



Connecting Yesterday's Students  
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## Alumni Newsletter - Connected

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### Features



#### Come Home to Chico

One of the most common refrains we hear from our alumni who do not live in Chico is, "I would love to come back to Chico if only I could find a job."

[Full story...](#)



#### The Event of a Lifetime...or an Event for Lifetime Members

The Alumni Association hosted the Third Annual Lifetime Member and Scholarship Recipient Recognition Event on Thursday, December 4, 2008.

[Full story...](#)



#### Upcoming Reunions

With eight upcoming reunions, you should be able to find one that will get you reconnected to the University - and some old friends!

[Full story...](#)

### What's Inside



#### Apply for the Credit Card that Will Help Make Campus Even More Beautiful!

The CSU Chico Alumni WorldPoints(r) card is the only credit card that supports the Alumni Association.

[Full story...](#)



#### Chico Alumni ChicoBags™ What a Fun Gift to Give!

ChicoBags™ are a stylish and sustainable alternative to single-use paper and plastic bags!

[Full story...](#)

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### What's Inside

## Apply for the Credit Card that Will Help Make Campus Even More Beautiful!

### Partnership Between Bank of America and the Alumni Association

The CSU Chico Alumni WorldPoints(r) card is the only credit card that supports the Alumni Association and lets you earn points towards cash back, air travel, merchandise and more - all with no annual fee and a competitive annual percentage rate! For every new account that is opened and every purchase made with the card, Bank of America will make a contribution to the CSU, Chico Alumni Association - at no additional cost to you!

By signing up to receive the CSU, Chico credit card, you will be helping the Alumni Association with the renovation of the Alumni Glen. Funds are also used to help build the Alumni Association membership program, making your organization even better.

Members may review information about the rates, fees, other costs and benefits and apply by [clicking here](#) or calling 1-800-932-2775. TTY users, please call 1-800-833-6262. Please mention priority code FACJU6 when calling.

[Back to Top](#)



## Chico Alumni ChicoBags™

### What a Fun Gift to Give!

ChicoBags™ are a stylish and sustainable alternative to single-use paper and plastic bags! Your purchase of a Chico Alumni ChicoBag™ will support Alumni Association programs such as

- Alumni Events and Activities
- Scholarships
- Distinguished Alumni Service Award
- Campus Beautification

Chico Alumni ChicoBags™ are just \$8.00 each, or \$7.50 each when you buy two or more. Mail orders will include a shipping and handling charge of \$1.50 per bag. To order yours, please call the alumni office at 530-898-6472, or fill out the order form (available [online](#)) and fax to 530-898-4407.

It is the item every Chico State alum on your gift giving list is yearning for!

Order by December 17 for delivery before December 25. The Chico State campus will be closed December 20, 2008 through January 4, 2009, so be sure to place your order early so you won't disappoint.



[Back to Top](#)

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#### Come Home to Chico

One of the most common refrains we hear from our alumni who do not live in Chico is, "I would love to come back to Chico if only I could find a job." Alum Bob Linscheid, (Public Administration, BA, '76, MA, '78), executive director of the Chico Economic Planning Corporation (CEPCO), and the alumni trustee for the California State University system, has taken that message to heart and has recently collaborated with the City of Chico and CEPCO to launch the *Come Home to Chico* campaign.

*Come Home to Chico* strives to capitalize on the affinity that Chico State alumni have for the campus and surrounding community. The campaign works to provide these alumni with a variety of opportunities in the areas of employment, visits to Chico and investment and business start-up. This campaign also focuses on helping recent graduates find opportunities to stay and work in Chico .

Linscheid says, "The *Come Home to Chico* campaign provides the opportunity to link educated alums with positions in the community. While some folks have the impression that there are no jobs in Chico for college-educated employees, the truth is finding talented employees is a "major issue" for businesses. Employers have communicated to the City of Chico and CEPCO that they need employees to do specific kinds of jobs. They're not always finding those employees readily."

Jeff Schlicht ('95, Computer Science), founder and CEO of Auctiva Corp. which is located in Chico, is a business owner who has positions open at his company which creates products to expedite the eBay listing process. A glance at their website, [www.auctiva.com](http://www.auctiva.com) shows that currently available positions include software developer, database administrator, product manager, development manager, and content writer. Schlicht not only came home to Chico but brought his company with him and says that "in the seven years we've been based in Chico , the company has grown by more than 50 employees, many of whom are also products of the university."



Frank Marinello, (Business, 1991) is the current chair of CEPCO and in a recent letter to the CEPCO membership and the Chico community he writes about the formation of a Town and Gown Task Force, "The linkage between the University and the community should be acknowledged and built upon. The development of a task force can enhance the University's position in the region as well as bring about collaborative relationships with amazing results."

Marinello is also one of the lucky ones—fortunate enough to move back to Chico with his wife Maria in 2003. He says "Maria and I came back to Chico in 2003 because of the lifestyle it fosters. It provides all the benefits of a small town with most of the advantages of a larger metropolitan area." Marinello is the owner of Marinello Real Estate which focuses on the entitlement, development, and acquisition of select commercial real estate projects located throughout Northern California . While Marinello's office is located in Chico , his recent projects are in Suisun City and Petaluma.

So...what if you already have a great job at a company located outside of Chico , can telecommute to work, want to live Chico , but don't have a traditional place to work from? Pam Montana ('78, Physical Education), western region area director for Intel Americas, Inc. is using an innovative solution and spends part of her time at Uptime Coworking Studio. According to Wikipedia, Coworking is " an emerging trend for a new pattern for working. Typically work-at-home professionals or independent contractors or people who travel frequently end up working in relative isolation. Coworking is the social gathering of a group of people, who are still working independently, but who share values and who are interested in the synergy that can happen from working with talented people in the same space."



Montana , who lives part-time in Chico and part-time in Danville, CA, says, "Being a part time resident in Chico and having a place like Uptime to work is invaluable for a sales professional. They have offices and conference rooms and privacy for 1x1 meetings, and offer the ability to network and talk with other folks when you have down time. I like having the flexibility to walk in there any time I need a desk, without having to make an appointment or reserve a room, etc...As an alumnus I'm also more than happy to support Downtown Chico and the economy in any way I can."

Uptime Coworking Studio is under the umbrella of the Golden State Capital Network, which was founded by Jon Gregory, a Chico State journalism alum. Gregory has been the president and CEO of the organization since its inception in 1999.

Linscheid, who also spends his work hours at Uptime, concludes by saying "perhaps some alumni might be in a position to bring a company back to Chico, providing jobs for other citizens here. That theory is behind Come Home to Chico, a new economic development campaign for Chico that is looking to capture talented individuals interested in living in a place they know and love."

If you are a business owner and would like to *Come Home to Chico*, contact Bob Linscheid at [bob@wemanage.org](mailto:bob@wemanage.org)

#### Additional Resources :

Come Home to Chico campaign:

<http://www.comehometochico.com/Default.aspx>

Chico Economic Planning Corporation:

<http://www.cepc.com/>

Golden Capital Network and Uptime Coworking Studio:

<http://www.goldencapital.net/>

Auctiva:

[www.auctiva.com](http://www.auctiva.com)

[Back to Top](#)

## The Event of a Lifetime...or an Event for Lifetime Members

The Alumni Association hosted the Third Annual Lifetime Member and Scholarship Recipient Recognition Event on Thursday, December 4, 2008. The event was attended by 80 people who were on hand to witness the announcement of the fifth recipient of the Distinguished Alumni Service Award. Attendees were also treated to a wonderful performance by the campus student musical group, *The Off-Broadways*.

Since its inception, this event has been coordinated by the Recreation 474 Association Operations and Events class. This year the students (Matthew Alward, Marciela Andrews, Christine Bruce, Lindsay Congdon, Taylor Goudreau, Natalie Griffin, Kristin Guinn, Amy Lateur, Erica Medeiros, Saundra Parola, Jennifer Perisho, Kristen Stutts, and Megan Villapudua) reported to student intern, Lindsey Jordan (Class of 2008), who served as event coordinator. Under Lindsey's direction, the students put on a beautiful event that came in well under budget, and succeeded in making both Lifetime members and our scholarship recipients feel special.



The announcement of the 2009 Distinguished Alumni Service Award came as a big surprise to this year's recipient, Nancy Fox (Class of 1964). Making the announcement, Alumni Association President Tim Colbie read the following paragraph from Nancy's nomination:

"Nancy Fox IS Chico State. She loves the University, the students, the coaches, the faculty and staff. She is Chico Spirit and Chico Pride. She has given of her time, her leadership, her financial support, her spirit when speaking of the University, and will continue to give of herself as a loyal Chico State Alumna. Nancy's enthusiasm for the University, the students, and the programs that serve them, is infectious. One can't help but hear and feel the sincerity of her appreciation for her time as a student and the forty years of service she has since donated to the University and the Chico community. One would be hard pressed to find a more dedicated volunteer and friend to Chico State."

Nancy, along with the seven other Distinguished Alumni to be selected by the colleges, will be honored at the Annual Distinguished Alumni Dinner to be held on the Chico State campus on Friday, April 24, 2009. Please contact the alumni office at 530-898-6472 to inquire about tickets to this event.

Also recognized at the December 4 event, were four of the six recipients of Alumni Association funded scholarships. In attendance were Graham Whitney Scholarship recipient, Eva Schmidt, Alumni Association Scholarship recipients Jaymes VerSteeg and Robert Spiller, and the inaugural recipient of



the Wayne Harder Memorial Scholarship, Christopher Hasek. The Alumni Association also funds another Graham Whitney Scholarship, and funds one of the President's Scholar awards.

All Lifetime Members of the Alumni Association are invited to attend this event. For information on how you can become a Lifetime Member, please [click here](#). We look forward to seeing you at next year's event.

[Back to Top](#)

## Upcoming Reunions

### Alumni Weekend - January 30 and 31, 2009

#### Chico Chapter Basketball Reception

Friday, January 30, 2009

Annual event hosted by the Chico Chapter at the Men's and Women's Chico State Basketball games. Receptions will be held in Shurmer Gym during halftime of the women's game and between the men's and women's games. Reception-only tickets are available for \$7, tickets for the basketball game and reception are \$12. Please call the alumni office at 530-898-6472 for ticket information.

#### Golden Grad Luncheon and Time Capsule Opening

Saturday, January 31, 2009

Alumni who graduated in 1959 or earlier are invited to attend the Annual Golden Grad Luncheon in recognition of all those who graduated 50 or more years ago from Chico State. Following lunch, the 1959 time capsule will be opened. Call the alumni office for ticket information.

#### College of Agriculture Alumni Reunion at the Red Bluff Bull and Gelding Sale

Friday, January 30, 2009

4:00 p.m.-7:30 p.m., Tehama District Fairgrounds in Red Bluff

Contact Sarah DeForest at [sdeforest@csuchico.edu](mailto:sdeforest@csuchico.edu) or 530-898-3737 for more information

#### Track and Field Alumni and Friends Banquet

January 31, 2009, Bell Memorial Union

No-host cocktails: 5:30 p.m.

Dinner: 7:00 p.m.

Tickets cost \$40 each and must be purchased in advance.

Call 530-898-5735 for more information

#### College of Agriculture Alumni Breakfast at the Colusa Farm Show

Wednesday, February 4, 2009

7a.m., Colusa Fairgrounds

Contact Sarah DeForest at [sdeforest@csuchico.edu](mailto:sdeforest@csuchico.edu) or 530-898-3737 for more information

#### Physics 50th Anniversary and Reunion

Friday and Saturday, May 1-2, 2009

Many activities are scheduled, including Show & Tell, Contributed and invited talks, Banquet and Graduates' Gala, and the Floyd English Scholarship Reception. See our web site at [www.phys.csuchico.edu](http://www.phys.csuchico.edu) or call 530-898-6259 (ask for Chris Gaffney or Lisa Washburn) for more information.

#### Computer Science 40th Anniversary and Reunion

Scheduled for Spring, 2009

If you are interested in helping with the planning or sponsoring the event, please contact Moaty Fayek, department chair at [cscialumni@csuchico.edu](mailto:cscialumni@csuchico.edu) or call 530-898-6442.

#### Calling all Centurions!

Are you an alumnus who is 100 or more years young? Or do you know of a Chico State grad who has reached the century mark? If so, please contact the alumni office at [alumni@csuchico.edu](mailto:alumni@csuchico.edu) or 530-898-6472 with details.

[Back to Top](#)

---

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### Braggin' Rights

November 17, 2008

#### Historian Timothy Sistrunk Receives First Paul Persons Sustainability Award

Timothy Sistrunk, PhD, Department of History, is the first recipient of the Paul Persons Sustainability Award, presented at the This Way to Sustainability IV awards dinner on Friday, Nov. 7. The award is given to a faculty member who best integrates sustainability into his course curricula.

Paul Persons, who passed away in January of 2007, was an activist attorney and a professor of political science who worked tirelessly to establish the principles of sustainability as a core concern of California State University, Chico. In his role on the Statewide Academic Senate at the time of his death, he was working on integrating sustainability into the curriculum at the CSU systemwide level. His family set up this endowed award to recognize faculty members who carry out this mission.

November 18, 2008

#### Public Relations Students Win Jack Rawlins Environmental Prize

Five public relations seniors were awarded the fall 2008 Jack Rawlins Environmental Prize for their Energy Conservation Awareness Campaign. Seniors **Ashley Gunther, Elise Watkins, Emilee Johnson, Jessica Mindt and Katelyn Davis** created an awareness campaign to educate Chico State students about the importance of energy conservation. In addition to the \$6,000 prize, which the students will share, Sierra Nevada Brewing Co. has offered to pay the campaign expenses.

The students will work with the Rawlins Advisory Committee to assess Chico State students' current knowledge of and involvement with sustainability efforts, promote the importance of sustainability through Internet advertising and promotional materials, conduct a first-year student outreach program and hold a culminating celebration in the spring to promote sustainability.

The five students began this project in a public relations strategy class taught by Debra Johnson. Johnson is a professional-in-residence in the Department of Journalism and will be the group's advisor as they work on the campaign over the next six months.

November 19, 2008

#### Chico State Nationally Ranked for Study Abroad Program

Chico State is among the U.S. leaders in the quality of its study abroad program, according to a new national ranking of student participation. According to the Institute of International Education, the leading nonprofit educational/cultural exchange organization in the United States, Chico State ranks second among master's-level institutions for the number of students studying abroad for one year or longer.

Chico had 191 students studying abroad for a full academic year in 2006-07, the most recent year that national data was available. Only two other master's-level institutions sent more than 100 students abroad for a year: Touro College in New York City, ranked ahead of Chico with 300, and San Francisco State, ranked behind Chico with 188. The prior year, CSU, Chico had 100 students studying abroad for one academic year, earning the University a number-four ranking among master's-level schools.

November 24, 2008

#### College of Business SIFE Program Receives Grant from Target

Chico State has received a \$5,000 grant from Target in recognition of its efforts in volunteerism through SIFE – Students in Free Enterprise. This grant will be used for SIFE's Wise Kid/Healthy Kid program, in which SIFE helps 4th, 5th, and 6th graders learn entrepreneurial skills. Each semester SIFE invites the elementary school children to campus for four Saturdays to teach them the basics of business. This fall there are approximately 70 youngsters in the program.

During the program the students are shown how to develop a product, create a business and marketing plan, then create their product and sell it at the Chico Farmers Market. Each student is given \$10 from SIFE for their start-up capital. On a Saturday following the program, the students sell their products.

The "Healthy Kid" portion of the program involves teaching the youngsters about a healthy lifestyle, including proper diet and exercise.

Source: CSU, Chico Public Affairs and Publications

[Back to Top](#)

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## CSU, Chico Alumni Newsletter - Connected

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### Perspectives

#### **Budget Cuts Force CSU to Reduce Enrollment: A message from Chico State President, Paul J. Zingg**

Last week, the California State University was forced to make an unprecedented decision to limit enrollment to the levels that are funded by the state budget rather than jeopardize the quality of our programs and services and the success of admitted students. With support from the CSU's Board of Trustees and campus presidents including myself, Chancellor Reed declared "system-wide impaction," a move that will require the CSU to restrict access to some students on some campuses.

Why is such a move necessary?

- The CSU is already serving 10,000 students who have not been funded by the state.
- Without adequate funding, we cannot continue to provide the courses students need.
- Applications for Fall 2009 are up by 20 percent while funding is down.
- We cannot serve more students with fewer resources without jeopardizing the high quality education the CSU must provide students.
- Without taking action now, we will be cheating our students.

Stay informed about this important issue and support the CSU:

#### **Additional Resources:**

Chancellor Charles B. Reed's message on CSU systemwide impaction:

<http://www.calstate.edu/Executive/communications/081118.shtml?msource=TEST&tr=y&auid=4281417>

Chico News and Review interview with Chico State President Paul J. Zingg on the effects of the budget cuts:

<http://www.newsreview.com/chico/Content?oid=885001&tr=y&auid=4294929>

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### Chapter Chatter

#### Thank You:

All of our alumni chapters and events are not possible without the volunteers that help plan and attend these events in each of our chapter locations. Our sincere thanks and appreciation goes out to the following chapter volunteers in Chico, Sacramento, Orange County, and the Bay Area.

**Sacramento Chapter:** Chris Cullen, Vanessa Volksen, Rich Onopa, Brett Miles, Ryan Wagner

**Chico Chapter:** Matthew Jackson, Dino Corbin, Gage Chrysler, Kathy Hardin, Jane Taft, Tray Robinson, Linda Land-Smith, Don Carlsen and Christina Nichols.

**Bay Area Chapter:** Alicia Schwemer, Pam Montana, Irene Basistei, Sara Roth, Karol Roy, Kathryn Raley, Monica Turner and Tyler Bennett.

**Orange County:** Tiffany Graef, Lynn Foster

\*A special thanks to our new volunteers, Ryan Wagner ( Sacramento ), Kathryn Raley, Monica Turner and Tyler Bennett (Bay Area).

#### Chico Chapter:

Join the Chico Chapter of the Chico State Alumni Association Friday, January 30, 2009 for hospitality receptions and a seatback seat at the Chico State men's and women's basketball games in Acker Gym. Receptions will be held in Shurmer Gym during halftime of the women's game and between the two games. A special ceremony honoring the Class of 1959 Golden Grads will take place during half-time of the men's game.



This event is sponsored by the Chico Chapter of the Chico State Alumni Association and is open to everyone. For more information, or to order tickets, please call the alumni office at 530-898-6472.

#### Sacramento Chapter:

The Sacramento Chapter hosted an alumni mixer at the River City Brewing Company in Sacramento on **Wednesday, December 3**. All 30 alumni that were able to attend had a great time gathering with fellow Chico State alumni!

On **Wednesday, February 4, 2009** the Sacramento Chapter will host another alumni mixer at Celestino's in Rocklin. Meet fellow Chico State alumni and friends from 6 – 8 p.m. at 6060 Stanford Ranch Rd in Rocklin.

Don't miss Alumni Day at the new Burger Hut in Roseville ( 761 Pleasant Grove Blvd. ) on **Saturday, February 7 , 2009**. Join fellow alumni for special discounts and door prizes from 2 – 4 p.m.

#### Bay Area Chapter:

On Wednesday, December 4 , the Bay Area Chapter hosted a free holiday mixer at the Sports Basement in the Presidio. Approximately 30 alumni and friends of Chico State attended this event, receiving a special discount from the Sports Basement.

Join the Bay Area Chapter for the second annual alumni event with the Golden State Warriors on Friday, February 27, 2009. There will be a private Chico State alumni mixer in Club 200 from 5:15 – 6:00 p.m. (on the North side of the arena).

Don't miss the San Francisco Giants Opening Day in 2009! Bring your friends and family to the excitement of opening day on Tuesday, April 7. Meet alumni and friends



for a pre-game celebration at 11:30 a.m. at Gordon Biersch (2 Harrison St.). Game time is 1:05 p.m. at AT&T Park .

Don't forget to mark your calendar for the annual Chico Alumni Day with the Giants. This year's event will be another Giants vs. Dodgers game on Saturday, September 12, 2009 . Game time is still TBD.

**S. California  
Chapter:**

If you are interested in getting involved with the Orange County or San Diego Chico State Alumni Club, please contact Shari Maurseth in the alumni office at [smaurseth@csuchico.edu](mailto:smaurseth@csuchico.edu).

**African  
American  
Club:**



The African American Alumni Chapter in sponsorship with the Office of Diversity, Cross Cultural Leadership Center and Black Faculty and Staff Association will host its first Annual MLK Scholarship Breakfast on Thursday, January 15 @ 7:00 am - 9:00 am in BMU 210, to raise financial support for first-generation college students.

Tickets are \$50.00 per person and \$400.00 per table. For more information, contact the Office of Diversity at 530-898-4764 or [diversityoffice@csuchico.edu](mailto:diversityoffice@csuchico.edu).

If you are not able to attend but would like to send a donation, please send it to:

Office of Diversity  
California State University, Chico  
400 West First Street  
Chico, CA 95929-0125

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### Alumni Profile

#### Chris Cullen (Class of 1989)

Chris Cullen has been volunteering as a member of the Sacramento Chapter for many years now. He has served as a board member, vice president, and now president of the Sacramento Chapter. But Chris does not just volunteer with the Alumni Association, he also is a very committed volunteer for the American River Parkway.

Chris recently opened his own real estate brokerage, Cullen Realty, and he says, "The best part of owning my own company is the absolute necessity for me to be very active in our community."

As a result of his contributions to the American River Parkway, Chris is prominently featured in the December 2008 *Sacramento Magazine* article, "[Do-Gooders](#)."

Chris and wife Judy, have two young sons, Forest (age 2) and Tyler (age 3 - 4 in January). Who also keep them busy. To see what Chri has on tap for the Sacramento Chapter, check out the [calendar](#) on the [alumni Website](#).



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### President's Column

by Alumni Association President, Tim Colbie

#### What it Means to be a Lifetime Member

Participating in the Lifetime Member Recognition event, it hit me just how important it is to our organization to have so many members who have made a lifetime commitment to the Alumni Association. Lifetime members will forever stay connected to this beautiful campus and fine institution of higher learning. It is our Lifetime Membership Endowment that funds the Alumni Association Scholarship Program. So to all you Lifetime Members out there, I say, thank you! Thank you for making a difference to our current and future students.

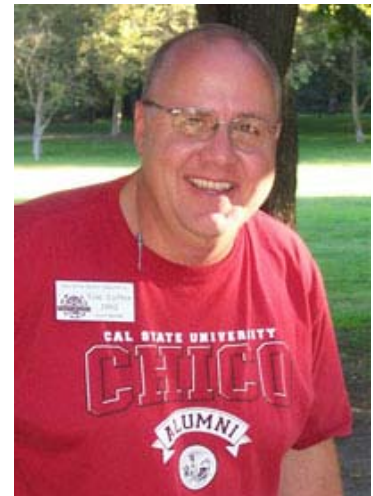
For those of you who are not Lifetime Members - it is not too late. You can still become a Lifetime Member. You can stop making those annual payments, and receiving up to four renewal notices. To upgrade now, just visit the [alumni Website](#), and click on the [JOIN TODAY!](#) button.

I also urge you to continue the Alumni Association legacy by giving the gift of membership to fellow alumni of CSU, Chico. The gift of an Alumni Association membership is a simple, meaningful and affordable way to support the University.

No matter how near or far you are from the beautiful Chico State campus, your membership makes a difference by helping to support a variety of programs, including:

- President's Scholarship Fund
- Graham Whitney Scholarship Fund
- Wayne Harder Memorial Scholarship
- Alumni Weekend and Family Weekend
- Chapters and Clubs in Sacramento, Chico, Bay Area, and Orange County
- ClassTime Capsule Program

To give the gift of membership for the holidays, it's as easy as visiting us at online at [www.csuchico.edu/alumni](http://www.csuchico.edu/alumni). Your membership makes it happen.



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## Alumni Newsletter - Connected, CSU, Chico

---

### Upcoming Events and Important Dates

[December](#)

[January](#)

[February](#)

[March](#)

[April](#)

#### December

**December 15** – University Scholarship Application Period Closes

[Back to Top](#)

#### January

**January 15** – Martin Luther King, Jr. Scholarship Breakfast

**January 24** – Alumni Association Board of Directors Annual Meeting

**January 30** – Chico Chapter Homecoming Reception - Class of 1959 Halftime Recognition

**January 30** – College of Agriculture Alumni Mixer at the Red Bluff Bull and Gelding Sale ([sdeforest@csuchico.edu](mailto:sdeforest@csuchico.edu))

**January 31** – Golden Graduate Luncheon and 1959 Time Capsule Opening

[Back to Top](#)

#### February

**February 1** – Deadline for Completing the [Alumni Association Supplemental Scholarship Application](#)

**February 4** – Sacramento Chapter Mixer at Celestino's in Rocklin

**February 4** – College of Agriculture Alumni Breakfast at the Colusa Farm Show ([sdeforest@csuchico.edu](mailto:sdeforest@csuchico.edu))

**February 27** – Bay Area Chapter Event at the Golden State Warriors vs. Charlotte Bobcats

[Back to Top](#)

#### March

**March 9** – Capitol Alumni Luncheon (by invitation only)

[Back to Top](#)

#### April

**April 7** – Bay Area Chapter Event at Opening Day of the San Francisco Giants

**April 18** – Department of Computer Science 40th Anniversary Reunion

**April 24** – The CSU, Chico Distinguished Alumni Dinner

[Back to Top](#)

---

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