

CONTEMPO

Bringing people together to improve the lives of individuals, families, and communities

California Affiliate of
the AAFCS

Special points of interest:

- California State & Region Conference
- Call for Poster Presentations
- Election Results



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President's Message

Dear CA-AFCS Members and Friends,

Today, the national unemployment rate is up again, to 9.8%. We find ourselves in the midst of an on-going economic crisis in our country. In order to balance state budgets, governors have laid off workers, mandated unpaid furlough days, and imposed taxes of all kinds, amongst other measures. The federal government is not required to really "balance" the budget, so their solutions to improve the economy are to just print more money and give it to the companies who are failing and create programs that will give money to agencies and groups of people they deem deserving of it.

In our profession, we have learned---and we teach others---how to have successful work lives, family lives, and

careers and be responsible citizens. We also know how important it is to be actively involved in the legislative process to make sure our voices are heard so that the Constitution is upheld and Americans keep their personal freedoms. It is our right and our responsibility.

Fellow FCS professionals and friends, please take some time to contact your state or national elected government officials and let them know what your views are and what you want them to do regarding economic issues that face our country today—they work for us. This is an easy website to find out who your elected officials are and what their contact information is: usa.gov. I use it all the time and I encourage you to do the same.

Continued on page 4



Inside this issue:

California AAFCS State & Western Region Conference	2
Call for Poster Presentations	4
CA-AFCS Spring Board Election Results	4
Fashion Counterfeit: A Sustainability Issue	5
Betty Lamp Sketch	6
CSUN Graduates Head Start Teachers	6
Notes from the Treasurer	7
Why Intern?	8
The Perceived Influence of a Father on His Daughter's Development	8
Award Opportunities	9

California AAFCS State & Western Region Conference



March 12-14, 2010

Sacramento, California

**Capitalizing on our
Strengths**

“Inspiration, Motivation, and Education”

Program

- Board of directors meeting Thursday evening, March 11th
- Many great tours to choose from for Friday, March 12th
- Railroad Museum- Chocolate and Wine Reception Friday evening
- General session and breakout sessions and luncheons
- Saturday and Sunday, March 13 & 14th
- PDU's will be available for all CFCS members

Embassy Suites – Sacramento Riverfront

100 West Capitol Mall
(916) 326-5000

Located next to Old Sacramento and the Sacramento River promenade
Special Discounted Rate Available!

Shuttle available to hotel from the airport

Hotel includes a full breakfast and happy hour daily

Walking distance to attractions, including the capital, museums, and shopping

Continued on page 3

Inspiring Events to Motivate and Educate

Tentative Tours for Friday

Walking Tour of Old Sacramento (Where CA History Began)	Crocker Art Museum
Railroad Museum	California State Capitol
Stanford House	Escaton Villages—Demonstration Home for Seniors
California Museum of History, Women, and the Arts	Visit to Blue Diamond Almonds, Kikoman Soy Sauce and Saki Factory

Friday Evening - Railroad Museum Reception – Gourmet chocolates & wine tasting INCLUDED

General Sessions

What's Age Got to Do with It? Kelley Ferrin

Accessibility and Housing – Roberta Null

Tentative Breakout Sessions

Food & Nutrition

- Do You Know Where Your Food Comes From? - Earline Griffith
- Water and Food; what's the Truth? How Safe is it? - Andrew Patterson
- How Sweet it is: Childhood Obesity and Diabetes – Lucia Kaiser
- The Savory Goodness of Olive Oil – Mary Lou Banahan

Lifespan/Education

- Mysteries of the Mind: ADHD, Autism and Other Learning Challenges – The Mind Institute
- Frail, Abused and Neglected Seniors; A Safe House Concept – Maxine Krugman
- Wikis, Blogs and Social Networks; Bridging the Technology Gap – Corinne Thomas
- Children and Internet Security—Jenifer Sculzy
- Soft Skills for Getting a Job – Sue Coleman
- Posters, EEF Grants, Research, FHA-Hero, Teaching Techniques*

Design/Fashion

- Sustainable and Eco Friendly Interiors – Barbara Williams
- Organic & Natural Fiber for Current Fashion Trends – Diana Higashi
- Launching a Clothing Line for Emerging Markets – Ryan Looyson
- Green Kitchen and Bath Design – Barbara Daher

Luncheon Included on Both Saturday and Sunday

Saturday Evening on Your Own

Many Theater and Dining options will be available to choose from including a Broadway performance of “Chicago”

Registration Materials will be mailed by early January

Call for Poster Presentations

To help us develop an exciting and motivating program for the 2010 State Conference, we invite you to submit abstracts for poster presentations in support of the conference theme, “Capitalizing on Our Strengths”.

We are particularly interested in presentations that introduce new ideas, convey useful strategies, identify lessons learned, and strengthen participants’ existing skills and knowledge. Preference will be given to proposals that fit the conference theme.

Submissions are due by **November 14, 2009** and may be e-mailed to **cthomas@aafcs-ca.org**. Submissions must include:

- Presenter(s) name(s)
- Title of Presentation
- Category (Food & Nutrition, Lifespan | Education, Design | Fashion) & Description of Presentation

Selected presenters will be notified by **January 15, 2010**. Presenters must be registered for the conference.

CA-AFCS Spring Election Results

Thanks to all who participated in the Spring Election. Congratulations to those who have been elected to the following positions:

- **President Elect**—Barbara Kilborn (write-in candidate, accepted)
- **EEF Member**—Bonnie Rader (majority vote, accepted)

The three positions for the Nominating Committee were not filled through the election process. Members will be recommended and appointed at the Fall Board of Directors Meeting.

The position of Treasurer was inadvertently left off the Spring Election Ballot. Shirley Vernon, our current Treasurer, will also be appointed at the Fall Board of Directors Meeting.

President’s Message

Continued from page 1

[http://www.usa.gov/Contact/
Elected.shtml](http://www.usa.gov/Contact/Elected.shtml)

If you click on the link above, it gives you five easy choices. Click on the state, find out who they are and let them know what you want!



- U.S. Representatives
- State Governors
- State Legislators
- President Obama and Vice President Biden
- U.S. Senators

Sincerely,

Marge Lichty,

CA-AFCS President

Fashion Counterfeit: A Sustainability Issue

By: Amber Bradley

Presented by

Wanda K. Cheek, PhD, Mississippi State University and

Cynthia R. Easterling, PhD, University of Southern Mississippi

At AAFCS June 25 at Knoxville, TN.

The unprecedented growth of counterfeit goods has become an economic sustainability issue. Counterfeiting has become epidemic in the fashion industry.

Fashion counterfeiting is defined as illegal, deceptive copying of registered logos, brand names, or ornamentation. Counterfeit goods are “reproductions that appear identical to legitimate products in appearance, including packaging, trademarks and labeling”.

With **Deceptive** Counterfeiting, consumers are unaware the goods are fake, defrauded through misrepresentation and do not realize product attributes are hidden.

With **Non-deceptive** Counterfeiting consumers strongly suspect the products are not genuine, can distinguish difference and will purchase goods, yet know the difference.

In recent years there has been an expanding market for counterfeit fashion goods. Explosive growth has occurred on

-line and the potential for future growth is virtually limitless. Counterfeit goods can be purchased through many channels including street vendors, mobile vendors (vans), internet - especially on-line auction sites such as e-Bay, brick-and-mortar retailers, flea markets, purse parties and jean home parties, crafts & antique market shows, etc.

Counterfeiting and piracy of legitimate products in the U. S costs U.S companies \$200-250 billion annually, results in the loss of 750,000 American jobs and costs the world economy \$650 billion per year according to the Chamber of Commerce in 2008.

Counterfeiting is big business. It can be very lucrative for illegal producers and sellers with generous profit margins and low risks of prosecution. Although it is not illegal for consumers to purchase counterfeit goods, the manufacture, distribution and sale of such goods is illegal in the U.S. Major impacts of distributing and selling fashion counterfeit goods include: theft of intellectual property, threat of long-term sustainability of legitimate products in the marketing channel, loss of revenue for legitimate businesses, loss of jobs, loss of revenue and taxes that government use,

sweatshops and child labor, funds linked to the support of terrorist groups, crime syndicates, etc.

Technology today to produce counterfeits is so good it is almost impossible to detect many counterfeits. Quality is not as good and it tarnishes the image of the true manufacture when counterfeits fall apart.

Educators and professionals need to help consumers and business owners become aware of how fashion counterfeiting impacts business and economy.

Costs are incurred by the fashion industry for innovation, creativity and initial development, quality, etc. If the fashion industry can not recoup costs, the future of the fashion industry will be in peril. We need to promote social responsibility and ethical issues. If consumers stop demanding counterfeits, the market will dry up.

There are many web sites on counterfeits including:

<http://www.wikihow.com/Spot-Counterfeit-Products>

If you would like more information on this topic and the speakers handouts please let me know at:

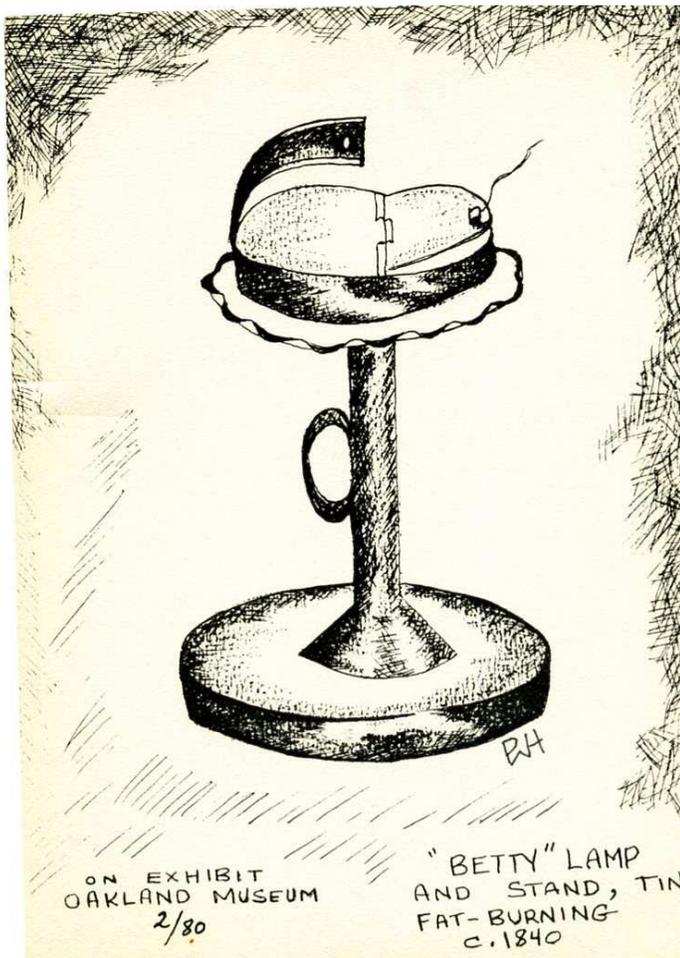
amberebradley@yahoo.com



Interested in submitting an article? Send it to our editor at articles@aafcs-ca.org

Betty Lamp Sketch

By: Corinne Thomas, *Editor*



The sketch on the left was submitted by Emeritus Member, **Patricia Hoenig**. She first encountered the lamp at the Museum of California in Oakland. As she explained, “...it was the first true oil burning lamp I had ever seen.”

She continued, “I knew our profession’s logo was based on such a lamp.” Indeed it is. The Betty Lamp, as Patricia so beautifully put it, was, “...a true colonial source of light.”

Patricia has served for many years as an FCS professional—being active in her college chapter, being a founder in the Homemaking Group that was first part of the AHEA, owning a consulting business, and even being contracted with the California State Department of Education in Sacramento.

With such a long list of accomplishments, I was especially encouraged by Patricia’s desire to live out the “...importance of being affiliated with one’s chosen profession.” For us, that is Family and Consumer Sciences. May each time we see the Betty Lamp inspire us to do great things and be lights in our profession.

CSUN Graduates Head Start Teachers

By: E. Audrey Clark, *Ph.D.*

California State University Northridge graduated five Head Start staff members in June. The five were participants in a project funded by the United States Department of Health and Human Services Administration for Children and Families to enhance services to the Hispanic-Latino population. Cal State Northridge is in year four of the five year project, which is co-directed by Dr. Alyce Akers and Dr. Audrey Clark.

The graduates are a diverse group, including a great grandmother, a man who was a Head Start student in his youth, and a teacher who came from Mazatlan with a preschool teacher’s diploma. Several of the graduates were the first in their families to earn college degrees.

The graduates have in common their assignment to teach in agencies that provide early childhood education in schools that serve a primarily Hispanic

population.

The teachers, themselves, are not necessarily of Hispanic heritage. Two of the grads earned Bachelor of Science degrees, while three earned Master of Science degrees. Master’s degree candidates in the program were also assisted by the departmental Lencione Fellowship program. All graduates majored in Family and Consumer Sciences.

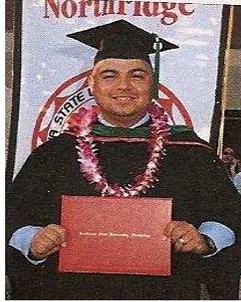
Continued on page 7

CSUN Graduates Head Start Teachers

Continued from page 6

Jacque Steinberg is the first great grandmother to graduate from the project. She has two children, seven grandchildren and one great grandson. Originally from Iowa, Jacque's college career spanned four community colleges in three states and began in 1969. She was taking classes at Ventura Community College and working for Child Development Resources when she became a participant in the Cal State Northridge grant. Her Bachelor's degree was conferred on May 22, 2009-the same day as her birthday!

Manuel Carrasco earned a Master's degree. As a child, he attended a Head Start program in Glendale, CA. Growing up in a family with low-income and dealing with a severe speech impediment strongly influenced his choice of career. He wanted to help and support other low-income and high risk children and their families. Therefore, he applied for a position with the



Manuel Carrasco

Volunteers of America Los Angeles Head Start.

Angelica Castillo received her Bachelor of Science degree.

Angela has taught in the field of early childhood since 1985, when she earned a Preschool Teacher's Diploma in Mazatlan, Mexico. She immigrated to the United States shortly after graduation at age 20. Obstacles to her progress were the need to become proficient in English and to receive citizenship. She is an employee of the Child Care Resource Center and a Head Start Teacher. She wants to



Angelica Castillo

become a Mentor Teacher and plans to earn a graduate degree.

Rachel Ibarra Chalmers is currently Site-Supervisor at El Pueblo de Los Ninos for Volunteers of America Los Angeles and lives in the San Fernando Valley. She holds a Master Teacher Child Development Permit from the State of California. The Master of Science degree was conferred upon Rachel.

Leslie Gamero received the Master of Science degree. She is the first person in her family of four children to graduate from college. Leslie began her Head Start career as a Lead Teacher for VOALA upon receiving her B.S. She was soon promoted to Site Supervisor for two centers in the North Hollywood area. A year later, she was promoted to Family Services Specialist in Education and is responsible for eight sites and the teaching staff in the South Bay area. ■

Notes from the Treasurer

Taxes for the last fiscal year have been filed before the Oct. 15th deadline. Two returns are now required with assets of the state listed as \$35,776 and EEF as \$236,690 and the districts separately at \$193,818.

Membership as of July 1st was 328 members and this number will be used to access each district's share of the cost of insurance. It works out to \$5.75 per member. Money from dues will be withheld until the district reaches their share of cost. The conference committee has been required to produce proof of insurance for the planned reception and this has been provided by the insurance company.

Continued on page 9

Family & Consumer Science Students

Why Intern?

By: Stacey Gadus

California State University Northridge

Attention all Fashion majors! When in doubt, find an internship and get a jump-start on your future.

I wish somebody would have told me this years ago before I was preparing for my graduation! This article is short and straight to the point: finding a job/career, is not only about networking and who you know, but it is also about your experiences and what you have learned from them. I am here to tell you from the perspective of someone who has figured things out on their own while learning my mistakes along the way.

I have been at CSUN since Fall 2003 and I am finally graduating after switching my major from Psychology to Apparel Design and Merchandising. I made the switch because I was missing the passion for my future career and my mind kept wandering back to anything dealing with fashion. However, I did not realize how much more work would be involved with discovering my future. I was misled into thinking

that a college education automatically equaled a great job. In the current state of our economy, that statement is far from the truth. I have also thought in the past that “who you know” will get you anywhere, but as I have learned the hard way, sometimes “who you know” does not want to help you know “who”. Sometimes you have to step out of your comfort zone and figure things out without your so-called “connections”. This may seem terrifying, but sometimes you can stumble across the most amazing internship or job without much effort.

Experience is more than just a noun; it can open the doors to whole other worlds for you. Internships are more than busy work and can broaden your horizons. I am stressing this idea of experience and internships because I had to learn the hard way why these experiences are useful, especially with your future. I am interning right now, for my first time, during my last semester at CSUN and I am enthralled in it yet very regretful. I

am here to tell you, no matter what your major, that internships are the key to the locked door that holds your future. The learning environment, the people you meet, the places you go, and the experiences you keep all contribute to what happens to you once you graduate. My biggest piece of advice is to participate in as many internships as you can because they will create connections, they will give you the experience you need, and may ultimately lead to a great job upon your graduation.

So if you have free time and you can find a company or an entrepreneur accepting interns, print out a resume and set up an interview! Find a summer internship, do one during the school year, but no matter what, get involved, get connected and add to your experiences (and your resume!). You can control your future. From one student to another, good luck with your education and I wish you all the best with your internships and experiences and where they will take you... ■

The Perceived Influence of a Father on His Daughter's Development

By: Caitlin Goossen

The Master's College

Abstract

According to research conducted by Nielsen, “fathers generally have as much or more influence than mothers on many aspects of their daughters' lives. For example, the father has the greater impact on the

Continued on page 9

The Perceived Influence of a Father on His Daughter's Development

Continued from page 8

daughter's ability to trust, enjoy and relate well to the males in her life ...well-fathered daughters are usually more self-confident, more self-reliant, and more successful in school and in their careers than poorly-fathered daughters ...Daughters with good relationships with their father are also less likely to develop eating disorders" (2007, ¶ 12). The purpose of this study was to determine what, if any, influence a father has on his daughter's development. The survey instrument requested demographic data in addition to seven Likert-type scale questions and was distributed to the students enrolled in The Master's College during the spring 2009 semester. STATPAK was used to examine the data collected, and the One-Dimensional Chi-square test used to interpret the data. All responses were significant at the .05 significance level. The conclusions of this research indicate that a father does have influence over his daughter in many areas, including body image and sexuality. ■

To read more, please visit <http://www.kon.org/urc/v8/goossen.html>

Award Opportunities

It is not too late to nominate an FCS professional in your district for one of several awards, recognizing and honoring outstanding work to improve the lives of individuals, families, and communities. The deadline for nominations will be **November 14, 2009**.

Award winners will be recognized during the **CA-AFCS 2010 Regional Conference** in Sacramento, CA..

For more information or guidelines, please contact **Linda Gomez-Ortigoza** at Got2sew@sbcglobal.net or visit www.aafcs-ca.org/ca/awards/ ■

Notes from the Treasurer

Continued from page 7

Our association was one of five within the state drawn to receive a \$500 contribution for completing a survey entitled "Economic & Diversity Issues in California Nonprofits" by the Urban Institute based in Washington, DC. The money has been received and deposited. The survey was not difficult to do and many of the items did not apply to us but it certainly was a worthwhile use of my time!

The tax accountant has reminded me of the process of RAFFLE REGISTRATION. The state association is required to pay a yearly registration fee of \$20 which we have not been doing. An application is available on line to hold a raffle and then a Non-profit Raffle Report must be filed. This is done through the Office of the Attorney General, Registry of Charitable Trust. PLEASE contact me if your district has plans to conduct a raffle this coming year as the fee must be paid and paper work completed.

A full Treasurer's Report will be sent to Board Members before the next Board Meeting.

Please contact me if you have any questions or concerns.

-Shirley Vernon, Treasurer



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Calendar

October 19, 2009

AAFCS Annual Conference Proposals due

November 14, 2009

Board of Directors' Meeting (teleconference)

December 31, 2009

Contempo Submission Deadline

View our complete calendar online at www.aafcs-ca.org/ca/calendar/

Visit us online at
www.aafcs-ca.org

Students

Do you love writing? Have you done research in an area you would like others to know about? Do you love Family and Consumer Sciences? Want to spread the word?

Then consider being a guest writer on our Student Blog! Contact Corinne Thomas at cthomas@aafcs-ca.org for more information! Represent your school/discipline today!

Scholarship Opportunities

Updated scholarship information will be available on our website in early December.

Please visit www.aafcs-ca.org/ca/scholarships-grants for more information.