues to March 21.

thursday, jan. 30

Women’s Basketball vs. Montana State, 7:05 p.m., Hornet Gym. Tickets \$6 adults/\$5 alumni association members/\$4 non-CSUS students, seniors and children 6-12/CSUS students and children under 5 free. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277.

“The National Political Agenda and the Community of Color,” Ed Gordon, host of BET Tonight, 7:30 p.m., University Union Ballroom. \$12 general/\$7 students. Tickets at CSUS Ticket Office (916) 278-4323 or at Tickets.com at (916) 766-2277.

friday, jan. 31

Lenaea Festival, one-act plays, monologues and duets by more than 1,000 West Coast high school students, Friday 1 - 10 p.m., Saturday 8 a.m. - 10 p.m., Sunday 8 a.m. - 5 p.m. \$10 weekend pass/\$5 day pass. Passes available at the University Theatre Box Office in Shasta Hall. (916) 278-6368. Performances Jan. 31, Feb. 1 and Feb. 2.

saturday, feb. 1

Women’s Basketball vs. Montana, 7:05 p.m., Hornet Gym. Tickets \$6 adults/\$5 alumni association members/\$4 non-CSUS students, seniors and children 6-12/CSUS students and children under 5 free. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277

In memorium

Paul Weston, who chaired the CSUS criminal justice program during a period of strong growth from 1968 to 1971 and continued to teach until retiring in 1980, has died. A memorial service was held at Calvary Cemetery Chapel in Citrus Heights on Jan. 24. Weston was a prolific author who began writing during his career with the New York Police Department. He eventually published 29 books on criminal justice topics. Remembrances may be sent to the Paul B. Weston Scholarship Fund, 5049 San Marque Circle, Carmichael, CA 95608.

PLAY TIME

High school students will take center stage during the 46th annual Lenaea Festival, Jan. 31 to Feb. 1.

The event is the largest high school drama event of its kind in the nation. It features three days of one-act plays, monologues and duets by more than 1,000 high school students from all over the West Coast. The plays include original, student-written scripts.

The students perform in front of professionals, university professors, parents and the general public. Their work is critiqued, and awards are given for outstanding work in acting, directing, writing, design and production.

Eleven CSUS venues will be used throughout the festival. Friday events are from 1 to 10 p.m., Saturday events are 8 a.m. to 10 p.m., and Sunday events are 8 a.m. to 5 p.m.

The festival takes its name from the ancient Greeks, whose Lenaea Festival emphasized comedy. It began at CSUS in 1957 as a way to get CSUS involved with the community and local high school drama departments.

In 1998, the Lenaea Festival received the Northern California Educational Theatre Association award for “Excellence in Theatre Education.” In 1999, the California Alliance of Arts Education honored it for “Exceptional Contributions to Arts Education.”

Weekend passes for the event are \$10 and daily passes are \$5. Passes and daily program information will be available on the day of the event in the University Theatre box office in Shasta Hall.

More information is available at www.lenaea.com.



Baseball vs. Alumni, 2 p.m., Hornet Field. Tickets \$5 adult/\$4 seniors and non-CSUS students/\$2 children ages 6-12/CSUS students with ID and children under 5 free. Tickets at the event. Season tickets available at (916) 278-4590.

Lenaea Festival, one-act plays, monologues and duets by more than 1,000 West Coast high school students, Friday 1 - 10 p.m., Saturday 8 a.m. - 10 p.m., Sunday 8 a.m. - 5 p.m. \$10 weekend pass/\$5 day pass. Passes available at the University Theatre Box Office in Shasta Hall. (916) 278-6368. Performances Jan. 31, Feb. 1 and Feb. 2.

“Celebrating the Year of the Ram,” Sixth Annual Chinese New Year Festival, 11 a.m. to 10 p.m., University Union. Donation \$3 general/\$1 children under 12.

sunday, feb. 2

Chamber Music Society, 7:30 p.m., Music Recital Hall in Capistrano Hall. \$20 general, \$15 senior, \$10 student. Tickets at CSUS Ticket Office (916) 278-4323 or at Tickets.com at (916) 766-2277.

Lenaea Festival, one-act plays,

monologues and duets by more than 1,000 West Coast high school students, Friday 1 - 10 p.m., Saturday 8 a.m. - 10 p.m., Sunday 8 a.m. - 5 p.m. \$10 weekend pass/\$5 day pass. Passes available at the University Theatre Box Office in Shasta Hall. (916) 278-6368. Performances Jan. 31, Feb. 1 and Feb. 2.

monday, feb. 3

Men’s Tennis vs. Portland State, TBA, Rio Del Oro Raquet Club. (916) 278-6481.

tuesday, feb. 4

Baseball vs. Pacific, 2 p.m., Hornet Field. Tickets \$5 adult/\$4 seniors and non-CSUS students/\$2 children ages 6-12/CSUS students with ID and children under 5 free. Tickets at the event. Season tickets available at (916) 278-4590.

“The Global Environment in Sacramento,” representatives from five nations discuss international trade, Melvin and Audrey Shore Endowed Lecture Series, 1:30 p.m., University Union Hinde Auditorium. (916) 278-6578.

wednesday, feb. 5

“Facing Global Challenges Together: The New Trans-

Atlantic Agenda,” Hungarian Ambassador Andras Simonyi, noon, University Union Hinde Auditorium. (916) 278-6997.

“Reconstructing Dubois’ Double Consciousness as Political and Cultural Stasis,” Ricky Green, CSUS ethnic studies professor, noon, University Union Delta Suite. (916) 278-5363.

thursday, feb. 6

Step Afrika USA!, percussive dance, 7:30 pm, University Union Ballroom, \$10 general/\$7 students. (916) 278-6997.

Men’s Tennis vs. UC Davis, 2 p.m., Rio Del Oro Raquet Club. (916) 278-6481.

saturday, feb. 8

Men’s Basketball vs. Northern Arizona, 7:05 p.m., Hornet Gym. Tickets \$10 reserved/\$6 general/CSUS students and children under 5 free. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277.

Baseball vs. Cal State Stanislaus, 1 p.m., Hornet Field. Tickets \$5 adult/\$4 seniors and non-CSUS students/\$2 children ages 6-12/CSUS students with ID and children under 5 free. Tickets at

the event. Season tickets available at (916) 278-4590.

“Simply Enchanting: A Tribute to Richard Rodgers and Oscar Hammerstein II,” 8 p.m., proceeds to benefit the Gerard A. Larson Scholarship Fund. Suggested donations \$15 general/\$5 students. Tickets at the door. Performances February 8-9.

sunday, feb. 9

Men’s Tennis vs. Hawai’i, 1 p.m., Rio Del Oro Raquet Club. (916) 278-6481.

Baseball vs. Cal State Stanislaus, 2 p.m., Hornet Field. Tickets \$5 adult/\$4 seniors and non-CSUS students/\$2 children ages 6-12/CSUS students with ID and children under 5 free. Tickets at the event. Season tickets available at (916) 278-4590.

“Simply Enchanting: A Tribute to Richard Rodgers and Oscar Hammerstein II,” 2 p.m., proceeds to benefit the Gerard A. Larson Scholarship Fund. Suggested donations \$15 general/\$5 students. Tickets at the door. Performances February 8-9.

Opening Gala with CSUS Faculty All Stars, New Millennium Concert Series, 8 p.m., Music Recital Hall in Capistrano Hall. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277.

monday, feb. 10

Undergraduate and Graduate Art Awards Show, noon - 4:30 p.m., Monday - Friday, Robert Else Gallery, Kadema Hall. (916) 278-6166. Reception, 5 - 6:30 p.m., Feb. 13. Exhibit continues to March 7.

tuesday, feb. 11

“Government in the Global Economy,” global business education symposium, keynote speaker Lon Hatamiya, California secretary of trade and commerce, 8 a.m. - 6:30 p.m., various rooms and floors in the University Union. For specific times and locations, visit www.csus.edu/mgmt/gbes.

wednesday, feb. 12

“All But Dissertation,” open forum/brown bag discussion, noon-1 p.m., Library 4026. RSVP at (916) 278-5945 or e-mail ctl@csus.edu.

Lecture and photo journal exhibition, 2002 Summer Fulbright-Hayes Seminar in Uganda, noon,

faculty senate

■ **Tuesday, Jan. 28**
3 p.m., Executive Committee

■ **Monday, Feb. 3**
2 p.m., Committee on Diversity and Equity (CODE) (tentative)
3 p.m., General Education Policies/Graduation Requirements Committee (tentative)

All meetings are in Sacramento Hall 275 unless otherwise noted.

China

Continued from page 1

problem is for U.S. companies to hire contractors and facilities in China but carry the American brand, she says. Some companies are already in the Asian region, such as Levi, Calvin Klein and Nike. “Chinese people will buy the American brand, even if it’s made in China,” she says.

Now that China has joined the World Trade Organization,

Shen expects dramatic changes, which represent a wonderful opportunity for America. An upcoming research project will have her working with business professors Craig Kelley and Joseph Richard to study the Chinese market after China’s entry into the WTO.

– Laurie Hall