

California State University, Fresno



ARMENIAN STUDIES PROGRAM
Fresno, California 93740

NEWS SERVICE



FOR YOUR INFORMATION

CSU Fresno Armenian Studies Program activities as
reported in local, national, and international media.

Release #13

December 1985

SPECIAL SUPPLEMENT: Leon S. Peters Business Building

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ARMENIAN STUDIES PROGRAM

CALIFORNIA STATE UNIVERSITY, FRESNO
FRESNO, CALIFORNIA 93740

- ARCHIVE -

SOURCE Hye Gyank - Armenian Life Weekly

DATE December 13, 1985

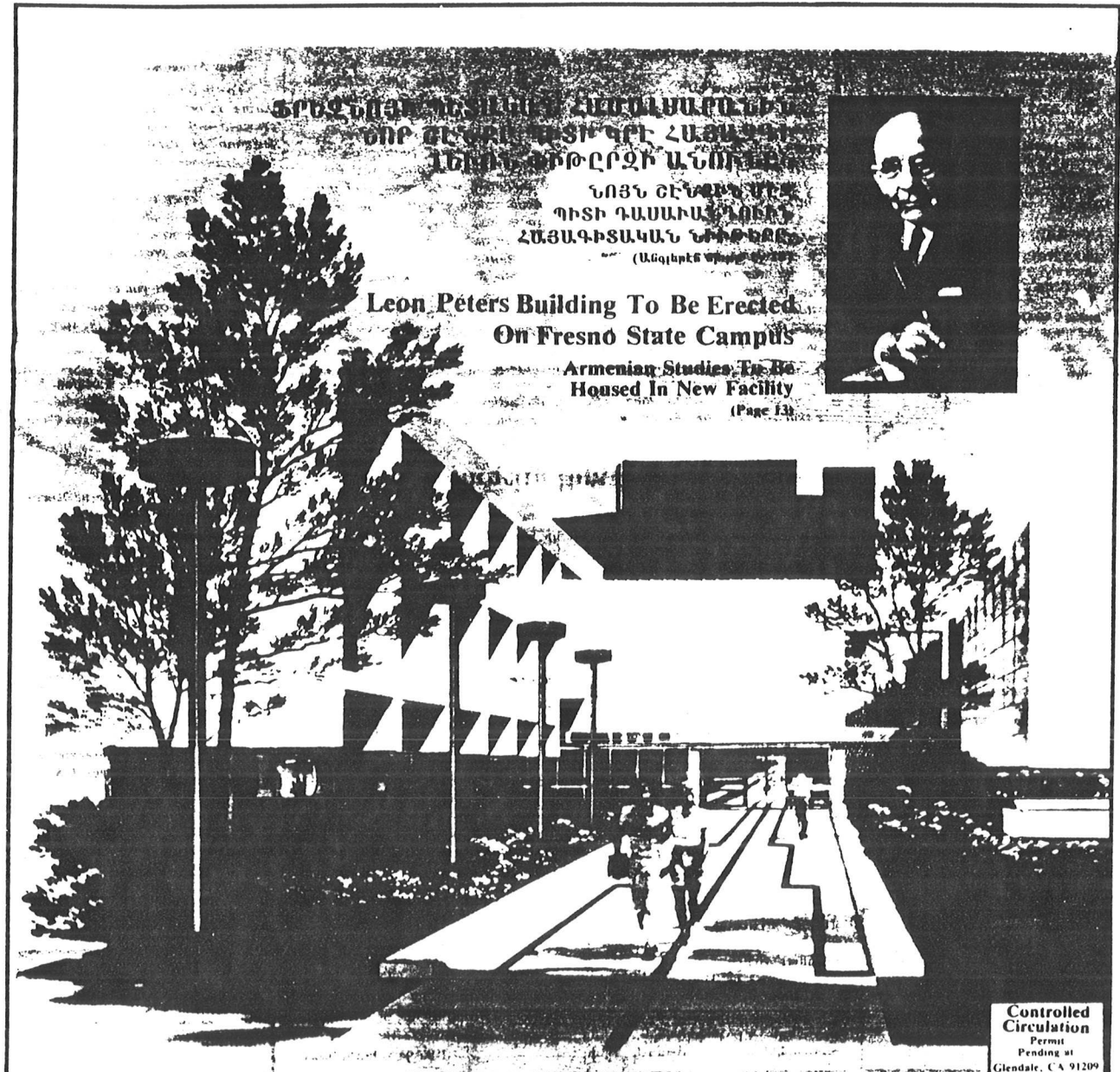
SUBJECT CSUF Armenian Studies Program and
Leon Peters Business Building

PAGE 1 of 4



Թի 10, Ա. Տարի, Դեկտ. 13, 1985

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PLEASE SEE PAGE 5 & 26



Leon Peters Building To Be Erected On Fresno State Campus

Armenian Studies To Be
Housed In New Facility
(Page 13)

Leon Peters Building To Be Erected On Fresno State Campus

Armenian Studies To Be Housed In New Facility

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The Board of Trustees in naming what will become the largest and most impressive building on campus after the late Leon Peters, has paid tribute to one of Fresno's most remarkable Armenian native sons, a tireless worker whose industry and



Leon S. Peters

Please Turn to **PETERS** p. 14

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Leon Peters was more than just a successful businessman and admired philanthropist, he was committed to education, a person who over the years served in leadership capacities on the University President's Advisory Board, the CSUF Foundation Board of Governors, Co-Chairman of the Stadium Fund Drive, the University's Agricultural Foundation Board, and the Advisory Board of the School of Business. He was also, along with his wife, Alice, a patron of the arts as attested to by the Leon and Alice Peters Gallery in Fresno's Metropolitan Museum and his position as member of the Board of the William Saroyan Foundation.

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The University's fund drive for the Valley Business Center section of the complex, though highly successful, having already secured some

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Hye Sharzhoom and the Armenian Studies Program urge all readers, all Armenians in Fresno and beyond, to actively and generously support the University's fund drive. Such support will give credibility to the often heard proclamations of Armenians' dedication to higher learning. It will also acknowledge the Armenian community's appreciation for Leon Peter's generosity to so many of his own people's needs and causes. As a Trustee of the Armenian Assembly, Mr. Peters gave more than just his time and money, he gave his experience, his balanced and reasoned advice at very critical moments in the organization's history. His final donation of \$200,000 to the Armenian Assembly endowment fund quietly asserted his faith in the future of Armenian life in America.

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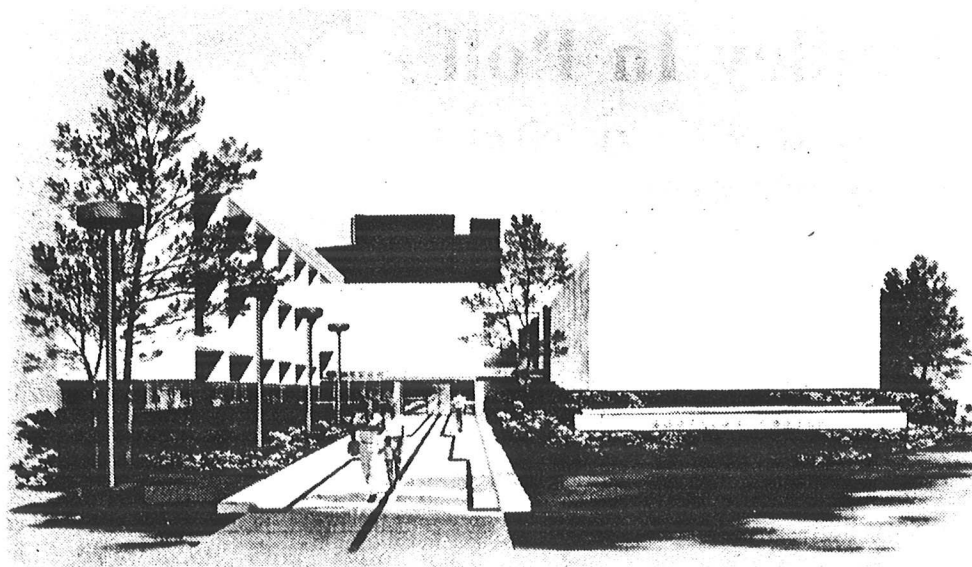
SOURCE Hye Gyank - Armenian Life Weekly

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PAGE 4 of 4

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Rendering of the Leon Peters Business Building,
Fresno State

Leon Peters Bldg. to Be Erected on Fresno State Campus Ground Breaking Will Take Place Early Next Year

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LEON PETERS

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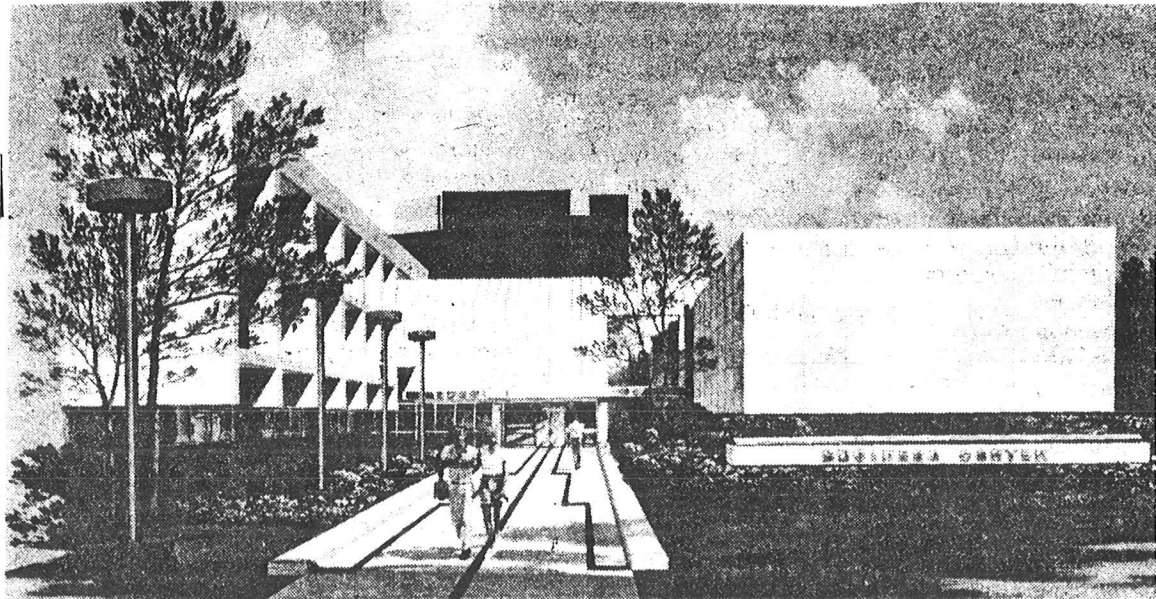
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This is the artist's rendering of the new Leon Peters Building.

Peters Business Building, CSUF's new venture

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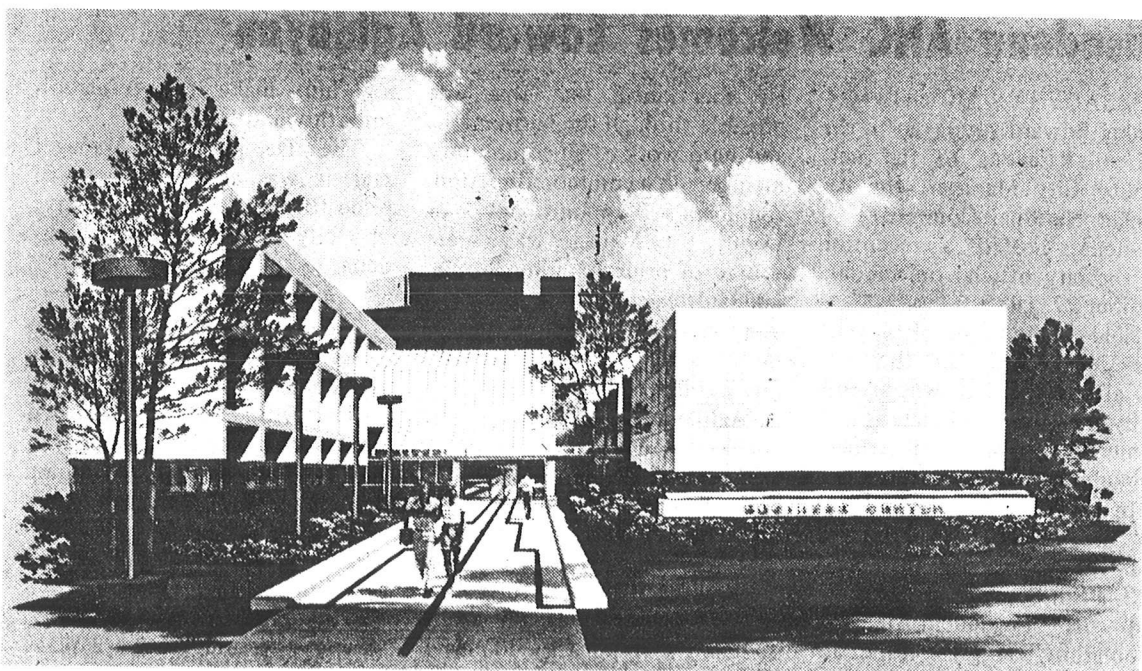
Mr. Leon Peters, in whose name the CSUF Building will be built

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Please Turn to Page 10



The proposed building at CSUF bearing the name of Leon Peters

Armenian Businessman honored

Continued from Page 1

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ARMENIAN STUDIES PROGRAM

CALIFORNIA STATE UNIVERSITY, FRESNO

FRESNO, CALIFORNIA 93740

- ARCHIVE -

SOURCE Nor Or Armenian Semi-Weekly

DATE December 17, 1985

SUBJECT CSUF Armenian Studies Program and
Leon Peters Business Building

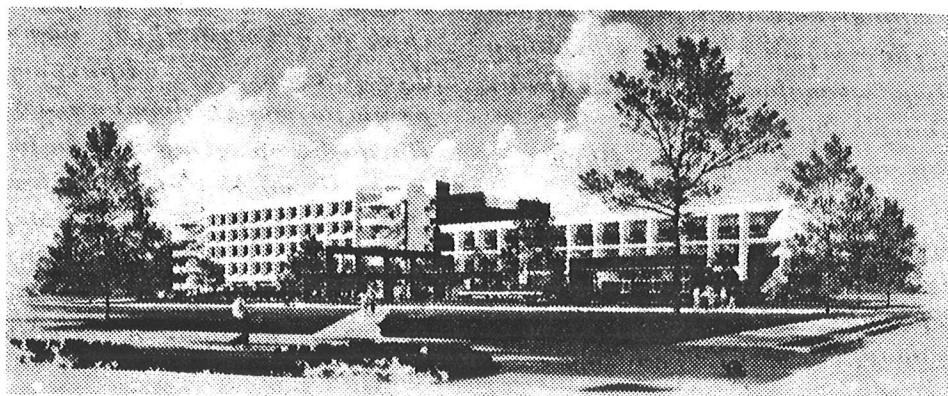
PAGE 1 of 1

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NOR OR Armenian semi-weekly
7466 Beverly Blvd., Los Angeles, Calif. 90036

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Ֆրեզնոյի Քալիֆորնիոյ Համալսարանի պատասխանատու մարմինները, լեւհատելով հայագգի Լ.ՈՆ Փիքրրգի երկարամեայ ծառայութիւնները համալսարանին եւ Ֆրեզնոյի կրթական-մշակութային շարժումներուն, որոշած են Ֆրեզնոյի Համալսարանին կառուցուելի՜ք համայրի շէնքերէն մէկը անուակոչել իր անունով:

Տրամաբանական պաշտանութեամբ մը, Փիքրրգի անունը կրող շէնքէն ներս պիտի փոխադրուին համալսարանի Հայկական Ռեսուրսներու կենտրոնը, հայկական գրադարանն ու արխիւները, հայկական ուսանողական կազմակերպութեան կեդրոնատեղին եւ հայկական բաժնի պաշտօնարարը «Հայ Նաթում»-ի գրասենեակը:

**California State
University,
Fresno**

The Daily Collegian

Armenian organizations donate to new building

By Joseph Wirt
Staff Writer

An initial pledge of \$5,000 for the Leon S. Peters Business Building, made by the Armenian Students Organization and Armenian Studies Program, is just a start, Armenian Studies lecturer Barlow Der Mugrdechian said.

"We're going out and contacting Armenian businessmen in the community who were associated with Leon Peters," Der Mugrdechian said. "We want to raise as much as we can."

An article in *Hye Sharzhoom* newspaper of the ASO and ASP, said Peters was "one of Fresno's most remarkable Armenian native sons."

Presently housed in San Ramon Five, the Armenian Studies Program will occupy a suite of rooms as part of a proposed Center for Armenian Studies. The facility will contain a director's office, a reception-exhibit space and a conference room-library-archive area. According to Dr.

Dickran Kouymjian, Coordinator of the Armenian Program, the new offices will accommodate the academic program, but also provided space for the ASO, the Index of Armenian Art, archives, including files on William Saroyan and the

**"It's more productive to
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—Der Mugrdechian

Armenian Genocide.

Established contacts of the ASO and ASP are being approached for the pledge drive for practicality, Der Mugrdechian said. "It's more productive to make individual contacts than to say, have a dinner."

"We're contacting Armenian Alumni, but also people who see our Armenian heritage here."

See BUILDING, page 7

Building

Continued from page 2

The *Hye Sharzhoom* article noted Peters' support of the Armenian program at CSUF, saying, "It is fitting that Armenian Studies will be housed in the building named after him."

With the \$5,000 pledged by the student

and faculty of the Armenian program, Professor Kouymjian and Lecturer Der Mugrdechian are encouraging the community at large to match individually the gifts of their own children. With the December 31 deadline on the Peters Building fund drive rapidly approaching, a concerted effort will be made during the coming fifteen days to help the Business School and the University Development office successfully terminate the pledge drive.

Leon Peters Building to be Erected on Fresno State Campus Armenian Studies Department to be Housed in New Unit

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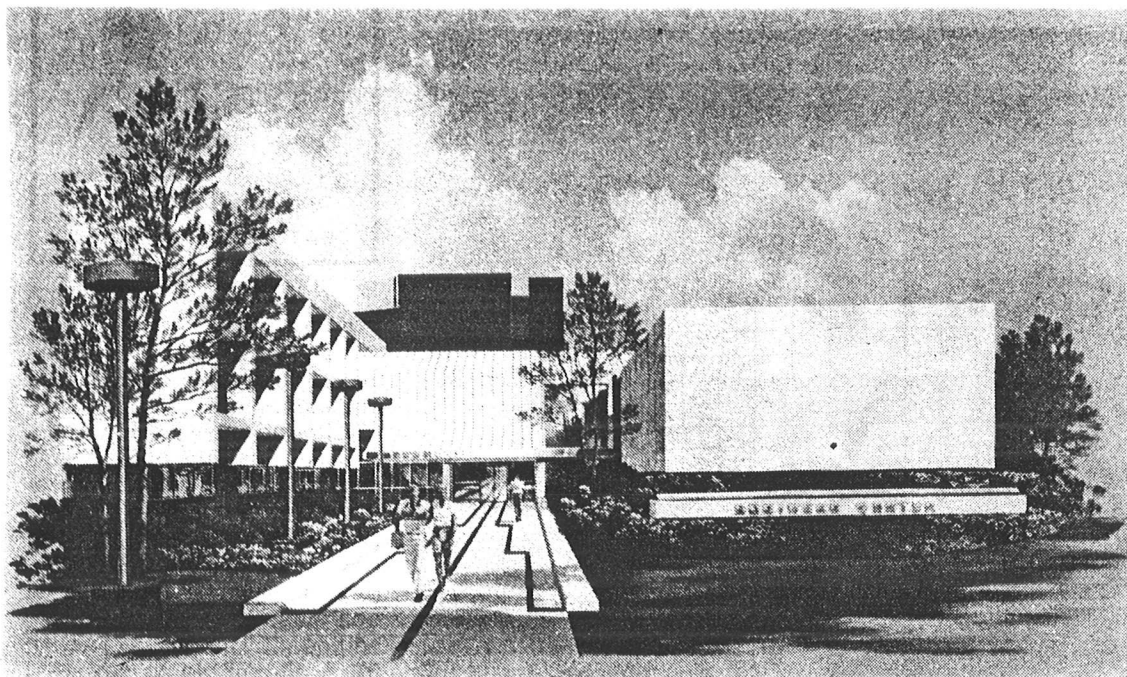
(cont. on p. 13)

SOURCE The Armenian Weekly

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SUBJECT CSUF Armenian Studies Program and
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PAGE 2 of 2



Leon Peters Business Building

FRESNO STATE...

(cont. from p. 5)

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HYE SHARZHOOM

NOR GYANK

New Life

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Aplea' To The Community

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It will house not only the CSUF School of Business and Administrative Sciences, but the School of Humanities as well. The trustees of the California State University approved the \$9.8 million budget last November.

The other, small wing — 10,480-square-feet versus the 84,344 of the main building — will be the single-story Valley Business Center with two 40-seat meetings rooms, a 125-person capacity theatre, a multi-purpose room with computer instruction capabilities, and a large exhibition foyer. The \$2.3 million center will be entirely funded through corporate and community contributions.

Peters, a native Fresno Armenian, served in leadership capacities on the University President's Advisory Board, the CSUF Foundation Board of Governors, Co-Chairman of the Stadium Fund Drive, the University's Agricultural Foundation Board, and the Advisory Board of the School of Business.

He was also, along with his wife, Alice, a patron of the arts as attested to by the Leon and

Alice Peters Gallery in Fresno's Museum and his position as member of the board of the William Saroyan Foundation.

Leon Peters took an active interest in various university programs including Armenian Studies. In the building named after him, a suite will be devoted to the planned Center for Armenian Studies which will include an Armenian Library and Archive, a conference room, director's office, and reception exhibit area. In addition to the Armenian Studies Program, the center for Armenian Studies will house the Index of Armenian Art, archival materials, an Armenian reference library including a Saroyan section, as well as providing meeting facilities for the Armenian Students Organization and Hye Sharzhoomm, the official newspaper of the Armenian Program Student.

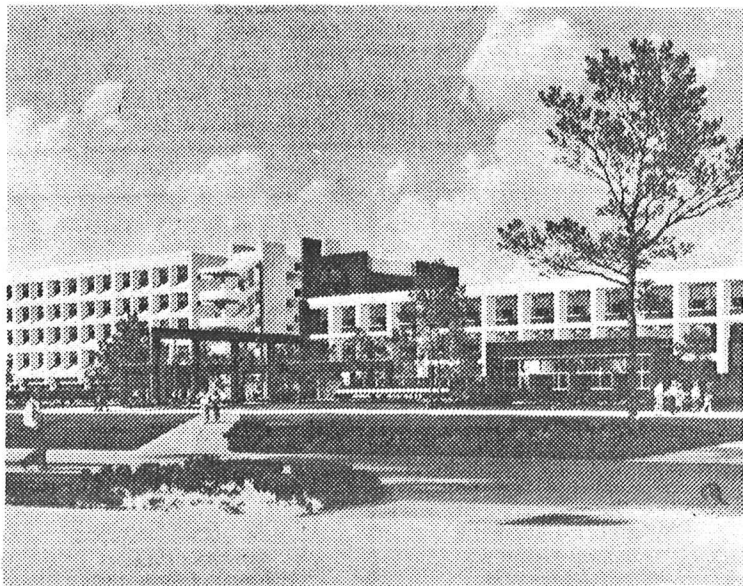
The University's fund drive for the Valley Business Center section of the complex though highly successful, having already secured some \$1,000,000 in pledges. Through a unique arrangement, the trustees of CSU have agreed to provide for maintenance and upkeep of the privately funded Valley Business Center — the facility will be primarily for public and corporate use — if ground breaking and construction take place at exactly the same time as the state funded business school.

All contributions will be properly acknowledged in the new facility. Though pledges to the Leon S. Peters Business Building must be made before the end of the year, payment can be spread over four successive tax years up

until April 1988.

An illustrated brochure on the building as well as pledge cards can be secured through the CSUF Office of Development, Dick Francois, Director, 121 Thomas Administration Building, Fresno, Ca. 93740, telephone (209) 294-4036.

Further information and details on various aspects of the project can also be obtained from Dean Joe Penbera of the School of Business, telephone (209) 294-2482, James Shekoyan of the Fund Drive Steering Committee, telephone (209) 435-5700 or Dr. Dickran Kouymjian, Coordinator of the Armenian Studies Program, telephone (209) 294-2669.



The planned Leon S. Peters Building at California State University, Fresno. The \$2.3 million center will be entirely funded through corporate and community contributions.