



# The Betty Newsletter

## You Want to do What?

Issue #10



I dread the beginning of each semester at CSUN because in almost every class students are asked to introduce themselves, talk about their major and say what they want to eventually use their degree for. When I have to admit among future therapists, fashion designers and doctors what I want to do with my life, the class, and occasionally the teacher reacts as if I had said I wanted to become a stripper. Some people ask, "so why are you even in college?"

I want to be educated. I want to achieve a dream. I want to be able to tell my children that their mother has a bachelor's degree. I want the same things as everyone else in life. I'm just choosing a different path.

There is definitely a stigma attached to my dream. People have this crazy idea that it's not hard work when in fact I will have to wear many more hats than the average professional. I will be a teacher, driver, chef, janitor, counselor, accountant, nurse, plumber and baker all rolled into one. I will be on call 24 hours a day, 7 days a week. My dream career is one of the hardest jobs in the world. There are no sick days. There are no raises. In fact, there is no pay at all. Can you imagine this kind of a life? I would love to.

Some girls grow up wanting to be a veterinarian or a teacher, but my dream in life is to become a *stay at home mother*, whether society likes it or not.

-Jaclyn Mandel



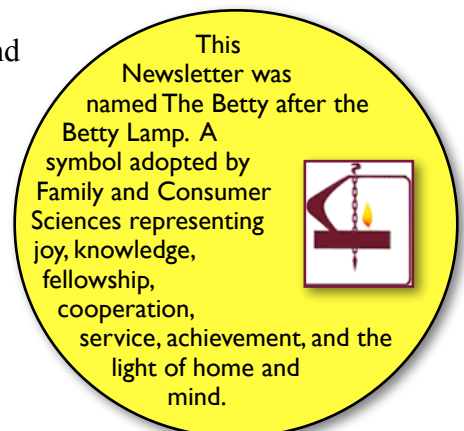
## The Career Symposium is TONIGHT!!!

That's right, the Career Symposium is tonight at 7PM in the University Student Union. There will be a couple of guests from each of the options who will sit at round tables. This really gives you a chance to chat with them one-on-one, and pick their brains for extremely valuable information.

This is a once in a life time opportunity to make connections and network with individuals in your field of interest. Find out what it is like to get where they are and get advice on what you should do. Learn about what working in the field is actually like, and what you can expect for your future. This is an important chance to really gain experience and knowledge that can put you ahead of your competitors when you graduate. It may also give you a few contacts!

So join us tonight from 7PM-9PM and make contacts and friends! We will also be serving light snacks, and who can turn down that?

-Amy Wolpa





## Dear new, current, and future Kappa Omicron Nu members,



I want to congratulate you on your new membership to our highly distinguished organization. Kappa Omicron Nu (KON) is a honor society dedicated to scholarships, research and leadership to help prepare you for the 21<sup>st</sup> century. Many of you will be graduating this semester and KON can help you in the work force. Use the [kon.org](http://kon.org) website as a resource and your KON advisor for advice you might need when searching for leadership and financial aid opportunities. If you are graduating this semester wear your KON cords with pride. It is an honor to be a part of KON and a lifetime of knowing you belong to an organization of individuals who strive for excellence. **KONgratulations!**

~ Erin Matthews, M.S.  
KON Faculty Advisor

## Safe Drinking Water is Essential

Water is necessary for all life on Earth. Humans can survive for several weeks without food, but only a few days without water. We drink it, cook with it, bathe in it, and water the flowers with it. The average American individual uses 100 to 176 gallons of water at home each day. The average African family uses about 5 gallons of water each day. Millions of women and children spend several hours a day collecting water from a distant pond, stream or shallow well and more than 1 billion people worldwide do not have safe drinking water. Every year about 2 million children die (that's about 4,000 every day) from diseases connected to unsafe drinking water. Young children have developing immune systems and low body weight. If they have one episode of diarrhea or cholera picked up from dirty water, they may only survive a day. Safe water system programs can be rapidly implemented, and can be economically self-sustaining. They can reduce the occurrence of diarrhea in families by approximately 50%. For more information on safe water systems and how you can help by just clipping coupons, go to [www.givepurwater.org](http://www.givepurwater.org).



-Peggy Moro



## Hair as a Fashion Trend

Who would have ever thought the hair on a woman's head would be such an expensive fashion trend? Today, hair has become one of the biggest fashion trends out there among both genders. Generally, women are regulars at their selected salons every 6 weeks (give or take), getting their hair cut and colored. They are known to spend over a hundred dollars a visit plus more for those products to keep hair healthy and able to style. My dad is a hair dresser in San Diego and every time I am in his salon I am welcomed by very the familiar faces of his clients. Women today are not only very precise on the amount of time between appointments but are also very loyal to their hairdresser once they find the one that best suits their likings.



After getting your hair done you gain a sense of rejuvenation and a new start. A fresh cut and new color to your hair makes you feel like a new woman and a feeling of self acceptance. Magazines and media have a great deal of influence on the hair styles that are seen as the "in trends". Many women bring cut outs of pictures from magazines of stars they want their hair to resemble or up does for special events that they see in hair books or online. Hair has become one of the most popular ways of expressing fashion and individuality all over the world. When you think of expensive fashion, the cost of the new trendy clothes is what comes to mind, but without the hair do to match, how trendy are you?

-Hilary Ramirez

## How to Reach the *Target* Market, Aussie Style

As consumers, it is important to be aware of the techniques marketers will use to lure you and your children into purchasing their products. Whether it's in the form of billboards, commercials, or the strategic placement of cereals on grocery store's shelves, consumers are constantly being targeted. A study done on the marketing techniques in Australia revealed that children are the primary target for more advertisements than you might think. Television marketers spend 70% of their time and only 15% of their budget on commercials during children's shows. Beyond the advertising you would consider to be for children, they are using advertising to children to influence their parent's decisions in larger purchases such as the family car or vacations. They have discovered that kids are more persuasive to parents than the actual ads themselves! With that in mind, an entirely new and creative technique was thought up in Australia and used in Targets during one of their major annual toy sales. Trendhunter.com posted an article which explained how Target hired actors to hang outside of the store and pretend to be life-size toys! They imitated toys such as Barbie and GI Joe as a way to appeal to the kids and ended up attracting adults as well. Not only do they act as the toys but there is a larger- than-life foam hand holding them to give the illusion that someone is actually playing with them and moving them around. One could imagine the attention this life-size toy story would draw which in turn would result in more business and traffic for their store. This fun and inventive style was first used last year to promote "Australia's biggest toy sale" and will be a tough one to beat for the years to come.



-Amy Dilgren





## Recession on Your Mind?

Sitting in your classes, listening the radio, and watching the news, are just a few of the ways you may have been hearing about the possibility the U.S. is in a recession. But what does this really mean for you, your family, and your future? The answer is, a lot. If you are a graduating senior (as I am) you may know the type of challenge you will face entering the job market. In March, 80,000 jobs were lost, so why would anyone want to hire us? Here are some helpful tips to selling *YOU*.

Putting yourself ahead of your competition is extremely important. Edit your resume, pull it out of that old file and fix it up! It is important to utilize all the tools we can; use action verbs and format it clearly and professionally. Another tool I recently learned from Professor Farah Chajin, is to make your name really POP. Use different typography and separate your name from your contact information to let it stand alone, you can also use Adobe Illustrator in the Mac Lab to add geometric shapes that will draw the employers eyes to *your* name.

Clean out that Facebook/Myspace page. I am not saying delete it, but go through it and make sure the information you have on there is appropriate and correct. Untag those party photos and make yourself appealing to an employer. A good rule of thumb is to take off anything you wouldn't want your mother to see. You may not think that employers look at these, but they do!

Professor Cynthia Schlesinger advises to make a professional website for yourself. Yourname.com, this way when an employer Googles you, they will come to a professional site all about you, essentially creating another positive experience on your behalf. She also advises making business cards for yourself, like mini resumes, so when you are networking you always have something on hand to make yourself stand out.

For more advice, talk to your professors and come to the Career Symposium (see pg. 1).

-Amy Wolpa



## SAFCS for Five Points

Who knew? Professor Brusasco, my FCS Parenting professor, recently assigned extra credit options we could all take part in. One of which consisted of going to an SAFCS meeting for five points. Five points didn't seem that crucial to my grade but it was an easy five points and I went anyway. I knew very little about what was going the meeting was going to be about, I was going for the points.

Walking in somewhere unfamiliar and not knowing anyone created an uncomfortable feeling. By the end of the meeting that uncomfortable feeling soon drifted and became a huge liking and interest for the amazing group of SAFCS. SAFCS offers students in FCS a way to meet other students as well as the opportunity to get involved in school and start a future in FCS, which I was able to do in the first meeting. Whoever thought that having an extra credit assignment would soon lead to me going to the following week's meeting as well as now considering running for a position as an officer and being more active? Broadening your horizons and stepping out of the box can lead to so many paths and opportunities. Who knows where and what SAFCS will create for my future, but it is something I would never have known about if I hadn't gone for those five extra credit points.

-Hilary Ramirez





# SAFCS is on the Run!

As you may know, SAFCS finds giving back to the community very important. So this semester, we are running, that's right, running. On Saturday April 19th, Relay for Life is coming to CSUN. Relay for Life is a fundraiser to help bring awareness and fight against cancer. It is sponsored by the American Cancer Society and is usually a very successful event.

We have been effected by cancer in some way or another. Some of us have lost loved ones, some of us are fighting and some of us know survivors. We all know how painful it can be and how expensive the medical bills can become. In America, cancer is the most feared of all diseases. Lets help put those fears to rest!

This is a 24 hour relay and it will be held on CSUN campus in the Sierra Quad. It begins at 10AM on Saturday April 19th and ends at 10AM on Sunday April 20th. We will be there in



shifts, to take care of all of the hours. Join us and help fight for a good cause. In Family and Consumer Sciences, we believe in helping the individual. We are a "people's people" major. So let's live up to our name.

To join the FCS team visit the Relay for Life website at [http://main.acsevents.org/site/TR/RelayForLife/RelayForLifeCaliforniaDivision/1650520294?pg=team&fr\\_id=10093&team\\_id=190792](http://main.acsevents.org/site/TR/RelayForLife/RelayForLifeCaliforniaDivision/1650520294?pg=team&fr_id=10093&team_id=190792).

-Amy Wolpa

## Contributors

### AMY WOLPA



Amy is a graduating senior and the Betty editor.

### AMY DILGREN



Amy is a graduating senior and a FCS Consumer Affairs option.

### ERIN MATTHEWS



Erin is a professor and the SAFCS faculty advisor.

### HILARY RAMIREZ



Hilary is a Junior and is an FCS minor. This is the first Betty she has written for!

### PEGGY MORO



Peggy is a graduating senior with a Family Studies option.

### JACLYN MANDEL



Jaclyn is a junior at CSUN. This is her first article for the Betty!!!!!!

## WE WANT TO HEAR FROM YOU!!!



It is EXTREMELY important to us in SAFCS that we highlight each option, discussing current issues, trends or just fun things to know. Please, write for the Betty. Your major is important, LET'S HEAR ABOUT IT!!!!

Also, Amy Wolpa is graduating, so SAFCS will be looking for a new editor. Being editor is extremely rewarding, and it looks great on that resume!

Send an article to the editor, Amy Wolpa, at [amy.wolpa.65@csun.edu](mailto:amy.wolpa.65@csun.edu) and watch for it in the following issue!



# 2008 Spring Banquet



You may have been hearing about the Spring Banquet in your classes, but what is it really all about? The Spring Banquet is a celebration for the graduating seniors in the Family and Consumer Sciences Department. Every year it takes place at different locations and has different themes. This year the theme is Matador, to mark CSUN's 50 year anniversary, and it will be held at the Sportsman's Lodge in Van Nuys.

Students will be honored by their professors and given grad gifts. Other than an amazing dinner, there will also be prizes, dancing, a no-host bar, a slide show, and a Trends fashion show.

If you are a graduating senior, or want to help celebrate the graduating seniors, please come, and bring your family and friends! Tickets are \$40 and are on sale until April 14th. SAFCS will be sending nine individuals who cannot afford a ticket. We feel that it is important that students can participate in the celebration and want to extend that belief to those who are not going because of the price.

To be eligible to receive the \$40 for your ticket, please write an 150 paragraph explaining why you cannot afford the ticket and why you should receive the donation. Paragraphs can be dropped off at Erin Matthews office (SQ200H) or emailed to Erin at [erin.matthews@csun.edu](mailto:erin.matthews@csun.edu).

Name \_\_\_\_\_

Please Choose (Mark number of each)

Number of Guests \_\_\_\_\_

Beef \_\_\_\_\_

Fish \_\_\_\_\_

Chicken \_\_\_\_\_

Vegetarian \_\_\_\_\_

Total Enclosed (\$40 x \_\_\_\_\_) = \$ \_\_\_\_\_

**RETURN STUB TO:** FCS Department  
Office SQ 141  
MAIL DROP 8308

**Please RSVP by April 16, 2008**

Please Make Checks Payable to: CSUN Foundation  
\$25 charge for returned checks  
NO REFUNDS AFTER RSVP DEADLINE