Study shows impact of buying California goods

Shifts in spending by California consumers would yield bountiful fruit for the state’s economy, according to a new study by Dennis Tostetian, marketing professor and director of the CSUS Center for Small Business. The study, commissioned by the Buy California Marketing Agreement, found that if in-state consumers bought more California-produced agricultural products — such as tomatoes, lettuce, milk and other commodities from California’s farms, ranches and fisherries — instead of products produced elsewhere, the impact on the state’s economy would be significant.

“This shift does not necessitate an increase in total consumption or consumer spending,” Tostetian said. “It merely represents a redirecting of spending from purchasing agricultural products grown in other states and countries to those grown in California.”

According to the study, if Californians increased their purchases of native-grown products by 10 percent annually — which equates to about $1.63 per week for the average resident — the result would be approximately 5,565 new jobs and about $1.38 billion in additional spending due to increased business activity. The added economic activity would also generate approximately $118 million in tax revenues for local and state governments.

An annual increase of 25 percent — about $4.12 per week for the average Californian — would result in approximately 13,910 new jobs and about $3.46 billion in additional spending, according to the study. The growth in business activity would also generate approximately $470 million in local and state tax revenues.

The commodities included in the study were fresh fruits and vegetables, dairy products, nuts, chicken, salmon and lamb. These products represent about $18.5 billion (or 67 percent) of California’s $27.6 billion agriculture industry, according to the study.

California is the nation’s leading producer of a wide range of products, including broccolis, carrots, lettuce, melons, tomatoes and many other fruits and vegetables. Milk and cream, grapes and nursery products are the state’s three most valuable agricultural commodities, representing about 35 percent of the state’s total agricultural production value.

California also leads the nation in agricultural exports to other countries. According to the study, shifts in spending on agricultural goods produced in the state would produce such a dramatic economic impact primarily because the average California farm spends 95.4 percent of its total revenues on operating and other costs. As a result, about 95 cents of every farm dollar gets pumped back into the economy.

Even relatively minor shifts in purchasing patterns by in-state consumers in favor of California grown products would have a major affect on the state’s economy, Tostetian’s study concludes.

“The benefits come not only to farms,” Tostetian said, “but also to other businesses due to the increased demand for their goods and services, to people who will find new jobs, and to local and state government in additional taxes generated by the increased economic activity.”

— Matt Nichola

From farmers’ fields to Capital University

This is the first in an occasional series about CSUS buildings, starting with the site.

There’s gold on this here campus – at least according to Gold Rush legend.

When the site where campus now stands was originally purchased by the state in 1949, it had already experienced a long and colorful history.

It was part of the traditional homeland of the Nisenan Indians, who fished for salmon along the future site of campus long before the arrival of Europeans in the area, according to George Craft, CSUS history professor and author of California State University, Sacramento, The First Forty Years: 1947-1987.

The stretch of the American River that forms the eastern border of campus was also the focus of intense activity during California’s Gold Rush years. According to legend, a miner buried $90,000 worth of gold somewhere in the area before being killed in a barroom brawl. The cache has never been found.

Between 1868 and 1876 a sugar beet refinery was located at the point where J Street and the American River converge. The opposite end of what is now campus was home to a blacksmith shop, a saloon, a hop kiln and a large three-story hotel, all built in the late 1800s by William H. White, who owned about 500 acres adjacent to what is now Folsom Boulevard.

By the late 1940s however, when the area was one of several potential sites being considered as a future home for CSUS, the area was mostly taken up by hop fields and a peach orchard.

The bill to create a fouryear college in Sacramento was passed by the legislature and signed by Governor Earl Warren in July 1947 after more than 20 years of active campaigning by supporters.

In accordance with the bill, classes were initially held at the Sacramento Junior College campus on Freeport Boulevard while a search committee went through the process of selecting a permanent site.

Initially, the site where campus now stands — then known as the American River site — was one of the least favored options. The confining borders created by the American River to the east, Folsom Boule-

See GROUNDS, Page 4
The CSUS Bulletin welcomes submissions to the Professional Activities Section from faculty, administration, staff and students. 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.

ED BRAZO, theatre and dance, and Dr. Keith Bisharat, choreographer for the Grabany Oven House production of “Guys and Dolls” this summer in Texas, followed by a week-long seminar in New York City sponsored by the Society of Stage Directors and Choreographers or professional directors in university education.

BRENNAN MURPHY, theatre and dance, produced a Shakespearean intense with the multi-award winning Shakespeare and Company in June. Forty students from throughout the CSUS took part in the two-week summer arts workshop exploring Shakespeare’s language and world.


ALFRED YEE, foreign languages and history, authored a book titled Shopping at Giant Foods, Chinese American Supermarkets in Northern California, which was published by University of Washington Press. Yee and the book were featured on KCRW Channel 3’s “Common Ground” July 26 and on Capital Public Radio in “Insight.” Aug. 3. Yee also critiqued the monograph “Shifting Borders” for the summer 2003 issue of The Western Historical Quarterly.

STEPHANIE TEKKER, English, had an article on the contemporary British playwright Alan Ayckbourn published in the spring 2003 edition of The Journal of Dramatic Theory and Criticism. It was titled “A Technician in the Wings: Ayckbourn’s Comic Potential.”

ANN WELDY, English emeritus, was the keynote speaker at the lecture and book signing for the Lesbian and Gay Community Center of Greater Cleveland in May. She was awarded a “Pressie” as best author of the year by the Cibogia Free Press newspaper. She was also the lead author profiled in the online journal GLBTQ.com in its September issue. Also in September, Welsey was a featured guest at the 15th annual Collectible Paperback and Pulp Fiction Expo in New York City. On Sept. 10, Welsey attended a first read-through of a play based on her novels, “The Beebo Brinker Chronicles.”

BRAD BUCHANAN, English, had an article titled “Armageddon: Firearms, the Holy Grail and the Sacred Interrogative in Mary Batts’ Fiction” accepted for publication in Twentieth Century Literature: A Scholarly and Critical Journal.

TOM KNUTSON, communications studies, had a paper accepted for presentation at the National Communication Association annual conference in Miami titled “Thailand as a Laboratory for Improved Intracultural Communication: Lessons from the Land of Smile.”


TIM ROSS POEPPELMAN, construction management, was a panelist in the “Best Practices Panel” at the EOP Freshman Programs Convocation.


JORDAN T.L. MALGOS, organizational behavior and environment, presented two papers at the national conference of the Academy of Legal Studies in Business in November in Ashley. The first paper was titled “Reach an Agreement or Else: Mandatory Arbitration under the California Agricultural Relations Act.” The second paper was titled, “California Disability Law: Weighing the Protections for Employees Against the Burden on Employers.”

NOREEN KELLOGG, and PAMELA O’KANE, both teacher educators, have been invited to present their curriculum and tutoring techniques for the READERS model tutoring program at SCALE’s Read, Write, Act Conference at Chapel Hill University in North Carolina.

ANNITA WATSON, nursing, was appointed to the Board of Directors for WEAVE, Women Escaping a Violent Environment.

LOUIS BOULGARIDES, kinesiology and health science, received the California Physical Therapy Association’s Physical Therapist Faculty Research Award for the study “Use of Clinical-and Impairment-Based Tests to Predict Falls by Community-Dwelling Older Adults.” The study was done with SUSAN MCCINTY, physical therapy, and JAYNE WILLET, kinesiology and health science, a number of physical therapy and kinesiology students, and with help from Bill Edwards.

ALICE CHOI, criminal justice, has been elected vice president of Asian Pacific Counseling, a community-based, nonprofit organization.

MARY BRENTWOOD, environmental studies, was elected to the Board of Directors of the Sacramento Natural Foods Co-op.

TERRY MAINS, research and sponsored projects, has been appointed as a member of the Society of Research Administrators International Distinction of Great Sacramento in fall 2003.

In the news

DEAN LEON, Serna Center and ethnic studies, was quoted in the Sacramento Bee on Sept. 14 in an article about Latinos in the Central Valley.

SYLVIA FOX, communication studies, was quoted in a September Associated Press story on the ethics of journalists contributing to political campaigns.

SCOTT MODELL, kinesiology and health science, had his Project PLAY featured in the newsletter Understanding Disabilities Creating Opportunities of Great Sacramento in fall 2003.

Priority admission days set

Although enrollment growth in the CSU system has been restricted by state budget cuts, qualified high school seniors can get an early admission decision to CSUS if they apply by Oct. 25.

Seniors can get priority for admission to CSUS in fall 2004 by attending Priority Admission Days, on either Oct. 23 or Nov. 8.

They’ll be able to attend if they are high school seniors and plan to be admitted in the fall. Those who apply for Oct. 23 must attend by Oct. 8. Those who apply for Nov. 8, the deadline is Oct. 10. For more information on Priority Admission Days, contact University Outreach at 278-7875.

CSUS bulletin

Volume 10, Number 7

The Office of University Affairs California State University, Sacramento 6000 J Street, Sacramento, CA 95819-6026

Public Affairs, Sacramento Hall Room 215, campus mail code 0026. Deadline for all materials 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.

To submit material for publication: The CSUS Bulletin is published on Monday of the academic year. Campus news may be submitted every Monday. The CSUS Bulletin is also available in the newsletter California. Only two of the scholarships are awarded in California each year.

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Yuen’s students get lessons in lifelong learning

Students who ask the dreaded “Is this going to be on the test?” question in Francis Yuen’s class don’t often get an answer they want. Using everything from corny jokes to proverbs, the social work professor harnesses home the point they already have everything they need to know – in the material on his 15-page syllabus. “I tell my students, ‘You have to take responsibility to read the material. I’m here to help you but I’m not going to hold your hand,’” says Yuen, the most recent Outstanding Teaching in the College of Health and Human Services. “I want them to become lifelong active adult learners.”

Yuen finds sometimes a metaphor or a story can apply to a situation to help students remember. “Part of my fun is telling stories. They may not remember the whole stories, but they may be reminded by the stupid jokes,” he says.

Lifelong learning applies to professors as well, Yuen says. He believes professors can continue to learn, through both practice and research. “Social work is a profession and having instructors involved in practice is essential to effective and relevant teaching. We have to teach what we practice and practice what we teach,” he says. After graduating from Hong Kong Shue Yan College as an adult student, Yuen began a practice working with street gangs. He continued to practice while earning both his master’s degree and doctorate in social work at the University of Alabama. “It helped me know that I don’t know everything in this profession,” he says.

His research focuses on families in transition, health, holistic well-being, at-risk behavior, competency and identity, program development and management, and case evaluation. He has authored or co-authored eight books as well as dozens of book chapters and articles. “I am lucky I have colleagues who have mentored me to engage in writing. I believe that social work faculty have the responsibility to demystify research and actively engage in research activities with students and the practice community,” he says.

His emphasis on practice also includes preparing students to professionally cope with what they’ll face in the field. He notes that students need to understand how to handle emotion and reality in a professional manner, such as proper self-disclosure and ethical practice. “One thing I do is challenge them to develop congruency between their own values, clients’ values and their professional values. They need to be able to think professionally to bring about change,” he says. “A student may be a liberal person but clients may not share those beliefs. The profession has standards of mutual respect.”

The demand for accountability can also be an unexpected challenge which Yuen addresses in his courses on program development and grant-writing. “It’s nice to talk about how things should work, but how do you make it work and pay for it?” he says. “And once it is funded you want to make sure it’s done properly. It can get frustrating. If practitioners don’t have the maturity to anchor themselves, the system can burn them out.”

With the trying times come learning opportunities, Yuen notes. “Most students have a sense of social justice that draws them to look for the social root of the problem. Former students often tell me that the profession has also forced them to look inside.”

news digest

On the job

Purchasing personal

The Bulletin talked with Georgina Kiss, lead buyer, and Suzanne Swartz, buyer Ill, with procurement and contract services.

What do people think you do?
Kiss: “People think that we just focus on processing requisitions. We also process contracts, requests for proposals and memorandums of understanding.”
Swartz: “That we just process purchase orders.”

What do you really do?
Swartz: “We develop a lot of different contracts, in addition to all the purchase orders, internships and agreements such as leases and public works contracts.

Describe your office:
Kiss: “We’re under the support services office. There is one manager, five buyers, three support staff and one student assistant.”
Swartz: “What surprises people?
Swartz: “That we process so many contracts. I think most campus departments aren’t aware of that.”

What’s the biggest challenge your office faces?
Kiss: “We encounter difficulty in communicating effectively to the campus community the directives from the Chancellor’s Office that dorm procurement/contracts are part of the campus. We also have to direct requests to the office on behalf of the University. This includes obtaining services and buying supplies.”
Swartz: “Communication – we have to keep getting the word out and communicating our procedures and policies to the campus community.”

What questions do you get asked the most?
Swartz: “Right now 90 percent are on the new CMS system – how it works, how to do something. Prior to CMS, mostly procedure questions.”
Kiss: “Before CMS, most questions were about the contracting process and how to set up a contract.”
**First Dance**

The Baltimore Waltz by Paula Vogel kicks-off the fall theater season at 8 p.m., Thursday, Oct. 9 at the Playwright’s Theatre in Shaesta Hall. The performance runs Oct. 9 - 12 and again Oct. 16 - 19, starting at 8 p.m. weekdays and Saturday at 2 p.m. on Sundays.

The Obie-award winning play, directed by CSUS graduate student Barbara Norris, uses fantasy to explore the relationship between a brother, Carl, and his sister, Anna. When Anna, an elementary school teacher, is diagnosed with the fatal illness “Acquired Toilet Dissonance,” she and Carl head to Europe. During their travels on the continent, Anna becomes obsessed with indulging herself in pleasures she had previously ignored while Carl searches for a cure for her malady. His quest leads him to a mysterious man and woman and, ultimately, to a bunny.

Norris has previously directed Vogel’s How I Learned to Drive for CSUS and is “drawn to the crackling wit and practical insight” of Vogel’s work. With The Baltimore Waltz, Norris, her cast and crew transform Playwrights’ Theatre, moving the audience from stark hospital interiors to the great cities of Europe.

Following the Oct. 12 performance, Norris and her cast will host a discussion on the play.

Refreshments will be available.

Tickets are $15 general, $8 for students and seniors, and available from the CSUS Ticket Office at (916) 278-4323 or at ticket.csus.edu.

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### Grounds

**Continued from page 1**

yard to the south and the railroad tracks to the west caused concern. There were also worries about noise from passing trains, the softness of the lawn during the rainy season and the problem of them-limited street access.

But the 244-acre site was ultimately chosen and purchased for about $1,650 to $1,800 per acre. Local architect Charles Dean developed the first master plan for the campus in 1950 and the groundbreaking ceremony took place in spring 1951.

**Correction**

In the Sept. 22 Bulletin article about Angus Wright’s book on Brazilian land use, Sebastiao Salgado was mistakenly credited with the accompanying photo. Salgado provided photography for the book cover, but the Bulletin photo was taken by Wright. The Bulletin regrets the error.

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**Wednesday, Oct. 15**

**Women’s Soccer vs. San Jose State, 4 p.m., Hornet Soccer Field**
5 general/$8 students and $2 children 6-12/free for children under 5 and CSUS students. Tickets at the event. (916) 278-2222.

Huckebacks, blues music, noon, Serna Plaza. (916) 278-6997.

**Friends of the CSUS Library book sale, 10 a.m. - 3 p.m., University Library Lower Level.** (916) 278-5154.

**Thursday, Oct. 16**

**Baltimore Waltz, play by Paula Vogel, directed by Barbara Norris, Playwright’s Theatre. $15 general/$8 students and seniors. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com. Performances 8 p.m., Oct. 9 - 11 and 16 - 18, 2 p.m., Oct. 12 and 19.

*Praise: Past, Present and Future,* S/BAD concert, 8 p.m., Dancespace, Solano Hall 1010. $15 general/$13 students and seniors/$12 CSUS Students/$9 ages 12 and under. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com. Performances Oct. 9 - 11 and 16 - 18.

**Friday, Oct. 17**

**Baltimore Waltz, play by Paula Vogel, directed by Barbara Norris, Playwright’s Theatre. $15 general/$8 students and seniors. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com. Performances 8 p.m., Oct. 9 - 11 and 16 - 18, 2 p.m., Oct. 12 and 19.**

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**Friday, Oct. 10**

**Baltimore Waltz, play by Paula Vogel, directed by Barbara Norris, Playwright’s Theatre.**

$15 general/$8 students and seniors. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com. Performances 8 p.m., Oct. 9 - 11 and 16 - 18, 2 p.m., Oct. 12 and 19.

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**Sunday, Oct. 12**

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**Monday, Oct. 13**

**Frida Kahlo, film about the life of Frida Kahlo, Lunch Time Movie Series, noon, Library 1010. (916) 278-7384.**

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**Friday, Oct. 11**

**Exercise Prescription for the Older Individual,** Rafael Escamilla, professor, Life Center forums, 12:30 p.m., Julia Morgan House, 3731 T St. (916) 227-5159.

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**Saturday, Oct. 11**

**Finding Nemo, film, 7:30 p.m., Serna Plaza. (916) 278-6997.**

**Friends of the CSUS Library book sale, 10 a.m. - 3 p.m., University Library Lower Level.** (916) 278-5154.

**Friday, Oct. 14**

**Frida, film about the life of Frida Kahlo, Lunch Time Movie Series, noon, Library 1010. (916) 278-7384.**

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