New study finds harmful E. coli in Sacramento beef

Back away from that burger – unless you’ve taken its tempera-
ture. Locally purchased ground beef shows occurrences of a
toxic form of E. coli, says Susanne Lindgren, a CSUS medi-
cal microbiologist and biological sciences professor.

As part of a recent study, Lindgren and graduate student
Julie Oliver tested 200 samples of ground beef from a variety of
Sacramento-area outlets – from high-end grocery chains to ware-
house stores. They found an 11 percent positive rate of the
strain of enterohemorrhagic, or EHEC, in the meat.

“Obviously people want
money for its exchange value, but until you know what it is, it’s
not about the money; the dollar amount represents something
else,” she said. People attuned to the
symbolic value of money are looking for things beyond sheer
wealth.

“They want status, they want
power, they want to feel they’re successful and they have
achieved.” In work organizations, money often symbolizes these
attributes, she said.

While many management
gurus talk about increasing employee performance through a
variety of non-cash rewards, Mickel said money is still the
most commonly used incentive by employers. As a result, under-
standing the motivational aspects of money is essential for or-
ganizations seeking to improve employee performance.

“How does an organization
distribute money and what is its symbolic value?” she asked. For
example, a company may offer cash bonuses for meeting certain
goals, but who is eligible for the bonuses and how they are
awarded can influence the sym-
bolic value of the money. “If
cash rewards are given to high
performing employees by the
CEO in a ceremonial fashion—
that money has a lot of mean-
ing,” she said.

But, she noted, while money is
an incentive for a lot of people, it does not motivate everyone.

“A lot of the time there’s this
blanket statement that money
motivates, but people have very
different attitudes about money,” she said. “People want other
things, too, such as feedback or recog-
nition.”

Depending on their prefer-
ences, people who have different
attitudes toward the value of
money also tend to migrate

Money, the old saying goes,
can’t buy you happiness. But for
many it can buy a sense of
achievement, status and power.

“It’s an instrument people use
to make social comparisons,”
according to Amy Mickel, pro-
fessor of organizational behavior
and human resource manage-
ment. Her research findings sug-
gest that some people use money
as a scorecard to determine their
level of success as well as to
judge their status in comparison to
others.

“The good news, Lindgren
says, is that consumers can pro-
tect themselves from potential
illness by following safe food
preparation procedures, includ-
ing thoroughly cooking ground
beef. “We need to educate con-
sumers to handle food well. I
think its unrealistic to expect
food to be EHEC-free,” she says.

“Not all bacteria are bad. E.
coli is the number one aerobic
bacteria in our intestines and
there are more good E. coli in
the world than bad,” Lindgren
points out. Meat can contain as
much as 100,000 bacteria per
gram before it is cooked. “Look,
it’s there. It may not be EHEC
but until you know what it is, it’s
a good idea to follow the guide-
lines.”

Lindgren’s and Oliver’s analy-
sis of the ground beef involved
looking for the gene of an EHEC
toxin in each sample. “With this
method, you can get really low
levels of detection,” Lindgren
says.

The next phase of the project
will be to try to reduce the viability
of the pathogen. “We want to
see what conditions it can
survive in,” Lindgren says. “We
know heat kills it. And the level
drops if you stick it in the freezer
but it’s still infectious.”

— Laurie Hall

Students, policymakers to
tackle standardized testing

California high school stu-
dents and state legislators will
talk about whether standardized
testing has gone too far, at a town
hall meeting scheduled for 11
a.m. to noon, Thursday, March
21 at the State Capitol room 1170
(governor’s press room).

The event is sponsored by
the LegSchool Project, an award-
winning civic education project
of CSUS and the State Legisla-
ture, administered by the Center
for California Studies. It’s titled
“Testing One, Two, Three: Is
Testing in California Pushing
Students Too Far?”

Panels will include members
of the State Assembly and the
State Senate, as well as the 10
students who won the LegSchool
essay contest this year. Hundreds
of other students in California
will view the meeting live on the
California Channel or on video-
tape.

They will discuss the long list
of standardized tests taken by

Prof explores hidden
meanings of money

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**Kinesiology**

**Nursing,**

was also appointed to a three-year term on the board of trustees for the Sacramento Medical Foundation which oversees regional blood banks.

**Susan Proctor**, nursing, received a special award from the California School Nurse Organization in honor of her more than 25 years of “going above and beyond” to advance school nursing and the health of school children in California.

**Gloria Solomon**, kinesiology and health science, was elected chair of the scholarly and creative activity section of the Western Society for the Physical Education of College Women.

**Grants**

**Melinda Seid**, kinesiology and health science, received a $3,500 grant for WAVE Camp 2002 from the CAHPERD Foundation.

**Scholarship**

**Tom Hutson** and **Val Smith**, communication studies, have had a paper titled “A Comparison of Thai and U.S. American Willingness to Communicate” accepted for publication in the Journal of Intercultural Communication Research.

**George Joguanatos**, economics, completed a year-long project in conjunction with which proposed restructured equipment rental rates to save the state at least $1 million annually.

**Betty Ronayne**, library, had her article, “Libraries at the End of ‘Russia’” accepted for publication in the spring issue of World Libraries.


**Sue Crotte**, criminal justice, will have a criminology theory reader entitled Criminological Theories: Bridging the Past to the Future published by Sage Publications in March.

**Stanislaus Dunden**, philosophy, had an article “Nuclear Power, A Challenge to Non-utilitarian Ethics” included in a new anthology related to medical ethics entitled The Doctrine of the Double Effect, published by the University of Notre Dame Press.

**Kathy Martinez**, recreation and leisure studies, gave a presentation to 250 AmeriCorps Civilian Community Corps members titled “Balancing Life” on Jan. 7.

**Carol Stensrud**, recreation and leisure studies, presented seminars at several locations in New Zealand in September and October. She presented “Inclusive Arts” at the Arts Education Network in Auckland, at a public seminar at Otago Polytechnic Institute in Dunedin, and at the Human Sciences Division Research Seminar Series at Lincoln University. She also co-presented “Therapeutic Recreation in Community Settings – Benefits and Potentials” at the New Zealand Recreation Association Annual Conference, in Christchurch.

**Jim Hernandez**, criminal justice, recently gave a presentation for the Yolo County public defender on issues related to the growth of Hispanic gangs in Northern California.

**Larry Hannah**, Mike Mendoza, and Bruce Mcvicker, teacher education, served as senior editors for the International Society for Teacher Education’s latest publication, NETS•S Curriculum Series – Multidisciplinary Units for Grades 3–5.

**Arthur Williamson**, history, will address the Renaissance Society on the topic “Terrorism in its Shifting Cultural Context: The Sacralization of Violence and the Decline of Politics” on April 12.

**Akbar Dhami**, kinesiology and health science, was the guest editor of the latest edition of the journal “The Health Education Monograph.”

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**ERNEST G. OLSON,** recreation and leisure studies, has been elected to membership in the American Leisure Academy. The academy was organized to honor individuals that are nationally recognized as having made significant scholarly contributions to the field of recreation and leisure studies. He will be inducted at the annual meeting on April 12 in San Diego.

**ROBYN NELSON,** nursing, has been appointed to the new Nurse Workforce Advisory Committee established by the Board of Registered Nurses. The committee is recommended strategies, address work force disparities and guide projections for the nursing workforce in the state. Nelson

**Scots Model,** kinesiology and health sciences, received a $3,500 grant for WAVE Camp 2002 from the CAHPERD Foundation.

**Dong Shen** — Dong Shen is reaching across campus and into the community to bring together experience, service and learning.

Shen came to the family and consumer science department at CSUS last spring to teach fashion marketing, textile and retail courses. “There is a lot of potential and I know I can do something here,” Shen says.

As part of that something, Shen brings guest speakers from the community into her classes. “They are up-to-date and understand real life business,” said Shen. “It allows us to learn more.”

Not only does Shen bring the community to her students, she takes her students to the community. Class projects include setting up and analyzing front window displays at the mall and submitting retail reports back to store managers.

“Besides teaching, the research and service are very exciting,” Shen said. “I want us to see a much bigger picture. This happens when the students go outside to the community and the community comes inside to the classroom.”

Shen sees other benefits from work in the community. “Whenever I go to a community meeting, I’m representing CSUS,” said Shen. “It is exciting to combine my knowledge with service and promote the university at the same time.”

After teaching at the Ohio State University, where the classes are much larger than those as CSUS, Shen now has the chance to know her students. “I feel teaching here is so enjoyable, so much fun,” said Shen. “The students are really sweet and friendly. I feel like I’m one of their friends. The students are impressive. They ask insightful questions and are very interested in the discussions.”

Shen likes to encourage class interaction so the students can share their varied experience. “My students have very different experiences, some have worked in retail for years while others are new to this area,” Shen says. “I feel I have all the answers — that’s why I have an open forum.”

**Brennan Murphy** — From Broadway to the Kennedy Center, from Lincoln Center to the Dorothy Chandler Pavilion, Brennan Murphy has acted in more than 100 theatrical productions and now he brings his professional experience to CSUS.

Murphy joined the CSUS faculty in August as a professor in the theatre and dance department. He is also the new head of acting studies for the department.

“A strong acting technique is essential and is the cornerstone to starting a career in any area of performance,” he says. “Often, young actors don’t have a technique to support their work. I am developing a detailed acting program so that at the end of four years, the students will have a solid foundation from which to work.”

Of course, even after four years a student’s training is far from over, but such is the actor’s life, Murphy says.

“I like to think of it as getting their driver’s license, and now they have to go out and learn to drive,” he says. “Actors need to master their voice, body and imagination and that is a lifetime commitment.”

A master of fine arts graduate of the Yale School of Drama, Murphy grew up in Seattle, which he says helps him form a close set environment.

“Growing up in the Northwest, I really like what the area has to offer, from the Sierra to San Francisco.”

Before coming to CSUS Murphy worked as an actor in New York City for nearly 20 years and he was the head of voice and acting programs at the University of Illinois from 1998 to 2002. Murphy also spent a year, teaching and taking classes, at the Central School of Speech and Drama in London. He brings his experiences to the classroom to help stretch the students’ ideas of theatre.

“I like to expose the students to absolutely everything I can,” he says, “especially the plays that are currently being written and produced, as well as the classics. I want the students to understand how a play mirrors current events from the period in which it was written. We really do get a strong sense of history from dramatic literature.”

While he is in the classroom, coaching students or redrafting the acting curriculum he is out exploring the area.

“A life of skiing, I took up snowboarding this year, and except for a few aches and pains, I am really enjoying being up in the mountains.”
Filmmaker and visual artist Deborah Lefkowitz shares images from her award-winning documentary about the legacy of the Holocaust at an exhibit at the Robert East Gallery, March 18 - April 19. Her film, “Light Chambers II,” is part of the University’s 10th annual Festival of the Arts, which formally begins April 1 and continues through April 14. The exhibit uses shafts of light, sculpture and photography to create an exhibit that reflects on society’s collective and personal losses. It features excerpted images from Lefkowitz’s film, “Intervals of Silence: Being Jewish in Germany.”

The film is based on the artist’s conversations with more than 150 residents of a small town in Germany. It examines Jewish life in present-day Germany and the legacy of the Holocaust for both Jewish and non-Jewish Germans. Lefkowitz is currently an Artist’s Fellowship recipient from the California Arts Council.

The Else gallery is open from noon - 4:30 p.m., Monday - Friday. An artist’s reception is at 5 p.m., Monday March 18 and Lefkowitz will talk about her art at 5 p.m., Wednesday April 10, in the University Union Hinds Auditorium.

For more information about the exhibit call (916) 278-6166. For more about the 10th annual Festival of the Arts contact the CSUS School of the Arts at (916) 278-2787 or visit www.csus.edu/events/fota2002.html. – Heather Robinson

New CICG publication makes regionalism case

California must promote regional initiatives and solutions if its citizens want to continue enjoying a high quality of life, argues Nick Bollman, chair of the Speaker’s Commision on Regionalism, in the latest publication by the California Institute for County Government. The institute is affiliated with the Center for California Studies at CSUS.

Bollman says regional approaches are needed if the state hopes to address economic competitiveness, fight poverty, reduce traffic congestion, provide affordable housing and preserve open space.

“No purely local solutions are at a large enough scale to be effective and sustainable,” Bollman writes. He adds that current problems will become much worse as the state’s population swells from about 34 million to 46 million over the next two decades.

“To regain and sustain the California Dream: Regional Solutions for 21st Century Challenges,” the publication summarizes a report from the Speaker’s Commission on Regionalism, which was finalized in January.

The California Institute for County Government, which published the essay, studies county policy and fiscal issues and offers consulting to county government. In addition to publishing occasional CICG Perspectives and Research Briefs, the institute maintains extensive county statistical information. Copies of the report or additional information are available by sending an e-mail to info@cicg.org or visiting the institute’s website at www.cicg.org.
ongoing

“Zen Brush,” exhibit featuring Masahiro Sato, University Union Gallery, 10:30 a.m. - 3:30 p.m., Monday - Friday 5 - 8 p.m., Wednesdays and Thursdays. (916) 276-6997. Continues to March 21.

Santos & Santos, a comedic tragedy by Octavio Solis, 8 p.m., Playwrights’ Theatre in Shasta Hall. Tickets $12 general/$7 students, alumni and seniors. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277. Continues to March 17.

“Choralfest 2002,” CSUS choirs, 8 p.m., Sacred Heart Church, 39th and J streets. Tickets $10 general/$5 CSUS students. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277. Continues to March 17.

The Vagina Monologues, written by Eve Ensler, directed by Barbara Norris, Women’s History Month, 7 p.m., University Union Hinde Auditorium. Tickets $10 general/$5 CSUS students. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277. Continues to March 17.

Tuesday, March 12
CSU Trustees meetings, open sessions begin at 2:30 p.m., University Union Ballroom. (916) 278-6156. Continues to March 17.

Wednesday, March 13
CSU Trustees meetings, open sessions begin at 10:30 a.m., University Union Ballroom. (916) 278-6156. Continues to March 17.

Thursday, March 14
Softball Capital Classic, time TBA, Sacramento Softball Complex. Tickets $5 general/$4 seniors/$2 children under 12/CSUS students free. Tickets available at event. (916) 278-6896.


Exhibit, master of art student Jan Cheney, noon - 4:30 p.m., Monday - Friday, Witter Gallery. (916) 278-6666. Continues to March 22.

CSUS Jazz Ensemble, 8 p.m., Music Recital Hall in Capistrano Hall. Tickets $8 general/$5 students and seniors. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277.

“Universal Design: Designing for an Aging Society,” is on exhibit 10 a.m. - 3 p.m., Monday - Friday, March 12 - 22 at the Design Gallery in Mariposa 4000.

The exhibit features an artist reception and talk with two designers, Brian Donnelly, director of mature marketing research and development at Praxis Product Design, and Neil Goldberg, president of Praxis Product Design, at 5:30 p.m., Thursday. March 14 in Mariposa 1000. The exhibit also includes a series of images by the internationally acclaimed photographer Ed Kashi.

“My goal in using Kashi’s images is to establish an emotional connection between the products and environments displayed in the exhibit and the people they are intended to help,” Donnelly says. More than 34 million people in America are 65 or older. In California, there are 3.7 million residents over the age of 65.

The exhibit explores the evolution of “Universal Design” – its roots and its current impact on the design of products and environments which respect the broadest possible spectrum of human abilities: physical, psychological and social. Ron Mace, a pioneer in the disability rights movement, coined the term Universal Design in 1988.

“It is an approach to design that incorporates products as well as building features that, to the greatest extent possible, can be used by everyone.” Mace says.

For more information call 278-3962.