

The Betty Newsletter

Issue #37



I'M BACK... FOR NOW

Dear Faithful Readers,

It's me again, your former editor, Valerie. You might be wondering what I'm doing here. And to tell you the truth, I'm wondering that same thing myself. (I think Professor Matthews put some sort of spell on me to get me to agree to this crazy job again.) It would seem that I have been called back up from retirement to act as your interim editor.

I'm only riding this crazy roller coaster to finish out the semester and if anyone is interested in riding next to me or kicking me out of the car, please let me know. My roller coaster was over once and I want Betty to go new places and see new things with a new comrade. So if you are crazy enough, I mean dedicated, creative, and willing enough, to get on this whirlwind ride, please email me with your interest. And if you're a faithful reader or contributor with no interest in becoming editor, I still want to hear from you. If you have any articles, suggestions for topics or layout, comments, editorials, or concerns, please send them over to our new and improved (and official!) email at thebettynewsletter@csun.edu I look forward to hearing from each and every one of you.

As I begin this awkward mid-semester journey with Betty, I am eager to see what she has to offer: the new friends she has made, her new looks, her new audience and clientele, and the new family that has come to join SAFCS.

Oh! And just a quick update on me, because we're all a little self centered right? Well, I'll be walking across the Oviatt Library steps wearing a black cap and gown (with a forrest green tassel) in 55 days, not that I'm counting. But come August, I'll be back as a graduate student in the Master of Social Work Program here on campus. You might not find me at an SAFCS meeting (I have class at that time) but you'll find me wandering Sequoia Hall every Tuesday and Thursday this semester.



So as I start what should be my last journey with Betty, I hope to satisfy all of you readers again. Let me know what I can do to make this Betty for you (yes, you) and please let me know what you want to read about. Happy reading!

-Valerie Yu, Interim Editor



This newsletter was named "The Betty" after the Betty Lamp: a symbol adopted by Family and Consumer Sciences representing joy, knowledge, fellowship, cooperation, service, achievement, and the light of home and mind.



IPAD WITH WINGS

Apple, Inc. knows how to communicate to keep consumers on their feet through engaging and marketing their products creatively. But did they really think twice of the male and female perspective on the new Apple iPad product? Maybe the iPad Apple product was suppose to be designed only for women's use in the first place.

Most women that hear of a product called "somethingPad" will automatically think of pads and/or cramps. Maybe there were no women on Apple's marketing or advertising teams to advise not to use "pad" to describe their newest product. If you ask a male what they think of the new Apple iPad product, they might not even flinch before saying "It seems cool". But if you ask a woman the same question, the first thing she might think is "Oh my God. I need to buy some pads".

According to Lance Ulanoff from PCMag.com, "Men may be more tech-savvy of some households, but more often than not, it's women that hold the buying power". It's true, a lot of tech marketers often neglect women and most media is built for men by men, but maybe Apple was trying to switch things around. By far, women have not been a tech-savvy target market resource in the past, but women are gradually

becoming changing that. Maybe Apple's "hidden secret plan" was to target women through the Apple iPad.

Interestingly enough, you can purchase the latest iMaxi Apple iPad Case/Cover with Protective Wings, durable, vinyl, outer layer and plush, quilted-cotton sleeve to help keep the iPad clean and dry while your favorite iTunes is playing from etsy.com.

Maybe marketing to the female mindset while tapping in subliminal messages can trigger an increase in Apple's profit. So why not make more product marketing plans towards women. Period. What will Apple come out with next?

-Melissa Brooks



QUINOA -- QUIN-WHAT?

Everyone's first reaction to quinoa (pronounced keen-wah) is usually, "What? How do you say that?" or "What is it?" I've always described it myself as a lot like couscous but smaller, fluffier, and with more of a crunch. Quinoa is technically a seed but is widely recognized as a grain. Known to its early discoverers, the Incans and Aztecs, as "the mother seed," quinoa contains all of the essential amino acids and has a high protein content. It is also

considered high in many other vitamins and minerals, as well as fiber. There are many different types of this 'grain' and it can be served hot like rice, or cold in a salad. It is stored and cooked much like rice or couscous and is wheat and gluten free, making it one of the least allergenic of the grains. With the rapid increase of Celiacs Disease and other wheat/gluten intolerances, it is now widely available in most major grocery stores. Next time you feel like being a little adventurous with food, try some. I promise you won't be disappointed.



Editor's Note:

After I read this article, I wanted to try quinoa. I found a one pound bag at Fresh & Easy for \$4. As an avid rice eater, I was pleasantly surprised to find a much healthier alternative to white rice without sacrificing versatility.

-Amanda Mason, President

ALL LOVE AND NO H8

With the one year anniversary of Prop 8 on November 4th, the NO H8 Campaign had a one year anniversary photo shoot to continue to support the silent protest against the ban on same-sex marriages.

After the passing on Prop 8 last November, Adam Bouska, photographer, and Jeff Parshley began their photo project and silent protest against this infringement upon basic human rights. The photos for the campaign picture people that support marriage equality with duct tape over their mouths and NOH8 painted on their cheek. Celebrities like Dr. Drew, Kathy Griffin, Gloria Allred, and Dr. Deepak Chopra have all joined the campaign to fight for equality. In the future, the pictures are expected to become a billboard for the campaign as well as becoming magazine spreads to continue efforts to gain equality. In attendance at the anniversary photo shoot were a young couple that had been married for a few months, an older gay couple, three girl friends, and me. We were all there united to fight silently for equality.



The Fourteenth Amendment states that no state will, “deny to any person within its jurisdiction the equal protection of the laws.” The ban on same-sex marriage is unequal treatment of gays and lesbians and denies them the basic liberties and equal protection under the law. Vermont, Massachusetts, Iowa, and Connecticut are all states where gay marriage is legal. In June 2009, Governor John Lynch signed a bill legalizing gay marriage in the state of New Hampshire, making it the sixth state to legalize gay marriage.

Not only are they being denied these equal rights but also a multitude of other benefits people receive from being married. Currently, there are 1,138 federal benefits and responsibilities offered by marriage not including benefits offered by individual states. These benefits include the ability to file joint tax returns (and pay the marriage penalty), and obtain joint health, home and auto insurance policies, spouses have hospital visitation rights and can make medical decisions in event of illness or disability of their spouse, and entitlement to financial benefits relating to their spouses, such as disability, pension and social security benefits.

Additionally, should same-sex couple choose to get a divorce, if there are any children, spouses are generally entitled to joint child custody and visitation upon divorce and bear an obligation to pay child support. The mark of a strong family and healthy children is having parents who are nurturing, caring, and loving. Heterosexual couples’ parenting skills are not judged by their age, race, religion, gender, or disability and nor should homosexuals. Parents should be judged on their ability to nurture, care, and love. These are qualities of a strong family that will raise happy and healthy children. Health benefits gained by marriage are being denied to homosexual couples as well because a stable, happy marriage is the best protector against illness and premature death. One thought that married people are happier than non-married people and stress less, which prevents them from engaging in risk taking behavior.



So next November, when it comes time to cast your vote are you going to deny homosexual couples all of the benefits of marriage? Are you going deny members of our society these basic, fundamental rights to life, liberty, and the pursuit of happiness?

-Allie Marengo

GUERRILLA GARDENING BRINGING GREENERY TO THE CONCRETE JUNGLE

Concrete roads, tall buildings, and limited green space surround everyday city dwellers. Many urbanites are environmentalists who ride metro lines, bike to work, drive hybrid cars, and do their best to live a green lifestyle. Another simple way for urbanites to incorporate a green lifestyle is by surrounding themselves with nature. To help them accomplish a life filled with nature, there is a gardening movement happening all over the country and the world called Guerrilla Gardening, which brings gardening to urban centers in innovative ways.

Guerrilla gardening is a non-violent direct movement. It is related to land rights, land reform, and permaculture. Activists use abandoned land, which they do not own to grow plants or crops. They believe in reconsidering land ownership in order to reclaim land from perceived neglect or misuse, and assign a new purpose to it. Some guerrilla gardeners work in secrecy at night while others work more openly. In other words, if you think you live somewhere where space is limited and don't have an area of your own to plant a garden, if you look creatively and you might find a perfect spot.

This idea of guerrilla gardening certainly isn't a new phenomenon, it actually goes all the way back to 1973 on a lot in New York City. It is the brainchild of Liz Christy and other gardening activists called Green Guerrillas, all of whom transformed an abandoned lot on Bowery and Houston Street in Manhattan into a historical garden. Christy and the Green Guerrillas saw potential in a forgotten place in their neighbor and developed an abundant garden of sixty raised plant beds that they planted with vegetables, trees, and herbaceous borders. The movement



immediately caught the attention of nearby neighborhoods. New Yorkers saw the potential within their own neighborhoods. Consequently, the Green Guerrillas started teaching workshops and planting experiments for those interested in starting their very own gardens.

-Danielle Sylos

Contributors

VALERIE YU



Valerie is the interim editor of *The Betty* and is a graduating senior.

ERIN MATTHEWS, MS



Erin is an FCS professor and the advisor of SAFCS.

AMANDA MASON



Amanda is president of SAFCS and has just been accepted to graduate school at CSUN! Congrats!

MELISSA BROOKS

Melissa is a Consumer Affairs option and a Senior.

ALLIE MARENCO

Allie is a graduate student and a Family Studies option.

DANIELLE SYLOS

Danielle is a Apparel Design and Merchandising option and a senior.

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 fun to know. Please write for *The Betty*. Your option is important so LET'S HEAR ABOUT IT!!! The editor can't write it all. SHE NEEDS YOU HELP! NOW!

Send an article to the editor, Valerie Yu, at thebettynewsletter@csun.edu and watch for it in the following issue!

Submit your article with your full name, major and option, and a picture of your pretty face.