**SACTO SOOTHSAYER**

### Jensen’s Forecast An Annual Tradition

**W**hen Art Jensen had his first brush with economic forecasting back in 1968, little did he know that he’d still be at it three decades later.

In those 32 years, the management professor has become the Capital Region’s economy swami. Every December Jensen’s Sacramento Regional Economic Forum is the hot ticket for Sacramento’s business crowd. While Jensen shares his vision for the area’s economic well-being, industry experts give their thought on the prospects for employment, development and banking.

Jensen also posts his predictions on the World Wide Web each January at [www.csus.edu/indiv/j/jensena/sfp/](http://www.csus.edu/indiv/j/jensena/sfp/). He updates the forecast again in July.

As a student in the CSUS School of Business, Jensen took his first forecasting class for the same reason he says most students do. “I thought I would learn how to win in the stock market,” he says.

The class marked the beginning of a long relationship with finance professor Chester Healy. Healy was in the process of implementing a forecasting model developed by then Dean of the School of Business Administration, Vigil Miller.

Though Jensen still uses the same forecasting concepts in his class today, in the beginning the model was sketchy at best. There were no written instructions and the computer program was written in FORTRAN. The only computer access Jensen and his classmates could get was during the graveyard shift.

The first-ever forecast using the model came out in January of 1969 and was presented as a class project. Once the course was over, Jensen continued to refine the model. The research carried through Jensen’s master’s degree program. He continued tweaking the model until he left Sacramento to pursue his doctorate degree. And when he returned to CSUS in 1976, Professor Healy and the still-not-perfect model were waiting for him.

In spring of 1977, Jensen got his big break – an offer to teach the forecasting class.

“It was like being asked to share the gold,” he says.

Teaching the class brought the forecasting model’s flaws into focus. Jensen finally redid the internal workings of the model, creating a “shell” in which to load the data. It’s still that way today except the chunky FORTRAN program has been replaced by ubiquitous Microsoft Access and Excel applications.

At the same time, Healy, who had worked with the UCLA Forecasting Project during his master’s degree program, had a vision of a Sacramento-based public forecast based on the UCLA model. The vision became the Sacramento Regional Economic Forecasting Model.

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Center Gives Journalism Awards

The Center for California Studies at CSUS presented its sixth annual California Journalism Awards at a conference on campus last week. The honorees were:

- **Print special features/enterprise reporting**: Erin Hallossey and Kenneth Howe of the *San Francisco Chronicle* for their series on the state’s failure to serve warrants; and Mark Gladstone and James Rainey of the *Los Angeles Times* for their series on California’s juvenile prisons.

- **Print daily coverage**: Dion Nissenbaum of the *Riverside Press-Enterprise* for his work on covering governments’ criminal background checks.


- **Television special feature/enterprise reporting**: San Francisco’s KRON for a series on health maintenance organizations and communities. He

Katharine M. Macdonald Award for Student Journalism: David Robert Huhn of the Daily Collegian at CSU Fresno, for a series on college remediation.

The California Journalism Awards recognize outstanding reporting on California public affairs and politics. Judging is done by a panel of California journalists.

Job News

Administration and Business Affairs is accepting applications for the position of director of finance and administration for the Associated Students. Review of applications begins March 6 and will continue until the position is filled. For further information, contact Carol Ackerson at the Associated Students office at 278-7290. The vacancy announcement can be found on the web at www.csus.edu/hr/invac.htm.
Political Awareness Day is Set on Campus Feb. 29

Members of the campus community will have the opportunity to hear from several of Sacramento’s mayoral candidates and hear a debate on the limit on marriage initiative, Proposition 22, during the student-sponsored Political Awareness Day, Tuesday, Feb. 29.

The event will be held from 11 a.m. to 1 p.m. in the Library Quad, weather permitting. If it rains, events will take place in the University Union Red- wood Room.

Sacramento mayoral candidates expected to attend include Ron Anderson, Steve Cohn, Joe Genshele and Julie Padilla. All of the candidates running for mayor were invited.

Attending candidates will partici- pate in a “questions and answers” session led by moderator Artemio Pimental of the non-partisan student group Students for Political Awareness.

Supporters and opponents of Proposition 22 will debate the initiative that would add a provision to the state’s family code specifying that only marriage between a man and a woman is recognized.

Several tables with representatives from various political affiliations and campaigns will also be on hand. They include Young Democrats, College Republicans and the Bush, Gore and McCain 2000 campaigns. Students for Political Awareness will provide information on all candidates and the pros and cons of various initiatives.

Associated Students and Green Thunder are sponsoring the event and will provide free barbecue fare. Event coordinator Amabelle Ocampo, Associated Students director of student relations, says the forum will give students and the campus community a chance to find out more about the people and issues on the ballot.

“They’ll get to know what their choices really are,” Ocampo says. Moderator Pimental says he looks forward to bringing state and local government issues to campus.

“Attendees will be able to ask the candidates questions directly,” Pimental says.

— Robyn Eifertsen

Geology Experts Speak

The CSUS Geology Department and U.S. Geological Survey will present a colloquium series this semester featuring professors and experts from the geological community. They will discuss various topics, including dinosaurs and volcanic activity.

On Tuesday, Feb. 29 Greg Wheeler of the geology department will discuss how a country’s natural resources, or lack of natural resources, can affect its status in world politics. He will present examples of war and international agreements that were a result of who had the power, or resource, and who didn’t.

Wheeler’s talk is titled “The Influence of Ore Deposit Location on International Politics.”

All presentations will be held Tuesdays in Mendocino 1015 from 4 to 5 p.m. unless otherwise noted. A brief reception follows each talk in the Placer Hall Commons Room. The remaining lectures will be:

March 14: Rob Gailey of SECOR International will present “Optimiza- tion Techniques for Ground Water Supply Management and Plume Containment at a California Environmental Protection Agency Site.”

April 4: Dick Hilton, a professor of geology at Sierra Community College, will present “Dinosaurs and Other Fossil Mesozoic Reptiles from Califor- nia.”

April 11: Larry Martin of the U.S. Geological Survey Cascade Volcano Observatory will present “Devastation in Paradise? Explosive Eruptions in Kilauea Volcano, Hawaii.” This lecture will be held in the University Union Hinde Auditorium.

May 9: Senior thesis presentation.

May 16: Senior thesis presentation as necessary.

More information is available by contacting the geology department at 278-6337 or the USGS at 278-3112.

Jensen’s Forecast

Outlook Forum, first presented in 1977, as a nine-person panel of speakers who addressed local, regional and national economic expectations to a packed house in the University Union’s Redwood Room.

After seeing the campus presenta- tions, Bill Comstock, founder of the Sacramento-based business group the Comstock Club, came calling. The club wanted a similar panel for their yearly economic forecast meeting. Jensen compiled a group of local experts and the forecast has been pretty much an annual event ever since.

The forum is regularly the club’s biggest draw. In addition to perspec- tives from Jensen, speakers include representatives from the banking and construction industries. Predictions are given for the local, regional and state economies and for sectors such as employment and retail sales.

Jensen started publishing his results on his website in 1995. Also in 1995, he was invited to join UCLA’s forecast roundtable reporting on the Sacra- mento area.

He continues to teach the forecasting class. He says, “It’s the only class I’ve taught that has never gotten boring.”

He finds the technology part of the forecast is relatively stable, but the events that drive the data are always changing.

And unlike most economic forecast- ers, Jensen not only keeps track of the accuracy of his predictions, but he also makes his record public. “I don’t know of anyone else who does,” he says. His website features graphs comparing his predictions over the years with what actually occurred.

For the record, Jensen’s predictions for the Sacramento area in 1992 include a 2.5 percent increase in job growth, or 23,186 jobs, a slightly slower rate than 1999. He expects an annual unemployment rate of 4.5 percent, lower than in 1999. He predicts a 3.7 percent increase in retail sales, similar to 1999’s growth but less than 1998’s.

As he begins to ponder his own future after retirement from the University, he knows one thing. The forecast will continue.

“I will die doing the forecast project,” he says laughing.

— Laurie Hall

Correction

An article in last week’s CSUS Bulletin about the physics colloquium series gave the wrong title of the first lecture, which was held Feb. 24. The correct title was “The New Face of Metrology in the USA.”
Co-op Jobs

Hill, director of the CSUS Cooperative Education program. “We’ll be able to help students get college funds through both scholarships and solid work experience.”

This is the second large grant obtained this school year with the help of the CSUS Co-op program. The first, $75,000 from the National School to Work Program in December, helped create an in-workplace lab for engineering students. The new scholarships build upon the Project Success model developed through the MESA (Math, Engineering, Science Achievement) Program and Computer Science Program, which will administer the grant. Project Success hopes to help students find paid work or internships each year, and provides counseling and monitoring programs.

More information is available from Madeleine Fish, director of the MESA Engineering and Computer Science program, at 278-5911.

Faculty Senate

Tuesday, Feb. 29
3 p.m., Executive Committee

Wednesday, March 1
1 p.m., Faculty Policies Committee

Friday, March 3
2 p.m., Academic Policies Committee

Monday, March 6
3 p.m., General Education Policies/Graduation Requirements Committee

Tuesday, March 7
1:30 p.m., Curriculum Policies Committee
3 p.m., Executive Committee
3 p.m., University Appointment, Retention, Tenure and Promotion Committee, University Union Capital Room, tentative

Wednesday, March 8
3 p.m. California Education Policies/Graduation Requirements Committee

Thursday, March 9
3 p.m., Faculty Senate, University Union Foothill Suite

Tuesday, March 14
1:30 p.m., Curriculum Subcommittee
3 p.m., Executive Committee

All meetings are in Sacramento Hall 275 unless otherwise noted.

Ongoing


Tuesday, Feb. 29
Political Awareness Day, 11 a.m. - 1 p.m., Student Union (University Union Redwood Room) if rains) 11 a.m. - noon, Sacramento mayoral candidate Q & A, noon - 1 p.m., Proposition 22 debate: Food will be available.

"The Governor’s 2000 - 2001 Budget for California Priorities and Policies," Timothy Gage, director California Department of Finance, public policy spring colloquium, 4 - 5:30 p.m., University Union Lobby Suite.

"The Influence of Ore Deposit Location on International Politics," Greg Wheelie, geology professor, geology spring colloquium, 4 - 5 p.m., Mendocino Hall 1015. Reception to follow, Place Hall Commons Room.

Wednesday, March 1
CSUS Symphonic Wind Ensemble with Davis High School and UC Davis musicians, Freehall Hall at UC Davis. $65 students. Call (530) -752-1915.


"Who Holds the Mirror? A Breast Cancer Memorial," Women’s History Month, 8 a.m. - 5 p.m., Monday - Friday, Multi-Cultural Center. Continue to March 31.

"Women of Color Day," Women’s History Month gala and reception, 6 p.m., University Union Redwood Room.

Thurday, March 2
"Functional Nanostructured Materials Via Polymeric Liquid Crystal Assemblies," Douglas Gin, UC Berkeley, 4 p.m., Mendocino Hall 1015.

"Star Wars Episode 1: The Phantom Menace," 7:30 p.m., University Ballroom. Free.

"Women’s basketball vs. Northern Arizona," 7 p.m., Hornet Gym. $6/4 other students/seniors/CSUS students free with I.D. Tickets at Central Ticket Office, 278-4323, or at BASS.

Friday, March 3
"Dead End Dreams: Teens on the Street," Darrell Johnson, Sacramento Bee reporter, Renaissance Society public forum, 3 p.m., Mendocino Hall 1005.

"Don’t Get Caught in the Web," 3 - 5 p.m., drop-in workshop, Library Instruction Lab. Library 2024.

"Rhythm & Roots, Dale Scholl Dance Art. 8 p.m., DanceSpace in Solano Hall. Continue March 4. 10 - 11. $15 students/38 students under 12. Call 451-3732.

Saturday, March 4
"Making it Happen," workshop for parents who want their children to attend college, 8:30 a.m. - 1 p.m., University Union Lobby Suite.

Women’s basketball vs. CSU Northridge, 7 p.m., Hornet Gym. 56/4 seniors/other students/CSUS students free with I.D. Tickets at Central Ticket Office, 278-4323, or at BASS.

Monday, March 6
"Don’t Get Caught in the Web," 10 a.m. - noon, drop-in workshop, Library Instruction Lab. Library 2024.

Wednesday, March 8
"Untold Atrocities: World War II in China," opening ceremony. San Jose Assemblman Mike Honda, Sacramento Mayor Jimmie Yee, and other community leaders, 7 p.m., Library South Reading Room.

"International Women’s Day," Sacramento Taiko Dan and Sacramento Black Art of Dance, Women’s History Month, noon, University Union Ballroom.

"Untold Atrocities: World War II in China," exhibit, noon - 4 p.m., Library South Reading Room. Continue to April 2.

Thursday, March 9
Chashinakuy, music of the Andes, 11:45 a.m. - 1 p.m., noon, University Union Hinde Auditorium. Free.

"Demystifying Library Databases," 10 a.m. - noon, drop-in workshop, Library Instruction Lab. Library 2024.

The America Play, Playwright Theatre, Shasta Hall, 8 p.m., Thursday - Saturday, 2 p.m. Sunday. $10/$57 CSUS students/56 group (10 or more). Tickets at Central Ticket Office, 278-4323, or at BASS. Continue March 12 and March 16 - 19.

"Women in Power," slide show of women who defied patriarchy, class and racial caste systems, Max Dada, lecturer, 5:30 p.m., University Union Orchard Suite.

Friday, March 10
"Designing Writing Assignments," faculty panel and discussion, Center for Teaching and Learning teacher workshop series, noon - 2 p.m., Lassen Hall 1102.

"Looking at the Quality of Life in California — Where Are We?" Jim Richardson, former Sacramento Bee political reporter, Renaissance Society public forum, 3 p.m., Mendocino Hall 1005.

Second City, international touring comedy group, 7:30 p.m., University Ballroom. Skits and improvisations by comedy group that launched the careers of Mike Meyers, John Belushi, Dan Ackroyd, John Candy, Gilda Radner, Bill Murray, Chris Farley and others. $10/5. $5 CSUS students with I.D. Tickets at Central Ticket Office, 278-4323, or at BASS.

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Saturday, March 11
Sacramento International Folk Dance and Arts Council, multicultural dance class, Yosemite Hall 183 and 187. Details: Sue Porter, 278-4507.

The America Play, Playwright Theatre, Shasta Hall, 8 p.m., Thursday - Saturday, 2 p.m. Sunday. $10/$57 CSUS students/56 group (10 or more). Tickets at Central Ticket Office, 278-4323, or at BASS. Continue March 12 and March 16 - 19.

Sunday, March 12
"An Evening with Cellist Ron Leonard," longtime principal cellist of the Los Angeles Philharmonic Orchestra, New Millennium Concert Series, 7:30 p.m., Music Recital Hall in Capistrano Hall. $10/$57 CSUS students/56 group (10 or more). Tickets at Central Ticket Office, 278-4323, or at BASS. Continue March 16 - 19.

"Untold Atrocities: World War II in China," effects of human experientiation discussion, Erin Losey, UC Davis, 2 p.m., Library South Reading Room.

Monday, March 13
"Paintings: Experiments in Form, Shape and Texture," Mary Cole, 10:30 a.m. to 3:30 p.m., Monday - Friday and from 5 - 8 p.m., Wednesday and Thursday. University Union Exhibit Lounge. Continue to March 51. Reception: 6 p.m. March 16.