FOR THE MONTH OF OCTOBER

In Progress

Aya Abelon is working on developing a series of student feature stories.

Aya Abelon is also arranging a meeting for the president and the Press-Telegram.

Abelon is working on developing the fall edition of In Sight.

Coverage


Long Beach Chamber of Commerce—October 2009—Article on the college’s new president (from press release).

The Downey Patriot—October 2, 2009—Informational brief on the Dig Pink fundraising campaign by the college’s volleyball team (from press release).

India Journal—October 2, 2009—Article on the opening ceremony for HSBC’s new Artesia branch mentioning donation presented to the College.

MyFoxLA.com—October 6, 2009—Informational brief on the college’s annual Job Fair (from press release).

The Downey Patriot—October 9, 2009—Informational brief on The Merry Wives of Windsor performance presented by the Theatre Department (from press release).

The Downey Patriot—October 9, 2009—Informational brief on the motorcycle classes offered by the college’s community education (from press release).


Beachcomber—October 23, 2009—Article on the private-public partnership between the college’s Automotive program and SMCDA

The Downey Patriot—October 23, 2009—Feature article on the College Board member Carmen Avalos running for a city council seat

The Downey Patriot—October 23, 2009—Article on the college’s successful College Night event (from press release)

The Downey Patriot—October 23, 2009—Informational brief on the college’s Vocational Programs Informational Fair (from press release)

India Journal—October 23, 2009—Article on the College Board candidate Shin Liu

Orange County Register—October 25, 2009—Article on a financial aid seminar hosted by the City of La Habra mentioning the attendance of recruiters from Cerritos College.

Los Angeles Times—October 27, 2009—Informational brief on the college in the marketing supplement piece “Education”


The Downey Patriot—October 30, 2009—Informational brief on the college’s Turkey Trot event (from press release)

The News (CCLC Newsletter) - Fall 2009—Top story featuring the college’s iFALCON campaign receiving federal grant (from press release)

The News (CCLC Newsletter) - Fall 2009—Informational brief on the college’s new president (from press release)
Cerritos College Theatre Department to Present The Merry Wives of Windsor

Shakespearean Comedy Features Sumptuous Period Costumes & Set

FOR IMMEDIATE RELEASE: October 1, 2009

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

WHAT: The Cerritos College Theatre Department is pleased to open the 2009-2010 season with one of William Shakespeare’s delightful farcical comedies, The Merry Wives of Windsor. This gleeful comedy centers on Falstaff, the loudmouthed, bragart coxswain, as he attempts to woo a pair of married wealthy Windsor ladies. Love burns a hilarious path through this town and this tale. Audiences will enjoy the sumptuous period piece of theatre.

For group sales information please contact Renée Bloch, Performing Arts Promotions Specialist at (562) 860-2451 ext. 2638.

WHEN:
Friday, October 30 at 8 p.m.
Sunday, November 1 at 6 p.m.
Thursday, November 5 at 8 p.m.
Friday, November 6 at 8 p.m.
Saturday, November 7 at 8 p.m.
Sunday, November 8 at 2 p.m.

WHERE:
Burnight Center Theatre
Cerritos College
11110 Alondra Blvd.
Norwalk, CA 90650

A map of the campus is available at www.cerritos.edu/guide.
**COST:** General $12, Cerritos College students/faculty/staff, seniors, other college, middle and high school students (all w/ID) $10, children 5 - 12 yrs $8

Tickets may be purchased online (credit card only) at [www.cerritos.edu/theatre](http://www.cerritos.edu/theatre) or in person at BC-G, Theatre Office in front of the Burnight Center Theatre Mon - Fri from 1pm - 5 pm only. (Cash only)

**CONTACT:** For more information on *The Rivals* and the Cerritos College Theatre Department, please call (562) 467-5058 or visit [www.cerritos.edu/theatre](http://www.cerritos.edu/theatre).
Group Sales: ext. 2638

###
Cerritos College Community Education Offers Motorcycle Classes

Classes Available All Year Round

FOR IMMEDIATE RELEASE: October 2, 2009

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

WHAT: Are you interested in learning to ride a motorcycle? Cerritos College Community Education offers the Basic Motorcycle course on the weekends, all year long.

The 15-hour course consists of three classes over two weekends, which includes one day of classroom learning and two days on the bikes practicing skills. Bikes and helmets will be provided. A current driver’s license or permit is required to sign up for the class. The classes start every week so one can begin any time at one’s convenience.

The cost is $250 for those over 21 and $150 for those under 21. Upon successful completion of the course the students will receive a waiver from the driving portion of the Department of Motor Vehicles (DMV) riding test.

Cerritos College Community Education also offers other motorcycle classes such as the Experienced Rider Course for those who have a motorcycle license but would enjoy a safety review. For more information on the motorcycle courses and hundreds of other classes in a variety of areas of interest and information, visit www.cerritoscommunityed.com or call 562-467-5050.

WHEN:
All year long. Visit www.cerritoscommunityed.com for the complete class schedule

WHERE:
Cerritos College
11110 Alondra Blvd.
Norwalk, CA 90650

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

COST: $250 for those over 21 and $150 for those under 21

CONTACT: For more information on the motorcycle courses and hundreds of other classes in a variety of areas of interest and information, visit www.cerritoscommunityed.com or call 562-467-5050.
Cerritos College’s Job Fair Draws Largest Crowd in Event’s History

FOR IMMEDIATE RELEASE: October 8, 2009

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

NORWALK, Calif. - October 8, 2009 - Over 600 people with hopes of finding a job turned out for Cerritos College’s Job Fair October 6. With an August unemployment rate of 12.2% in California, the event saw more attendees – both students and community members – than ever.

Hosted by the Cerritos College Career Services/Job Placement Center, employers including local businesses, government agencies, school districts and Fortune 500 companies recruited for job and internship opportunities at the event.

“It was great that even during the economic downturn the Job Fair was able to attract nearly 40 companies participating,” said Christina The, student placement specialist, who was instrumental to bringing the employers to the fair and has orchestrated the event for years.

Employers represented this year include Aflac, Avon, Caltrans, Disney College Program, EDD, Finish Line, Jiffy Lube, LAPD, Mary Kay Cosmetics, Norm Reeves Honda, Primerica, Southeast ROP, Signal Hill Police Department, St. Mary’s Medical Center, Think Together, and Target among others.

A wide variety of occupations such as accounting, administrative, teachers, assistant teachers, customer services, engineering, marketing, mechanic, sales, police officers and tutors were available for attendees to explore.

Reflecting the severe job market, attendees were well prepared and more eager to connect with the employers, which pleased the employers who look for qualified candidates.

“This time, I see much more traffic and definitely more interests among job seekers,” said Veronica Ruiz, human resources recruiter from The Car Group.

“I was referred to this job fair by my aunt who saw a news article about the event,” said Morgan Shehnault, who attended the event. “I found a couple of employers who were hiring and was able to turn in my application here.”
Another indicator of the historic jobless rate was the TV coverage of the event. Fox 11 reported from the event live all morning in “Good Morning in L.A.,” encouraging people to come out to the Job Fair. Spanish channel Univision also covered the event in its evening news.

“We are very happy with the turnout this time which is greater in terms of the number of attendees, student preparedness and employer satisfaction,” said Terrie Lopez, director of Career Services at Cerritos College. “We are here to bridge the gap between our students and employers.”
FOR IMMEDIATE RELEASE: October 19, 2009

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

Event Contact: Shannon Estrada, Re-entry Resource Program; (562) 860-2451 ext.2362

WHAT: Cerritos College’s Career Center and Re-Entry Resource Program will host the first Vocational Programs Informational Fair on Thursday, November 5, 2009. Attendees can learn about vocational and short-term certificate programs offered at Cerritos College. Representatives from the departments and programs will be on hand to provide information and answer questions about their offering and career opportunities in each field. Participating departments include: Computer & Information Sciences, Cosmetology, Court Reporting and Captioning Careers, Culinary Arts, Mental Health Worker, Nursing, Photography, Woodworking and many more.

WHEN: Thursday, November 5, 2009
10:00 a.m. – 1:00 p.m.

WHERE: Cerritos College
Falcon Square
11110 Alondra Blvd
Norwalk, CA 90650

COST: This event is FREE and open to the public. Parking for the event is free in lot C-1 in white stalls ONLY.

Contact: For more information, contact Shannon Estrada at sestrada@cerritos.edu or (562) 860-2451, Ext. 2362, Elizabeth Barrera at ebarrera@cerritos.edu or Ext. 2365 or Rosie Medina at mmedina@cerritos.edu or Ext. 2365.
Cerritos College Receives $238,000 Grant from Congresswoman Linda Sanchez

Funding Will Support Project HOPE

FOR IMMEDIATE RELEASE: October 18, 2009

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

Cerritos College’s Project HOPE has received a $238,000 grant from Representative Linda T. Sanchez (CA-39) for the 2009 fiscal year.

Project HOPE has been designated for a grant of $238,000 from Congresswoman Sanchez. Project HOPE is a program at the college designed to increase the number of Latinos and disadvantaged students preparing to study in the health care related fields. Students who wish to earn certificates of completion in health care programs at Cerritos College or transfer to four-year colleges and universities to prepare for professional degrees in medicine, nursing, pharmacy, veterinary medicine and other related fields.

Project HOPE was initially funded through a five-year federal grant that ended two years ago. The program is currently operating through private and public grants. Students receive counseling and a variety of services to help them find and commit to studying for the health care professions.

Vice President of Academic Affairs Bill Farmer said, “Cerritos College is very fortunate to have the support of an accomplished member of Congress. Congresswoman Sanchez’s grant will directly support students studying for health care careers where there is a demand for highly skilled and committed professionals.”
College Night Shines In Spite of Rain

Cerritos College's Annual Event Hosted Over 53 Colleges and Universities and 1,200 Attendees

FOR IMMEDIATE RELEASE: October 20, 2009

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

NORWALK, Calif. - October 20, 2009 - Cerritos College, in conjunction with Bellflower, Downey, Norwalk-La Mirada and Paramount Unified School Districts, hosted its annual College Night on Wednesday, October 14.

In spite of bad weather this year’s event turned out to be another successful evening gathering more than 53 colleges and universities and 1,200 attendees in the college’s gymnasium.

Cerritos College’s College Night is an annual event that gives local high school juniors and seniors the opportunity to talk with university representatives from schools across the nation and learn about higher education. The event is designed to help high school students with the process of selecting and applying to a college of their choice.

“College Night is a successful event that gives high school students and their parents access to a number of colleges and universities in one setting,” said Shirley Arceo, coordinator of school relations at Cerritos College. “The event has proven to be a successful collaboration between Cerritos College and its five high school districts.”
Students and parents were greeted by university representatives from colleges as far away as Rutgers University in New Jersey to more local colleges, such as Stanford and UCLA.

University representatives were not the only ones on hand to help the high school students narrow down their choices for their higher education plans. Fourteen Cerritos College departments and programs were there to introduce their offerings to high school students and their parents.

“It’s a great way for high school students to familiarize themselves with Cerritos College’s academic and vocational programs as well,” said Toni Grijalva, the college’s coordinator of community relations.
Cerritos College Hosts Dedication Ceremony for Aquatic Center

State-of-the-Art Facility Boasts New Competition Pool and Adaptive Pool

FOR IMMEDIATE RELEASE: October 22, 2009

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

NORWALK, Calif. – October 22, 2009 – Cerritos College hosted a dedication ceremony for its newly completed Aquatic Center on Wednesday, October 21. Board of trustees, administrators, faculty, staff, students and community members marked the occasion with an unveiling of a commemorative plaque and a ribbon-cutting.

The ceremony began with rousing cheers from the Falcon cheerleaders followed by Cerritos College President Dr. Linda Lacy’s welcome.

"I would like to thank our community, for believing in the vision of our educational master plan and for voting “yes” on the bond measure, which allowed us to build this beautiful facility," said Dr. Lacy to the assembled audience.

"As you can see, the facility is extremely attractive but also it is very functional. The facility offers the ability to host summer programs for our community and it expands everything we can do with the fabulous athletic programs that we are proud of.

The new $5 million Aquatic Center was funded by the G.O. bond and consists of a 115-by-75-foot competition pool, a 45-by-75-foot adaptive pool and a 3,400 square feet pool house building. The new competition pool section is one of the best facilities in the state which can host competition activities such as swimming, water polo and diving. The new adaptive pool makes possible an easy access for disabled users."
"We appreciate the community for making possible for this great facility to come into existence,” said Cerritos College Board of Trustees Vice President Dr. Bob Hughlett.

Dean of the Health, Physical Education and Athletics Division Dr. Dan Smith thanked his staff, the campus facilities staff, and many people in the college’s purchasing and finance areas for their countless hours spent ensuring the successful creation of the building.

"I am extremely happy that this facility is open,” said Dr. Smith. “We’ve waited a long time and are very excited to have this beautiful swimming pool.”

Cerritos College women’s swimming and water polo head coach Sergio Macias and men’s swimming and water polo head coach Joe Abing also expressed their excitement to be in the state-of-the-art pool.

Dignitaries in attendance included Mayor Pro Term of Cerritos Dr. Joseph Cho, Cerritos Council members Carol Chen and Jim Edwards, Lakewood Council member Diane Dubois, ABC Unified School District Board Vice President Celia Spitzer, ABC Unified School District Board Clerk Maynard Law, Paramount Unified School District Board Member and Norwalk Chamber Executive Director Vivian Hansen, Norwalk Chamber President Teri Bazen and Jesse Cheng, Congressional Aide for Congresswoman Linda Sánchez.

###
Cerritos College to Host 12th Annual “Turkey Trot” November 17

Event Promotes Exercise While Helping Local Families in Need

FOR IMMEDIATE RELEASE: October 28, 2009

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

Event Contact: Dr. Ni Bueno, Health Education, (562) 860-2451 ext. 2874

WHAT: Combining a friendly spirit of competition with community goodwill, Cerritos College will host its annual Turkey Trot on Tuesday, Nov. 17. To enter the 1.5-mile walk/run, participants must donate one canned food item, which is then provided to the City of Norwalk’s Food Bank for needy families in the Norwalk area.

Each year, the event raises nearly 1,000 cans of food from its 200-plus participants. Many who participate choose to exceed the one-can requirement, while others choose not to walk or run but donate to the event.

The first 100 finishers will receive a commemorative Turkey Trot T-shirt. Raffle will begin at 11:45 a.m. Race participants do not need to be present to win. Race participants also have the opportunity to earn prizes for guessing their completion time most accurately.

Watches are not allowed for the event.

Pre-registration is encouraged and appreciated. Registration form is available here.

WHEN: Tuesday, Nov. 17
Race Time: 11:05 a.m.

WHERE: Cerritos College
Falcon Square
11110 Alondra Blvd., Norwalk, CA 90650

RACE FEE: At least one canned food item
Optional: $1.00 donations will receive an additional raffle ticket

A map of the campus is available at www.cerritos.edu/guide. Parking permits cost $1 and may be obtained in lots C-1, C-2 and C-10.

CONTACT: Dr. Ni Bueno, chair of the Health Education, nbueno@cerritos.edu or (562) 860-2451 ext. 2874
Cerritos College’s Counseling Chair Receives POWER Award

Chris Sugiyama Was Recognized for Her Exemplary Assessment in Student Services

FOR IMMEDIATE RELEASE: October 29, 2009

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

NORWALK, Calif. - October 29, 2009 - Chris Sugiyama, chair of the Counseling Department at Cerritos College received the Promising Outcomes Work and Exemplary Research (POWER) Award for excellent outcomes assessment in student services. The award was presented at the 2009 Strengthening Student Success Conference on October 7, 2009.

Sponsored by the RP Group & Academic Senate for California Community Colleges SLO (Student Learning Outcome) Assessment Cooperative, the first annual POWER Awards recognize exemplary work in outcomes assessment in 19 categories.

Sugiyama began her employment at Cerritos College in 1987 as a counselor and has served as Chair of the Counseling Department since 2005. She also serves as Chair of the Counseling Department SLO Committee at the college.

When asked what brought her the award, Sugiyama stated, “It was our innovative assessment method. Typically SLO student services assessment is done quantitatively by analyzing numerical data, but we used anecdotal data, which gave us richer, qualitative results.”

“We are very proud of our colleague’s accomplishment in education,” said Dr. Renée De Long Chomiak, dean of Counseling Services. “Her achievement is an excellent example of the great work we do here at Cerritos College,”
“I was surprised and pleased to be selected for the Power award,” said Sugiyama. “It is recognition of the dedicated work of the Counseling Department SLO Committee. Assessing our SLO’s has given us the opportunity to reflect on our work and make meaningful recommendations to the department for improving services to students.”

The Annual Strengthening Student Success conference provides a unique opportunity for a wide cross-section of people—including faculty, deans, program directors, student services staff, professional development leadership, researchers, and planners—to gather and brainstorm ways to strengthen institutional effectiveness and student learning. The 2009 conference explored using evidence to improve practice, as well as the integration of curriculum with basic skills, student services, CTE, and college institutional effectiveness structures.

###
Cerritos College Theatre Department To Present
The Merry Wives Of Windsor Shakespearean Comedy
Features Sumptuous Period Costumes & Set

The Cerritos College Theatre Department is pleased to open the 2009-2010 season with one of William Shakespeare's delightful farcical comedies, The Merry Wives of Windsor. This gleeful comedy centers on Falstaff, the loudmouthed, braggart coxswain, as he attempts to woo a pair of married wealthy Windsor ladies. Love burns a hilarious path through this town and this tale. Audiences will enjoy the sumptuous period piece of theatre.

Friday, October 30 at 8 p.m. | Sunday, November 1 at 6 p.m.
Thursday, November 5 at 8 p.m. | Friday, November 6 at 8 p.m.
Saturday, November 7 at 8 p.m. | Sunday, November 8 at 2 p.m.

Burnight Center Theatre
11110 Alondra Blvd., Norwalk, CA 90650

General $12, Cerritos College students/faculty/staff, seniors, other college, middle and high school students (all w/ID) $10, children 5 - 12 yrs $8.
Tickets may be purchased online (credit card only) at www.cerritos.edu/theatre or in person at BC-G Theatre Office in front of the Burnight Center Theatre Mon - Fri from 1pm - 5 pm only. (Cash only)

For more information on The Rivals and the Cerritos College Theatre Department, please call (562) 467-5058 or visit www.cerritos.edu/theatre. Group Sales: ext. 2638
Cerritos College Names New Superintendent/President

The Cerritos College board of trustees has named Dr. Linda Lacy as the new superintendent/president of Cerritos College. Dr. Lacy is currently serving as vice chancellor of student services and operations at Riverside City College. Dr. Lacy has dedicated 23 years to serving Riverside City College in multiple capacities beginning in 1986 as an instructor and coach. She also served twelve years as an instructor and assistant principal in a K-12 system in Oklahoma. Her start date is still to be determined. William C. Farmer, who has led the college as acting president since July 2008, will continue to serve the college as vice president of academic affairs.

Cerritos College athletes ‘dig pink’

NORWALK – The Cerritos College women’s volleyball team will help raise money for breast cancer research by participating in a “Dig Pink” national awareness campaign in October.

During all Cerritos home games, spectators will be encouraged to wear pink and make a donation at the door. Games will also feature 50/50 raffles in which half of the proceeds go to the Side-Out Foundation.

The Side-Out Foundation has raised hundreds of thousands of dollars for breast cancer research through tournaments, clinics and rallies. Cerritos College has set a $2,500 fundraising goal to donate to the foundation.

For information on the “Dig Pink” campaign, contact Teresa Velazquez at (562) 860-2451, ext. 2881.
HSBC Bank Opens Branch on Pioneer Boulevard

Dominic O'Hagan, Executive VP and Regional President, introduced his team at the branch.

Regional President West Coast, Dominic O'Hagan with executives from the newly opened Artesia Branch.

Artesia, CA — HSBC Bank USA’s latest branch in Southern California opened in the heart of Artesia on Pioneer Blvd on Sept 28. It was an elegant evening attended by officials from the cities of Artesia and Cerritos, members of school boards, office of county supervisors, chamber of commerce, senior business executives and valued customers of the bank.

The evening commenced with a brief introduction by Sr. Vice President, District Executive Brian Gregory who introduced the Madame for the evening, Sr. Vice President Cira Park.

Park said the bank which has global operations with 8,500 branches in 86 countries is always on the lookout for expansion opportunities in communities where it could provide value added. Being the very diverse region it is, she said Artesia was the perfect place to open the new branch.

Regional President Dominic O’Hagan expressed his excitement over the chance to serve the cities of Artesia and Cerritos and was proud of the heritage and financial strength of the institution which is one of the largest and strongest capitalized banks in the world. He touched on the point that it had not received any bailout money from federal government in the recent meltdown and retained the commitment of the banks to the environment. He also briefly referred to the bank’s Premier Service which provides global banking facilities and its Business banking division which helps local businesses to create employment opportunities.

Cathy L. VP and Branch Manager also said her colleagues were looking forward to doing business with the community and introduced the executives and employees of the new branch to the audience who were impressed.

Outlining the history of the city of Artesia which led to its becoming as diverse as it is today, Mayor Tony Loza hoped the bank will provide residents in the region the much-needed real estate loans. Asking his colleagues Council Members Laura Lee and Cathy Lee to stand by him, Mayor of Cerritos Bruce Barrows also expressed his support over the opening of the branch. Representative of the offices of Congressman Laura Sanchez, Assemblyman Tony Mendoza and the County Supervisor Don Knabe also delivered messages to the staff of the bank.

In a show of its commitment to supporting worthwhile projects in the community, checks of $5,600 were presented to President Dr. Linda Lacy of the Cerritos College, President Barbara A. Anthropology of the Artesia Historical Society and VP Gloria Kaspe of the Friends of the Arts Education at the Cerritos Civic Center Board of Directors.

The official segment of the evening ended with the joint cutting of the ceremonial ribbon by the executives of the bank and dignitaries following which the guests moved into the newly inaugurated office to try out some Indian and Chinese treats.

In a watching with Brian Gregory, Senior VP and District Executive, told India Journal that the target market for the Artesia branch would primarily be the affluent and internationally oriented people. The bank can truly add value through its connective, unique global infrastructure and network.

He said as a member of the Premier Product account holders can view their global accounts via the Internet and can transfer funds electronically between them in as many as 22 countries where such transactions are permitted. He added that the branch had yielded account by marketing its products to specific audiences in the Chinese community, as its heritage to Hong Kong is easily recognized by descendants of the race and it is now taking a similar approach to serve the people of Indian origin who need banking services between the US and India.

Dominic O’Hagan, Executive VP and Regional President explained that being the largest international bank, opening a branch in Artesia with its diversity was a natural choice. He added that the Indian along with the Chinese community is one of the main bases the branch. In keeping with the bank’s philosophy to reflect the areas it operates in, executives and Bankers in Artesia are of Indian and Chinese descent who speak the language and understand the culture of their couns-

Other attractive offers he said are, one of the best mortgage packages in the country, a World Master card with the lowest exchange rates anywhere on the globe with no fees for transactions. He hastened to add that this did not mean the bank was not interested in individuals with less than $100,000. For them also, there are tiered services to suit each one’s specific needs with many attractive features. In closing he said and there was immediately pleased to see that from the time of the soft opening of the branch two months previously the community had already responded way beyond expectations.
Job Fair: Cerritos College - Oct. 6

Featured job fair listing for Tuesday, 10/6.
Published: Tuesday, 08 Oct 2009, 5:01 AM PDT

Cerritos College will hold its annual job fair on Tuesday, October 6th in Norwalk.
Employers in business, finance, technology, health care, retail and other industries will participate.
The event is free and open to both Cerritos College students AND the general public. It is recommended that attendees dress in business attire and bring copies of resumes with them.

Attendees will have opportunity to talk to recruiters, learn about the companies, explore job opportunities, network with recruiters, and receive suggestions from employers on resumes and interviewing skills.
Resume building workshops and workshops in successful job fair tips will be offered prior to the event.

Location:
Cerritos College - Wilford Michael Library
Falcon Square Sidewalk
11110 Alopecia Blvd.
Norwalk

Date & Time:
Tuesday, October 6 - 9:30 a.m. to 1:30 p.m.

More Information:
cms.cerritos.edu/connections/2009-309/6-28/job-fair-wk5

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Shakespeare play in Norwalk

10.09.09 - 02:00 am


“The Merry Wives of Windsor” centers on Falstaff, the loudmouthed, braggart cossowan, as he attempts to woo a pair of married wealthy Windsor ladies. Love burns a hilarious path through this town and this tale.

General admission tickets are $12. Tickets for students, children and seniors are $8.

For more information on “The Merry Wives of Windsor,” including a concert schedule, visit www.cerritos.edu/theatre or call (562) 467-5058.

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Published: October 9, 2009 - Volume 8 - Issue 25

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Motorcycle course offered
10.09.09 - 02:00 am

NORWALK – Cerritos College is offering a basic motorcycle course on the weekends to people interested in learning to ride a motorcycle.

The 15-hour course consists of three classes over two weekends, which includes one day of classroom learning and two days on the bikes practicing skills. Bikes and helmets will be provided.

Cost is $250 for students over age 21 and $150 for those under 21. Students who successfully complete the course will receive a waiver from the driving portion of the DMV riding test.

For more information, visit www.cerritoscommunityed.com or call (562) 467-5050.

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Published: October 9, 2009 - Volume 8 - Issue 25

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College to test electric concept cars

NORWALK — Cerritos College has received two Mini E electric concept cars on loan from BMW of North America, which owns Mini USA. It is part of a pilot program that gives the college a one-year lease of the vehicles for about $10 a month each to test them.

In return, the college will provide feedback to Mini as to how the vehicles drive in real conditions, said Aya Abelon, coordinator of media relations for the college.

“Cerritos College is the only college we are offering the lease in this program,” Junior Mercado said.

According to Mercado, out of 450 Mini Es that exist in the United States, 100 are in California and are being leased to selected corporate, municipal and individual customers.

The two-seater Mini E has a range of approximately 100 to 150 miles per charge and it can get a full recharge in 24 hours from an emergency portable 110-volt plug-in charger and in three hours from a 220-volt stationary charger.

Electricity costs approximately three cents per mile while a typical fuel cost runs from 10 to 12 cents per mile, Abelon said.

The vehicles will be used primarily for school business such as off-site events and meetings, and all college employees who are approved by the campus police to drive college-owned vehicles can drive them.

Information: (562) 860-2451, ext. 2287.
Five on ballot in Cerritos College race

BY ARNOLD ADLER

STAFF WRITER

NORWALK — Cerritos College incumbent trustees Carmen Avalos of South Gate, Bob Uppe of Bellflower and Bob Hughlett of Cerritos will vie with Shim Liu, a college professor from Cerritos, and Tom Chavez, a retired educator from Norwalk, in Tuesday’s election.

Avalos is the South Gate city clerk and has announced her candidacy for the 50th Assembly District seat when incumbent Hector De La Torre is termed out.

Uppe is a former assemblyman and Hughlett has served as a member of the Cerritos City Council.

Hughlett, seeking a second term on the Board of Trustees, was a teacher in the Downey Unified School District for three years, then became an instructor at Cerritos College until his retirement in 2005.

“During my time at the college I was a faculty member, director of disabled student programs and twice interim vice president of student services,” he said.

“A year and a half ago I was elected and re-elected to both the ABC Unified School District Board of Education and the Cerritos City Council,” he said.

Hughlett said his 40 years in education and 20 years in public office have given him the experience, contacts and ideas to continue to be a trustee.

“Maintaining and growing excellent programs and services in the face of enormous fiscal challenges and the advent of our new president for Cerritos College, Linda Lucy, are but two of the reasons calling for seasoned, receptive and experienced board members,” he said.

“Besides offering the benefits of home ownership, the suburb of Cerritos is a great place to raise children and grow old,” he said.

For her efforts in South Gate, Avalos was honored in 2002 as the woman of the Year for the 39th state Senate District by then-Sen. Martha Escutia and in 2003 received the woman of the year award for the 50th Assembly District by then-Assemblyman Marco Antonio Firebaugh.

She was born in Guadalajara, Mexico, and immigrated to the United States when she was 2. As the second child of six children, she became the first member of her family to graduate from college.

Avalos, the mother of six children, earned a teaching credential from Cal State Dominguez Hills and went on to do graduate work at Cal State Long Beach for a master’s degree in education with an administrative credential.

She said the main issues for Cerritos College are the budget, course access for students seeking to transfer to a four-year university, job training programs and re-entering students back to the classroom.

“I am running for re-election because I believe that an experienced and trusted leader needs to continue to advocate for fairnes and justice in educational equality for all in the community,” she said.

Liu is a professor of computer information technology at Rio Hondo College in Whittier. Sh
Two Futures In One: Alternate Fuels and Community Education

By Steve Prope

With the reported heavy competition between Long Beach and the City of Downey for the Tesla manufacturing plant that promises up to 1,400 jobs, the phrase “be careful what you wish for” in the area of alternate fuels comes to mind.

The manufacture of brand new technology has caused some to wonder how and where the mechanics and technicians needed to service and repair innovative electrical and alternate fuel vehicles will be trained.

Despite the fact that the training for this evolving industry has been centered in the Midwest, executive director of the Southland Motor Car Dealers Association (SMCDA) Todd Leuthesser has shepherded what he terms a “private public partnership” with Cerritos College in Norwalk.

It not only is an innovative program for those involved in the alternate fuels future, it’s also a way of getting a four-year degree through a two-year institution making it cutting-edge in both areas.

According to Leuthesser, “SMCDA is a 77-year-old trade association offering dealers education, representation and public relations about dealer services and representing a majority of new car dealers in the Southern part of L.A., which extends from the ocean to LAX and about to Whittier.”

“Before 1996, we were the Long Beach New Car Dealers Association. We have about 60 members. Last year there were 75 dealerships, but we only lost five” out of a total of 70 dealerships in the region.

In about 1999, because “the state was imposing new standards, high school automotive ed...
Two Futures in One

Continued from page 1

Hybrid and Alternative Fuels Training Center on three acres began.

Scheduled to open in March 2010, according to Berkline, an additional “half-acre remodel of the existing site will be finished in 2011.”

But there’s more. By virtue of a relationship with Northwood University (NU) in Midland, Michigan, a 50-year-old school which Leuthueuser described as “the gold standard and the only college in U.S. that offers a BA degree in auto retail management,” Cerritos became the only community college in the state to offer a four-year degree, the bachelor in business administration (BBA) with a major in management or a BBA with a major in auto retail management.

The program is designed for students in the 25-year-old range, who have work experience, but true freshmen can also qualify through the interview process. There are similar programs underway in Seattle and San Diego, which has “an aggressive management program,” but it is unique in the California community college universe.

After getting an Associated of Arts (AA), “in order to get the BBA, students take their 3rd year courses at Cerritos and 4th year all NU courses taught by NU.”

“All instruction takes place on the Cerritos College campuses. It’s a hybrid, unique in California. The idea is to get the community access to four-year programs at a reasonable cost and to keep adult learners in the educational system and taking courses,” said Leuthueuser.

Currently, “on the four-year track, there are well over 150, pushing 200, students. This fall we have 69 enrollments, I hope we have 300 enrollments and up to 400 within a year. Right now, 36 students in the 4th year classes. In a year from now, we will have 100 students taking 400 classes.”

“Timing was a big factor,” Leuthueuser admitted, “but all the reasons we put this on the map in 2000 are still here today. We still have alternative fuel vehicles coming on the scene, natural gas, bio diesel and all electric. It looks like electric will be the new technology, though clean diesel will become much bigger.”

Now hybrids are a bigger percentage in this area than in the country. Clean air standards and emissions requirements for 2016 will mandate significant changes for the future.”

Berkline agreed, stating “as to fuel sources, the key is we’re ahead of the curve when it comes to people needed to work on new technologies, which currently make a small percentage of the market. Is it going to grow? Absolutely. The only question is, is it going to be a battery, hydrogen or hybrid?”

“The limits are the range because of lead acid batteries,” said Berkline. “We have two 100 percent electric EV Cooper Minis in our fleet. On 2/3rds of a gallon of gas, it goes 100 miles. It just goes 100 miles.”

GM puts out the Volt, for which “the battery costs $100,000. The Volt is an electric car that uses a gas engine to drive a generator to power a car, but the Volt is good for 40 miles on one charge, that’s it.” That makes it good for one typical commute, then it must be re-charged for several hours for the return commute or to go out to lunch, with another recharge likely necessary.

“Cerritos College has the best automotive tech program in the state,” Leuthueuser stated. “It grew because of the 30 years of professionalism the college developed.”
Avalos pledges to fight for her district

Carmon Avalos is former 'Woman of the Year'

BY CHRISTIAN BROWN, STAFF WRITER

DOWNEY — Carmon Avalos has never backed down from a challenge and doesn’t plan on starting today.

"I don’t step down for anything," said Avalos with a laugh. "People call me feisty, but I wouldn’t want someone laid back to represent me — I want someone who will fight.

Avalos’ tenacity might come in handy over the next eight months as she contends with three other democratic candidates who are all looking to become the 50th District’s next assembly member.

"You have to care about the community you live," said Avalos, a 31-year resident of South Gate. "This community has a huge heart — it’s a hard working community and I respect that — there’s a warmth to this community and it inspires me."

In 2005, Avalos was re-elected to serve a second term as City Clerk for the City of South Gate. That same year, Avalos won a seat on the Cerritos College Board of Trustees, where she is one of only two serving on the governing board.

For Avalos, the journey into politics all started with a special election in 2000.

Disturbed by a recall election that aimed at removing South Gate’s former Council member from his seat, Avalos shared her frustration with her 9th grade Biology class at South Gate High School where she taught for five years.

"I was upset. How dare they disrespect the community in this way," Avalos said. "I’m an individual who cares about the community. We shouldn’t judge him based on the color of his shirt."

After discussing the situation with her students, they encouraged Avalos to run for office.

"They brought me the paperwork and said, ‘Ms. Avalos, you always say if you’re going to do the talk than you have to do the walk,’" Avalos said. "I didn’t know anything about politics, but we went from home to house and I won."

After becoming City Clerk, Avalos faced heavy pressure from South Gate politicians as she fought to bring an end to corrupt practices in the city and was later honored as "Woman of the Year" in 2002 for the 30th Senate District. The following year, Assemblyman Marco Antonio Firebaugh awarded Avalos "Woman of the Year" in the 50th District.

"I love this community and I want to represent them," said Avalos, 40. "They don’t deserve a person who will give them lip service — we need to give people the respect they deserve. I will listen to people and be a facilitator who can work with all sides to get something done."

Avalos, a single mother of six, immigrated to the United States from Mexico with her family at the age of two and graduated from South Gate High School in 1987. She went on to earn her teaching credential and Bachelor’s degree from CSU Dominguez Hills in Biology. Later, Avalos went back to earn her Master’s degree in education from CSU Long Beach.

"We need to start closing the education gap in this community — education is the equalizer," said Avalos. "My parents have been successful in South Gate after coming here with a 2nd and 4th grade education, but all six of their children went to college."

In addition to increasing the quality of education, Avalos also supports bringing local cities together in order better vie for jobs and businesses.

"In Biology, we call it mutualism, where we all share the resources," Avalos said. "But there has to be a vision — elected officials need to collaborate. It would make the region better if we took our gloves off and worked together."

Avalos acknowledges that she will still have more to learn if she is elected to the assembly, but maintains that her commitment to the community fuels her campaign.

"This district has a history of people coming from the outside trying to carpet bag us," said Avalos. "We’re not for sale — it’s disrespectful to the community. This is home for me and I want to make it the best place possible."
College Night deemed a success

NORWALK — In spite of rainy weather, Cerritos College’s annual College Night held Oct. 14 was a success, organizers said.

More than 53 colleges and universities took part in the event, and about 1,200 people visited.

The event, done in conjunction with local schools districts, including Downey, gives high school juniors and seniors an opportunity to speak with representatives from schools across the nation.

The event is designed to help students with the process of selecting and applying to a college.

“College Night is a successful event that gives high school students and their parents access to a number of colleges and universities in one setting,” said Shirley Arceo, coordinator of school relations at Cerritos College. “The event has proven to be a successful collaboration between Cerritos College and its five high school districts.”

Students and parents were greeted by university representatives from colleges as far away as Rutgers University in New Jersey to more local colleges, such as Stanford and UCLA.

“It’s a great way for high school students to familiarize themselves with Cerritos College’s academic and vocational programs as well,” said Toni Grijalva, coordinator of community relations.
Dr Shin Liu Seeks Indian Community Support

BY K.B. NAIR

CERRITOS, CA - In a conversation with the India Journal, Dr Shin Liu appealed to the members of the Indian-American community to back her in her campaign for a place as a Member on the Cerritos College Board of Trustees at the election which is scheduled for November 3, 2009. She is a 19 year resident of the City of Cerritos, is married with three children and a professor of Computer Science and the Coordinator of Distance Education at the Rio Hondo Community College. She has over 15 years of experience in the Community College System with a doctoral degree in Computer Information Systems from Argosy University and a Master of Computer Science from the University of Texas in El Paso. She is also a certified Microsoft Software and a Cisco Network Engineer.

Speaking passionately about her vision for the future of Cerritos College, Dr Liu expressed that the interests of minority ethnic communities, especially those which include tremendously talented Indian students are by and large neglected as the Board appears to be still operating on statistics based on the demographics of the population of several decades ago without recognizing the fact that it has changed dramatically over the past few years. This is one of the many things that she intends to set right should she get on board.

Another key qualification she possesses to give her an edge over others is her hands on experience as a teacher and education which gives her an intimate knowledge of what students need and require to excel. She has many a feather in her cap by way of academics, professional papers she had written and her innovative approach to teaching which had brought laurels to her institution and her students. Her tremendous leadership and mentoring capabilities were demonstrated this May when she had her Rio Hondo College students compete with those from prestigious four year universities in the Microsoft sponsored "Imagine Cup 2009 US Finals in Boston. The students put on an outstanding performance and was the only team from a community college participating in the event.

Apart from the academic improvements she is confident of ushering in, Dr Liu is also extremely concerned about the fiscal administration of the institution. She pointed out that technology is rapidly changing in every sphere of living globally and the same is true of education also. She said that educators of the future will not only have to be academically qualified but would also need to be technologically savvy to meet the challenges of the changing scenario. With the kind of background she has, she declared she would be the ideal candidate to carry the College to the next high tech level. The changes required to bring the college on par with other leading educational institutions would involve revamping the entire technological base and without a person like her who has a deep understanding of the subject, the Board would be at the mercy of the high tech providers who would send proposals to benefit themselves financially instead of catering to the benefit of the institution and its students. With her experience she would be able to assess the actual programs and improvements required and maximize the budgets provided for the purpose.

Shin Liu is eager to represent the Indian community’s interests on the Cerritos College Board as presently there is none to fight for its cause. She firmly believes that every student has unique talent and potential and through education and resources they can surpass their goals. She will be happy to meet those of Indian descent.

Dr Shin Liu

liushin@yahoo.com
City gives students help for college
La Habra offers advice on financial aid, test help.

By FERMIN LEAL
THE ORANGE COUNTY REGISTER

LA HABRA • Sonora High School senior Valerie Rojas says she’s sure she wants to go to college. But sorting through scores of financial-aid forms, college applications and even figuring out what school to choose can be confusing and frustrating, she says.

“There is just so much information out there to absorb,” Rojas, 17, says. “It can sometimes feel very stressful.”

That’s why Rojas, along with about 400 other high school students and their parents, attended La Habra Goes to College on Saturday morning, an annual event sponsored by the city and the nonprofit Advance center.

The event, held at the La Habra Community Center, provided free help to students applying for college. Panels of parents, college counselors and recent college students gave advice and financial-aid information. Interpreters were available for Spanish-speaking parents.

“We sensed the need that a lot of students were not getting the support they needed to go on to college,” said Fred Lentz, a retired history teacher from La Habra High who organized the event.

“Our high school counselors do a great job, but they are just so overwhelmed, so we wanted to step in and help,” he said.

Lentz also co-founded the Advance center in 2002, which provides year-round support, counseling and mentoring to college-bound high school students from throughout the area.

College recruiters from schools including Cal
State Fullerton, Soka University, Marymount College and Cerritos College also attended the event to help answer students’ questions.

Counselors also gave advice on preparing for the SAT, writing personal essays for college applications and how to find scholarships.

“You don’t want to write a personal essay that describes how you will do at the school; you want to write one that best describes you and your personal experiences,” counselor J.P. Gonzalez told students during a session.

Parents said they welcomed the additional support for students.

Parent Victoria Solis said she brought her two daughters Saturday so they could start preparing for their college applications in time for a Nov. 30 deadline.

“I never got the chance to go to college,” Solis said. “If these types of services were available to me when I was younger, maybe that would have been different. But now I can live out my dream through my daughters.”

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Los Angeles Times
October 23, 2009
Voters to choose school board leaders Tuesday

1929

October 29, 2009

Area voters will elect board members to two college districts and four school districts Tuesday.

However, there will be no election in Downey, where three school board incumbents were unopposed.

They are Martha Sodentani, Area 1; Nancy A. Swenson, Area 5; and Barbara (Bobbie) Samperi, Area 7.

Cerritos College trustees Carmen Avalos of South Gate, Bob Rapo of Bellflower and Bob Hughlett of Cerritos will vie with Shin Liu, a college professor, of Cerritos; and Tom Chavez, a retired educator of Norwalk.

In the Whittier-based Rio Hondo College District, which includes northern Norwalk and part of eastern Downey, there will be competition in three areas.

Norma Garcia of El Monte, an environmental community planner, will challenge Dave Siegrist, a teacher from El Monte, for the vacant seat in Area 1.

Michelle Yanez-Jimenez of Whittier, a college educator/businesswoman, will compete with Madeline Shapiro, a teacher from Whittier, for the vacant Area 5 seat.

In Area 3, incumbent Angela Acosta-Salazar of Whittier will vie with Crystal C. Chavez, a scholarship foundation president who lives in El Monte.

In Bellflower, appointed board member Bill Ste. Marie of Bellflower is unchallenged to fill out the remaining two years of the term of the late Mike Herzek.

Seeking four-year terms are incumbents Rich Buonocore of Lakewood, Paul Heizer and Laura Sanchez-Ramirez, both of Bellflower; and challengers Angela R. Parish, a court reporter, and Corrine S. Maestro, a community volunteer, both of Bellflower.

Norwalk-La Mirada school board candidates are incumbents Darryl Adams and Ana Valencia, both of Norwalk; and Ed Hengler of La Mirada.

Challengers are Chris Planzer, a parent and businessman, of La Mirada; Margarita L. Rio, a detective with the Los Angeles Unified School District police and a parent from Norwalk and Jesus J. (Jesse) Urquidi, an engineering project manager, of La Mirada.

Board member John Johnson of Norwalk did not seek re-election.

Paramount school board incumbents Alixan Linden Anderson and Tony Peña.
Registration open for Turkey Trot

10:30 AM - 02:00 PM

NORWALK – Combining a friendly spirit of competition with community goodwill, Cerritos College will host its annual Turkey Trot on Nov. 17.

To enter the 1.5-mile walk/run, participants must donate one canned food item, which is then given to the city of Norwalk’s Food Bank for need families in the Norwalk area.

Each year, the event raises nearly 1,000 cans of food from its 200-plus participants. Many who participate choose to exceed the one-can requirement, while others choose not to walk or run but donate to the event.

The first 100 finishers will receive a commemorative Turkey Trot T-shirt.

A raffle will be held at 11:45 a.m. Race participants do not need to be present to win.

Pre-registration is encouraged by calling Dr. Ni Bueno at (562) 860-2451, ext. 2874.

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Cerritos College Receives $2.5 Million Title V Grant for its Innovative Developmental Education Initiative

Cerritos College received a $2.5 million grant from the U.S. Department of Education to support its innovative academic success program "iFALCON."

The grant, paid over a five-year period, is to be used for data collection, research, program and Web site expansions, development of a student support network, and ultimately to institutionalize the experimental iFALCON campaign.

According to the study conducted by the Cerritos College Faculty Senate, 93% of its students are assessed as lacking basic skills, and almost 40% fail to succeed in their coursework. Of the College’s Hispanic students, who comprise 54% of the student body, only 36% achieve their stated educational goals.

The iFALCON campaign, which was introduced by the Faculty Senate as a pilot program last fall, addresses these issues and aims to educate Cerritos College students on how to practice and adopt success-oriented habits of mind.

The campaign emphasizes a FALCON acronym and an iFALCON slogan to reiterate to students the tools they need to get the most from their education. The FALCON acronym engages students in six habits of academic success: Focus, Advance, Link Up, Comprehend, Organize and New Ideas. In the pilot semester, iFALCON was used around campus to help students remember to use the success-oriented habits of mind. Falcon is used as a verb and “to Falcon” means to practice the habits of success that are being taught to the students in the classrooms.

"The program received very positive feedback from students during the pilot semesters," said Stephen Clifford, English professor and co-director of the iFALCON campaign along with Lynn Servin, associate professor of English. "The entire campus — including faculty, staff, managers and students — has contributed to introducing the iFALCON concept and the study skills to students, which was amazing."

"It's a very unique academic success program, which, I believe, doesn't exist at any other colleges," said Bryan Reese, interim dean of Humanities and Social Sciences, who founded the iFALCON initiative. "This grant will help us institutionalize the campaign and provide a good student success initiative model for other colleges and universities to follow."

For Rosa Castañeda, the campaign has changed her behavior. Castañeda is the vice president of the Associated Students of Cerritos College and the president of the iFALCON club, which was established to raise funds to support the iFALCON scholarship for students, juggling school, job and student government and club responsibilities, she manages to balance and organize her challenging schedule by practicing the iFALCON habits.

"The iFalcon campaign presents the necessary skills that students need to apply, not only within their academic studies, but to their life," said Castañeda. "These are the life skills one will need in order to succeed in anything one sets one's mind to. I can definitely say that this campaign has already helped a multitude of students."