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# University Presents Barabba & Herera with Alumni Awards

*Gala Program Honors Former U.S. Census Director and Current CNBC Television Anchor*

Cal State Northridge presented Distinguished Alumni Awards on Saturday, April 12, to former U.S. Census Bureau director and General Motors executive Vincent Barabba and to founding CNBC business news anchor Sue Herera during a gala celebration in Universal City.

This was the fifth year the university has made the awards, which are the highest honor given by CSUN's Alumni Association. CSUN President Jolene Koester, Alumni Association President Irene Tovar and Master of Ceremonies Bill Griffeth, a Herera colleague at CNBC, presided during the dinner event at the Sheraton Universal Hotel.

"We are proud of Vincent Barabba and Sue Herera and are pleased to honor them and showcase their accomplishments. They serve as an inspiration and role models to our current students, and affirm the quality of the education that our alumni receive while at the university," said Gray Mounger, assistant vice president of alumni relations.

The Distinguished Alumni Awards are given to those who have achieved a high level of success in their chosen fields of endeavor, bringing distinction to themselves and their alma mater. Past recipients have included former AT&T Vice Chairman Charles Noski, charter schools pioneer Yvonne Chan, Los Angeles Times executive Frank del Olmo and opera star Carol Vaness.



Alumni award winners business executive Vincent Barabba and CNBC anchor Sue Herera.

This year, the university honored Barabba, a 1962 marketing graduate who recently became chairman of the Internet Home Alliance after retiring from General Motors, and Herera, a 1980 journalism graduate who has become one of the nation's most respected and well-known television business news journalists.

Barabba arrived at CSUN in its founding year and was elected Associated Students president in 1960, succeeding Robert Hilburn, who

now is the pop music critic for the *Los Angeles Times*. Until recently, Barabba had spent two decades heading General Motors' Corporate Strategy and Knowledge Development Division.

Previously, Barabba twice served as director of the federal Census Bureau, and is the only person to hold that position during the administrations of both major political parties. He headed the Census Bureau from 1973 to 1976 under President Ford and from 1979 to 1980 under President Carter, with an intervening role as manager of market research for Xerox Corp.

Barabba also has served as a lecturer and/or advisory board member at Harvard, Penn, MIT and Stanford. During a career spanning five decades, he authored the best-selling book "Meeting of the Minds," and co-authored "Hearing the Voice of the Market" and "The 1980 Census:

Policy Making Amid Turbulence."

In his service to the university, Barabba worked as one of the founding organizers of the Northridge Alumni Association while completing his M.B.A. at UCLA in 1963. He later served on CSUN's College of Business and Economics' dean's advisory board and gave the commencement speech to business college graduates in 1992.

Herera co-anchors CNBC's nightly "Business Center" newscast with fellow Northridge alum Ron Insana. She also works as a credit and futures market reporter and covers the stock market, foreign exchanges and options markets for the network. Herera has been with CNBC since its inception in 1989.

Herera has co-anchored "Market Wrap" and has anchored "The Edge." She has hosted or moderated CNBC specials including "Tomorrow's Technology Gorillas," "The Great Game: The Story of Wall Street" (March 2000) and "CNBC: Inside China," an in-depth report on topics including the Shanghai stock market, China's education system, U.S. companies represented in the nation, real estate development in Beijing, and manufacturing, agriculture and culture in China.

Before CNBC, Herera spent eight years as an anchor and reporter with Financial News Network in Los Angeles, where she served as a co-anchor with both Insana and Griffeth, the latter a 2000 CSUN Distinguished Alumni Award recipient. Herera also authored the acclaimed book "Women of The Street: Making It on Wall Street—The World's Toughest Business."

Herera has stayed in touch with the university and credits her Northridge education with helping pave the way for her career success. She has been a key part of the growth of CNBC, which now provides information to more than 175 million homes worldwide, including more than 86 million in the United States and Canada. ■



## Community Connection

By Judy Nutter, Director of Community Relations

Some of you may wonder about the roof-like panels that now cover student parking Lot E6, south of Halsted Street and just west of Lindley Avenue.

This recent installation is a \$1.8 million photovoltaic project of solar panels that is expected to save Cal State Northridge more than \$50,000 annually in energy costs. The panels absorb rays from the sun, creating direct current power. University facilities then convert that power to alternating current to support the energy requirements of the campus.

One of the largest solar electric installations at a public university in California, the CSUN project of more than 3,000 solar panels was

developed through a partnership between our Physical Plant Management Department, Los Angeles Department of Water and Power



(DWP), the Southern California Gas Company and Shell Solar Industries.

Community Connection continued on page 2.

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# CSUN to Host Its First Valley Economic Forecast Conference

May 14 Event at Sheraton Universal Hotel to Feature Valley, Regional and National Outlooks

Cal State Northridge and its San Fernando Valley Economic Research Center, in partnership with Chicago Title, will present their first San Fernando Valley Economic Forecast on Wednesday, May 14 at the Sheraton Universal Hotel.

The forecasts of three leading economists on the national, regional and San Fernando Valley economies will be presented. The Valley forecast will be based, in part, on the results of an extensive survey conducted by CSUN's research center.

Daniel Blake, CSUN economics professor and center director, will present a forecast of the Valley's economy and results from the survey of several hundred employers in key local industries. The survey was done with assistance from Davis Research and J.D. Power and Associates.

Mark Schniepp, director of the California Economic Forecast and senior economist in the state Controller's Office, will give the regional forecast.

Sung Won Sohn, executive vice president and chief economic officer



CSUN economics professor Daniel Blake

for Wells Fargo Bank, will address the national economy and the effects of the war in Iraq.

"This conference is a pioneering

effort because for the first time, guests will receive a CSUN forecast for the Valley economy, as well as regional and national outlooks," said Blake.

"Dr. Sohn has established a reputation as an economist of note throughout the country and overseas, and Dr. Schniepp is well known in California for his insightful commentary and witty style," Blake added.

The conference will be held at the Sheraton Universal Hotel, 333 Universal Hollywood Drive in Universal City. Registration and breakfast will begin at 8 a.m., followed by a two-hour presentation.

Tickets for guests registering by May 9 are \$95. Tickets purchased at the door are \$110. Each guest also will receive a report of the conference's findings and a copy of the CSUN center's "2002-2003 Report of Findings on the San Fernando Valley Economy."

Guests can register online at [econ.csun.edu/sfvalley](http://econ.csun.edu/sfvalley). To register by fax prior to May 9, send your name, company name and title, address, day and evening phone numbers,

total number of guests and any additional guest names, and credit card information including expiration date to (818) 677-6670.

Registration also can be completed by mailing the same information and a check made payable to "CSUN Foundation" to CSUN College of Business & Economics, 18111 Nordhoff Street, Northridge, CA 91330-8410.

Conference sponsors include media sponsor the *Daily News* and founding sponsors Arter & Hadden LLP, Bank of America, Citibank, City National Bank, the Economic Alliance of the San Fernando Valley and First State Bank.

Additional founding sponsors include Kirsch, Kohn, Bridge, Marvin R. Selter, Paris Industrial Parks, RAP Communications Inc., Sternberg, Horner and Associates, The Gas Company, Told Partners, the Valley Economic Development Center, and Wells Fargo Bank.

Information about the San Fernando Valley Economic Forecast is available online at [econ.csun.edu/sfvalley](http://econ.csun.edu/sfvalley) or by calling Debi Klein at (818) 677-3621. ■

## Center for Community-Service Learning Honored

2003 Valley of the Stars Award Recognizes University's Partnership with Community Charter Middle School

Cal State Northridge's Center for Community-Service Learning and the Community Charter Middle School in San Fernando been honored with the "Valley of the Stars 2003 Business/Education Partnership Award" by the Economic Alliance of the San Fernando Valley.

The Economic Alliance in February recognized the two academic entities for their collaborative efforts during the past four years to improve the quality of education for middle school students from the Northeast San Fernando Valley. The award included \$2,500 in funding.

"Our service-learning students have learned as much from their

experience as the middle schoolers," said Maureen Rubin, director of the university's Center for Community-Service Learning.

CSUN teamed with Community Charter Middle School (CCMS), which now operates at two locations in San Fernando, in 1999 when the university provided temporary classroom space on the CSUN campus until the school's first facility was completed that fall.

The school, now with about 350 students compared to the several thousand enrollment public schools in its area, serves sixth through eighth graders in the Northeast San Fernando Valley. One goal of the school, one of the Valley's first start-up charter

schools, is for all of its students to ultimately attend college.

Since the relationship began, Cal State Northridge has contributed service-learning students from such disciplines as computer science, art, music, theater and biology, along with tutors and mentors from university programs. Each year, students from the middle school also spend time at CSUN learning about life on a university campus.

Rubin said CSUN and the middle school have collaborated on several projects, including utilizing a \$100,000 computer training grant from MCI/WorldCom, a Cesar Chavez Day project involving oral histories and

photography of community seniors, and the Tomorrow's Scientist after-school program.

Launched in 1998, CSUN's Center for Community-Service Learning aims to inspire, encourage and support university students and faculty in their pursuit of academic excellence through involvement in meaningful community service.

The developer and executive director of the Community Charter Middle School is CSUN alumna Jacqueline Elliot, who earned her bachelor's degree, master's degree and teaching and administrative credentials at the university. ■

## Community Connection...

Continued from page 1.

The university will receive incentive checks for this project from DWP and The Gas Company totaling more than \$1.6 million. A special bonus for our students is that the panels also provide shade for their parked cars.

Another energy saving technology the university has employed is a microturbine generator installation that produces electricity with natural gas. This technology has such low emissions that the South Coast Air Quality Management District paid for the installation of the six microturbine generators that were donated by DWP.

There also is a third project that has been on campus for about five years now that provides great dollar savings for the university. With the assistance of a \$2 million grant from DWP, CSUN installed a 2.3 million gallon thermal energy storage system. During nighttime hours when energy

costs are about one-third of daytime charges, water is refrigerated and stored in the thermal energy storage tank to be distributed for cooling campus buildings during the day.

Cal State Northridge's overall energy conservation program has reduced the daily campus peak power requirement from 12 megawatts to 8 megawatts—saving enough electricity to serve 2,000 homes.

Cal State Northridge is committed to supporting energy conservation, reducing its energy costs and promoting environmentally friendly technologies. CSUN is one of the most energy efficient campuses in the world, is considered a leader in energy conservation among U.S. universities and was hailed two years ago by the Coalition for Clean Air for our use of alternative energy.

Until next month.... ■



CSUN's new solar panels project is one of the largest among California public universities. On page 1, President Jolene Koester and Vice President Mo Qayoumi at the dedication.

# Paying Tribute...



Photo by Randy Thomson



Photo by Wendy Rosin Malecki



Photo by Wendy Rosin Malecki



Photo by Wendy Rosin Malecki

Scenes of the new Laretta Wasserstein Earthquake Sculpture Garden at CSUN. At left, attending the dedication ceremony were (l. to r.) architect Paul Lewis; artist Marjorie Berkson Sievers; CSUN President Jolene Koester; Barbara Grushow, Laretta Wasserstein's daughter; Sandra Klasky, who helped organize the project, and CSUN Vice Provost Philip Handler.



Photo by Randy Thomson

## Sculpture Garden Honors Valley's Earthquake Recovery

*CSUN Project Named in Memory of Former Health Sciences Faculty Member*

**F**allen columns, twisted rebar and concentric circles that get larger as they move outward all bring back memories of the 1994 Northridge Earthquake.

But instead of recalling devastation, CSUN's new Laretta Wasserstein Earthquake Sculpture Garden pays tribute to the resilience and tenacity of the university and the community, which worked together to recover from the devastating 6.7 magnitude temblor of nine years ago.

Funding for the sculpture garden came from the family and friends of Laretta Wasserstein, a former health sciences faculty member who died of breast cancer more than 10 years ago.

Major donors included Wasserstein's husband Alan, son Jack, and daughter

Barbara Grushow and her husband Sandy Grushow.

The sculpture garden was created by artist Marjorie Berkson Sievers and landscape architect Paul Lewis. Sievers, a Northridge alumna, said the inspiration for the sculpture came from her own experiences during the earthquake.

CSUN Vice Provost Philip Handler, who helped with bringing the project to completion, called the garden "a place for peace, and solace and a bringing together of art and nature in a positive spirit born literally out of the rubble of the earthquake."

Handler added, "The garden is supposed to be a place for campus people and members of the community to come and sit and marvel at the

wonders of art and nature working together, and to know that something positive and creative came out of catastrophe."

The sculpture garden, dedicated in early February, is located at the south end of the campus near the Lindley Avenue and Nordhoff Street entrance, south of the Matador Bookstore. The project incorporates remnants of the former campus Parking Structure C along Zelzah Avenue, which partially collapsed in the 1994 earthquake and was later demolished.

"Immediately after the quake, I began painting and photographing images," Sievers said. "My house was destroyed, and then I saw the damage at CSUN. In the destruction and contorted and bent structures were

shapes and forms that reflected elements of beauty."

Lewis tied the sculpture into the landscape and created a cohesive connection between the pieces. "An earthquake is a shifting of the land and it is these forces of nature that affect the natural, built and economic landscapes," he said. "We have taken this concept of shifted land and presented it in the landscape and have paid homage to the awesome power of earthquakes."

The epicenter of the Jan. 17, 1994 earthquake was only about one mile south of the 353-acre campus. The shaking was so severe that every one of CSUN's more than 100 buildings was damaged. Some ultimately had to be demolished and rebuilt. ■

## 2003 Cal State Northridge Honors Convocation and Commencement Schedule

Date	College	Time	Location	Speaker
Tue., May 27	Honors Convocation	6 p.m.	University Club Lawn	CSUN Alumnus Vincent Barabba, Former U.S. Census Bureau Director and General Motors Executive.
Wed., May 28	Arts, Media, & Communication	8 a.m.	Oviatt Library Lawn	Albert McNeil, Founder and Director of the Jubilee Singers, a world-renowned gospel music group. McNeil also will receive an honorary doctoral degree.
	Engineering & Computer Science	4 p.m.	University Club Lawn.	CSUN Alumnus Kenneth Nwabueze, Founder and CEO of Sagemetrics Corp., a leading outsourced business intelligence provider. Student speaker: Ms. Elizabeth Gutierrez
	Health & Human Development	6:30 p.m.	Oviatt Library Lawn	Robert Ross, M.D., President and CEO, The California Endowment. An honorary doctoral degree will be presented to Philip Magaram, who helped found CSUN's Marilyn Magaram Center for Food Science, Nutrition and Dietetics.
Thu., May 29	Business & Economics	8 a.m.	Oviatt Library Lawn	None
	Science & Mathematics	4 p.m.	University Club Lawn	C. Richard Tracy, Professor of Biology and Director of the Biological Resources Research Center at the University of Nevada, Reno.
	Humanities	6:30 p.m.	Oviatt Library Lawn	Dr. Yvonne Chan, CSUN Alumna and Principal of the Vaughn Next Century Learning Center.
Fri., May 30	Social & Behavioral Sciences	8 a.m.	Oviatt Library Lawn	Fortuna Ippoliti, Graduating Senior and Field Deputy to L.A. Councilman Jack Weiss.
	Education	4 p.m.	University Club Lawn	Charles Hanson, CSUN Professor of Educational Psychology and Counseling.

## May Calendar

The A.S. Ticket Office in Nordhoff Hall sells tickets to many events on campus, except for some held by outside groups. The Ticket Office is open from 9:30 a.m.–5 p.m. Mon.–Fri. For prices not given, call (818) 677-2488.

### Art and Exhibits

Admission is free unless specified. For more info, call (818) 677-2156.

#### L.A. Stories: The Power of One

The photography of CSUN students and faculty, featuring dramatic black and white portraits of people who have made tough choices that have impacted their communities, is featured in this exhibit. Through Sun., May 4  
L.A. Central Library, Fifth and Flower streets in downtown L.A.

#### Annual Juried Art Student Exhibition

Works by CSUN graduate and undergraduate art students will be selected by art professionals and awards will be announced during the opening reception. Opening reception: Fri., May 9, 7–9 p.m.  
Fri., May 9 through Fri., May 30  
Main Art Gallery

#### Spiritual Expressions: Rassouli-Jenik- Mozafarian

Surrealist works by three American-Iranian artists from Southern California that share their rich symbolism of Persian mystic poetry. Through Fri., May 30  
Performing Arts Center Gallery



#### ▲ Embroidery, Batik and Tie-Dye: Textiles Crafts of Southwestern China

An exhibit displaying colorfully embroidered garments and intricate batik cloth of the Miao people and elaborately patterned tie-dyed cloth and clothing of the Bai people. Through Wed., Aug. 28  
Oviatt Library Exhibition Gallery

### Athletics (home games):

#### Men's Baseball

5/2	UC Santa Barbara	3 p.m.
5/3	UC Santa Barbara	1 p.m.
5/4	UC Santa Barbara	1 p.m.
5/16	Pacific	3 p.m.
5/17	Pacific	1 p.m.
5/18	Pacific	1 p.m.

#### Women's Softball

4/27	Cal Poly SLO	Noon
5/3	Pacific (DH)	Noon
5/4	Pacific	Noon

### Film

#### Cinematheque's 'Film Noir'

CSUN's Department of Cinema and Television Arts presents its Cinematheque spring series "Film Noir" featuring cinema and television classics. The screenings are free and held every Wednesday and Thursday in the Alan and Elaine Armer Theater, on the first floor of Manzanita Hall at the southwest corner of campus. For more info, call (818) 677-3192 or see [www.csuncinematheque.com](http://www.csuncinematheque.com).

#### Caper/Heist

Featuring "Riffifi" and "The Killing." Wed., April 30, 7–11 p.m.

#### Curtis Hanson

Featuring "The Silent Partner," "The Bedroom Window" and "Bad Influence." Thu., May 1, 5–11 p.m.

#### Postmodern Noir

Featuring "Red Rock West" and "Bound." Wed., May 7, 7–11 p.m.

#### Postmodern Noir

Featuring "A Shock to the System," "A Simple Plan" and "The Man Who Wasn't There." Thu., May 8, 5–11 p.m.

#### Clint Eastwood

Featuring "Escape from Alcatraz" and "Tightrope." Wed., May 14, 7–11 p.m.

### Music

Admission to all music events (unless otherwise specified): \$10 general, \$7 faculty, staff and seniors, \$5 students.

#### World Music Ensembles

Ric Alviso directs. Sun., April 27, 3 p.m.  
Music Recital Hall

#### Studio Jazz Band

Gary Pratt directs. Mon., April 28, 8 p.m.  
Music Recital Hall

#### Master Chorale

Paul Smith conducts. Tue., April 29, 8 p.m.  
Music Recital Hall

#### Vocal Jazz Ensemble

Paul Smith directs. Wed., April 30, 8 p.m.  
Music Recital Hall

#### Guitar Ensemble

Ron Purcell directs. Thu., May 1, 8 p.m.  
Music Recital Hall

#### Jazz "A" Band

Matt Harris directs. Fri., May 2, 8 p.m.  
Performing Arts Center

#### Northridge Singers

Paul Smith conducts. Sat., May 3, 8 p.m.  
Performing Arts Center

#### CSUN Wind Symphony

Glenn Price conducts. Wed., May 7, 8 p.m.  
Performing Arts Center

#### CSUN Wind Ensemble

Glenn Price conducts. Fri., May 9, 8 p.m.  
Performing Arts Center

#### CSUN Symphony

John Roscigno conducts. Sat., May 10, 8 p.m.  
Performing Arts Center

### Opera Workshop

David Sannerud directs. Thu., May 15, 8 p.m.  
Music Recital Hall

### Guest Artist Recital

Cellist Ann Kim and marimba and percussionist David Rozenblatt perform works by Bach, Bartok, Piazzolla/d'Rivera and Rozenblatt. Sat., May 17, 8 p.m.  
Music Recital Hall

### CSUN Youth Orchestra Gala Finale

John Roscigno conducts. Sun., May 18, 3 p.m.  
Northridge Center  
Adults \$15, students and children \$10

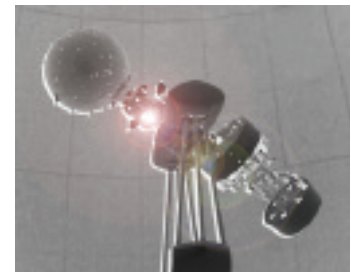
### Jim Bailey's 'Fever'

Part of the Show of the Month in the PAC series, the incomparable Jim Bailey recreates Peggy Lee in "Fever," a tribute to the legendary vocalist. Sun., June 1, 2 p.m.  
Performing Arts Center  
\$30

### Theater/Performance

#### Merrily We Roll Along

Stephen Sondheim's musical presents a journey back through carefree days when friends were inseparable, love was forever and life was bursting with dreams. Fri., May 2, 8 p.m.  
Sat., May 3, 8 p.m.  
Sun., May 4, 3 p.m.  
Wed., May 7, 7 p.m.  
Thu., May 8, 8 p.m.  
Fri., May 9, 8 p.m.  
Sat., May 10, 8 p.m.  
Sun., May 11, 3 p.m.  
Campus Theater  
\$15 general; \$10 faculty, staff, students and seniors



### ▲ Planetarium Sky Tours

CSUN's Donald E. Bianchi Planetarium hosts Sky Tour star talks exploring the splendors of the night sky. Recommended for ages 8 and above. Tickets can be ordered in advance by calling (818) 677-2488 or purchased at the door before show time. 7 p.m. Saturday, May 3 and 17  
Donald E. Bianchi Planetarium, on the west side of the Science 3 Building. Recommended parking is Lot G4 along Zelzah Ave. \$5 adults and \$3 children



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