



Atherton's 31st Annual
FALL FESTIVAL



SATURDAY, OCTOBER 10, 2015
10:00 AM - 3:00 PM

Live Music

Food

Snow Cones

Tour Model Homes

Book Sales

KidZone

Crfts

Jewelry

Toys

Furniture

Pie Eating Contest

Bounce House

Caricaturist

Shopping

Baked Goods

Face Painting

Atherton's Apple Pie



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Cal State L.A. president unveils new brand highlighting University's relationship with Los Angeles

New brand comes as University enrolls record number of students, builds new downtown campus

Cal State L.A. celebrated the start of a new academic year Monday with the unveiling of a new brand, a fresh commitment to pushing boundaries, and the highest student enrollment in the history of the University.



CAL STATE LA
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

Cal State L.A. main logo.

Outside the Luckman Theatre, colorful banners sporting the new logo hung from beams, and festive rhythms filled the morning air as Cal State L.A.'s Afro Latin Ensemble entertained the crowd.

President William A. Covino unveiled the brand during his Convocation address to an eager gathering of faculty, staff, students and University supporters inside the theatre.

"As we know, a brand is more than just a logo," Mr. Covino said. "It is shaped by every image and word used in communication materials and interactions."

The University's relationship with the city is a key aspect of its character and an important element of the new brand.

The logo is a shield marked by angles that reflect urban architecture and represent the enterprising, agile global city that is Los Angeles. Inside the shield, a Los Angeles skyline ascends upward, toward a boundless future.

"The thick bordure (outer edge of the shield) has open corners that represent a campus that opens out to the region we serve, where students faculty, staff, alumni, and our community are shaped by Los Angeles and in turn shape its future," said Mr. Covino.

The creation of the new brand was a year in the making and involved forums, focus groups, and conversations with hundreds in the University community. Mr. Covino's address included a short video that further explained the brand and its purpose.

"Our aim was to find the best way to capture who we are for those we serve, to unify the many depictions of Cal

State L.A.," the video explained. "We needed to better define and represent our university through our logo and brand."

The new brand comes at a time when the University is evolving, reaching goals, and setting records:

- When the fall quarter begins, more than 27,000 students will be enrolled, breaking the University's previous enrollment high of 25,276 in 1975.

- In January of 2016, Cal State L.A. will open a new downtown L.A. campus to meet the needs of working professionals, those in career transition and people seeking personal enrichment. With the new campus the university will expand its reach.

- In the past fiscal year, our fundraising team doubled the amount raised by the University in 2013, reaching the highest level of philanthropic support in the history of Cal State L.A.


These developments are examples of Cal State L.A. pushing boundaries. That theme echoed throughout Mr. Covino's speech, which highlighted the many accomplishments of faculty, students, and staff. *Washington Monthly* magazine ranked Cal State L.A. among the top 10 master's universities in the nation.

The University is also pushing boundaries in the world of the arts with the development of a new bilingual MFA in creative media.

"It will provide our students with an exceptional educational experience, one that speaks to the value of multilingual literacy, and the increasing prominence of Spanish in Southern California and the nation," Mr. Covino said.


Mr. Covino's address painted a portrait of an emerging Cal State L.A., one that merits a second look — and its new brand.

"We are building the University of the future with terrific energy and determination," said Mr. Covino.



Rotary Club of Alhambra

Rotary Club of Alhambra Welcomes AUSD



Alhambra Unified School District's Gateway to Success was the featured topic at a recent Rotary Club meeting. Joining President Joe Pavon were Dr. Laurel Bear, Assistant Superintendent of Student/Employee Welfare; Dr. Laura Tellez-Gagliano, Superintendent; and Marsha Gilbert, Assistant Superintendent-Human Resources.

Legal Loophole Costs Local Homeseller \$3,742 in the Sale of Their Home