FOR THE WEEK OF OCTOBER 16—30, 2006

In Progress
Kristen Habbestad worked to finalize a theater ad that will appear in local theaters to advertise the upcoming spring semester. She also worked with the editors of the Southeast Perspective and the La Mirada City Insider to secure advertising agreements for the remainder of the academic year.

Coverage
Southeast Perspective—September 14, 2006—Article about the Cerritos College Teacher TRAC students joining middle school students as camp leaders at the CSULB Math Camp (from press release).

Herald American—September 14, 2006—Article about freshman quarterback Chad Manis making Cerritos College football history by passing for five touchdowns in a game against West L.A. College.

Herald American—September 14, 2006—Article about the unveiling and dedication ceremony of the Cheryl A. Eppele Board Room at Cerritos College (from press release).

Press-Telegram—Article about Patrick Callahan’s court date and last day at the college.

Whittier Daily News—October 28, 2006—Brief article about Patrick Callahan’s court date and last day at the college.

Related News
Press Telegram—October 17, 2006—Article about Southern California as a national leader in the auto industry.

Los Angeles Times—October 20, 2006—Article about Phil Angelides lack of California community college defense in an interview with Adam Carolla.

Los Angeles Times—October 23, 2006—Article about the decreasing interest in Phil Angelides’ proposal to cut college fees.

Whittier Daily News—October 24, 2006—Article about methods that student loan businesses use to attract students.

Press Telegram—October 25, 2006—Article about a labor dispute at Long Beach City College that may develop into a strike.

Los Angeles Times—October 25, 2006—Article about students depending on private bank loans to pay college tuition because of decreasing federal aid.
Cerritos College Child Development Center Celebrates 30 Years

November 17 Anniversary Celebration to Feature Dinner and Entertainment

For Immediate Release: October 18, 2006

Event Contact: Judy Krause, Child Development Center; (562) 860-2451, ext. 2584

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

WHAT: The Cerritos College Child Development Center invites the community to participate in a 30th anniversary celebration on Friday, November 17, 5-7 p.m. The evening’s festivities will include a slide show, entertainment and dinner in the Cerritos College Student Center. Tickets are $5 for adults ($6 at the door) and $3 for children.

The Child Development Center is also offering t-shirts for sale in Cerritos College blue (adult sizes). These are offered to alumni families at a discounted rate of $6 per shirt.

Organizers of the anniversary celebration are currently seeking photos, newspaper clippings and other memorabilia related to the history of the Cerritos College Child Development Center. To contribute photos or memorabilia, or for more information, please contact Judy Krause at (562) 860-2451 ext. 2584 or at jdodge@cerritos.edu.

WHEN: Friday, November 17, 2006, 5-7 p.m.

WHERE: Cerritos College Student Center
11110 Alondra Blvd
Norwalk, CA 90650

A map of the campus is available at www.cerritos.edu/guide

CONTACT: For more information, and to RSVP for the dinner, please contact Judy Krause at ext. 2584 or by email at jdodge@cerritos.edu.

Cerritos College serves as a comprehensive community college for southeastern Los Angeles County. Communities within the college’s district include Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, La Mirada, Norwalk, and portions of Bell Gardens, Lakewood, Long Beach, Santa Fe Springs and South Gate. 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 20,000 students. Visit Cerritos College online at www.cerritos.edu.

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Cerritos Community College District • 11110 Alondra Blvd. • Norwalk, CA 90650 • www.cerritos.edu
Cerritos College to Host 'Día De Los Muertos’ Event

For Immediate Release: October 23, 2006

Event Contact: Walter Fernández, Humanities & Social Sciences; (562) 860-2451, Ext. 2757

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

WHAT: The Sociedad de Profesores Hispanos along with the participation of MEChA and Puente will host an event celebrating 'Día de los Muertos' in its uniquely Mexican manner.

The event will include an explanation of 'Día de los Muertos,' presentation of offerings at altars and a student altar competition.

WHEN: Thursday, November 2 at 10:45 a.m. A procession will begin at the north side of library. The event will then take place 11 a.m. – 12:30 p.m. in the college’s amphitheater across from Falcon Square.

WHERE: Cerritos College Amphitheater (off Falcon Square)
11110 Alondra Blvd
Norwalk, CA 90650

A map of the campus is available at www.cerritos.edu/guide

CONTACT: For more information, please contact Walter Fernández of the Humanities and Social Sciences Division at (562) 860-2451, ext. 2757 or by e-mail at wfernandez@cerritos.edu.

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###
Cerritos College to Host Discussion of 'Corrido' Tradition

Sociedad de Profesores Hispanos Will Discuss Corridos and their Relation to the Mexican Revolution

For Immediate Release: October 23, 2006

Event Contact: Walter Fernández, Humanities & Social Sciences; (562) 860-2451 Ext. 2757

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

WHAT: The Sociedad de Profesores Hispanos will host an event dedicated to exploring the origins of the “corrido” (narrative song) tradition, its role as an interpretation of history and news, and its impact on social culture. The event will place special emphasis on the Mexican Revolution, since Mexican Revolution Day is celebrated on November 20. Examples of corridos will be sung and a close examination of the lyrics will be presented.

WHEN: Tuesday, November 21 at 11 a.m. in the Teleconference Center (LC 155) and again at 6 p.m. in the Cheryl A. Epple Board Room.

WHERE: Cerritos College’s Wilford Michael Library and Learning Resource Center Teleconference Center (room 155) at 11 a.m.

Cheryl A. Epple Board Room at 6 p.m.

Cerritos College
11110 Alondra Blvd
Norwalk, CA 90650

A map of the campus is available at www.cerritos.edu/guide

CONTACT: For more information, please contact Walter Fernández of the Humanities and Social Sciences Division at (562) 860-2451, ext. 2757 or by e-mail at wfernandez@cerritos.edu.

COST: Admission to the event is free; on-campus parking is $1 per day.

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###
Students’ Association of Woodworkers to Present Guest Speaker Kelly Mehler

For Immediate Release: October 23, 2006

Event Contact: Jennifer Simpson, Woodworking Manufacturing Technology; (562) 860-2451, ext. 2986

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

WHAT: Cerritos College’s Students’ Association of Woodworkers will present guest speaker Kelly Mehler on Thursday, November 2 at 7 p.m. Mehler’s professional woodworking career spans three decades. His work is characterized by the use of classic designs that emphasize the inherent beauty, natural colors, and grain patterns of hardwoods. Mehler’s trademark furniture pieces often feature strikingly figured and matched wood that has been carefully air dried and sawed from a single tree with his work being heavily influenced by the furniture of the Shakers.

Mehler is the author of "The Tablesaw Book" (1992/2002, Taunton Press). He is featured in two Fine Woodworking video/DVDs: "Build a Shaker Table with Kelly Mehler," and "Mastering Your Tablesaw." Mehler has contributed numerous articles to Fine Woodworking magazine, and has been published in many other woodworking publications. Additionally, Mehler participates in speaking engagements throughout the United States for woodworking guilds and for "The Woodworking Shows."

WHEN: Thursday, November 2, 7-9 p.m.

WHERE: Cerritos College, Health Science Building, room 102
11110 Alondra Blvd
Norwalk, CA 90650

A map of the campus is available at www.cerritos.edu/guide

CONTACT: Jennifer Simpson, Woodworking Technology, (562) 860-2451 ext. 2986 or jsimpson@cerritos.edu

COST: A donation of $10 is suggested. A Porter cable router will be awarded as a raffle prize.

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###
Cerritos College Offers In-Demand Engineering Design Software Training

For Immediate Release: October 24, 2006
Contact: Farid Wissa, Technology Division; (562) 860-2451, ext. 2908

NORWALK, CA – October 24, 2006 – Cerritos College’s Engineering Design Technology Department is offering students a head start in the aerospace industry through engineering design software courses. Enrollment for spring 2007 is now underway.

Engineering design software courses taught at Cerritos College cover programs such as AutoCAD, Autodesk, VIZ, Mechanical Desktop, MAP 3-D, Inventor, SolidWorks, and CATIA. According to Jayananda Hiranandani, professor in the Engineering Design Technology Department, knowledge of these programs is highly desired by industry giants seeking to hire employees.

“Engineering companies are in need of good designers to be part of their teams,” he said.

“In fact, Northrop Grumman recently ran radio advertisements announcing interviews this November in Carson, Calif. for open job positions, and engineering software designers are needed for the Boeing Aircraft Company to contribute to the building of 2,600 airplanes in the next 20 years.”

Enrollment is underway for classes starting Monday, January 8, 2007, and students can register online at www.cerritos.edu. Those interested in taking any of these classes should apply immediately while space still exists.

New students must apply now and obtain student numbers that allow them to register for the spring 2007 semester classes. These applications can be either done traditionally or online at www.cerritos.edu (click on “new student.”)

Returning students who missed one or more semesters must also fill out new applications now in order to activate their status. All courses’ prerequisites are checked during the semester classes’ registration. Students may not register unless they meet all the required prerequisites.

Students who feel that they have experience that is equivalent to prerequisite courses may contact the Engineering Design Technology Department to discuss alternatives that can satisfy prerequisites.

Please note that the printed spring 2007 class schedule does not include the new, state-of-the-art CATIA software class, but it can be found online under the Engineering Design Technology (ENGT) Department classes. The class is ENGT 265 “CATIA I,” TKT #34812, and is offered Saturdays, 8 a.m. - 3:15 p.m.
High school juniors and seniors may enroll in most engineering technology courses free of cost to earn both high school and college credit under the Veysey Program. For more information about the Veysey Program, minors should speak with their high school counselors. The Cerritos College Engineering Design Technology Department has course credit transfer agreements with California State University, Los Angeles, California State University, Long Beach and other surrounding universities.

For further detailed information please visit www.cerritos.edu/engt or contact professor Farid Wissa at (562) 860-2451, ext. 2910 or by e-mail at fwissa@cerritos.edu.

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Cerritos College Board Fills Five Management Posts

Positions Filled Include Interim Chief of Police, Director of Research and Planning, Director of Community Ed, Coordinator of CalWORKs and Director of Public and Governmental Affairs

For Immediate Release: October 26, 2006

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

NORWALK, CA – October 26, 2006 – The Cerritos College Board of Trustees approved the hire of five managers to fill open positions at the college during its recent regular board meetings. Managers hired include Interim Chief of Campus Police Richard Bukowiecki; Director of Research and Planning Dr. Nathan Durdella; Coordinator of CalWORKs Services Norma C. Rodriguez; Director of Community Education Dr. Patricia Robbins Smith; and Director of Public and Governmental Affairs Mark L. Wallace.

“We are very fortunate to attract individuals of such a high caliber,” said Cerritos College President Dr. Noelia Vela.

“Their unique talents allow us to continue to work toward excellence in everything we do.”

Interim Chief of Police Richard Bukowiecki most recently served as lieutenant on the force, a position he held for 11 years. He first joined the campus police squadron in 1988 as an officer. Bukowiecki will oversee the Cerritos College Campus Police Department, a full-service police agency that employs fully sworn peace officers and is responsible for patrolling college grounds, taking all crime reports, conducting follow-up investigations, enforcing all applicable traffic laws and providing for the safety of persons and property within the district’s campus boundaries.

Dr. Nathan Durdella, new director of Research and Planning, most recently served as a research analyst for the college’s Research and Planning Department. He holds a doctorate in higher education and organizational change at the University of California, Los Angeles, where his research projects included evaluation theory, veterans in higher education, and Latin American higher education systems. Durdella also holds a master’s degree in education, a master’s degree in Latin American studies, and a bachelor’s degree in sociology, all from UCLA. Durdella began his undergraduate studies at Santa Ana College.
Norma C. Rodriguez continues a 22-year career at Cerritos College as the new coordinator of CalWORKs Services. Prior to this position, she served as a student affairs assistant and part-time counselor in the Cerritos College Financial Aid Department. Rodriguez has also worked in the college’s Fiscal Services Department. A graduate of Cerritos College, Rodriguez holds a bachelor’s degree in interdisciplinary studies and a master’s degree in clinical psychology from California State University, Dominguez Hills. She also is working to complete her marriage and family therapy license.

Dr. Patricia Robbins Smith is the new director of Community Education program, part of the college’s Community, Industry and Technology Education unit. Smith was most recently director of Foster and Kinship Care Education at Cerritos College, a position she held since 2002. Prior to joining Cerritos College, Smith served as coordinator of the Disability Support Services Program at Loyola Marymount University, and earlier in her career she led a school research team at the University of California, Irvine and served as an elementary school counselor. Smith holds a bachelor’s degree in psychology from UCLA, a master’s degree in counseling psychology from California State University, Fullerton, and a doctorate in educational administration and leadership from a joint UCLA/UCI program.

Mark L. Wallace, new director of Public and Governmental Affairs, has more than 25 years of experience as a communication professional in higher education. He joins Cerritos College from Western University of Health Sciences, where he served as executive director of communications since 2003. Prior to that, Wallace served as an “executive on loan” from Pasadena City College for the California Community College’s Chancellor’s Office in Sacramento. Wallace served for 10 years as director of public relations for Pasadena City College. Wallace is also familiar with Cerritos College, having worked as the campus’ public information officer and publications director for eight years. Earlier, he served at West Hills Community College in Coalinga, Calif. Wallace holds a bachelor’s degree in journalism from California State University Fresno.

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Cerritos College Teacher TRAC
Students Help Lead Middle School
Math Camp at CSULB

"This program makes the concepts very engaging and energetic," explained Teacher TRAC student Susan Massey.

NORWALK, CA - There's nothing like having ancient Greek mathematician Thales himself-complete with a grape-leaves head wreath and white toga-explain the concept of similar triangles. But that's just what happened for nearly 50 area middle school students during Math Camp in July at California State University, Long Beach. Joining the students as camp leaders were four Cerritos College Teacher TRAC students.

For two weeks each summer, CSULB organizes a hands-on, half-day "math camp" that challenges and refreshes students in Geometry and Algebra. The camp is funded in part through a state grant that seeks to increase students' abilities in the areas of mathematics and science.

The Teacher TRAC students are involved with the program as part of the Cerritos College Teaching Secondary School Scholar Partnership (TS3P) grant funded by the National Science Foundation. Next summer, Teacher TRAC Director Sue Parsons stated that Cerritos College students will assist in both science and math camp at CSULB.

Serving as "camp counselors" were Gabriela Gonzalez, a mathematics major; Nancy Mendoza, also a mathematics major; Beatriz Soria, an engineering major; and Susan Massey, a liberal studies major. Working alongside master teachers throughout the two weeks of Math Camp allows the Teacher TRAC students a chance to see what lies ahead of them in a teaching career.

"I think this will seal the deal for them," said Sue Parsons, director of Cerritos College's Teacher TRAC.

"They'll either decide that they love it and want to continue on the path to MATH CAMP page 10"
Southeastern Perspective (cont.)
September 14, 2006

Cerritos College Teacher TRAC Students Help Lead Middle School Math Camp at CSULB

CONTINUED FROM PAGE 5

teaching full-time, or they'll find that teaching is perhaps secondary to their love of math or science."

The Teacher TRAC students lead the math camp students in hands on activities such as constructing and measuring a small, three-dimensional pyramid; another morning, the group visited CSULB's Earl Burns Miller Japanese Garden to estimate the number of koi in the garden's pond.

"When I was in school, you learned and didn't 'do,'" said Massey, as she walked with her students from a morning presentation to their smaller group sessions.

"But this program makes the concepts very engaging and energetic...it allows the students to make discoveries on their own."

Massey led her 15 students in a discussion about congruent triangles. They tossed a blue stress ball across the room as they responded to questions posed by Massey: How do we know the triangles are similar? What's the difference between similar and congruent triangles?

In another classroom, Gonzales lead students through a problem that helps them compare angles and sides of a triangle.

The middle school students range in ages between 11 and 15 and are from area schools such as Rogers Middle School in Los Alamitos and Cubberley School in Long Beach.

Serving as master teachers during the math camp were veteran educators Robert Nguyen, a high school teacher at Mayfair High School, Bill Rodriguez, a sixth grade teacher at Cubberley K-8 School in Long Beach, and Stephanie Siavi'i, a fourth grade teacher also from Cubberley. Paula Granillo oversees the math camp as part of CSULB's education department.

"True math camp experience is enthusiastic children who can't wait to learn and explore new concepts," said Granillo.

Cerritos College's Teacher TRAC program offers many services, programs, and pathways for students interested in teaching K-12. The Teaching Secondary School Scholar Partnership Program (TS3P) focuses on developing much-needed mathematics and science teachers for grades 7-12. For students interested in becoming an elementary school teacher, Teacher TRAC's flagship program is a partnership with California State University Long Beach. As a student in the integrated, standards-based Teacher TRAC/CSULB program, students can earn their bachelor's degree and multiple subject teaching credentials and complete their student teaching within four years. For more information about the program, visit www.teachertrac.com.

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Manis has historic performance

BY RON GUILD

Staff writer

A third-quarter pass from freshman A.J. Toscany (El Rancho) and sophomore Mike Roy (La Serna). The three quarterbacks combined for 390 yards and rushed for 28 yards.

Fresman quarterback Chad Manis, one of the great performances in the school's football history last Saturday. The Los Angeles High School mod.

Prep football:

Manis quarterback passes for five touchdowns in win

Led by two freshmen from Montebello High School, the Monarchs recorded six goals and four steals against Mt. San Antonio College men's water polo team won the consolation title of the weekend Golden Tournament over the weekend.

Although West L.A. quarterback seven passes, each from a different quarterback. Meanwhile, the Monarchs had six goals and eight takes against Mt. San Antonio West, the Monarchs defeated Mt.

Christian Flores had six goals and three assists, and Jimmy Quintana had three goals and four steals against Mt. SAC. In the consolation championship, Flores had three goals and three assists.

Flores also had three goals against Golden West in the opener.
Board unveils Cheryl Epble Room

NORWALK — The Cerritos College District Board of Trustees have renamed the board’s meeting room in memory of a board member who died two years ago.

Dedication ceremonies took place Sept. 6 for the Cheryl A. Epble Board Room, honoring Epble's years of contributions to the college and community before her death in July 2004, said Kristen Habbestad, the college’s media relations coordinator.

A memorial plaque bearing Epble’s photo is now permanently part of the board room, Habbestad said.

“Cheryl and I spent several years together leading and shaping this campus,” said Cerritos College board President John Moore. “She was intimately connected to this campus and its students, and it is with deep gratitude that we dedicate this board room to her memory and to the legacy she left us through her tireless support of Cerritos College.”

Epble is survived by her husband Bob, who replaced her on the board; their daughter, Nicole; her mother Joyce McConne; and siblings Terri McConne-Williams, Lisa VanEpp, Nelda Ruerer, Don McConne, Rob McConne; nieces and nephews Ashley, Samantha, Megan, Kelly, Ryan, Jon, Chris and Renee.

Epble served on the Board of Trustees for 11 years, earning re-election in 1997 and 2001. She was known as an advocate for generating alternative revenue sources to support the educational process. During her time on the board, Epble held the positions of board president (in 1996 and 2001), vice president (1995 and 2000), and secretary (1999 and 2004).

Epble attended Cerritos College prior to receiving her bachelor’s degree in public administration from Cal State Dominguez Hills.

She lived in Bellflower and worked as a tax accountant, specializing in tax preparation for individuals, small businesses and audit representation for the general public.
Cerritos coach to pay for cheating

Courts: Callahan gets 90 days for financial aid fraud; school severs ties with him.

By Wendy Thomas Russell, Staff writer
Long Beach Press Telegram

BELLFLOWER - Cerritos College faculty member Patrick Callahan, a man credited with helping numerous minority football players enroll and finish college, bid farewell to his coaching career Friday - the day he was formally sentenced to 90 days in jail in connection with Pell Grant fraud.

Callahan, 58, pleaded guilty to falsifying government documents so that 13 of his football players could receive more than $91,000 in federal aid to which they were not entitled.

Trading in his team colors for a black suit, Callahan was formally sentenced Friday before Bellflower Superior Court's Leland Tipton, who suspended a two-year prison term under a number of conditions. One of the conditions was agreeing to give up his position as coordinator of student activities for Cerritos College.

"Has he terminated his employment?" Tipton asked.

"As of today," Callahan answered.

Callahan served as an assistant coach at Cerritos College in Norwalk for 16 seasons, most recently acting as defensive coordinator, before being charged in August 2005 with 26 felony counts of grand theft and conspiracy to commit grand theft. At the time of his arrest, the college suspended Callahan from coaching and made him coordinator of student activities.

Reached on Friday, a college spokeswoman declined to answer questions about Callahan, nor would she say why the school had chosen to keep him on the faculty following his guilty plea last month.

"We make no comments on personnel issues," Kristen Habbestad said.

Callahan, of Artesia, is accused of placing himself at the center of a scheme to cheat the government out of thousands of dollars so that some of his players could attend college at little or no cost.

Under Pell Grant regulations, students whose parents make more than $20,000 a year and contribute to their child's education receive less money, while students with little or no financial support receive more. Some students who are estranged from their parents, however, can obtain "dependency overrides," which allow them to apply for Pell Grants without providing their parents' financial status.

According to prosecutors, Callahan wrote and encouraged others to write fraudulent letters supporting dependency overrides for his students beginning in 1999. The students were otherwise ineligible because they already had financial support from their parents.

Callahan also recruited players from out of state - a violation of the California Community College Commission on Athletics - and obtained in-state tuition for some out-of-state players, according to court documents.

Callahan's jail term will begin on Nov. 30.

He must pay $70,758 to the U.S. Department of Education, which reflects the amount awarded as a result of fraudulent dependency overrides. And he must pay Cerritos College $20,799, the amount the college lost by charging in-state tuition to out-of-state players.

Fred Falcone, who identified himself as a former Cerritos College student and football player, said Callahan should be provided amnesty for making "a lifetime career of helping disadvantaged students become successful in college."

"He is someone that minority students could go to when they had a problem," Falcone wrote in an e-mail to the Press-Telegram, "and he would help."

Wendy Thomas Russell can be reached at wendy.russell@presstelegram.com or (562) 499-1272.
Coach jailed in aid grants fraud

BELLFLOWER - A former assistant football coach at Cerritos College was sentenced Friday to a two-year county jail term for falsifying government documents to secure more than $150,000 in federal grants for athletes who were ineligible for the aid.

Superior Court Judge Leland H. Tipton also ordered Patrick Callahan to serve five years' formal probation and make restitution of $70,758 to the U.S. Department of Education and $20,749 to the junior college where he worked as an assistant coach for 16 years.

The judge barred Callahan from employment in any capacity that would involve the handling of public money or allow him to recommend eligibility to receive public monies.

According to the Los Angeles District Attorney's Office, Callahan admitted fraudulently obtaining federal financial aid grant money for 13 football players to play at the junior college in Norwalk between July 1999 and March 2004.

In some cases, according to prosecutors, Callahan submitted statements from players that fraudulently claimed they were living independently from their parents so they could qualify for financial aid.

In other cases, he modified enrollment applications from out-of-state players to indicate California residency.

Callahan was initially charged last year with 13 counts each of conspiracy and grand theft. In exchange for his guilty plea to a felony charge of falsifying government documents, the other charges were dismissed.

- From staff reports
Southland the national leader in auto industry

Business: Area excels not in manufacturing cars, but in other car-related activity, such as design.

By Dana Bartholomew
Staff writer

Mention autos and many think Motor City. But it is Southern California that drives the nation in car design, technology and marketing, according to a study released Monday.

Southern California serves as the nonmanufacturing mecca for car buffs, with more registered vehicles than licensed drivers.

The five-county region also harbors an $86 billion "hidden auto industry" that includes the North American headquarters for eight foreign automakers.

"We don't have an assembly line any more, but in terms of car fashion and fads we lead the parade," said Jack Kyser, senior economist of the Los Angeles County Economic Development Corp., author of the report. "We're definitely

CARS: Enthusiasts find freedom in area

CONTINUED FROM A1

Motown West.

Southern California’s love affair with the car now translates into an average 1.2 cars per driveway — or 12.8 registered vehicles in the hands of 10.7 million licensed drivers.

In addition to being a major center for marketing, advertising and design, the Southland also serves as a test bed and manufacturing center for add-on performance and aftermarket equipment, according to the report.

Though the last car built in Los Angeles rolled off the General Motors plant in Van Nuys in 1992, the Southern California auto industry is worth $86 billion, not including gasoline sales, Kyser said.

In comparison, local tourism earns $13 billion, textiles $24 billion, entertainment $30 billion, technology $38 billion. Only international trade, worth $294 billion, earned more.

The ports of Los Angeles, Long Beach and Hueneme handled nearly 10 million vehicles in 2005.

The study, "The Automotive Industries in Southern California" focused on Ventura, Los Angeles, Orange, Riverside and San Bernardino counties.

"People here love cars," said George Huang, an LAEDC economist and author of the report. "Decades ago, people came here because of the freedom this area offered to car enthusiasts — from outdoor camping to offroading to race tracks.

"This is the living and breathing auto industry. The real money is not in manufacturing, it's in marketing, wholesale distribution and design.

According to the report:

Southern California is a leader in hydrogen fuel cell technology, with General Motors and Pratt & Whitney Rocketdyne in Canoga Park.

The Los Angeles area motor industry employs tens of thousands of workers, including 15,000 headquarter jobs, 50,000 manufacturing jobs and 70,000 jobs — with an average annual salary of $33,600 — at 1,600 car dealers.

There are 12 major auto design studios in the Los Angeles region and two in San Diego, including the General Motors Advanced Design, California in North Hollywood.

Southern California, home to some of the nation’s finest custom car makers and design schools, is now influencing Detroit and other manufacturing centers.

The General Motors Advanced Design Studio has picked up and advanced some of the hottest trends in SoCal’s competitive car market.

General Motors’ current designs now look toward 2020 with alternate fuel technologies.

"Even though we’re a small studio in California, we offer an alternative voice for what’s happening in Detroit, the mainstream and an alternative voice for each G.M. brand," said Frank Saucedo, director of the Advanced Design, California studio.

"Designers respond to their environment," he said. "California, and this area in particular, will help my designers be more creative."

CALIFORNIA ELECTIONS
Angelides Doesn't Question Jokes
On a radio show, the candidate doesn't object to host's ethnic and sexual wisecracks despite having criticized the governor's character.
By Scott Martelle
Times Staff Writer

October 20, 2006

Only days after urging Gov. Arnold Schwarzenegger to renounce questionable sexual comments made to high school students by a Republican assemblywoman, Democratic challenger Phil Angelides sat through a morning radio talk show Thursday without objecting to a series of dubious gags about sex, ethnicity and an elderly female guest.

Angelides protested — humorously — only when syndicated radio host Adam Carolla made sexual comments about Angelides' 28-year-old daughter, Megan, who was in the studio.

Asked later why he didn't object to the tenor of the other comments — an earlier African American guest was described as a "tall glass of chocolate milk" while Angelides was in the station — Angelides said his performance was not inconsistent with his earlier comments about Schwarzenegger. He defended it as being within the context of a comedy-based radio show.

"There's a world of difference between being on a radio talk show where you conduct yourself well, and [Bonnie Garcia] making inappropriate remarks about sexual encounters [to] high school kids," Angelides said Thursday afternoon as he left a speech before the Greater East Los Angeles Chamber of Commerce in Monterey Park.

Angelides said that throughout his career he had defended the rights of minority groups and that "I did it today very forcefully."

Angelides' appearance came after a segment in which a 20-year-old African American man named Master agreed to kiss a 72-year-old white woman named Sara to win a ticket to an upcoming promotional event at Hugh Hefner's Playboy Mansion in Holmby Hills.

Carolla made a joke about a "May-casket" romance, playing off "May-December," and said Sara had a case of "jungle fever," a pejorative reference to white women attracted to black men. Carolla is the former host of the canceled television program "The Man Show."

Later, near the end of the first segment of the show, Carolla told Angelides that he wanted to ask him something after the commercial break.

"I'm not going to kiss Sara," Angelides quipped on the air. "I want to be clear. I decided early."
An anonymous voice-over also alluded to Angelides' ethnic background with a sexual innuendo. Angelides let it pass without comment.

Angelides' appearance on the radio show was notable given his campaign's new strategy of questioning the character of the governor, specifically citing complaints about his comments about women. Earlier this week, he called on the governor to rebuke Garcia, who represents Cathedral City, for telling a class of high school students that she wouldn't kick Schwarzenegger "out of my bed" after the governor called her "hot."

Angelides, who discussed issues while joking with Carolla, did little during the broadcast to defend Carolla's targets — including students of California’s two-year community colleges, whom Angelides has made a key focus of his campaign. His second stop of the day was an appearance with Iowa Gov. Tom Vilsack at Los Angeles Valley College in Valley Glen.

"You get a Hacky Sack and a dime bag and a moped, you're into any community college," Carolla said, then added after Angelides said 300,000 students have dropped out over the cost: "That's because their stepdad kicked them out of the garage and they had to get a job."

Angelides laughed. "Oh, that's tough," he said. "No, no, no, no." Then he argued that student costs have been increasing for a segment of the population that can little afford it.

"If you can't afford junior college...," Carolla cut in. "I'm going to ask that once you're elected, Phil Angelides, you change it to 'junior, junior college' just to bring a shame element to it because I feel like it's a graveyard that stupid people go to die."

Angelides did reject comments by Carolla that Mexican immigrants were overwhelming traditional American culture in California, reiterating his belief that it benefits America when immigrants — who Angelides said should learn to speak English — assimilate while remaining in touch with their native culture.

And, reflecting a new, more sharply personal bent to his campaign, Angelides teed off on Schwarzenegger, describing him as "like the Santa Ana winds of blowhards." Revisiting the point in their Oct. 7 debate when Schwarzenegger asked him to name the funniest moment of the campaign, Angelides said: "I really wanted to say, 'Sitting here with a guy whose hair looked like it was dipped in Tang.'"

The Schwarzenegger campaign did not rise to the bait.

"Gov. Arnold Schwarzenegger spent today discussing solar energy," said campaign spokesman Matt David, referring to the governor's noon speech before the Solar Power 2006 Conference in San Jose. "We will continue talking about the issues important to California voters. We will leave the name-calling and mud-slinging to Angelides."

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California Elections

Little interest seen in plan to cut college fees

With funding for higher education stabilized under Schwarzenegger, Angelides’ call for a rollback doesn’t appear to stir up most voters.

By REBECCA TRAUNSON
Times Higher Editor

The 300 or so students gathered inside UCLA’s Rehearsal Hall one recent day clapped and cheered when state Treasurer Phil Angelides repeated his frequent campaign promise to cut student fees at California’s public colleges and universities.

“Go, Phil!” a young man shouted from the back, as others munchied on free pizza provided by the Brain Democrats, a student group.

But several political analysts said it was not clear that Angelides’ proposal to cut fees, a key element of his stump speech, has resonated much with the wider public in his campaign to unseat Gov. Arnold Schwarzenegger.

The analysts add that a simple fact makes Angelides’ plan a tough sell: Despite several years of sharp increases early in the decade, fees were frozen for the current school year for University of California and California State University students. And the changes for community college students are actually scheduled to drop — from $26 to $20 per unit — in January.

“Unless they’ve got kids in college, I just don’t think most people are paying much attention to student fees,” UC Berkeley political scientist Bruce Cain said. “It may not be the most effective issue right now.”

In 2001 and 2002, the state’s economic crisis prompted funding cuts and dramatic fee hikes — totaling more than 40% — for the UC and Cal State systems. After Schwarzenegger’s first year in office, 2003, there was more of the same. Fees for Cal Grants awards, the state’s main financial aid program for needy and middle-income students, and double the number of public school counselors to help students prepare for college. And he says he would work with higher education leaders to plan for a combined enrollment increase of 20,000 students in the UC and Cal State systems, although campaign officials said there was no specified time frame for that expansion.

Angelides has said he would pay for the programs with higher taxes on wealthy Californians, through state government “efficiencies” and by closing corporate tax loopholes.

“I’m going to be a governor who is always on the side of students,” he said at the Oct. 10 UCLA rally.

Not surprisingly, the campaign pitch resonated with students, even those who said they weren’t sure how they would vote.

“Angelides definitely has the best position on that,” said freshman Sarah Doljensky as other students nodded.

Angelides’ campaign statements and his long record of support for education have earned him the backing of some higher education advocates, including an endorsement from the California Faculty Assn., a union that represents more than 20,000 Cal State professors, librarians and others.

“When we met with him, he convinced us that he really does understand public higher education in this state,” said John Travis, a political science professor at Humboldt State and president of the union. “He speaks frequently about the value of the state’s colleges and universities and their importance to the economy.”

Others involved with the issue, however, said they were not convinced that Angelides’ proposal to reduce student fees was the best way to help needy students.
Lenders court universities

Education: Ethics of student loan business are questioned.

By Jonathan D. Glater

New York Times

One student loan company has invited college and university officials, and their spouses, to attend an education conference in the Caribbean this February, all expenses paid.

Another pays universities bonuses based on how much their students borrow. Others gave away gifts like iPods at a recent conference for financial aid administrators.

With rising tuition and lagging government aid making private student loans a big and increasingly competitive business, there are some of the ways lenders are courting universities in hopes that they will steer students their way.

Students took out nearly $138.8 billion in private loans in 2004-5, more than 10 times the amount borrowed a decade ago, according to the College Board.

The key to this business is university financial aid offices, which compile lists of "preferred" lenders, sometimes as few as two. Students rarely comparison shop and rely on those lists.

Financial aid administrators say they pick lenders with the best competitive terms, not the most appealing giveaways. But some have questioned such arrangements — and whether students are getting the best deals.

"I don't think you have to be a bona fide ethicist to recognize the potential for a conflict of interest," said L. Katharine Harrington, the dean of admissions and financial aid at USC, who said she had no financial ties to lenders.

Congress made it illegal in 1986 for lenders to use inducements to get applicants for federally backed student loans, but the law does not apply to private loans.

Institutions that say they receive payments from lenders include Boston University and

Monmouth University in New Jersey. New York University, Purdue University in the Bronx and Purdue University in Indiana have different arrangements in which a lender sets aside a sum for loans to international students and those with poor credit, determined partly by how much other students at the institution borrow.

Education Finance Partners of San Francisco pays several universities such a bonus. The more students borrow, the more money the institution gets. The company declined to say how many such arrangements it had.

At Monmouth University, which has taken such payments for about two years, last year's payment was less than $2,000, said Claire M. Alasio, associate vice president for enrollment management. "Clearly that's not enough money to influence decision-making," Alasio said.

She added that the university did not track the interest rates students paid.

Christine W. McGuire, the director of financial assistance at Boston University, which only recently entered such an arrangement with Education Finance Partners, also said payments were "not enough to make a difference," although she declined to say how much they were.
Contract dispute heats up at LBCC

Labor: Support staff rallies for action over salaries, benefit cap.

By Kevin Butler
Staff writer

LONG BEACH — A labor dispute at Long Beach City College is heating up amid talks of a potential strike.

Members and supporters of the 425-member Long Beach Council of Classified Employees, which represents secretaries, custodians and other support staff, rallied at the Liberal Arts campus Tuesday afternoon. They were there in support of demands for a salary increase and removal of a cap on benefits, said union president Alta Costa.

The union — part of the American Federation of Teachers — last year began negotiations for a new labor contract.

This summer, the union declared an impasse in the labor talks with the college, she said. And on Oct. 7, members voted to authorize a strike should the negotiation process fail to result in a fair settlement, she said.

Costa said that the union would have to hold another vote to actually begin a strike, she said.

The union is waiting to see the results of the next stage of the negotiation process: The creation of a three-member “fact-finding” panel that will make recommendations on a fair settlement.

The union’s proposed pay hikes would be tied to the share of new state revenue the college has received for its “cost-of-living adjustment,” or COLA.

“We’re only asking for our COLA and to get the cap lifted,” Costa said.

Currently, if total benefit costs — including medical, dental, life and vision insurance plans — rise above the cap, the college can require classified employees to make up the difference, said Eloy Oakley, executive vice president of administrative services.

This is the first year that costs have risen above the cap of $13,260 per employee annually, he said, due to rising health-care costs.

As a result, certain employees with two or more dependents could be forced to start paying $377 per month, Costa said.

The LBCC Board of Trustees suspended those cap-related increases until Jan. 1 to allow more time for talks, Oakley said.

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Loans rise to keep up with tuition

Federal aid is down, and banks are filling the gap. Some lower-income students could be shut out of college.

By Richard C. Paddock

The cost of obtaining a four-year university degree continues to outpace inflation, and in an era of declining federal aid, students are increasingly relying on private bank loans to finance their education, the College Board said Tuesday.

The cost of tuition and fees at four-year public universities rose 0.3% from 2005 to 2006, capping an inflation-adjusted increase of 35% over five years, the nonprofit board announced. At the same time, the amount of federal financial aid available through Pell Grants declined to a new low, the organization said.

"If we want to maintain a strong middle class in this country and remain competitive with other leading economies, we've got to make it possible for more young people to benefit from our excellent higher education system," said College Board President Gaston Caperton.

"What we need is a national commitment — on the scale of the Manhattan Project, the interstate highway system or the Apollo program — to double the number of college graduates within one generation," he said.

The College Board, best known for administering the SAT, concluded in its annual report on college pricing that the rate of tuition increases at public universities and colleges has slowed over the last three years but still exceeded inflation by 2.4 percentage points for public four-year institutions.

The news was better at community colleges, where the 4.1% average increase in tuition and fees was only slightly higher than the rate of inflation. (In California, fees at community colleges are scheduled to drop from $22 to $20 per unit in January.)

Nevertheless, the board concluded that the continuing high cost of getting an education prevents many qualified low-income candidates from obtaining a college degree.

"Talented low-income kids are less likely to go to college than high-income students of equal talent," said Catharine B. Hill, president of Vassar College in Poughkeepsie, N.Y. Hill spoke at a news conference broadcast from Washington.

For those who enroll, the difficulty of paying for an education often means they take longer to get through school — about 5.3 years for students attending four-year universities, according to a study of graduates in 2000.

Nearly two-thirds of all students rely on some form of financial assistance.

The board found that financial aid from all sources increased by 3.7%, but the amount of federal aid for students declined. Even without factoring in the rate of inflation, the average Pell Grant — the most important source of financial aid for needy students — fell by $20, the board said.

"It's a dramatic decline in the ability of the Pell Grant to cover tuition and fees," said Sandy Baum, a senior policy analyst with the College Board, and a professor of economics at Skidmore College in Saratoga Springs, N.Y.

Last month Education Secretary Margaret Spellings called for a revamping of the financial aid system. She didn't call for increasing the amount of the Pell Grant, but said she would work with Congress to increase federal aid to needy students.

The amount students borrowed from banks was negligible a decade ago, but it now makes up 20% of student borrowing, she said.

Typically, these loans have a higher interest rate than the loans that students can get through financial aid programs.

Despite the increase, getting a degree pays off for students once they enter the workforce. Graduates under 34 earn an average of $4,000 a year more than their counterparts who do not have degrees.

Caperton said the board's findings pointed to the need for greater financial aid for low-income students. "Though student aid makes it possible for many students from low- and middle-income families to afford college," he said, "we still face inequality in access to higher education across ethnic, racial and economic lines."

The report is posted at collegeboard.com.

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