Recession-plagued economy prompts thrifty shopping

By Yosimi Santoyo
The Collegian

The holiday season is just around the corner and consumers are not shopping like they used to. In fact, many people concerned about the economy and employment are cutting back on the holiday shopping.

According to the National Retail Federation, the 2008 holiday sales have been projected to decline one percent this year to $437.6 billion, a far cry from the ten-year average of 3.39 percent holiday season growth.

“I haven’t been to the mall in quite a while,” said senior special education major Jessica Gutierrez. “I just can’t afford to go shopping anymore because they cut back on my hours at work.”

Gutierrez said she used to go shopping twice a week, but now makes a trip to the mall once a month and only when it is necessary for her to go.

“When I go to the mall now, I look at the clearance racks or wait for sales, because it’s very hard to shop when I only work part time and I have to put myself through school,” Gutierrez said.

Like Gutierrez, many consumers have reduced their holiday shopping habits and have instead sought out considerable incentives from retail giants like Nordstrom’s and Aéropostale where advertisers have slashed prices up to 50 percent.

To save even more money, some people have turned to making homemade gifts and other penny-pinching techniques to make it through the holidays.

Far Gutierrez, additional sacrifices had to be made in her household in response to the current economic condition.

“My family decided this Christmas to draw names amongst my siblings, brothers and sisters, in-law, uncles, aunts and cousins,” Vera said.

Similarly, senior Carmen Bravo said that she cannot afford to spend a lot on gifts, because she has other bills that need to be paid. To cope, Bravo said that she plans to only purchase gifts for her parents.

Bravo, who works as a sales associate at New York & Company in the Fashion Fair Mall, said shoppers do not appear to be affected by the economy.

“I have seen customers spend so much money on items that can be purchased at lower prices at stores like Ross, Marshalls department stores or TJ Maxx,” Bravo said.

Although mall parking lots may be filled with cars and stores buzzing with shoppers, this holiday season may signal a shift in spending habits and gift-giving practices for consumers across the country.

Some shoppers have planned to reduce the number of gifts they purchase this holiday season and many are looking to the clearance racks for gifts.
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California State University, Fresno

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Satellite Student Union
7:30 PM

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The daily crossword

Edited by Rich Norris and Joyce Lewis
Los Angeles Times

ACROSS

1 Vikings quarterback Brett  
6 Recipe amt.  
10 1960s-70s NBA center  
14 Former Apple laptop  
15 Eurasian boundary river  
16 Expel  
17 Marsh grass  
18 Italia’s capital  
19 “I’ll be there in ___”  
20 Shed some pounds  
23 City square memorial  
31 Woodsy route  
33 Bear: Sp.  
36 Logger’s tool  
37 Either of two Modesto- 
based vintner brothers  
38 Divide earnings equally  
39 Fish-to-be  
43 Fella  
44 Charlotte of “The Facts 
of Life”  
45 Fireplace residue  
46 Ancient Indo-European  
47 “Blue” evergreen  
48 Big name in small planes  
49 Day to put all your eggs 
in one basket  
50 Fish-to-be  
51 Topeka is its cap.  
52 Pop singer Lavigne  
53 Mariner  
57 Talk to the answering 
machine  
61 Post-shower powder  
63 Move, to a Realtor

Puzzle by Pancho Harrison

PUZZLE SOLUTION: http://collegian.csufresno.edu

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Edited by Rich Norris and Joyce Lewis
Los Angeles Times

64 Scatter, as seed  
65 Impressionist  
66 Former Lacooste partner  
67 Draws closer  
68 Ashram advisor  
69 Caustic fluids  
70 ___-craftsy  
1 Dukes in boxing gloves  
2 Pound ___ cover one’s  
route, cop-style  
3 Screwdriver liquor  
4 Classic thesaurus  
5 Barely make, as a living  
6 Gang land  
7 Otter furred facial fea- 
ture  
8 Identical to, with “the”  
9 Checkered pattern  
10 Biblical heilman  
11 Koala’s home  
12 Prufrock creator’s mono-
gram  
13 Abbv. covering unlisted  
items  
21 Famine’s opposite  
22 Beginning, informally  
26 Leans to one side  
27 Wade through the shal- 
lows  
29 Pep rally yell  
30 insignificant one  
32 WWII Brit. fliers  
33 Schindler of “Schindler’s 
List”  
34 Former veep Agnew  
35 Classic boy-and-dog 
Disney film  
39 Actress Lupino  
40 Big name in small planes  
41 Gopher’s goal  
42 Put into service again  
47 Dwarf who needs tissues  
48 Big name in small planes  
49 Day to put all your eggs 
in one basket  
50 Pop singer Lavigne  
51 Topeka is its cap.  
52 Pop singer Lavigne  
53 Mariner  
57 Talk to the answering 
machine  
61 Post-shower powder  
63 Move, to a Realtor

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Although he considers himself a man of strong conviction and a dutiful Christian who aims to “give God the glory” both on and off the field, Moses Harris said that faith is not his only motivating factor.

He said that success is what drives him to work as hard as he does, and to accomplish all of his goals. “I came to Fresno State to be a student-athlete,” Harris said. “It’s important to me to do both equally well. I have two duties – football and academics.”

Harris has been the starting strong safety for Fresno State for the past three years, totaling 187 tackles in his three years as a starter. While he has been a steady contributor on the field, Harris has other things on his mind besides football. “I want to break the stigma that surrounds the stereotyped black athlete.” Harris said. “We’ve often been seen as promiscuous, or not smart, or only good at the game. I want people to look at me and say, man, this dude excels in the classroom and he can ball.”

Since the last feature on Harris was printed in September of 2008, he has received his bachelor’s degree in business administration with an option in finance, and graduated with Academic All-American honors.

In addition to his reception of Fresno State’s Bulldog Spirit Award and his selection to the Academic All-Western Athletic Conference, Harris has been nominated for the Lowe’s Senior Class Award and is a finalist for the Campbell Award. The National Football Foundation & College Hall of Fame (NFF) gives the Campbell award, which is an $18,000 scholarship, to the best and the brightest college football player, selected from a pool of 154 semifinalists nationwide. Harris is one of the 16 finalists now awaiting the final decision.

He said that he has a passion for business and for understanding the intricacies of how successful businesses operate. He also says that he feels a responsibility to take advantage of all the opportunities that have not always been available to African-Americans in this country. “I really want to take care of my family, and I know that it is in my hands,” Harris said. “My goal is to eventually start a successful family business.”

Although Harris is currently working on his Master’s of Business Administration (MBA), he said that he has plans to try to play for the NFL. “There is only a small gap, a window of time that I can play football,” Harris said. “School will be here, and I’m not worried that I won’t finish. I figure that I made it this far, so I might as well try.”

He also said that if everything goes as planned, he will be a quarter of the way done with his MBA after this semester. Between practice, games, school and various other factors, not many student-athletes have the time to take time away from their sport. However, Harris found a way to experience something that he felt would be extremely beneficial and an opportunity of a lifetime. In the summer of 2008, he traveled to Hong Kong to study business. “It was the best experience because I learned so much about myself and about the world. It was my first time leaving the country,” Harris said. “It took me a little while to adjust, but I learned so much about China’s business practices, their culture and their value systems.”

Harris said what makes him who he is and what sets him apart is his focus. “I strongly believe in goals, that’s why I write my goals down everywhere,” Harris said. “I believe that what you read is what you say, what you say is what you hear, and what you hear is what you do. That’s why you set goals.”