

- +OPINION: Native American culture is not for sale p. 6
- + NEWS: Shoppers prepare for early Black Friday
- + SPORTS: Men's soccer season recap

California State University, Northridge | November 21, 2012 d IVme 54, Issue 50 | wwwdailysundial.com | FREE

Fraternity holds turkey drive

Gamma Zeta Alpha Delta gives back to community by donating food baskets to low-income families



CHARLIE KAIJO / ASSITANT PHOTO EDITOR

Genevieve Sosa (center) gathers with children from her apartment complex in Sylmar for a photo. CSUN's Gamma Zeta Alpha held their annual turkey drive at the Harbor Community apartment complex. Since 1997, they have raised money to buy turkeys for low income families in the San Fernando Valley. "It was such a blessing. We hadn't had it in two years. They used to come. It really helps out and it means the world to the people here," she said.

MELODY CHERCHIAN

DAILY SUNDIAL

few days before Thanksgiving, her husband lost his job. She looked at her two children and felt a pang as she thought of how to tell them they couldn't afford a Thanksgiving dinner this

One day, Genevieve Sosa, 41. a wife and mother of two, was gathered with 15 other families

in the low-income housing unit her family was staying in. The complex manager had asked them to meet him underground in the car port. With no idea what to expect, Sosa, her husband, and her children walked down the stairs and saw a group of boys with baskets of food, each filled with a Thanksgiving feast.

Relief washed over her as she realized her family and children would have a Thanksgiving dinner after all.

Every year since 1997, Gamma

Zeta Alpha's Delta Chapter at CSUN holds an annual turkey drive, supplying low-income families in the San Fernando Valley with a complete meal for Thanksgiving. The meal includes a Thanksgiving turkey, a two-liter beverage, mashed potatoes, stuffing and a pie.

The turkey drive team includes 20 brothers, delivering Thanksgiving baskets to families throughout Los Angeles, Arleta, Pacoima, San Fernando and North

The process begins with mapping out the route the team will take to make the journey more efficient. Then, the students pick up the turkeys at 5 a.m. and prepare the baskets. Finally, each student personally delivers the package to the family. With more than 100 baskets to deliver, it usually takes the team from 7 a.m. to midnight to finish the entire trip.

In order to maintain their efforts and afford the meals, the fraternity rigorously raises funds throughout the semester. Their most profitable fundraiser is the Halloween party Diabolique, allowing the team to bump up the number of families they deliver packages to each year. Almost 2,000 individuals attended the event this year.

Fraternity brother, Luis Preciado, 20, a Chicano/a studies major and junior at CSUN, is one of the 20 team members who deliver the

CAMPUS CRIME LOG



NOV. 14

PETTY THEFT - Unknown suspect(s) stole a banner from a rail on the southwest side of the Oviatt Library.

Investigation Continued

PETTY THEFT - Unknown suspect(s) stole a lock from the victim's locker in the women's locker room in Redwood Hall.

Investigation Continued

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's tablet computer, which had been left unattended at a table in the Sier ra Center.

Investigation Continued

GRAND THEFT

Unknown suspect(s) stole the victim's laptop computer, which was left unattended in the Oviatt Library.

Investigation Continued

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's secured bicycle from the bicycle rack on west end of the UPA3 dorm building.

Investigation Continued

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's bicycle which was secured next to Juniper Hall.

Investigation Continued

VEHICLE THEFT

Unknown suspect(s) stole the victim's motorcycle, helmet and gloves from the southwest corner of the B3 parking structure.

Unfounded



NOV. 14 (cont.)

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's cell phone, which had been left unattended in a room in Manzanita Hall.

Investigation Continued

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's bag containing her laptop computer, which had been left unattended in a student cubicle in the Oviatt Library.

Investigation Continued



THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's tablet computer, which was left unattended on a table in the Sierra Center.

Investigation Continued

IDENTITY THEFT

The victim reported giving his personal information to a solicitor. When he later filed his federal taxes he realized someone had already filed taxes in his name.

Investigation Continued

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's bicycle, which was secured to the bicycle rack outside of the UPA 6 dorm building.

Investigation Continued

VANDALISM

Unknown suspect(s) used gray paint to write graffiti on a trash can near Etiwanda and Nordhoff.

Investigation Continued



NOV. 15 (cont.)

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's wallet and cell phone, which was left unattended in the women's restroom in Sierra Hall.

Investigation Continued



NOV. 16

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's camera and watch from her dorm in UPA 7.

Investigation Continued

DRIVING WITH A SUSPENDED LICENSE/NO PROOF OF INSURANCE/NO PROOF OF REGISTRATION

The suspect was arrested for driving with a suspended license, no proof of insurance and no proof of registration during a traffic stop. She was cited and released at the scene by the intersection of Reseda and Dearborn.

Cleared by Adult Arrest

DISPLAY UNAUTHORIZED DISABLED PLACARD

A suspect was cited and released for displaying an unauthorized disabled placard in the B2 parking lot.

Cleared by Adult Arrest

THEFT OF PERSONAL PROPERTY

Unknown suspect(s) stole the victim's backpack, which was left unattended on a table at the Sierra Center.

Investigation Continued

NOV. 17-19

PETTY THEFT (TFMV)

Unknown suspect(s) stole personal items from the victim's vehicle, which may have been unsecured, near Lindley and Superior.

Investigation Continued

THEFT OF PERSONAL PROPERTY/ CONSPIRACY TO COMMIT A CRIME

Two suspects working together distracted the victim and stole his cell phone, which was sitting on a desk at the Oviatt Librar y.

Investigation Continued

VANDALISM

Unknown suspect(s) used white paint or marker to write graffiti on an orange sign near the bollards by Zelzah and Plummer.

Investigation Continued



NOV. 20

VANDALISM

Unknown suspect(s) used black marker to write graffiti on walls in the men's and women's restrooms in the Art & Design Center.

Investigation Continued

VANDALISM

A possibly known suspect keyed both passenger doors and the driver's side bumper of the victim's vehicle in the F9 parking lot.

Investigation Continued

DISPLAY UNAUTHORIZED DISABLED PLACARD

A suspect was cited and released for displaying an unauthorized disabled placard in the B3 parking structure.

Cleared by Adult Arrest



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Black Friday creeps up on Thanksgiving

Many retail stores have plans to open their doors on the holiday, causing employees to fight back

Taylor VillescasProduction St aff

hanksgiving has always been a tradition of food, family, and good cheer. But this year, it has gained a new tradition: early Black Friday shopping.

This high-holy day for avid shoppers has begun bleeding into Thanksgiving night. Typically, stores do not open their doors until midnight or early morning after Thanksgiving, but this year that has changed. Target will begin their holiday sales at 9 p.m., while Walmart, Sears, K-Mart and Toys "R" Us are reportedly starting at 8 p.m.

The Disney Store even has a jump on the competition, hosting "Magic Friday" deals online since Monday. Walmart, Amazon.com and many others also have online pre-Black Friday specials all week.

"I think Black Friday is being overshadowed by Cyber Monday," said Kristin Walker, marketing professor.

Cyber Monday is the Monday after Thanksgiving, where retailers host huge online sales.

"I think we're going to see an interesting shift to online sales. How much demand is offline? And how much demand has moved online?" she said.

Walker contends that the earlier store hours will not make a big difference.

"Demand is going to be the same. All you're doing is sort of helping everyone get home," Walker said.

These earlier deals have received mixed reviews from consumers.

"It makes sense that they want to open up early so more people can come, but at the same time it interrupts time with family since it's on Thanksgiving," said Travis White, sophomore criminology major.

White went Black Friday shopping last year and plans to go again but not until he finishes his turkey dinner.

Disgruntled employees are not going to work quietly though. More than 40 petitions have been launched across the country on change.org by workers fed up with the earlier store hours. In addition to petitions, CNN Money reports that Walmart workers are threatening to walk-out during their shifts on Thanksgiving and Black Friday. This walk-out comes after an October strike in LA stores in response to poor pay, health care and other grievances.

Some stores, such as Tar-

get, are offering employees a special holiday pay for working on Thanksgiving night or the early shifts on Black Friday.

"There were some employees who actually wanted to work on Thanksgiving because they don't have family, or other personal reasons. We know our schedules ahead of time, so it gives us an ample amount of time to swap shifts if we don't desire to work on those days," said Phillip Weisberg, a sophmore CTVA major who works at the Target on Nordhoff Street and Balboa Bouleyard.

This year will be his first time working during Black Friday, but he is going to miss the midnight rush, as his shift does not start until later that evening.

Weisberg explained that his co-workers were not very bothered by the change in hours.

"Some were annoyed at the fact they will be bombarded with waves of guests doing last minute shopping. We just shrug whenever we go to work on such high traffic holidays because we know what our job is and don't expect much out of it," Weisberg saids.

According to CNN Money, retailers make about

40 percent of their November and December profits from Black Friday alone.

"Black Friday helps retailers, and when their bottom line is good that helps the economy," said Walker.

She explained that this could open up more job opportunities for people.

"Large in-store sales mean more employees than normal," said Mary Curren, chair of the marketing department. "I suspect there are also a lot of babysitters who benefit from working on Black Friday."

But Curren said stores are using huge sales to reel in shoppers in hopes of them buying non-discounted items.

"There will be huge revenues earned by retailers on Black Friday, but if only deeply discounted items are purchased, retailers will not be happy because they won't be making profit," Curren said. "Retailers count on promotional events like Black Friday to draw you into the store believing that once you are there, you will notice and purchase other merchandise."

Ultimately, shopper turnout during this year's earlier sale times will determine if pre-Black Friday hours are welcome at the Thanksgiving dinner table.

Campus Voice

a re you going Black f riday shopping?

TAYLOR VILLESCAS / PRODUCTION STAFF



Nick chamia N

"i never do, i'll get the gifts when i need to.
i can't deal with that insanity."



maribel r ubio li Beral ar t S

"i might, i want to go buy discounted stuff!"



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TURKEY

Continued from page 1

"When Gamma Zeta Alpha first started the drive in 1997, they had 50 families on the list," Preciado said. "This year we are able to help 150 families who live in shelters and low-income housing."

Alumnus Lalo Lopez, 40, a former brother and major in business administration, said at one point the team provided meals for 300 families. Lopez, one of the founders of the Delta Chapter at CSUN, said the turkey drive was an attempt for community involvement among the first fraternity members.

"We were looking for a way to give back to the community," Lopez said. "We saw other fraternities adopting a family and we thought, 'Instead of giving money to an organization, why don't we personally help as many families as we can?"

Lopez commended the current fraternity brothers for continuing the legacy regardless of the fact that they are students with busy lives, jobs, and classes. He encouraged all students to help the Delta chapter in their efforts to provide meals for families in need.

"I am very proud of them," Lopez said. "They are learning that it's important to be social and stay focused on academics, but they also have to give back when you can. It's the balance that counts. Dec. 3 is the 20th anniversary of the turkey drive.

I'm glad to hear it is still going strong."

Sosa's family has received the help of Gamma Alpha Zeta for three years. And according to her, each year they await the arrival of the boys once again.

"The boys are so welcoming, giving us hugs and wishing us a happy Thanksgiving," Sosa said. "God bless them for being so caring and kind. It is well-appreciated."

"We saw other **fraternities** adopting a family and we thought, **'Instead** of giving money to an organization, why don't we personally help as many families as we can?"

— Lalo Lopez, Former Gamma Zeta Alpha Delta brother and major in business administration

Campus Voice

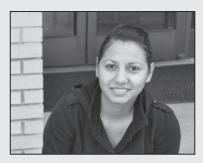
CHARLIE KAIJO / ASSISTANT PHOTO EDITOR
DONNA RODRIGUEZ / DAILY SUNDIAL

What are you doing for Thanksgiving?



JACKIE ALVARADO

"This year I got invited to my friend's house. It's been 10 years (that) I've been at my mom's house helping her. It's going to be nice not having to help in the kitchen."



DEBORA SANCHEZ BIOLOGY

"Just go down to my grandma's."



KENNY DAHMEN PSYCHOLOGY

"I'm heading back home to the central coast. I'm going to meet up with the family, have thanksgiving dinner, and head back here after the weekend's over."



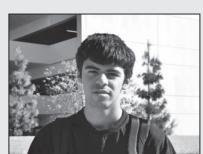
JESSICA DOHLE ANTHROPOLOGY

"Help mom cook and (our) family (is) coming over."



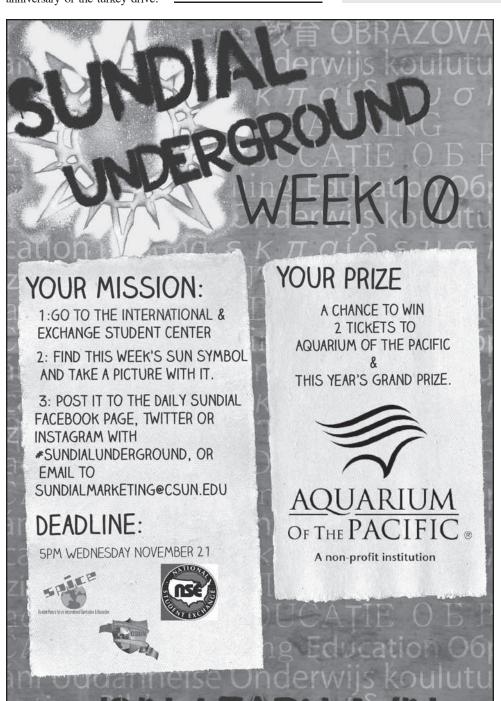
ELISANE BECKER FAMILY CONSUMER SCIENCE

"I'm going to spend it with family and friends and going to Riviera Country Club."



ARLEY CHAVEZ CELL AND MOLECULAR BIOLOGY

"Stay at home and eat turkey."



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including President Obama's August 2009 White House letter to Leland (page 2):

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Wednesday, Nov. 21st Bookstore Lawn 10am - 2pm





California State University Northridge

November 21, 2012 Opinion@sundial.csun.edu

Appreciate, don't appropriate cultures

HANSOOK OH

OPINIONS EDITOR

here's been much to be angry about during this year's Native American Heritage Month.

Victoria's Secret got in trouble after consumers expressed anger toward the faux-Native American outfit one of their models wore while strutting down the runway. Apparently, the company did not realize that dressing Karlie Kloss in a floor-length headdress, turquoise-stuffed bikini and high-heeled moccasins would rustle some people's feathers the wrong way.

Gwen Stefani's No Doubt pulled a music video off of the Internet after consumers responded in anger at its visual content. The video for their mediocre and arbitrary song, "Looking Hot," involved full-out, stereotypical Native American costumes, cowboys, teepees and in one scene Gwen Stefani (or white pocahontas, I'm not sure) is bound in ropes at gunpoint.

Added to other singers and entertainers who use Native-esque garb to sell their "art" (Lana Del Ray, Ke\$ha) such controversies this month reveal that consumers are getting fed up with cultural appropriation and are sending a message to the culture industry – don't appropriate, just appreciate.

In No Doubt and Victoria's Secret's defense, they probably did not know how offensive they were being. But that's exactly the problem.

The culture industry has always used ethnic or indigenous symbolism in irresponsible and ignorant ways, and No Doubt and Victoria's Secret are certainly not the first to use stereotypical depictions of Native Americans or Native American iconography to commercialize their products – although this is definitely not the first time Gwen Stefani has appropriated cultures to make herself more interesting (i.e. harajuku girls, use of the Hindu bindi, wearing chola makeup and outfits). The Washington Redskins and the Cleveland Indians have been using Native American imagery to promote their teams for years.

What's the difference between cultural appropriation and cultural appreciation? The latter is having genuine interest in learning about a people's history, traditions, language, values and way of life. Appropriation is based on a superficial appreciation of a group and uses convenient parts of that group's culture for commercial reasons. It is damaging because doing so ignores the experiences of minorities and marginalized people.

"The No Doubt music video re-enacted images of conquest and colonization, taken not from history, personal knowledge, or authentic experience, but from Hollywood," said Professor Scott Andrews, coordinator for the American Indian studies program at CSUN. "They are turning a complicated and often painful

history into a campy farce."

The painful history of Native Americans includes over 500 years of being colonized, slaughtered and marginalized. However, this history is often mistaught or misrepresented, making cultural appropriation all the easier to commit, especially around the Thanksgiving holiday.

In the Los Angeles public school system, I remember being taught in elementary school that Thanksgiving is celebrated to remember when the pilgrims and "Indians" came together to eat squash and turkey. The Indians heroically saved the pilgrims – colonizers – from starvation and they lived happily ever after in America. Oh and also Pocahontas married John Smith.

According to Professor of Chicano/a studies Theresa Montano, a former public school teacher, romanticizing the first Thanksgiving story perpetuates ignorance of what resulted from that encounter. For many indigenous Americans, Thanksgiving is a day of mourning.

"The connotation of what we attach to that day is that we are thankful to them (the Native Americans) for providing the meal," said Montano. "We don't talk about what happens after, the historical oppression, disease, robbing of the land. We don't teach that to our children and we send the message that we were rightful to take that land."

This attitude is perpetuated in middle school and high school education despite inclusion of historical events such as the Trail of Tears and the removal of native people during American expansion.

According to Montano, most history lessons do not include the struggle that Native Americans put up to resist colonization. This perpetuates the idea that the natives mostly died because of their inability to survive European diseases and because their inferior weapons could not defend them against more advanced colonists. We are taught that events such as the Trail of Tears were necessary sacrifices for expansion.

The ignorance or romanticism of native history coupled with the exclusion of native people as producers within the culture industry has allowed for appropriation to be acceptable and fashionable.

"Hipsters turn appropriated culture into a commodity," said Andrews. "Seeing a cultural identity as something to be purchased rather than lived, and abandon it when it becomes inconvenient or unfashionable without any consequences."

The real damage is caused not just by one event, but the cumulative effect of appropriation throughout the centuries. Fortunately, the Internet allows for Native Americans and other marginalized groups, as well as those who simply do not appreciate appropriation, to have a greater voice in what gets mass produced. Hopefully, the culture industry will understand that you can't talk about people as if they do not exist, and be more careful with what they try to sell



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Los Angeles Times Daily Crossword Puzzle Edited by Rich Norris and Joyce Lewis

ACROSS 1 Unit price word 5 Gets ready to

- travel 10 Game where 3-
- Down are used 14 Org. concerned with privacy laws
- 15 Pasta product suffix
- 16 Aroma
- 17 Ticket remnant 18 Speed
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- 41 Cardiologist's
- insertion 42 Bookmarked link,
- 45 Soup can painter Warhol
- 46 Schubert's "The
- 47 Gaming cube 48 Four-song discs, briefly
- 50 Sound system 52 Venetian
- marketplace 57 Phone line difficulty ... and what literally appears four times in 20-, 35and 42-Across
- 61 Word from the flock
- 63 "Today" anchor Hill
- 64 Good listeners 65 Barber's nape sprinkle
- 66 Starter course
- 67 Stake in a pot 68 It's not a true story
- Dream": "Lohengrin" aria
- 70 Harbor skyline feature

11/21/12

By Gary Cee

DOWN 1 Class that requires little

- 2 Play the role of 3 Certain pro's
- selections 4 When repeated,
- an enthusiastic 5 Table tennis tools
- 6 Field 7 Brush partner
- 8 Gearshift topper 9 "My Way" singer 10 Drámatic no-
- show 11 Roulette bet choice
- 12 Mauna 13 Cook in oil
- 21 Be unwell 22 Good ones don't
- go unpunished, so they say 25 Change for the
- better 26 Below the belt 28 "Eek!" inducer
- 29 Take down a peg
- 31 Pitney's partner 32 Colorful warning, often
- 33 Evangelical hot spot

Tuesday's Puzzle Solved

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34 Señora Perón 36 Hawaiian strings

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- 37 "Make __ good 39 Put two and two
- together 43 Bišhop's jurisdiction
- 44 Goes viral, say 49 [Not my typo]
- 51 İtalian alternative 53 Mr. T's group
- 54 Jungle vine 55 Basis of civil lawsuits
- 56 First sign 58 Like much family history
- 59 Lofgren of the E Street Band
- 60 March Madness
- org. 61 Brief bread source? 62 Possibly will

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Solution to today's sudoku

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How to play:

Fill in the grid so that every row, every column, and every 3x3 box contains the digits 1 through 9.

Solution above.

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Seniors lead Matadors' march to the NCAA men's soccer tournament after claiming first-ever Big West title

CASEY DELICH DAILY SUNDIAL

apturing their first Big West Championprematurely in the first round of the NCAA nament, the Matadors' successful season ended tournament when they fell to University San ship since the creation of the conference tour-

the Matadors fall short of the playoffs, the Rebounding from a 2011 campaign that saw ing improvement on both the offensive and 2012 team came out fast and furious, showcasdefensive sides of the ball.

"With the guys that we brought in this take us far. Positive thinking from the get go year - (the) freshmen and transfers - they really stepped up this year along with guys that returned," said redshirt senior defender really pushed us through the season along with the coaches and staff and a mindset of wanting Joe Franco. "We had a mentality that in the preseason we had a squad that could really to win. We felt we could really go far with the squad that we had."

1999 and also brought down the Sweet Sixteen head coach Terry Davila, CSUN was ranked in its first win at Santa Barbara – who at the time was a team ranked in the top 5 – since Matching their highest win total (15) under the top 25 multiple times throughout the seatheir powerhouse season, Northridge recorded son. Keeping up with the national buzz about

> TANT PHOTO EDITOR Toreros.

PHOTO BY CHARLIE KAIJOI ASSIS

Senior goalkeeper Michael Abalos goes up to stop a cross against th

sion, and second seed overall in the conference Traveling to the No. 1-seeded UC Davis for Head Coach of the Year, the Matadors earned behind UC Davis from the Northern Division. Led by Davila, winner of 2012 Big West the first seed in the Big West Southern Divithe Big West Championship game, the Matadors quelled a powerful offense to win 1-0, losing Franco to a leg injury along the way.

unranked University of San Diego, losing a nament since 2005, the Matadors hosted Competing in their first NCAA Tourheartbreaker in double overtime, 2-1.

the Year Michael Abalos and 2012 Big West Conference Defensive Player of the Year the Matadors posted a .89 goals against average, edging out perennial contenders UCSB The Matadors defense was headlined by 2012 Big West Conference Goalkeeper of Franco. Ranking as one of the best defenses, and UC Davis.

teams they played (10 out of 22). Ending his the Year by shutting out nearly half of the career at CSUN, Abalos ranked second in Abalos helped his case for Goalkeeper of school history in games played in goal with 73, second in wins with 30, second in shutouts with 22 and third in saves with 268.

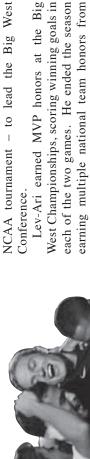
An active and powerful offense helped separate CSUN and its opponents by aging nearly 16 shots per game, the Matadors scored an average of just wide margins, scoring four or more goals four times on the season. Aver-

under two goals per game, ranking them at the top of the Big West Conference in both categories.

Leading scorer sophomore forward Sagi

son - including the only Matador goal in the

Lev-Ari tallied 15 goals throughout the sea-



West Championships, scoring winning goals in each of the two games. He ended the season earning multiple national team honors from College Soccer News, topdrawersoccer.com, Disney Soccer/NSCAA, and also got All-Big Lev-Ari earned MVP honors at the West Second Team honors.

ors: Abalos, Franco, and redshirt sophomore forward Edwin Rivas received First Team honors for the first time. Junior forward Beto Velasquez, senior midfielder Rene Anguiano, and senior defender Armando Gutierrez received second team honors and junior mid-Multiple players earned All-Big West honfielder Carlos Benavides earned an honorable mention.

Graduating four starting seniors - Franco, Abalos, Anguiano, and defender Yuval Barak – CSUN's dynamic offensive core will remain intact to lead the charge into next year.

vide and assist a highly touted defense will be something necessary in order Looking to the underclassman to proto duplicate the 2012 season.

"It was a really great season accomplished a lot, laying down a foundation for the upcoming year," despite the way it had to end, and we

FILE PHOTOS / DAILY SUNDIA

Big West Head Coach

of the Year:



Graduating seniors: Defender loe Franco

Defender Armando Gutierrez Goalkeeper Michael Abalos Defender Jose Luis Garcia Midfielder Rene Anguiano Midfielder Yuval Barak



Big West Defender of the Year:

missed the final game of the y ear but defense that only allowed 17 goals in Senior Joe Franco lead a solid CSUN started in 21 games as one of the team 22 games including 10 shutouts.

captains.

Big West Goalkeeper of the Year:

Senior Michael Abalos lead CSUN as one the victor in nine games that CSUN won by of five seniors and held opponents scor e-Northridge in close matches, coming out less 10 times in 2012. Abalos also helped a one-goal margin.



making a return to the NCAA tournament. career best in season wins (15) en route to Southern Division of Big West playoffs and Davila lead his team to a No . I seed in the had the Matadors ranked in the Top 25 mul-Head coach Terry Davila matched his tiple times throughout the season.

