FOR THE WEEK OF SEPTEMBER 5—11, 2006

In Progress
Kristen Habbestad is working to update the Cerritos College fact sheet, which contains statistical and demographic information and is routinely provided to media and to the public.

Coverage

*Los Angeles Times* – August 24, 2006 – Article briefly mentioning Cerritos College assistant football coach’s involvement last year in a felony case of securing financial aid for ineligible players.

*Santa Fe Springs Chamber Newsletter* – September 2006 – Brief mentioning the 9/11 remembrance event taking place at Cerritos College (from press release).

*Long Beach Beachcomber* – September 1, 2006 – Article about Craig Breit, Cerritos College Professor/Faculty Advisor and AM radio’s KFOX.

*Bellflower Bulletin* – September 6, 2006 – Brief announcing lectures hosted by Cerritos College commemorating Mexican and Central American independence movements (from press release).

*Long Beach Press Telegram* – July 20, 2006 – Article announcing Lacinda Feagin, Cerritos College business student, as the recipient of the Della Doyle Scholarship.

*City Insider* (La Mirada) – September, 2006 – Brief highlighting Cerritos College faculty member’s performance of “Hollywood Revisited” (from press release).

*City Insider* (La Mirada) – September, 2006 – Article about Cerritos College’s chapter of Psi Beta winning the national chapter of the year award (from press release).

Related News

*Los Angeles Times* – September 3, 2006 – Article about economic prosperity in the city of Cerritos.

*Los Angeles Times* – September 7, 2006 – Article about a report made on the affordability of higher education.

*Whittier Daily News* – September 8, 2006 – Article describing Rio Hondo College’s offering of free Metro bus service to its students.
Cerritos College to Host Lecture Commemorating Mexican, Central American Independence Movements

Lecture will Focus on Leaders from Mexico, Honduras and Puerto Rico

For Immediate Release: August 31, 2006
Contact: Walter Fernández, Humanities/Social Sciences; (562) 860-2451, ext. 2757

WHAT: Cerritos College’s Liberal Arts Division, along with the campus’ Sociedad de Profesores Hispanos, will host a lecture entitled, “Commemorating Independence Movements: Mexico, Central America, and Puerto Rico,” on Tuesday, September 12, 11 a.m.–12:30 p.m.

The Cerritos College campus and community are invited to attend a lecture that will explore three 19th century independence movements that erupted during the month of September: The Hidalgo Revolt in Mexico, also known as “El Grito de Dolores,” (September 16, 1810), Central American Independence (September 15, 1821), and Puerto Rico’s, “El Grito de Lares” (September 23, 1868). The lecture will discuss who rebelled and why, how are they remembered, and what became of the revolutionaries that pioneered the independence movements. The lecture will focus on leaders Miguel Hidalgo y Costilla of Mexico, Francisco Morazán of Honduras and Ramón Emeterio Betances of Puerto Rico.

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

WHERE: Wilford Michael Library’s Teleconference Center (LC 155)

Cerritos College
11110 Alondra Blvd
Norwalk, CA 90650-6298

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

CONTACT: Walter Fernández, Humanities/Social Sciences; (562) 860-2451, ext. 2757, wfernandez@cerritos.edu

COST: The symposium is free. Daily permit for campus parking is $1.

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.

###
Cerritos College’s Psychology Honor Society Honored as Outstanding Chapter of the Year

FOR IMMEDIATE RELEASE: September 6, 2006
Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

NORWALK, CA – September 6, 2006 – The Cerritos College Chapter of Psi Beta, a National Honor Society in psychology for two-year colleges, was recognized as the National Outstanding Chapter of the Year on August 13 during the 2006 American Psychological Conference in New Orleans.

Psi Beta Student President Mario San Juan, of Downey, and Student Vice Presidents Jessica Torres and Cynthia Gomez, also of Downey, joined faculty advisors Dr. Kimberley Duff and Dr. Todd Gaffaney in represented Cerritos College at the conference and receiving a plaque and a check for $300 from Wadsworth Publishing in honor of the chapter’s recognition as the Outstanding Chapter of the Year. The outstanding chapter honor is awarded annually at the conference to only one of the 127 Psi Beta chapters nationwide. To compete for this, Cerritos College Psi Beta members prepared and submitted an application detailing their scholarship, research activities and community service.

“It was a very enriching experience,” said San Juan.

“It wasn’t just the fact that we competed against other chapters nationwide to win the award, but the experience of being in the post-Katrina world was amazing. Especially after reaching out to the locals last year through the chapter’s fundraising.”

Aside from the honor, the conference was particularly important this year for the Cerritos College chapter as it was held in New Orleans. One of the chapter’s community service activities on campus last year was to raise money for victims of Hurricane Katrina. The students were able to witness first-hand the continued devastation of Katrina and to give back to the city through tourism and donations from the convention.

“The annual APA conference attracts psychologists from all different areas of psychology—such as clinical, experimental, developmental and bio-psychological—who present cutting edge research and community service,” explained Duff.

“It’s rare for undergraduate students to have the opportunity to attend a conference like this, and they had the great privilege of hearing about the latest psychological research on mental health, terrorism, learning and the brain, and many hot topics.”

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.

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

For Immediate Release: September 7, 2006

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

NORWALK, CA – September 7, 2006 – 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 Gonzales, 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 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 session.

“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.

- More -
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’s, 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.

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 Southgate. 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.

###
Cerritos College Faculty Member Presents "Hollywood Revisited" in Bellflower

For Immediate Release: September 6, 2006

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

WHAT: Greg Schreiner, a professional pianist and an adjunct professor in Cerritos College's music department, will perform in "Hollywood Revisited: A Tribute in Costume and Song," a musical review of Hollywood's golden age Sunday, September 24 at the Bristol Civic Auditorium in Bellflower. Showtime is at 2:30 p.m.

"Hollywood Revisited" combines glamour, humor, music and dance for a memorable performance. During the show, vocalists perform well-known selections from Hollywood's movie musicals. The program showcases actual costumes worn by film stars during the "golden age" of Hollywood, including those designed by Edith Head.

Schreiner, who teaches piano at Cerritos College, is pianist, narrator and producer for "Hollywood Revisited." He has also appeared on numerous television shows including AMC's "Hollywood Fashion Machine", A&E's "The Incurable Collector", and "The Montel Williams Show." He is also curator of Special Collections at the Hollywood Museum in Hollywood, Ca. where a portion of his collection is on display.

Schreiner also has several recordings in release, including a soundtrack from "Hollywood Revisited." He is president of Marilyn Remembered—a club devoted to preserving the memory of Marilyn Monroe.

WHEN: Sunday, September 24 at 2:30 p.m.

WHERE: The Bristol Civic Auditorium is located at 16600 Civic Center Drive in Bellflower.

COST: For tickets, please call (562) 867-5980. Admission is $12 per person and $10 for students.

CONTACT: Visit www.hollywoodrevisited.com for more information.

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.

###
Cerritos College Trustees Dedicate the Cheryl A. Epple Board Room

Epple Remembered for her Contributions and Support of College

For Immediate Release: September 7, 2006
Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

NORWALK, CA – September 7, 2006 – The Cerritos Community College District Board of Trustees dedicated the Cheryl A. Epple Board Room Wednesday evening, September 6, honoring the late Epple’s years of contributions to the college and community before her untimely death in July 2004. A memorial plaque bearing Epple’s photo is now permanently part of the Cheryl A. Epple Board Room, where the board’s meetings are held.

“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.”

Epple passed away suddenly July 5, 2004. She is survived by her husband Bob and their daughter Nicole, mother Joyce McCone, siblings Terri McCone-Williams, Lisa VanEpp, Nelda Rueter, Don McCone, Rob McCone, and nieces and nephews Ashley, Samantha, Megan, Kelly, Ryan, Jon, Chris and Renee.

Epple served on the Board of Trustees of the Cerritos Community College District since she was first elected in 1993. She was re-elected to the board in 1997 and again in 2001. Epple was known as an advocate for alternative revenue generation to support the educational process. During her time on the board, Epple held the positions of board president (in 1996 and 2001), vice president (1995 and 2000), and secretary (1999 and 2004). Prior to receiving her bachelor’s degree in public administration from California State University Dominguez Hills, Epple attended Cerritos College.

Epple was a resident of Bellflower and worked in the city locally as a tax consultant and longtime businesswoman. She specialized in tax preparation for individuals, small businesses and audit representation for the general public.

Epple’s involvement in local organizations included leadership and membership in the La Palma/Cerritos American Association of University Women (AAUW), the Soroptimists International of Artesia/Cerritos, local Girl Scouts Troop 200, and the Artesia/Cerritos Women’s Club.

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.

###
Cerritos College Art Gallery to Present Patrick “Pato” Hebert Photo Exhibit

For Immediate Release: September 8, 2006
Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

WHAT: “Patrick Pato Hebert: Photo Works” opens Monday, October 2 at the Cerritos College Art Gallery. The exhibition will run through Thursday, November 2. An opening reception will be held on Thursday, October 5 from 6-9 p.m., and an artist walkthrough will be held on Wednesday, October 18, 4-5:30 p.m.

Patrick Pato Hebert’s work runs the gamut from photography, installation, public work and design. “Patrick Pato Hebert: Photo Works” features large-scale panoramas of Los Angeles landscapes and lenticular photography (a technology that enables an image to change as a viewer walks by). Through the genres of landscape and portrait, Hebert explores concepts of homeland, memory, family, racial identity and harmony.

WHEN: The exhibit runs Monday, October 2 – Thursday, November 2, 2006. Cerritos College Art Gallery hours are: Monday - Thursday 11 – 4 p.m. and Tuesdays and Wednesdays 6–9 p.m.

An opening reception will be held Thursday, October 5, 6-9 p.m. An artist walk-through is scheduled for Wednesday, October 18, 4-5:30 p.m.

WHERE: Cerritos College Art Gallery (FA 50)
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 Christina Fernandez at (562) 860-2451, ext. 2612 or by e-mail at cmfernandez@cerritos.edu.

COST: Free; campus parking is $1 per day.

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.

###
Support for Applied Technology at Cerritos College Surpasses $1M

Awards Received Include Chancellor’s Grants and Industry Donations

For Immediate Release: September 12, 2006
Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

NORWALK, CA – September 12, 2006 – Cerritos College received a $25,000 donation from the Nissan Foundation on August 29, thereby swelling the total money raised in support of the college’s technology and manufacturing programs to more than $1 million.

During the past year, Cerritos College has garnered key state and industry support through grants and donations toward the college’s further development of projects including the Southland Cerritos Center for Transportation Technologies (SCCTT)—a state-of-the-art center offering study and training in alternative fuel technologies—and a design lab for manufacturing technology that will enable local manufacturers to have access to the latest software and techniques.

“What’s so exciting about receiving these funds is that they connect directly to either placing students into jobs, or they provide and enable existing manufacturers to cultivate their business,” explained Dean of Cerritos College’s Business and Technology Division Dr. Randy Peebles.

“Through funding and by spreading awareness of our programs, our supporters are clearly assisting us to help positively impact our regional economy.”

Recently awarded funds supporting the college’s technology and manufacturing programs include the Nissan Foundation award ($25,000), which enables a connection between the college and local high schools for training in import automotive technology; a “Quick Start” grant (SB 70) totaling $450,000 that provides for further college connection to high schools and the Regional Occupational Program; $338,000 toward automotive aftermarket training from the Industry Driven Regional Collaborative (IDRC) out of the California Community College Chancellor’s Office; a $250,000 commitment from the California Manufacturers Technology Center (CMTC) using Employment Training Panel (ETP) funds to establish a design center for local manufacturers; an Advanced Transportation Technology Consortia (ATTC) grant for $205,000 to be used in the SCCTT for advanced transportation and alternative fuel education and training; and a Daimler Chrysler grant for $14,000.

In addition, Cerritos College has forged connections among the Specialty Equipment Market Association (SEMA), the Southland Motor Car Dealers Association (SMCDA) and Northwood University to help further promote and provide college programs and services to students, within the community and among industry stakeholders.

— More —
Support for Applied Technology at Cerritos College Surpasses $1M, page 2

SEMA, the Specialty Equipment Market Association founded in 1963, represents the $34 billion specialty automotive industry of 6,817 member-companies with over 1,000,000 employees. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles.

“Our members know firsthand the contribution Cerritos College and the focused automotive programs make to our industry’s growth and continued innovation,” said SEMA’s Vice President of Education Faith Barnese.

“We have partnered with Cerritos College to raise awareness of these new programs with curriculum support, student scholarships, and annual job placement activities through the SEMA Intern program.”

SMCDA supports the college’s automotive technology programs because it prepares a skilled workforce and adds value to the industry, which is looking for trained technicians to hire into high-growth, high-wage positions. Further strengthening the attraction between SMCDA and Cerritos college is a key component of the SCCTT—the articulation agreement between Northwood University, a four-year university in Michigan, and Cerritos College.

The agreement allows students interested in a bachelor’s degree in business and a new automotive marketing management program to attend all classes locally on Cerritos College’s campus, taking higher-level courses from Northwood University instructors after meeting general degree requirements through Cerritos College courses. The combined course offerings from both Cerritos College and Northwood University comprise the bachelor's degree program and offer students substantial savings: the first three years of the four-year degree cost only $26 per unit, since they consist of transferable classes at Cerritos College. The final year of the degree is offered at Northwood’s tuition rate but still takes place at Cerritos College's campus.

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.

###
Two-Year Schools Run Into Troubles

Fresno sexual assault case raises questions about lax recruiting rules at community colleges and the pressure to win at any cost.

By Paul Pringle
Times Staff Writer

FRESNO — Mackey Davis and Eddie Scott played football on the margins of college competition, where there are no athletic scholarships and no sellout crowds, and there is no rational spotlight.

The cornerbacks from two-year Reedley College near here made the big time, in terms of headlines, only when they were arrested last month on suspicion of sexually assaulting an 11-year-old girl.

The case has raised questions about whether lax enforcement of recruiting rules and a win-at-any-cost mind-set open the doors of some of California's community colleges to trouble-bound athletes.

Some police officials say crimes allegedly committed by athletes have long been a problem at the schools — one that escapes the media coverage and corrective actions that follow sports scandals at major four-year colleges.

"It's a constant battle," said Phil Mullendore, executive director of the California College and University Police Chiefs Assn.

"Zealous coaches will attempt to get any athlete who will help his program, regardless of their background, and some of these athletes do not come from sterling backgrounds."

Over the last half-dozen years, athletes at California's two-year colleges — the nation's [See Colleges, Page D7]

DEFENDANTS: Eddie Scott, right, and Mackey Davis, center, accused of sexually assaulting an 11-year-old girl, are shown at their arraignment in a frame grab from a Fresno TV station.
Officials Cite Flaws in Recruitment, 'Lack of Leverage'

"We have no control. It's a different situation than it is at the four-year level, where they have scholarships and everybody's watching."

Dane Jordan, former Grassmont football coach

Los Angeles Times (cont.)
August 24, 2006
Cerritos College to Host 9/11 Remembrance Event

Campus and Community Invited to Memorialize Fifth Anniversary of National Tragedy

The Associated Students of Cerritos College will host a 9/11 remembrance event on Monday, September 11, 2006 at 2:00 p.m. The event will take place at the Burnight Amphitheater, 11110 Alondra Boulevard, Norwalk, CA 90650. The cost of the event is free, although on-campus parking does cost $1.00.

“Remembering 9/11” will feature readings, music and a “memory poster” where attendees will be invited to write about their own memories of the tragedy that occurred five years ago on September 11, 2001.

For more information, please contact Director of Student Activities, Holly Bogdanovich at (562) 860-2451, ext. 2476 or hbogdanovich@cerritos.edu.

Cerritos College is a long-time member of the Santa Fe Springs Chamber of Commerce. 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 Southgate. 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.
When Long Beach Radio Ruled the Country
by: Steve Propes

When fans of country music lament the recent loss of KZLA, L.A.’s only country radio station for over 25 years, they might not be aware of a tiny Long Beach station that once dominated the country market for the better part of two decades.

The title of L.A.’s King of Country belongs to AM radio KFOX, where the best country DJs of the era broadcast in the 1960s and early 1970s. KFOX Radio signed on the air in 1924. Located over a car dealership at 200 W. Anaheim St. (the building is still standing, the structure for one transmitter remains on the roof), KFOX presented popular music and a variety of programs, including productions from the Long Beach Playhouse.

In the 1950s, KFOX carried a popular rhythm and blues record spinning show with bandleader Johnny Otis, and jazz programming hosted by legendary DJs Sleepy Stein and Chuck Niles, most recently heard on KKJZ until his death.

Historically, Long Beach/Signal Hill has been a center for live country music, with clubs like George’s Roundup (now Acres of Books), the Western Corral, the Foothill, the Hilltop and Hollywood On the Pike attracting sailors and other country fans during the era of the NuPike.

When Pasadena-based country station KXLA went Top 40 as KRLA in 1959, the field was wide open for a new country operation. KFOX-AM took up the sound with several DJs from KXLA like Cliffie Stone, one of radio’s first country DJs.

In trade advertising in 1966, KFOX, still located on Anaheim St., claimed to be the #1 country station in the U.S. KFOX moved to the International Towers on Ocean Blvd. That’s when a 14-year-old Millikan High student decided to make radio his career.

Craig Breit grew up on Palo Verde Ave. near CSULB and got his first exposure to the sound via the gossip affirming hit, “Harper Valley P.T.A.,” #1 on rock music Boss Radio KHJ and KFOX in 1968. “It was kind of a rebel song,” said Breit.

“I was 14 years old; my mother used to drop me off at KFOX after school in 1970,” recalled Breit, who is now Professor/Faculty Advisor of the Mass Communications Department at Cerritos College. “I had a real love of the music. I listened to it for a long time. It seemed like a lot of fun.”

Breit recalled very few country music fans at Millikan. “There were not very many, less than the fingers on both feet, though I had a couple of friends who had a passing interest in guitar pickers like Jerry Reed,” who had a hit with “Amos Moses” and co-starred with Burt Reynolds in “Smokey & the Bandit.”

Breit recalled “Bill Patterson, who was on-air as Willie Lee Hooker,” who took an interest in this teen. At the time, KFOX played “male dominated old-fashioned country music, which would include a variety of genres, country out of Nashville, western out of Texas, which translated into Hollywood westerns, bluegrass and gospel.” Patterson allowed Breit to read listener mail over the air. “I wasn’t very good, but I was on the radio.”

In 1968, while AM radio still dominated, KGBS-AM challenged KFOX. The end of KFOX’s country days came when the station switched over to a religious format as KFRN in 1977.

Then came a resurgence of country music with the John Travolta opus “Urban Cowboy,” prompting both former Boss Radio KHJ-AM and Beautiful Music station, KPOL, now known as KZLA, to go country in 1980. After 18 months playing country music at the Long Beach City College station KLON, Breit became part of the original
KZLA DJ transition team.

Breit worked as KZLA weekend overnight DJ for seven months before leaving to attend graduate school at CSULB, obtaining a masters in speech/communications. Throughout his teaching career, Breit has remained a fan of country music.

Until late August, KZLA ruled as the only reliable place for country in L.A., though country purists complained about its soft rock approach to the music. That included country music stalwart Breit, who didn’t even know KZLA had given up on country, having not regularly listened to his former radio home for several years.

Note: Many country listeners are aware that country music is alive and well in outlying areas such as KFRG in Riverside, KUZZ in Bakersfield and KHAY in Ventura.
Cerritos College to Host Lecture
Commemorating Mexican, Central
American Independence Movements

Lecture will Focus on Leaders from Mexico, Honduras and Puerto Rico

Cerritos College’s Liberal Arts Division, along with the campus’ Sociedad de Profesores Hispanos, will host a lecture entitled, “Commemorating Independence Movements: Mexico, Central America, and Puerto Rico,” on Tuesday, September 12, 11 a.m. – 12:30 p.m. at Wilford Michael Library’s Teleconference Center (LC 155), Cerritos College, 11110 Alondra Blvd., in Norwalk.

The Cerritos College campus and community are invited to attend a lecture that will explore three 19th century independence movements that erupted in revolts during the month of September: The Hidalgo Revolt in Mexico, also known as “El Grito de Dolores,” (September 16, 1810), Central American Independence (September 15, 1821), and Puerto Rico’s, “El Grito de Lares” (September 23, 1868). The lecture will discuss who rebelled and why, how are they remembered, and what became of the revolutionaries that pioneered the independence movements. The lecture will focus on leaders Miguel Hidalgo y Costilla of Mexico, Francisco Morazán of Honduras and Ramón Emeterio Betances of Puerto Rico.

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

The symposium is free. Daily permit for campus parking is $1.

For more information contact Walter Fernández, Humanities/Social Sciences at (562) 860-2451, ext. 2757 or wfernandez@cerritos.edu.
Cerritos College Faculty Member Presents “Hollywood Revisited”

By: Kristen Habbestad
news@yourcityinsider.com

Greg Schreiner, a professional pianist and an adjunct professor in Cerritos College’s music department, will perform in “Hollywood Revisited: A Tribute in Costume and Song,” a musical review of Hollywood’s golden age Sunday, September 24 at the Bristol Civic Auditorium in Bellflower.

“Hollywood Revisited” combines glamour, humor, music and dance for a memorable performance. During the show, vocalists perform well-known selections from Hollywood’s movie musicals. The program showcases actual costumes worn by film stars during the “golden age” of Hollywood, including those designed by Edith Head.

Schreiner, who teaches piano at Cerritos College, is pianist, narrator and producer for “Hollywood Revisited.” He has also appeared on numerous television shows including AMC’s “Hollywood Fashion Machine”, A&E’s “The Incurable Collector”, and “The Montel Williams Show.” He is also curator of Special Collections at the Hollywood Museum in Hollywood, Ca. where a portion of his collection is on display.

Schreiner also has several recordings in release, including a soundtrack from “Hollywood Revisited.” He is president of Marilyn Remembered—a club devoted to preserving the memory of Marilyn Monroe.

The performance will be on Sunday, September 24 at 2:30 p.m. It will be held at The Bristol Civic Auditorium located at 16600 Civic Center Drive in Bellflower. For tickets, please call (562) 867-5980. Admission is $12 per person and $10 for students. Please visit www.hollywoodrevisited.com for more information.
Cerritos College's Psychology Honor Society Honored as Outstanding Chapter of the Year

By: Kristen Habbesstad
news@yourcityinsider.com

The Cerritos College Chapter of Psi Beta, a National Honor Society in psychology for two-year colleges, was recognized as the National Outstanding Chapter of the Year on August 13 during the 2006 American Psychological Conference in New Orleans.

Psi Beta Student President Mario San Juan, of Downey, and Student Vice Presidents Jessica Torres and Cynthia Gomez, both also of Downey, joined faculty advisors Dr. Kimberly Duff and Dr. Todd Gaffaney in representing Cerritos College at the conference and receiving a plaque and a check for $3000 from Wadsworth Publishing in honor of the chapter’s recognition as the Outstanding Chapter of the Year. The outstanding chapter honor is awarded annually at the conference to only one of the 127 Psi Beta chapters nationwide. To compete for this, Cerritos College Psi Beta members prepared and submitted an application detailing their scholarship, research activities and community service.

“It was a very enriching experience,” said San Juan. “It wasn’t just the fact that we competed against other chapters nationwide to win the award, but the experience of being in the post-Katrina world was amazing. Especially after reaching out to the locals last year through the chapter’s fundraising.”

Aside from the honor, the conference was particularly important this year for the Cerritos College chapter as it was held in New Orleans. One of the chapter’s community service activities on campus last year was to raise money for victims of Hurricane Katrina. The students were able to witness first-hand the continued devastation of Katrina and to give back to the city through tourism and donations from the convention.

“The annual APA conference attracts psychologists from all different areas of psychology—such as clinical, experimental, developmental and bio-psychological—who present cutting edge research and community service,” explained Duff. “It’s rare for undergraduate students to have the opportunity to attend a conference like this, and they had the great privilege of hearing about the latest psychological research on mental health, terrorism, learning and the brain, and many hot topics.”

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 Southgate. 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.
Cerritos Thrives on Cash Cows From Old Pastures

The former Dairy Valley milks prosperity from its auto mall and shopping centers.

By J. Michael Kennedy and Lynn Loano Times Staff Writers

The glass artwork at the Cerritos Library is top-drawer, of course. How could it be any other way?

The four stunning glass creations are the work of the internationally acclaimed Dale Chihuly, commissioned to do the pieces to the tune of $340,000. And on the second floor is an acrylic abstract by famed artist Al Held, who is...

Los Angeles Times
September 3, 2006
Auto Mall Is Cerritos' Main Economic Engine

(Cerritos, from Page B1)

shopping center and one of the first and largest auto malls in the nation. Today, 43% of the city's sales tax revenue comes from Cerritos Auto Square.

"There's a pretty simple answer to Cerritos' success," said Bill Fulton, an urban planning expert and author. "The answer is cars."

Other Los Angeles County cities have tried to emulate Cerritos' successful auto mall, but none comes close to rivalling it.

"There's nothing magical about Cerritos," Fulton said. "They just did it earlier and way better than anybody else."

In the beginning, it was christened Dairy Valley a fitting name for an area of Los Angeles County that at the time had more cows than people—even if there was no valley.

"You'd see people stopped at the side of the road watching calves being birthed," said Mayor Paul Bowlen, who spent much of his career as a civics teacher at Cerritos High School.

Longtime residents recall the constant swarm of flies and smell of manure that once filled the air.

"There was a cow field here that we used to play in. We loved the haystacks," said Marci Tracey, 44, who grew up in Cerritos and is now raising two sons in her childhood home.

Today, Cerritos, on the southern edge of Los Angeles County, is a prime example of the good life beyond Proposition 13, which brought on fiscal hardship for most cities.

This city of 88,916 people is a prime example of the good life beyond Proposition 13, which brought on fiscal hardship for most cities.

This city of 89,900 people, far from both the ocean and mountains, is a financial treasure trove. Its auto mall and two mega-shopping centers generate an estimated $88 million in annual sales tax revenue—what its city manager calls its "lifeblood."

The seeds of Cerritos' success were planted only a generation ago when neighboring Artesia was poised to annex the land and zone its canyons out of existence to make way for new homes. But disgruntled dairymen pushed for incorporation and Dairy Valley became a city in 1966.

Boasting a population of 25,000 and a $33.1 million budget, Dairy Valley surrounds Artesia on three sides like a horseshoe. Today, as Mayor Bowlen went to point out, it's easy to see where many Cerritos end and a somewhat more dog-eared Artesia begins.

In 1966, less than 10 years after the dairymen incorporated to keep subdivisions out, voters approved a measure that would allow them in. The farmers of Dairy Valley, renamed Cerritos in 1967, moved to more rural areas such as Chino, where suburban sprawl was not a threat.

And as their land came up for grabs, renowned developer Ernest W. Hahn snapped it up and proposed a regional shopping mall, now known as the Los Cerritos Shopping Center.

As City Manager Art Gallucci said, "That was the goose that laid the golden egg." The mall generates $4 million annually in sales tax revenue—what its city manager calls its "lifeblood."

Cultural Beacon: One product of Cerritos' wealth is the Cerritos Center for the Performing Arts. The facility can be configured six ways, from an 1,800-seat theater to a 300-seat recital hall.

The seeds of Cerritos' success were planted only a generation ago when neighboring Artesia was poised to annex the land and zone its canyons out of existence to make way for new homes. But disgruntled dairymen pushed for incorporation and Dairy Valley became a city in 1966.

Boasting a population of 25,000 and a $33.1 million budget, Dairy Valley surrounded Artesia on three sides like a horseshoe. Today, as Mayor Bowlen went to point out, it's easy to see where many Cerritos end and a somewhat more dog-eared Artesia begins.

In 1966, less than 10 years after the dairymen incorporated to keep subdivisions out, voters approved a measure that would allow them in. The farmers of Dairy Valley, renamed Cerritos in 1967, moved to more rural areas such as Chino, where suburban sprawl was not a threat.

And as their land came up for grabs, renowned developer Ernest W. Hahn snapped it up and proposed a regional shopping mall, now known as the Los Cerritos Shopping Center.

As City Manager Art Gallucci said, "That was the goose that laid the golden egg." The mall generates $4 million annually in sales tax revenue—what its city manager calls its "lifeblood."

As City Manager Art Gallucci said, "That was the goose that laid the golden egg." The mall generates $4 million annually in sales tax revenue—what its city manager calls its "lifeblood."

The mall generates $4 million annually in sales tax revenue—what its city manager calls its "lifeblood."

Demographically, Cerritos isn't very different from its neighbors. It is, in several aspects, a metasearch for the entire community.

Studebaker Road and hired a Chevrolet dealership, marking the beginnings of the Cerritos Auto Square. The auto mall was a radical concept at the time—the bringing together of dozens of dealerships on a single piece of ground.

The mall remains one of the world's largest auto malls with 16 dealerships on 26 acres, generating $7 million in annual sales tax revenue.

Demographically, Cerritos isn't very different from its neighbors. It is, in several aspects, a microcosm for the entire community.

Studebaker Road and hired a Chevrolet dealership, marking the beginnings of the Cerritos Auto Square. The auto mall was a radical concept at the time—the bringing together of dozens of dealerships on a single piece of ground.

The mall remains one of the world's largest auto malls with 16 dealerships on 26 acres, generating $7 million in annual sales tax revenue.

Demographically, Cerritos isn't very different from its neighbors. It is, in several aspects, a microcosm for the entire community.

Studebaker Road and hired a Chevrolet dealership, marking the beginnings of the Cerritos Auto Square. The auto mall was a radical concept at the time—the bringing together of dozens of dealerships on a single piece of ground.

The mall remains one of the world's largest auto malls with 16 dealerships on 26 acres, generating $7 million in annual sales tax revenue.

Demographically, Cerritos isn't very different from its neighbors. It is, in several aspects, a microcosm for the entire community.
Study Faults the High Cost of Higher Education

WASHINGTON — An independent report on higher education flunks most states when it comes to affordability. It gives better but mixed grades in other areas, such as college participation and completion rates.

The biennial study by the National Center for Public Policy and Higher Education being released today evaluates how well higher education is serving the public — and leaves little doubt where the system is failing.

Forty-three states received Fs for affordability, up from 36 two years ago. The others got Ds, except Utah and California, both of which eked out a C grade.

The report card uses a range of measurements to give states grades on the performance of their public and private colleges. The affordability grade is based on how much of an average family's income it costs to attend.

Almost everywhere that figure is up — even accounting for financial aid, which has risen but not as fast as tuition.

In Ohio, public four-year colleges cost 42% of the average family's paycheck, up from 28% in the early 1990s. In New Jersey, costs have risen from 24% to 37%, and in Oregon from 25% to 36%.

The report card notes that increases in state and federal aid, though substantial, have not kept up with demand and prices. The study, along with a separate report published last week by the Education Trust, a Washington think tank, also says colleges aren't doing enough to help the neediest students.

Colleges increasingly are using their own funds to lure high-achieving students who boost a school's reputation.
Rio Hondo, area bus lines offer free rides

By Sandy Mazza Staff Writer
San Gabriel Valley Tribune

WHITTIER - In a bid to ease campus traffic and parking congestion, Rio Hondo College is providing free bus passes to all full-time students, transit and school officials announced Thursday.

Rio Hondo is paying $80,000 this school year to provide the special passes for all of its 4,810 full-time students, officials said. The passes are good on all Los Angeles County Metropolitan Transportation Authority, Foothill Transit, or Norwalk Transit buses.

"This is the first of what we hope will be many transit programs with colleges across Southern California," Will Briesemeister, executive board president of Foothill Transit, said at a news conference announcing the "Go Rio" bus pass program.

"This should be a model for all similar schools of higher education," he added.

The three transit agencies provided the college with a 50 percent discount on the fares, officials said. For their part, "the bus companies are very eager to increase ridership," said Russell Castaeda-Calleros, Rio Hondo's director of government and community relations.

The passes will save students about $40 a month on bus transportation. But the program also is primarily aimed at reducing the number of vehicles parking at the hill-top college, officials said.

A parking structure near the college's main buildings typically fills up quickly, and many of Rio Hondo's 13,545 students often have to park in the "terrace" parking spaces below and then walk up the hill to the main buildings.

On busy days, students sometimes have to park on residential streets near the college. While tram service is available to shuttle students from lower parking spaces to the main buildings, students complain the trams contribute to traffic congestion and don't run often enough.

This week, students who belong to the college's Associated Student Body began a petition drive, demanding that Rio Hondo trustees immediately build a new parking structure using some of a $245 million campus-improvement bond voters approved in 2004.

School officials, however, said that terrace lots are often under-used. They said building a new parking structure must wait until more-pressing projects are completed first.

Along with the new bus passes, Rio Hondo officials said, plans are being developed for new sidewalks and walkways, a transit plaza to allow buses to drop students off on campus, and increasing the frequency of tram service.

More than 700 students have already received the free bus passes so far, officials said. They will monitor student participation in the program this year and, if ridership is high, officials could bring the program back next year, said Castaeda-Calleros.

Officials already are working with Rep. Grace Napolitano, D-Santa Fe Springs, to see if federal funding might be available to cover the program's costs for next year, he added.

Cristela Solorio Ruiz, 21, of Huntington Park, the vice president of the Associated Student Body, said her group is thrilled with the "Go Rio" program.

"Some of my senators are gung-ho about the bus tokens - it helps them get to school and work," said Solorio Ruiz. "Bus passes are really expensive, like $40 a month. It'll relieve a lot of stress for 22 them."