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# inside CSULB 2007

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# Go Ahead and Smile

By Richard Manly

**S**mile though your heart is aching, Nat Cole once sang. If you smile through your fear and sorrow, smile and maybe tomorrow, you'll see the sun come shining through for you.

Cole had it right, says Psychology's Dale Jorgenson, who joined the university 35 years ago. Jorgenson is an expert in the effects of smiling with special attention to its affective, interpersonal and social influences.

"One smile isn't going to make much of a difference all by itself," said Jorgenson. "It takes repeated exposure. For instance, in my research, I've shown people photos of smiling people from different ethnic groups. Attitudes become more positive with many exposures to smiling faces. That is true regardless of whom they're looking at. Whatever the initial attitudes, in the end, when they've seen members of any group smile at them a lot, they like them a lot more than if they only got one or two smiles or none at all."

A continuing aspect of his work has been the investigation of the effects of interethnic smiling on relations between ethnic groups. The objective of this research on smiling is, first of all, to validate the use of the reciprocation of initiated smiles as an attitudinal index which then can be used to assess intergroup attitudes. The second objective of this research is to see if exposure to smiles by members of different ethnic groups actually may change intergroup at-



Photo by Victoria Sanchez

Dale Jorgenson

titudes. He has collected data from approximately 250,000 subjects in southern California since just after the Los Angeles riots in 1992 and presented the results at a convention of the Western Psychological Association. His evidence suggests that whether or not someone returns a smile to a member of a different ethnic group does reflect their attitude toward that group and that being the recipient of enough smiles by members of other groups can change intergroup attitudes. He also has found that being frowned at has the opposite effect.

"If I show pictures of people of different ethnic groups and they're frowning, then the more frequently people are shown pictures of frowning faces, then the less they like that group," he said. "It is about achieving a critical mass of experiences."

Facial expressions, throughout history, have been one of our primary means of communication of our feelings about other people. "The

fact we recognize facial expressions almost universally as implying certain things offers evidence about how useful they are," he said. "We are happy to see somebody smile but our interest fundamentally is in knowing whether they are happy with us. As long as we have to make decisions about whether people are friends or foes, we need a way to do it quickly and easily and from a distance. Facial expressions represent a quick and simple way of knowing these things."

Jorgenson received his bachelor's degree in Psychology in 1966 and his Ph.D. in social/organizational psychology in 1970, both from the University of Minnesota.

He has found that smiling at others may benefit the smiler in that, when you smile at people, they are more likely to smile at you. The more often this happens, the better the mood of the smiler. When reviewing self-reports handed in by students assisting with his smile research, he correlated the

frequency of returned smiles with how favorable their moods were.

"The correlation between the number of smiles they reported receiving in return and their mood was extremely high (80 percent or better)," he said. "The more they got smiled at in return, the more favorable their mood was."

And yes, knowing so much about the effects of smiling has had an effect on his own behavior.

"I've thought about this quite a bit and how I've been affected by what I've found," he said. "It has reinforced one of my guiding principles that we really are in charge of our destinies. We do have influence over the things that happen to us by virtue of our actions. Smiling is a case in which a simple act can have profound affects on the kinds of experiences we have with other people and how they treat us."

## Couple Retires Together

By Shayne Schroeder

On Jan. 2, 1975, Irene Martinez and Steve Wood began working at CSULB, she in Academic Personnel and he in Campus Stores.

For the next two decades they would talk from time to time, always by phone, always job related. Whether they actually ever crossed paths during that 20-year span, well, neither one can quite recall. In 1995, however, mutual friends on campus thought they would be a good match. Apparently they were right, because in 1997 they were married.

"Sometimes that's what fate is," said Irene, pointing out that early on they discovered other things they had in common – they both drove SUVs and had each previously held sales jobs at Sears, she in Cerritos and he in Santa Fe Springs. "If we had met 10 years earlier, it may not have worked out."

"She's probably right about that," said Steve. "I think the timing was right and we were both ready to settle down."

And then, after 32 years, feeling the time was right to step down, they both retired from the university on Dec. 31, their careers spanning the exact same time period.



Photo by Victoria Sanchez

Coming from Sears, Irene began as a clerical assistant in Academic Personnel and is retiring as Academic Personnel Manager. Steve began in Campus Stores and is retiring as supervisor of Central Receiving and Property Office.

So, what's next for the couple?

"I tell everyone that I think it's going to be a year of doing whatever comes my way and contemplate new horizons," said Irene, who received a bachelor's degree in Spanish in 1998. "Plus, there are a lot of wonderful programs here, like lectures and performances

at the Carpenter Center, that we can now go to and not feel like we aren't getting away from work."

"I am sure those are some of the things we will do," agreed Steve. "First, I have to get acclimated to not having to get up early every morning. I get up every day at 5 a.m. and am here by 7 a.m. I'm a morning person, so I will still get up, but now I can relax, have a cup of coffee and read the paper."

Prior to coming to CSULB, Wood served in the Navy's submarine service from 1970-74. When he got out, he went back to his sales

job at Sears and shortly thereafter began working at CSULB.

His mother Shirley Wood retired in 1991 after 25 years on campus, first in the business office and the last 23 years at the department secretary in the history department.

"I pretty much got the job because of connections," joked Wood, noting that his mother told him of the opening. "Back then getting a job on campus because of connections was a much more common thing."

The Woods have been Lakewood residents for nine years and although they don't have any children of their own, they have "wonderful nieces and nephews" and plenty of other family members to spend their time with.

"We know how lucky we are to be able to do this," said Irene. "It's going to be hard to leave here after so many years, but we have a lot of long-term friends here that we will continue to treasure. We both agree that we have been fortunate to have worked with so many special co-workers over the years."

"The thing I will miss the most is the camaraderie I have here," said Steve. "There are 50-100 people I deal with daily and weekly on a work basis so that will be a big change."

## Lifelong Learning Institute Registration Set for Jan. 6

Osher Lifelong Learning Institute (OLLI) at CSULB will hold its winter session registration on Saturday, Jan. 6, at 9 a.m. with the general membership meeting at 10 a.m. The meeting will be held in the Human Services and Design building, Room 101, near the corner of Palo Verde Avenue and Anaheim Road. Free parking for this event will be available in Lot 9. The winter session runs from Jan. 22-March 19.

Shari Delaney will be the guest speaker at the general meeting and will talk about the U.S. Postal Inspection Bureau, specifically touching on investment fraud, identify theft, mail scams, and other security issues.

OLLI at CSULB, formerly Senior University, was established a decade ago and membership has grown from 50 to more than 750 students, providing learning opportunities for older adults.

OLLI offers classes in four eight-week sessions each year for adults 50 years of age or older. The classes are taught by current and

emeriti university professors, current and former industry experts, CSULB graduate students, and others with skills and knowledge in various fields and disciplines.

Computer classes range from fundamentals to graphics and the use of digital cameras, and are conducted in a 10-workstation lab by skilled instructors and coaches. Lecture classes are offered on a wide variety of topics including health, music, science, literature, creative writing, art, history, finance, politics, travel, Spanish, yoga, and bridge.

Annual OLLI membership is \$40, pro-rated to \$20 for both the spring and summer sessions. Tuition is \$10 per lecture course and \$45 per computer course, which also require an annual \$40 SeniorNet membership fee.

For further information, call the OLLI Office at 562/985-8237, send an e-mail message to [senior-university@csulb.edu](mailto:senior-university@csulb.edu), or visit its Web site at [www.csulb.edu/centers/senior-university](http://www.csulb.edu/centers/senior-university).

## New Vision Plan

Effective Jan. 1, Vision Service Plan (VSP) began providing administration of vision benefits and claims on behalf of the employer-paid California State University (CSU) Vision Plan. VSP is replacing Medical Eye Services (MES)/Blue Shield, which administered CSU vision benefits through Dec. 31.

If you are currently enrolled in benefits, the enrollment into the new vision plan is automatic.

The following benefit plan enhancements are offered to eligible CSU employees:

- ▶ The in-network frame allowance increases from \$90 to \$95
- ▶ The out-of-network frame allowance increases from \$45 to \$60
- ▶ The in-network contact lens allowance increases from \$110 to \$120
- ▶ Polycarbonate lenses for children in-network up to age 23, instead of age 12
- ▶ Discounts of approximately 15 percent for laser correction surgery are available

For more information, visit the VSP Web site is [www.vsp.com](http://www.vsp.com). Additional communication materials regarding VSP will be available in the near future. If you need assistance, contact Benefits Services at 562/985-2120.



## Fujikawa Selected Employee of the Month

Betty Fujikawa, who joined CSULB this year and earned her B.A. degree with a special major in photography from the university, was chosen recently by her colleagues in Payroll Benefits as employee of the month.

The Payroll and Human Resources Support Assistant was recognized in a special ceremony held on Friendship Walk near the University Student Union, which was renamed Betty Fujikawa Lane for the month.

CSULB President F. King Alexander praised Fujikawa's service to the university and for her positive attitude when dealing with questions from faculty, staff and students. "This is the kind of commitment that makes CSULB the university of choice," he said.

"I feel very honored and excited to be named employee of the month," said Fujikawa. "Even though I've only been here five months, I know what an honor it is even to be nominated. In our division, there are so many hard-working and dedicated professionals, this award ought to be called 'employees of the month.'"

Her main responsibilities include providing customer service for payroll procedures and concerns as well as assisting new hires with the completion of a variety of required forms.

"Processing hiring documents makes up the biggest part of my



day," she said. "For many students, this is their first job and first time filling out hiring documents and this can be a little overwhelming. All documentation must be reviewed to assure payment to the employee and also that the campus is in compliance with the requirements of federal and state laws. At the beginning of the fall semester we hired a record number of over 700 new employees. I also provide assistance with various requests such as employment verifications, direct deposits, withholding allowance changes, MyCSULB, as well as other administrative support duties.

One reason she was recognized as employee of the month are her people skills, she believes. "I try to keep a positive attitude and treat people the way I would wish to be treated," she said. "I am a firm believer in customer service. With the high level of patience and empathy that this job re-

quires, it can be occasionally very demanding at times. One of the keys to doing this job successfully is being able to turn a negative situation into a positive one."

One of the things she likes best about CSULB is the office staff with whom she works. "They are an exceptional team of people. I came to CSULB from the private sector where I worked as a payroll specialist," she explained. "Still, CSULB is very different from the corporate world, but everyone here has been so patient in explaining the complex aspects of the university's payroll and human resources procedures. This department is very customer service oriented and realizes that there are many needs to be met.

Working with the students is a big plus. "I really love this campus," she said. "The students here are very respectful and have such a positive outlook. Their whole future is ahead of them and

I enjoy being part of the process that encourages them. It really blesses my day to work with them."

Her CSULB connection is also a family affair. Her daughter Lori was a President's Scholar who graduated from CSULB in 2006 with a BFA degree in graphic design. Fujikawa and her husband, Scott, also have a daughter Jennifer who also is a President's Scholar at CSU Fullerton.

When she isn't solving crises at CSULB, Fujikawa enjoys using the photographic skills she honed as part of her degree. "I enjoy volunteering for community projects and I've used my photographic skills working with Tyra Banks and her TZone Foundation which seeks to encourage young girls to embrace positive core values," she said. "I also belong to a church crochet group and we donate our work to hospitals, nursing homes and orphanages. Currently, we're making scarves for foster teenagers who are attending college. I believe volunteering is good for the heart and always reminds me how fortunate I am."

Fujikawa received several gifts with recognition including a CSULB sweatshirt, a gift certificate for four tickets to one CSULB home game, a \$15 gift card for Bristol Farms, a gift certificate for one full-service hand car wash at Circle Marina, a \$10 gift certificate for Katella Deli, a \$25 gift certificate for Taco Beach restaurant, a gift certificate for Tommy's World Famous Hamburgers and a gift certificate for one free Whopper at Burger King.



## In Memoriam

**Ronald Lee Applbaum**, 62, of Pueblo, Colo., died peacefully of lymphoma on Nov. 16, with his wife of 38 years, Susan, at his side. Applbaum began his teaching career at CSULB. He was a communication scholar and lecturer, earning his bachelor's and master's degrees from CSULB and a Ph.D. in speech communication from Pennsylvania State University. He served on the faculty of speech communication at CSULB before moving into administrative roles.

Applbaum was a dean of Humanities, provost, and was a president at three universities, most recently at Colorado State University-Pueblo. Prior, he had been president at Westfield State College in Massachusetts and Kean University in New Jersey. His specialty was organizational communication and he wrote six textbooks and hundreds of scholarly articles. In addition, he served as president of Word Communication Association and was proud of his numerous publications in the communication discipline. Applbaum was buried

Nov. 20 in a private ceremony in Costa Mesa. In addition to his wife, survivors include a son, Lee, and a daughter, Jennifer, both of Pennsylvania.

**John "Jack" Minar**, died Nov. 23 at the age of 80.

Minar, who began teaching at CSULB in 1968, retired in 1989 as a professor in the Department of Recreation and Leisure Studies (RLS). During his tenure, he established the "Recreation in the Ocean Environment" course, a weeklong class on Santa Barbara Island. Also, he gave "Eat the Campus" tours of CSULB, sighting the edible flora and fauna on the campus.

Born on Sept. 21, 1926 in Long Beach, Minar received his B.A. degree in Recreation from Whit-tier College and completed his M.S. degree in Systems Management at the University of Southern California.

He began his career in recreation in 1949 as a playground director with the City of Long Beach Parks, Recreation and Marine before moving up to Director of Special Activities,

then Recreation Center Director and, finally, District Supervisor.

From 1959-62, Jack served as a civilian recreation director for the U.S. Air Force in England, followed by a stint in Germany until 1966. He returned to the United States and worked as the recreation section chief for the 92nd Strategic Aerospace Wing and U.S. Air Force Survival School at Fairchild Air Force Base in the state of Washington until 1968.

Minar was an active member of the European Recreation Society, Toastmasters International, National Recreation and Parks Association, and California Parks and Recreation Society, and held offices in each of these organizations. He received a "Special Citation for Outstanding Contribution to the Armed Forces Recreation Program from 1963-1967" from the American Park and Recreation Society and an "Outstanding Contribution to the Recreation Profession" award in 1974 from the National Recreation and Parks Association.

He and his wife, Viva ("Vi"), who

passed away in January 2006, were active volunteer leaders in community organizations and shared a passion for Japanese culture. They supported the activities of the Japanese congregation of their church and Jack was a founding member of the Friends of the Earl Burns Miller Japanese Garden and served on its volunteer council for many years.

Minar is survived by his son John, daughter Jill of Fresno and four grandchildren.

A celebration of his life will be held on Jan. 20 in the Earl Burns Miller Japanese Garden at 2 p.m. In support of Minar's legacy, the family requests that donations be made in his memory to either the RLS or to the Japanese Garden. For additional information, contact Sharon Cruz of RLS at 562/985-4071 or Jeanette Schelin of the Japanese Garden at 562/985-5930. In addition, you may contact the family by e-mail at [jminarmem@yahoo.com](mailto:jminarmem@yahoo.com).

# LAURELS

**Judy Brusslan**, Biological Sciences, has been appointed chair of the American Society of Plant Biologists (ASPB) Women in Plant Biology Committee and also is serving on the ASPB Executive Committee. Her work in developing experiments that can be tailored to simultaneously teach plant physiology to elementary and college students earned her ASPB's Education Booth Award at this year's annual meeting. She has twice served as a panelist for the Society's Career Workshop seminar. She was first appointed to the ASPB Women in Plant Biology Committee in 2004. ASPB has 5,000 members from the U.S. and nearly 60 other nations and publishes the journals *The Plant Cell* and *Plant Physiology*.

**Lesley Farmer**, Library Media, was invited by the U.S. State Department to speak with librarians in Brazil about library services for youth. She was the recipient of the Sala Elizabeth Bishop Program award to conduct this lecture series presented in Rio de Janeiro, Brasilia, Fortaleza, and Sao Paulo during November.

**Brian Finney**, English, had published his monograph, "English Fiction Since 1984: Narrating a Nation" (London and New York: Palgrave/Macmillan) on Nov. 28.

**Robert H. Friis**, Health Science, was elected as a fellow of the Royal Institute of Public Health (RIPH) based in London, England. Membership as a fellow is made by nomination of the council of the RIPH. The RIPH is a leading independent body with an international reputation, dedicated to the promotion practice and protection of the highest standards of Public Health.

**Christine L. Jocoy**, Geography, recently published a refereed article titled "Surviving the first time through: A new instructor's views on designing and teaching economic geography and how mentoring early-career faculty can help" in the November issue of the *Journal of Geography in Higher Education*.

**John Jung**, Psychology had a book talk-signing for his memoir, *Southern Fried Rice: Life in A Chinese Laundry in the Deep South*, at the San Diego Chinese History Museum on Dec. 2.

**Susan Peck MacDonald**, English, has an article titled "Chandler's American Style" appearing in the most recent issue of *Style*. She also published an article titled "The Language of Journalism in Treatments of Hormone Replacement News" in a recent issue of *Written Communication* and presented a paper on "Dangerous Narratives in Healthcare News" at the 2006 annual Conference on College Composition and Communication.

**Suzanne Marshall**, Family and Consumer Sciences, presented a paper titled "Developing Student Leadership Through the Fashion Show" at the International Textiles and Apparel Annual Meeting in San Antonio, Texas, on Nov. 3.

**Clifton Snider**, English, had three poems titled "Watts Towers," "Visiting the Cave of Pech-Merle" and "Family Bones" published in the online journal, *Arabesques Review*, Vol. 2, Issue 3, Fall 2006.

**Deborah Thien**, Geography, gave an invited talk titled "Fire and ice: Geographies of gender and emotion in the Shetland Islands, Scotland" to the Huntington Library Women's

Studies program panel, "Women and Health: Exploring the Margins," which was moderated by Robyn Fishman, a graduate student in history, on Nov. 18.

**Julie Van Camp**, Philosophy, has been appointed chair of the national committee on Philosophy and Law of the American Philosophical Association (APA) for 2006-09. In that capacity, she is responsible for administering a bi-annual competition for the best published article in the field as well as organizing special programs for the APA professional meetings. She was previously a member of this committee from 2001-04.

**James Woods**, Geography, is extensively cited in a newspaper article about the Esperanza Fire and the Green Sheet report on the conditions leading to the deaths of the five Engine 57 firefighters from the U.S. Forest Service. The article by Keith Matheny appeared in *The Desert Sun* (Palm Springs) on Nov. 18 and is titled "Green Sheet report" reveals extreme conditions of wildfire: Esperanza details exposed." He also made a presentation titled "A geographic analysis of graduates of California State University, Long Beach" to the North American Cartographic Information Society in Madison, Wis., in October.

**Barry Lavay**, Kinesiology, was the invited keynote speaker for the Adapted Physical Education section of the 2006 Illinois Alliance for Health, Physical Education, Recreation and Dance and the Midwest Adapted Physical Activity Conference held in St. Charles, Ill., on Nov. 18. He gave two different talks on behavior management methods and students with disabilities.

The most up-to-date schedule of CSULB events can be found at [www.csulb.edu/insidesculb](http://www.csulb.edu/insidesculb)

## WHO'S INSIDE

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In addition to meeting fully its obligations of nondiscrimination under federal and state law, CSULB is committed to creating a community in which a diverse population can live and work in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, veteran status, political views, sexual orientation or other personal characteristics or beliefs.

# CALENDAR

## Wednesday, Jan. 3

Men's Volleyball vs. Calgary (exhibition), 7 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

## Thursday, Jan 4

Men's Basketball vs. UCSB, 7:05 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

## Saturday, Jan. 6

Men's Basketball vs. Cal Poly, 7:05 p.m., Walter Pyramid. For further information/tickets, call 562/985-4949.

## Friday, Jan. 12

Mens' Volleyball vs. UC San Diego, 7 p.m., Walter Pyramid. For further information/tickets, call 562/985-4949.

## Saturday, Jan. 13

Track and Field: LBSU Throwers Pentathlon, Jack Rose Track, For information/tickets, call 562/985-4949.

## Thursday, Jan. 18

Men's Basketball vs. CSU Fullerton, 7:05 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

## Saturday, Jan. 20

Men's Basketball vs. UC Riverside, 7:05 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

## Sunday, Jan. 21

Family Series: Beakman Live! 2 p.m. and 5 p.m., Carpenter Performing Arts Center. For information/tickets, call 562/985-7000.

## Wednesday, Jan. 24

Men's Volleyball vs. CSU Northridge, 7 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

## Friday, Jan. 26

Women's Tennis vs. University of San Francisco, 2 p.m., campus courts. For information/tickets, call 562/985-4949.

Men's Volleyball vs. UCSB, 7 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.