FOR THE WEEK OF OCTOBER 4 - 10, 2005

In progress
- Kristen Habbestad provided media relations support to a Press-Telegram reporter covering the Northwood University/Cerritos College articulation agreement announcement. Ms. Habbestad provided the news about the new bachelor’s degree offered by the auto tech program to more than 50 media contacts through e-mail, fax and personal phone calls.

- Ms. Habbestad worked with the advertising department of the Press Telegram to negotiate the college’s maximum financial commitment to a special supplement highlighting the college’s history. The magazine-type spread will be included in the November 11 Press Telegram.

Coverage
*Downey Patriot* – September 2, 2005 – Article about the Cerritos College Department of Theatre season lineup.

*Santa Clarita Signal* – September 3, 2005 – Article about the College of the Canyons football team. Cerritos College mentioned.


*San Gabriel Valley Daily Tribune* – September 18, 2005 – Article about Mt. San Antonio College’s football team. Cerritos College mentioned.

*Press Telegram* – October 7, 2005 – Article about Cerritos College offering degrees in automotive administration in connection with Northwood University.

Related Articles
*Whittier Daily News* – September 23, 2005 – Article about UCs holding off on salary supplements through private donations.

Press Telegram – October 8, 2005 – Article about CSULB’s business school being honored.
FOR IMMEDIATE RELEASE:  
October 5, 2005

Media Contact:  
Kristen Habbestad  
Public Affairs  
(562) 860-2451, ext. 2287  
khabbestad@cerritos.edu

Cerritos College Court Reporting Department to Host “The Courtroom 21 Project”

Virtual Tour of the World’s Most Technologically Advanced Courtroom

WHAT:  
Cerritos College’s Court Reporting Department is hosting a virtual tour of the Courtroom 21 Project. Courtroom 21 is “the world’s most technologically advanced trial and appellate courtroom.” It is an ongoing international demonstration model which seeks to determine how technology can be used to improve all aspects of the judicial system and to educate the public, lawyers, student lawyers, paralegals, court reporters, court administrators/clerks, etc., about technology in the courtroom. Courtroom 21 has received the Foundation for Improvement of Justice Award for its efforts to improve the administration of justice through technology. The project is situated in Williamsburg, Virginia, and is home to the William & Mary Law School mock trials.

The Courtroom 21 Project has been covered by CNN, ABC, CBS, NBC, the Discovery Channel, and Court TV in addition to numerous newspapers including the Wall Street Journal, Washington Post, Christian Science Monitor, National Law Journal, and the Australian, and magazines such as the American Bar Association Journal and Trial.

Law Professor Fred Lederer, who is the founder of the Courtroom 21 Project, will be giving the presentation. For more information about Courtroom 21, see www.courtroom21.net.

WHEN:  
11 a.m. – 12:30 p.m., Tuesday, October 18

-- More --
WHERE: Wilford Michael Library’s teleconference center (LC 155)
Cerritos College, 11110 Alondra Blvd, Norwalk, CA 90650.

CONTACT: For more details about this workshop, please contact Mary Balmages
at (562) 860-2451, ext. 2792.

COST: Free

Cerritos College celebrates the 2005-06 school year as its 50th anniversary in
serving as a comprehensive community college for southeastern Los Angeles
County. Communities within the college’s district include Artesia, Bellflower,
Cerritos, Downey, Hawaiian Gardens, Lakewood, La Mirada and Norwalk.
Cerritos College offers degrees and certificates in more than 180 areas of study in
nine divisions. Annually, more than 1,200 students successfully complete their
course of studies, and enrollment currently surpasses 22,000 students. Visit
Cerritos College online at www.cerritos.edu, and view a celebratory site
honoring the college’s 50 years of tradition, honor and values at
www.cerritos.edu/50.
FOR IMMEDIATE RELEASE:
October 6, 2005

Contact:
Kristen Habbestad
Public Affairs
(562) 860-2451, ext. 2287
khabbestad@cerritos.edu

Cerritos College, Northwood University to Offer Bachelor's in Automotive Marketing

Combined Course Offerings to Provide Auto Industry Talent

NORWALK, CA – October 6, 2005 – Officials in Cerritos College’s Automotive Technology Division announced today that the college will partner with Northwood University to provide the first west coast presence for Northwood, a private university specializing in management and entrepreneurial education.

With Northwood serving as a “campus within a campus” at Cerritos College, it will provide a means for students who have earned their associate’s degree in Cerritos College’s Automotive Technician Training program to enroll in Northwood’s program to earn a bachelor’s of business administration (BBA) degree. The articulation agreement between Cerritos College and Northwood University is effective immediately, and students enrolled in some auto technology classes can begin applying their credits toward the bachelor’s degree. Northwood classes, taught on Cerritos College’s campus by Northwood professors, will begin with the spring semester in January 2006.

“There is a tremendous need among auto dealers for skilled, educated employees,” said Dr. Randy Peebles, instructional dean of Cerritos College’s Business and Technology Divisions. “This need extends from technicians and salespersons to marketers and managers. Together, Northwood and Cerritos College will answer this industry need by providing a step-by-step academic program that prepares future employees for success and will eventually include management-level degrees to better support this region.”

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Northwood University began as a small operation in 1959 and now has campuses in Michigan, Texas and Florida. Over the years, it has received support for its program from the automotive industry.

"Cerritos College offers the perfect location for Northwood University’s west coast expansion to provide degree programs serving the high concentration of automotive operations in Southern California," said Dr. Robert Serum, vice president of academics at Northwood University. "I look forward to a partnership with Cerritos College that will better support the automotive industry."

Cerritos College has offered automotive training technology since the college began in 1955. As Cerritos College highlights its 50th anniversary this year, this new partnership with Northwood comes at a particularly apt time. Cerritos College’s automotive technology training program consists of certificates degrees and special programs in the disciplines of automotive repair, advanced transportation technology, auto collision repair, intelligent transportation systems and alternative fuel and hybrids, making it one of the most comprehensive programs in the U.S.

Northwood University represents a new concept in higher education, incorporating the values of American free enterprise into the traditional college classroom. The private university specializes in management and entrepreneurial education, offering master’s, bachelor’s and associate’s business degrees. Northwood emphasizes the importance of free enterprise and a market-based economy and the strong connection between business and the arts.

Northwood operates residential campuses in three states, Florida, Michigan, and Texas. Executive, Full-Time, and Managerial MBA programs are offered through the Richard DeVos Graduate School of Management. The university offers degrees for working adults through outreach centers located in several states including Michigan and a distance education on-line program. For more information visit www.northwood.edu

Cerritos College Auto Technology’s program provides students with hands-on nationally authorized training for GM, Ford and DaimlerChrysler vehicles as well as

– More –
imports, and operates a California Advanced Transportation Technology Center partially subsidized by the state to encourage development of alternative fuel sources.

Perhaps most impressively, Cerritos College is physically located just blocks from the world’s largest auto mall, where it partners with dealers to train and employ technicians and dealer managers. The greater Los Angeles area is home to more than 17 corporate support centers for the robust Southern California auto industry. It is also home to a number of design centers producing vehicle prototypes for future sales. Automotive-industry management opportunities routinely require a minimum of a bachelor’s degree.

“The fact that Northwood views Cerritos College as the best program and best possible location for its new west coast operative speaks volumes about the program we have built here,” said Cerritos College President Dr. Noelia Vela. “We are very optimistic about this partnership because it will truly provide our students with attainable, necessary skills and education that will ensure their success in the workplace.”

Cerritos College celebrates the 2005-06 school year as its 50th anniversary in serving as a comprehensive community college for southeastern Los Angeles County communities including Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, La Mirada and Norwalk. The college offers degrees and certificates in more than 180 areas of study in nine divisions. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 20,000 students. Visit Cerritos College online at www.cerritos.edu, and view a celebratory site honoring the college’s 50 years of tradition, honor and values at www.cerritos.edu/50.
Cerritos College Art Gallery Features Artist Kevin Hanley

Artist’s Video Works Include “Threexirty” and “On Another Occasion”

NORWALK, CA – October 10, 2005 – Cerritos College Art Gallery is pleased to announce its upcoming exhibition of video and installation work by Kevin Hanley on view October 10 through November 3, 2005.

Screening on alternate days will be Hanley’s “Threexirty” and “On Another Occasion” video projections, both completed in 2002. Additionally, the artist has produced a site-specific installation addressing the audible shared-space of a common wall adjoining the College’s Art Gallery and Dance Studio.

“Threexirty” depicts the professional skateboarder Billy Valdez performing 360-degree maneuvers on his skateboard. Filmed at Los Angeles’ ACME Gallery with four different cameras, the video was edited to produce a simulation of an image formed “in the round,” while speaking to the notion of creating illusionistic space out of a linear, two-dimensional format.

“On Another Occasion” addresses the concept of visual and cognitive perception. Included in the 2004 Venice Biennale, “On Another Occasion” begins by depicting an unrecognizable, out-of-focus image of Fidel Castro. Then, over a four-minute duration, the image slowly sharpens to reveal a visible image of a “dead” Castro.

Produced by digitally altering an Associated Press image of the political leader, sans hat, the artist has produced a fictional space out of which the viewer is forced to

— More —
comprehend both an inevitable historical event and the way in which our perceptual faculties are often informed by the inaccuracy of conjecture. Lastly, the artist has created a site-specific installation inspired by the models of chance and circumstance informed by John Cage and the surrealist's game of "Exquisite Corpse" by literally amplifying a common wall shared by both the College's Art Gallery and Dance Studio. The Art Gallery's North gallery shares a wall with the Dance Studio, where various dance classes and accompanying music are held often heard on the gallery side of the wall, inevitably becoming part of the current art exhibit. Hanley has embraced this audible cross-information by amplifying the sound, using it as a point of departure to inform the two and three-dimensional character of the space.

Kevin Hanley's work will be on view at the Cerritos College Art Gallery from October 10 through November 3, 2005. An opening reception for the artist will be held 6 to 8 p.m. on Monday, October 10. The Cerritos College Art Gallery is located at 11110 Alondra Blvd. in Norwalk, room FA-50. Visit www.cerritos.edu/gallery for directions, parking and additional information or contact Andrea Bronte, art gallery director, at (562) 860-2451, ext. 2612 or by e-mail at abronte@cerritos.edu.

Cerritos College celebrates the 2005-06 school year as its 50th anniversary in serving as a comprehensive community college for southeastern Los Angeles County communities including Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, La Mirada and Norwalk. The college offers degrees and certificates in more than 180 areas of study in nine divisions. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 20,000 students. Visit Cerritos College online at www.cerritos.edu, and view a celebratory site honoring the college's 50 years of tradition, honor and values at www.cerritos.edu/50.
Cerritos releases theater schedule

NORWALK — The Cerritos College Department of Theatre has released its 2005-06 season lineup, which will feature performances from alumni actors along with current theater students in celebration of the college's 50th anniversary.

"The Diary of Anne Frank" opens the season in October 2005. A family is forced into hiding by Nazis during World War II in the story of a young Jewish girl.

"Aesop's Fables" hits the stage in December 2005. Director Ken Ruge and ensemble ramble through selected tales from the wit and wisdom of Aesop, in this comical and adventurous show suitable for the entire family.

"Alumni Improv Show" opens in March 2006. Theater department faculty member Kevin Hoggard stars in this comedy.
The First Test: One of the State’s Best

The Cougars face No. 11 Chaffey College on the road in tonight’s season opener.

By Scott Galetti

With a target firmly planted on its back, the College of the Canyons football team begins its defense of the 2004 state and national championship against a traditional powerhouse.

The Cougars kick off the 2005 season with a road tilt against Chaffey College this evening at 5 p.m. It’s a battle between two of the top teams in Southern California.

COC enjoyed the first undefeated season in school history with a 14-0 record last year en route to its fifth straight Western State Conference championship, a California championship and a national title as voted by JC Gridiron.

This year’s Cougars open up as the top-rated team in the California Community College Football Association Preseason State Poll and No. 3 in the first JC Gridiron poll of the season behind No. 1 Dixie State College and City College of San Francisco.

They also carry over a 28-game regular-season winning streak dating back to a loss at Cerritos College in Week No. 2 of the 2003 season.

“Marcel Marquez begins the season as the starting quarterback — a role he is prepared to take on. I had to fight for the position and know the offense and the reads and know the tendencies of the receivers that we have returning,” Marquez said. “Once we start clicking, we’re going to be pretty good.”

Marquez gave a hint of that clicking by tossing a 60-yard touchdown pass to Terrence Scott in the Cougars’ scrimmage against Occidental College on Aug. 26.

Backup Cary Dove, a transfer from the University of California Berkeley also hooked up with Scott from 60 yards on a screen pass. Dove also had Billy Oroshen from 40 yards out for a touchdown.

COC’s defense put on a good show as well, pressuring the Occidental quarterback resulting in an interception and a fumble recovery.

The Cougars’ opponent is no stranger to success.

See WEEK ONE, page 2.

COC starting quarterback Marcel Marquez threw for 413 yards and two touchdowns as a backup during the Cougars’ national championship run in 2004.
Chaffey (9-2 last season) enters the season ranked No. 11 in California, tied for fifth in Southern California and No. 29 in the JC Grid-Wire poll.

"The poll that counts is the poll that determines who goes to the postseason and that will come out in a couple of weeks," said Chaffey head coach Carl Beach.

"Put Canyons first and everyone else is fighting around."

While OCC will come loaded with its spread offense, the Panthers will employ a multiple set offense that will provide a mixture of the run and pass.

Sophomore Casey Hansen will get the start with freshman Mike Williams waiting in the wings for an opportunity.

"At 6-foot-5, (Hansen) can see the whole field and has a good leadership quality," Beach said.

On the ground, the Panthers will rely on starting running backs Nathan Gutierrez, Aaron Williams and James Davis, who is also the starting safety.

"We don’t have a lot of depth at running back," Beach said.

Hansen and Williams hope to hook up with wide receivers Angel Acuna, Angie Ansaiula and Donald Brown along with tight end Gerald Washington.

"We think that they’re a solid, fundamental football team, but so are we," said OCC head coach Chuck Lyon. "They’re used to winning and we’re used to winning so it is going to probably come down to mistakes and special teams."

Chaffey will have to contend with a quick OCC defense led by linebacker Joey La Roque and defensive back Justin Tryon.

Both players were named to the JC Grid-Wire Preseason All-American Team.

La Roque earned second-team All-WSC honors even though his season prematurely came to an end with a broken wrist in Week 8 at Bakersfield.

Against the Colugs, Chaffey’s defense will be relying heavily on safeties Tinee Cunawret and Chris Smith and cornerback Miles Mason.

"They have a good quarterback and they have a solid defense," Beach said. "They’re pretty much a machine, doing it the same way every year."

Both coaches agree that the key to the ballgame will be which team safeguards the football.

OCC beat Chaffey in the 2002 Southern California Bowl, a game that Beach still remembers.

"They’re the best team in the state and the team to beat. They’ve got a great program and we’re fortunate to play them," Beach said. "I like our chances and I think our kids will play hard. It’s a great opportunity for our program."
Vikes edged in Cuesta Invitational

From staff reports

Jake Klein scored three goals, and Milos Skuljic had two more, but it wasn't enough as the West Valley men's water polo team defeated Long Beach City, 10-9, in the finals of the Cuesta Invitational.

Earlier in the day, the Vikings (5-1) defeated Golden West, 11-10, in the semifinals.

Klaas, Eric Roesler, Byron Bailey and Sam O'Hare each scored two goals in the win.

Long Beach City, which is ranked second in the state, plays at Cerritos on Wednesday at 4:15 p.m. in their conference opener.

JC WOMEN'S SOCCER

Cerritos 5, Mira Costa 0

Five Falcons scored as visiting Falcons shut out Mira Costa in nonconference play.

Sophomore forward Melissa Zapata scored in the 17th minute to begin the scoring frenzy for the Falcons, who improved to 6-1-1. Freshman midfielder Jackie Flores added a score in the 67th minute and recorded two assists to round out the rout for the Falcons.
Giambastiani’s kick gives Mounties win

By Casey Crawford

WALNUT — Mt. San Antonio College’s best offensive weapon is no longer a secret. It was unveiled on the last play of the game Saturday, when the Mounties edged Cerritos College 23-21.

Sophomore kicker Brian Giambastiani connected on a 23-yard field goal as time expired, giving the Mounties the two-point victory.

“He’s the best kicker in JC football,” said Mounties coach Bob Jastrab.

The Mounties’ chances looked bleak when Brian Hildebrand’s errant pass was intercepted late in the fourth quarter, but the Mt. SAC defense caused a fumble on the return in the end zone, giving it possession once again with 4:32 left in the fourth quarter.

The Mounties then turned to backup quarterback Domenic Bruno, who led an impressive 15-play drive, including two fourth-down conversions leading to Giambastiani’s game-winning field goal.

“This was a huge win for us, I’m so proud of the way they came back,” Jastrab said.

The Mounties had a huge opportunity to put the game away earlier in the fourth quarter, leading 17-14, but were turned away on another interception by Hildebrand, who had three in the game.

Later, with Mt. SAC leading 20-14, the Falcons took the lead when they capitalized on back to back 15-yard penalties on the Mounties. Quarterback Jeff Kline hit Greg Smith on a 27-yard slant, giving the Falcons the lead, 22-20.

“We beat a very good football team. This will increase our confidence level,” Jastrab said.

Giambastiani also kicked two other field goals of 32 and 42 yards.

“It feels great, but it took all 11 of us on special teams to make it happen,” Giambastiani said.

The Mounties also got solid performances from Randall Brown and Antonio Williams. Brown ran for 126 yards on 22 carries and Williams chipped in with a 5-yard touchdown run.

The Mounties defense stopped Falcons running back Jeron Johnson, who entered the game rushing for more than 300 yards in two games. The Mounties defense limited Johnson to 40 yards on 14 carries.
Program speeding to auto career

Education: Cerritos College soon to offer degrees in automotive administration.

By Jenny Marder
Staff writer

NORWALK — Cerritos College automotive students on track to work in the business side of the industry will soon need to look no further than their back yard for schooling.

Dubbed a campus within a campus, the private Northwood University will soon set up camp at the college's auto department to offer a bachelor's degree program in automotive business administration.

"This really kind of takes the lid off of where students can take their careers," said Dr. Randy Peebles, Cerritos College dean of business and technology.

Ivan Ayestas, 21, calls himself a customizer. Having worked on cars for as long as he can remember, his dream now is to start a shop that sells after-market accessories for cars, such as lights, radios and alarms. He's already been through a dealership apprenticeship program at the college, and plans to start the Northwood program in January.

"The idea is that goes in how the numbers work and how everything should be managed," Ayestas said. "Instead of just doing everything my own way, I want to do it the right way and know what's going on."

After receiving an associate's degree in a business or automotive field, students will now be able to stay for a fourth year to work toward a bachelor of business administration (BBA) degree in management or marketing.

"Having this kind of broadened opportunity for students to move into a career with higher pay and better jobs will influence students taking lower level and AA courses," Peebles said.

Plus, he added, there's always a need among car dealers for educated and highly skilled employees.

The Cerritos College automotive technology program, designed to prepare career-minded students for automotive technician positions, is one of the fastest growing programs at the school, drawing students from as far as the San Fernando Valley and boasting nearly a 100 percent placement rate.

Over the years, the department has grown rapidly, drawing dozens of students and developing strong ties with dealers.

Students can enroll in tracks that specialize in mechanical repair, collision repair, auto service management and alternative fuel vehicles. Some even specialize in a specific carmaker, such as Ford, General Motors and Chrysler.

The department has about 700 students in its automotive mechanical repair program and about 400 in the auto-body collision program.

The college will launch its first series of Northwood classes in January. Peebles expects 20 to 30 to enroll in the first four-year program.

"And we're hoping to ramp this up to have 80 to 100 students," he said.

Meantime, Ayestas is busily taking classes to prepare for the program.

"I hope they start soon as I can get in there," he said.

Jenny Marder can be reached at jenny.marder@press telegram.com or (562) 469-1276.
UC holds off on salary supplements
Proposal called for private donations to equalize professors’ pay

By Michelle Locke
Staff Writer

SAN FRANCISCO — A proposal to use private donations to supplement top pay at the University of California sparked lively discussion on the wisdom of paying public salaries with private money.

A committee of UC’s governing Board of Regents had been scheduled to vote on the idea Thursday, but they put the issue off until at least November after some regents worried it might encourage the state to cut funding further.

The committee did approve two less contentious parts of the proposal — setting a goal of bringing all employees to market level within 10 years and adopting new procedures on determining senior managers’ salaries. Those actions will be up for ratification by the full board in November, at which time the finance committee may again tackle the private support plan.

Proponents say UC must find a way to augment shrinking state funds to be competitive in attracting and keeping the best candidates. They note that a number of universities nationwide have already turned to donors to help pay top executives.

“We are facing a massive challenge to maintain quality at the University of California and pay competitive salaries,” said Regent Judith Hopkinson, one of the key backers of the change.

Other regents agreed salaries need to be competitive but were leery of taking over what traditionally has been a state obligation.

Regent George Marcus recommended the board find the “political courage to do what is right. We have to pay comparable salaries and we have to talk about it,” he said.

Under the proposal, private funds would be used to supplement salaries of administrators making more than $300,000, with the donations going to pay amounts in excess of that.

There are now seven executives making $300,000 or more and ultimately the list of privately supplemented salaries could be expanded to 45 positions, including chancellors of the 10-campus system and some deans.

The idea has been criticized by union officials, who say UC should be focusing on lower-paid workers.

But proponents said using private money would free up funds for lower-level employees.

Also Thursday, regents got an update on efforts to strengthen security, management and inventory procedures at willowy body programs at UC’s five medical centers, including using radio frequency identification devices (RFIDs) to keep track of cadavers.

Several hit the system when the program at UCLA was suspended as part of a court order last year after allegations that parts of cadavers donated for science research were sold for profit.

In previous reports to the board, officials have said a review found a lack of clear standards for accounting for specimens.

Since then, significant changes have been made, UC officials said Thursday.

Those include new security measures such as criminal background checks of potential employees, security card access to some areas and video surveillance equipment. Also under development is a Web-enabled database accessible both at the campuses and at system headquarters in Oakland.

The RFID system is being tested out in a pilot program at UC Irvine and is expected to be installed across the system by early next year.
Rio Hondo offers nursing internships

MONTEBELLO — Beverly Hospital, 309 W. Beverly Blvd., offers a nursing internship program for second-year nursing students of Rio Hondo College in Whittier, and applications for the program are being accepted now through Oct. 21.

The hospital will award 12 scholarships for the current school year. Winners receive $2,000 per month during their last two months of schooling, paid study times, work experience, and a full-time nursing job at the hospital upon completion of state board exams.

For more information, call (626) 725-6216, or call Rio Hondo College, (626) 492-0929, Ext. 5421.

— From staff report
CSULB's biz school honored

By Kevin Butler
Staff writer

LONG BEACH — Cal State Long Beach's College of Business Administration has been ranked one of the nation's best business schools by the Princeton Review.

The New York-based education services firm recognized CSULB for its executive, part-time and evening MBA programs in the new 2006 edition of its "Best 337 Business Schools."

"We've been trying hard to make our business school a much better business school every year," said Luis Ma. R. Collings, dean of the business school. "And we embarked ourselves on the path of improving our offerings and our educational programs each year."

The Princeton Review uses institutional data from schools and student surveys to rank business schools on academics, student life, admissions and career and placement programs.

The book describes CSULB's business school as offering "five different MBA programs of the convenience of its students," including the evening MBA.

Student enjoy "perfect class sizes that allow all students to contribute to discussions," according to the book.

Faculty "usually come from the private sector and teach more from real-world experience than from theory," the guide stated.

The book didn't rank all the schools as a whole, but did include lists of top 10 schools in 11 categories. CSULB didn't appear on those top-10 lists.