

California American Studies Association
Annual Meeting
May 6-7, 2011
California State University, Fullerton

CALIFORNIA IN THE WORLD, THE WORLD IN CALIFORNIA

la-la land *n.* can refer either to Los Angeles (in which case its etymology is influenced by the common initialism for that city), or to a state of being out of touch with reality—and sometimes to both simultaneously.

--New entry to The Oxford English Dictionary, added March 2011

**California American Studies Association
2011 Annual Meeting
Schedule At-a-Glance**

Friday, May 6

1:00-3:00	Animal Studies as American Studies <i>Tuffree</i>	The Economic Power of Cool: Explorations in Contemporary Consumer Culture <i>Gabrielino</i>	The Land of Orange Groves and Jails <i>Ontiveros</i>
3:15-5:15	Education, Culture, and Crisis in California <i>Tuffree</i>	Public Art and the Urban Imagination in Southern California <i>Gabrielino</i>	Producing Local and Global Knowledge of California <i>Ontiveros</i>
5:30-7:30	<ul style="list-style-type: none"> • Reception • Guest Talk: Douglas Sackman, "Representing the Rise and Fall of the Orange Empire" <i>Fullerton Arboretum</i>		

Saturday, May 7

8:30-10:15	Back to Nature: Transcendentalism, Tourism, and Visions of California's Frontier <i>Hetebrink</i>	California Dreaming: Production and Aesthetics in Asian American Art <i>Tuffree</i>	Sunshine and Noir: Mythmaking and the Culture of Tourism <i>Ontiveros</i>
10:30-12:15	Fantasy Architecture and Social Control: The Spanish, Mayan, and Tudor Revivals in Southern California <i>Hetebrink</i>	Cultural Constructions of Race and Gender in the Southwest <i>Tuffree</i>	California's World: Space, Place, and Empire <i>Ontiveros</i>
12:30-1:30	CASA Business Meeting <i>Hetebrink</i>		
1:45-3:00	Keynote Address: Erika Doss, "Memorial Mania: Public Feeling in America" <i>Ontiveros</i>		
3:15-5:00	Cultural Geography and American Studies: Landscapes of Childhood, War, and Urbanity <i>Hetebrink</i>	California Culture and the Problems of Place <i>Tuffree</i>	California and Entrepreneurial Culture <i>Ontiveros</i>

CALIFORNIA AMERICAN STUDIES ASSOCIATION
2011 Annual Meeting
Titan Student Union
California State University, Fullerton

CONFERENCE PROGRAM

FRIDAY, MAY 6

Registration, 12:00-4:30 pm

Hallway in front of *Gabrielino*

1:00-3:00

Session 1

Panel 1A: Animal Studies as American Studies

Tuffree

Chair/Comment: Brett Mizelle (History, CSU Long Beach)

Happy Cows, Sacred Cows: Addressing the Animal in the California Academy

Brianne Donaldson (Process Studies, Claremont School of Theology)

The Goldfish: Understanding an Undervalued Companion Species

Omar Haro (American Studies, CSU Long Beach)

Do All Dogs Go to Heaven? Analyzing Pet Dogs and Christianity

Todd Buller (American Studies, CSU Long Beach)

Rin-Tin-Tin: Star of Western Movies

Ann Elwood (History, CSU San Marcos)

Panel 1B: The Economic Power of Cool: Explorations in Contemporary Consumer Culture

Gabrielino

Chair/Comment: Elaine Lewinnek (American Studies, CSU Fullerton)

How Did Expensive Craft Beer Flourish in a Recession?

Yvonne England (American Studies, CSU Fullerton)

Flash-Mobs and Questions of Personhood in Target Protests

Morten Kristensen (American Studies, CSU Fullerton)

The Food-Truck Phenomenon: Transcending Class and Culture

Sarah Farahani (American Studies, CSU Fullerton)

I Don't Want Your Miracle Whip
 Sherri Cruz (American Studies, CSU Fullerton)

Panel 1C: The Land of Orange Groves and Jails

Ontiveros

Screening of *The Land of Orange Groves and Jails*, a documentary-in-progress by Judy Branfman (UCLA Institute for Research on Labor and Employment) about labor activism and free speech battles in 1920s Los Angeles. Followed by Q&A with the filmmaker.

3:15-5:15 pm

Session 2

Panel 2A: Education, Culture, and Crisis in California

Tuffree

Chair/Comment: Erica Ball (American Studies, CSU Fullerton)

What Happened in Pasadena? Race, Education, and the Cold War
 Adam Golub (American Studies, CSU Fullerton)

EOPS: A Response to Crisis
 Bridget Kominek (English, Fullerton College)

“Propaganda and Poppycock:” Social Studies Controversies in 1960s Suburban Southern California
 Elaine Lewinnek (American Studies, CSU Fullerton)

Panel 2B: Public Art and the Urban Imagination in Southern California

Gabrielino

Chair/Comment: Sarah Schrank (History, CSU Long Beach)

The Recontextualization of Public Art in Los Angeles During the 1930s
 Monica Jovanovich-Kelley (Art History, UCSD)

Heroes and Contestations: The Formation of Filipino American Identity through Public Art
 Francis dela Cruz (Asian Studies, CSU Long Beach)

Long Beach's Mural Mania
 Matthew Lorscheider (History, CSU Long Beach)

Panel 2C: Producing Local and Global Knowledge of California

Ontiveros

Chair/Comment: Sharon Sekhon (The Studio for Southern California History)

The California of Disney's Dreams: A Historical and Cultural Analysis of Disney's California Adventure Theme Park, Anaheim, CA

Elizabeth Kronbeck (History, Glendale Community College)

Disney in the World and the World in Disney: Ethnographic Production and Globalization

Danielle Cook (History, CSU Long Beach)

Learning California Abroad

Kristen Hargrove (American Studies, CSU Fullerton)

5:30-7:30 pm

RECEPTION

Orange County Agricultural and Nikkei Heritage Museum, Fullerton Arboretum, CSU Fullerton

Guest Talk: Douglas Sackman (History, University of Puget Sound)

"Representing the Rise and Fall of the Orange Empire"

SATURDAY, MAY 7

Registration, 8am to 4pm

8:30-10:15 am

Session 3

Panel 3A: Back to Nature: Transcendentalism, Tourism, and Visions of California's Frontier

Hetebrink

Chair/Comment: Douglas Sackman (History, University of Puget Sound)

Thoreau and McCandless: The Allure of Nature for Aesthetics Voyagers

David Donley (American Studies, CSU Fullerton)

Displacement of Yosemite Indians: Transcendentalism, Tourism, and the American Frontier

Lisa Dresback (Liberal Studies, CSU Fullerton)

Mars Masters the Colonist: Bradbury, Turner, and the California Frontier

Allison Paige Anderson (American Studies, CSU Fullerton)

Panel 3B: California Dreaming: Production and Aesthetics in Asian American Art

Tuffree

Chair/Comment: Lucy Burns (Asian American Studies, UCLA)

Pinoise Rock: Re-Imagining Filipino America

Christine Balance (Asian American Studies, UC Irvine)

LA Dreaming in Taipei

Sansan Kwan (Theater Arts and Dance, CSU Los Angeles)

Somewhere Tropical

Gina Osterloh (Art, CSU Fullerton)

Panel 3C: Sunshine and Noir: Mythmaking and the Culture of Tourism

Ontiveros

Chair/Comment: Matthew Becker (University of Nevada Press)

A Paradise for Some: Nature and Mythmaking in *The Land of Sunshine*, 1895-1901

Jaquelin Pelzer (English and American Studies, Utah State University)

DUDE! Representations of California in Popular Culture

Shawn Higgins (American Studies, Columbia University)

Hollywood Noir: Dark Tourism, Memory, and the Geography of Death and Scandal in Los Angeles

Heather Agnew (American Studies, CSU Fullerton)

10:30-12:15

Session 4

Panel 4A: Fantasy Architecture and Social Control: The Spanish, Mayan, and Tudor Revivals in Southern California

Hetebrink

Chair: Michael Steiner (American Studies, CSU Fullerton)

The Mayan Revival Movement in Southern California and the Search for American Authenticity

Jessica Ordaz (American Studies, CSU Fullerton)

English Style Fakery: Examining Tudor Style Buildings in Orange County

Patrick Covert (American Studies, CSU Fullerton)

“Just Four Walls and a Roof:” Placelessness and the Built Environment in T.C. Boyle’s *The Tortilla*

Curtain

John Marquez (American Studies, CSU Fullerton)

Panel 4B: Cultural Constructions of Race and Gender in the Southwest

Tuffree

Chair/Comment: Gustavo Arellano (Managing Editor, *OC Weekly*)

Matchbook Microaggressions: Circulating Notions of Race and Culture on Southern California's Matchbooks

Jean-Paul R. deGuzman (History, UCLA)

Introduction to Trailer Park Studies: Whiteness and the Sub/Urban Landscape

Jonathan Cummins (History, University of Nevada, Reno)

The *Bonita Senorita* of Los Angeles in the Public and Private Arenas: Social Construction of the Mexican American Female Persona through Behavior and Appearance

Maria D. Quintero (History and Latin American Studies, CSU Fullerton)

Panel 4C: California's World: Space, Place, and Empire

Ontiveros

Chair/Comment: Raymond Rast (History, CSU Fullerton)

A Blemish and Boon: The Making and Meanings of San Francisco's Nineteenth-Century Vice District

Laura Ferguson (History, University of Michigan, Ann Arbor)

Alcatraz Island in the Surplus Years: 1963-1969

Haley Michaels Pollack (History, University of Wisconsin, Madison)

Haunting Foundations: Whaley House Museum Ghosts and US Colonialism in San Diego, CA

Benjamin D'Harlingue (Cultural Studies, UC Davis)

Lunch, 12:30-1:30 pm

CASA Business Meeting, 12:30-1:30

Hetebrink

1:45-3:00 pm

Session 5

KEYNOTE ADDRESS

Ontiveros

Erika Doss (American Studies, University of Notre Dame)
“Memorial Mania: Public Feeling in America”

3:15-5:00 pm

Session 6

Panel 6A: Cultural Geography and American Studies: Landscapes of Childhood, War, and Urbanity

Hetebrink

Chair/Comment: Jonathan Taylor (Geography, CSU Fullerton)

My Cross-Country Trek to California’s Suburbia: A Multi-Regional Topoanalysis and Community Retrospective

Amy Kremer (American Studies, CSU Fullerton)

Radiation from Sea to Shining Sea: Examining the Impact of World War II on the American Landscape

Rahima Schwenkbeck (American Studies, CSU Fullerton)

“He Adored New York City”: Symbolic Landscapes and Architecture in Woody Allen’s Manhattan
Teresa Garcia (American Studies, CSU Fullerton)

Panel 6B: California Culture and the Problems of Place

Tuffree

Chair/Comment: Michael Willard (Liberal Studies, CSU Los Angeles)

Mapping the Skids: The Function of Maps in Public Artworks Made for & with Los Angeles’ Skid Row Community

Caitlin Feury (Art Education, CSU Long Beach)

Bad Faith Biker Flicks: Joan Didion’s Existential Critique of Roger Corman

Eric Lovein (History, CSU Fullerton)

The Two Californias

Matt Thomas (American Studies, University of Iowa)

Panel 6C: California and Entrepreneurial Culture*Ontiveros*

Chair/Comment: Carrie Lane (American Studies, CSU Fullerton)

From the Far East to the Far West: Pasadena Art Dealer Grace Nicholson

Kathleen Peck (Independent Scholar)

A Little Bit of the Golden State in the Big Apple: The California Shop, 1938-1942

Monica D. Murgia (Fashion, Fashion Institute of Design and Merchandising)

L.A. Gets Physical: Health Clubs, Jane Fonda Workouts, and the Transformation of the Fitness Movement

John Kelleher (History, Loyola University, Chicago)

GRADUATE STUDENT PAPER PRIZE

CASA awards a prize to the best graduate student paper presented at the annual meeting. Students who wish to nominate themselves should submit a copy of their paper via email to prize committee chair Sarah Schrank (sschrank@csulb.edu) no later than May 9th.

The national American Studies Association (ASA) meeting in Baltimore, October 20-23, 2011 will feature a panel of outstanding graduate student papers drawn from different regional ASA chapter meetings. The winner of the CASA prize earns a spot on this panel and will be able to present his/her paper at ASA in the fall. CASA will help defer the cost of student travel to ASA.

REGISTRATION AND LOGISTICS

REGISTRATION

There is no pre-registration for the meetings. Registration will occur at the meeting itself. There is a charge of \$65 for all faculty/community registrants and \$25 for all student registrants (grad and undergrad). Because we lack the ability to process credit cards, please be prepared to pay for registration with a check (made out to California American Studies Association) or with cash. All participants, including presenters, chairs, and commentators, should plan to register.

TITAN STUDENT UNION

The 2011 CASA conference will be held on the main level of the Titan Student Union. Maps of the TSU are available at: <http://asi.fullerton.edu/tsu/map.asp>

GUIDELINES FOR PRESENTERS

To make sure that there is plenty of time for the presentation of each paper and a robust discussion, please plan on limiting your presentations to 15-20 minutes. Presenters should send copies of their papers to their chair/commentator by April 22nd.

AV INSTRUCTIONS FOR CASA CONFERENCE

Each meeting room in the TSU will be equipped with an LCD projector, screen, and a connector cable. The conference is not supplying computers. You will need to bring a laptop or share a laptop with someone else in the session. Presenters should collect their presentations on one laptop prior to the session. This will minimize delays once the session begins. We recommend that you bring your presentation on a USB drive or CD as a backup. Mac users are advised to bring their own adaptors for the digital projectors.

TRAVEL INFORMATION

Cal State Fullerton is located at 800 N. State College Blvd., Fullerton, CA 92831. For driving directions from your location to CSUF, please visit: <http://www.fullerton.edu/campusmap/>

Orange County's John Wayne Airport (SNA) is located approximately 14 miles south of Fullerton. For airport information please visit: <http://www.ocair.com/>. Other nearby airports include: Long Beach Airport (LGB) and Los Angeles International Airport (LAX)

Fullerton's Amtrak station is located approximately 3 miles from campus at 120 East Santa Fe Avenue in downtown Fullerton. The number 26 OCTA bus route runs from the station to the front entrance of campus on Nutwood Avenue

PARKING ON CAMPUS

Friday, May 6th: You may purchase a daily permit for \$8.00 at one of the permit machines located on campus. Daily permits are valid in all student lots and parking structures. After 6:00pm permits are valid in all Faculty/Staff lots **except** Lots F, H and I.

For additional information, please visit: <http://parking.fullerton.edu/>

For a printable campus parking map, please visit:
<http://parking.fullerton.edu/Maps/PrintableCampusMap.pdf>

HOTEL RECOMMENDATIONS

The Fullerton Marriott is located just off the Nutwood exit from the 57 freeway, right next to CSUF, at 2701 East Nutwood Avenue Fullerton, CA 92831. For reservations call (714) 738-7800.

Also near to CSUF is the Fullerton Holiday Inn at 2932 East Nutwood Avenue Fullerton, CA 92831. For reservations call (714)-579-7400.

Located in downtown is Hostelling International Fullerton youth hostel at 1700 N. Harbor Blvd. Fullerton, CA 92832. For information call (714)-738 3721.

FOOD & DRINK

On Friday, May 6, all of the food services in the Titan Student Union will be open until 2 PM. On Saturday, lunch will be provided for all conference participants. Coffee, tea and pastries will be provided on Saturday morning and drinks and cookies will be available between afternoon sessions on both days.

Fullerton is a city of great restaurants and bars including Rutabegorz, The Olde Ship, Twisted Vine, Steamers, and Bootlegger's Brewery. Also available in nearby Placentia is The Bruery.

Restaurants within walking distance from campus include: Cantina Lounge, Which Wich Sandwiches, El Tarasco, The Habit Burger Grill, Panera Bread, Thai Basil and more.

EXPLORING FULLERTON

CSUF's Begovich Gallery will present "Manuel Pardo: The Stardust Series" open on Saturdays from 12-2pm. Downtown Fullerton boasts the Fullerton Museum Center, offering multi-disciplinary exhibitions and educational programs in the areas of history, science, and art.

Visitors can explore the Fullerton Arboretum, Craig Regional Park, Muckenthaler Cultural Center, and nearby Nixon Presidential Library & Museum.

Fullerton lies approximately six miles north of Disneyland and between 20-28 miles north of Laguna, Newport and Huntington beaches.

For more information about Fullerton area attractions, restaurants, and other services, please visit: <http://www.downtownfullerton.com/> or <http://www.ci.fullerton.ca.us/> .

ABOUT CASA

The California American Studies Association (CASA) was created in 1982, when the northern and southern California ASA chapters were combined. Annual three-day conferences were held every spring from 1983 to 2003, addressing focused topics and drawing presenters and attendees not only from California but also from other regions. After a five-year hiatus, a small group of veteran and new members revived the association and held a conference in 2008 at Soka University of America. In 2009 we met at UC Santa Barbara and in 2010 at CSU Long Beach. More information regarding CASA and its annual conferences can be found at the Association's webpage: <http://hss.fullerton.edu/amst/casa/>

2010-11 CASA Executive Committee:

President - [Brett Mizelle](#), CSU Long Beach

Vice-President - [Sarah Schrank](#), CSU Long Beach

Secretary - [Adam Golub](#), CSU Fullerton

Treasurer - [Jackie Donath](#), CSU Sacramento

Representative to ASA Committee of Regional Chapters - [James Spady](#), Soka University

QUESTIONS?

If you have additional questions not answered above, please contact the conference organizer, Prof. Adam Golub, at agolub@fullerton.edu.