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 3,009 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 communications, 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.”

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Another way to solve the
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 csusbulletin@csus.edu or faxed to 778-2590.

DOUG RICE, English, has published an introduction to The Collected Works of Raymond Federman in Polish. He has also had two new short stories, “Wizarnicke wyzwy przyszłych” and “Pokarm Przabiski 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 electronics engineering, and RAYMOND PAPALEWITZ, Center for Teaching and Learning, presented on faculty affairs, and Jim Fitzch, Trinch 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, “8,” 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 affordable housing.

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, psychol., was quoted in articles on attitudes about local traffic problems. A Sept. 24 article in the Sacramento Bee.

BARRIE TAYLOR, Sacramento education, was quoted in a Aug. 24 article in the Sacramento Bee.

Professor chairs panel at White House conference

CSUS communications profesor 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. Mehmlan, 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.

New Millenium Continued from page 1

Svensen and internationally-acclaimed conductor Gil Kalin, Swensen, who recently joined the CSUS faculty, is one of the few musicians to have been awarded top prizes in both the International Violin Competition and the International Chamber Music Competition of the prestigious Walter W. Naumburg Foundation. Kalin 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 and their contemporary connections for our students in forming liaisons, internships and other profes- sional relationships. The concert is a tribute to those many members of the artistic community in this area who are graduates of this Universi- ty. 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 report to the President will be discussed with the ad- ministrator 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 evalua- tions must be submitted by e-mail by Friday, Feb. 7.

More information is avail- able 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.

Administrative reviews set

Three campus administra- tors 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 per- formance evaluations.

The administrators to be reviewed this year are Marion O’Leary, dean of the College of Natural Sciences and Math- ematics; 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 evalu- ations, and will be coordinated by the Committee for Adminis- trative Review. The committee’s

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 profes- sional relationships. The concert is a tribute to those many members of the artistic community in this area who 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 relations- ships. Potter joined the Uni- versity in 1990 as chair of the department of music. Potter plans to assume new responsi- bilities outside of the area in arts administration.

The Arts was founded in the spring of 2000 to coordinate and strengthen the University’s strong com- mitment to the arts. It brought together the departments of art, design, music, and theatre and dance. More than 100 profes- sors and nearly 1,100 majors are involved in a coordinated arts community on campus.
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 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 Africa 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 11:30 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 Ensemble, also hosts “BET Tonight,” 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” 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 Laker, director of psychological counseling services at the University is giving a discussion on the African American in Black and White. 20th Century Race Psychology Revisited” at noon, Wednesday, Feb. 19 in the University Suite. The organization AFRICA, Africans for Re-education, Innovation, Conservation and Infrastructure development, will also host a series of workshops and forums focusing on the local black community all day Sunday, Feb. 21. For information call 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, 11:45 a.m. - 1 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. Performances Feb. 19-22, 27-28, March 1.

**Wednesday, Feb. 5**
*Reconstructing Dubsos’ Double Consciousness as Political and Cultural Stavis,* Ricky Green, CSUS ethnic studies professor, noon, Union Delta Suite. (916) 278-5363.

**Wednesday, Feb. 6**
*Step Africa USA, percussive dance,* 7:30 pm, Union Ballroom, $10 general/ $9 students. Tickets at CSUS Ticket Office (916) 278-4323 or at Tickets.com at (916) 766-2277.

**Wednesday, Feb. 12**

**Wednesday, Feb. 19**

**Tuesday, Feb. 20**
*Malcolm-Jamal Warner,* actor and poet, 7:30 p.m., Union Delta Suite. (916) 278-5363.

**Wednesday, Feb. 26**
*“History of Gospel Music,*” lecture and performance by Reggie Graham, 11:45 a.m. - 1 p.m., Union Hinde Auditorium. (916) 278-5365.

**Thursday, Feb. 5**
*“Don’t Just Stay in the Pack: Move Ahead,”* Touwo Jayeobis, president of Winnerspath Interna- tional, noon, Union Suite. (916) 278-5363.

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PLAY TIME

High school students will take center stage during the 48th annual Lenaea Festival, Jan. 31 to Feb. 2. 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, and parents in the general public. Their work is critiqued, and awards are given for outstanding work in acting, directing, writing, design and production.

Lenaea Festival 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 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.

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“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.

“Opening the 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) 278-6737.

“Facing Global Challenges Together: The New Trans-Pacific Partnership,” art exhibit, 10 a.m. to 6:30 p.m., various rooms and floors in the University Union. For specific times and locations, visit www.csus.edu/mgnt/tpc.

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