

Partnership Including CSUH Opens New Business Development Center

CSUH News Services

Small business owners from throughout the Alameda County have a new resource designed to help them become more productive.

The East Bay Small Business Development Center has opened in Oakland in partnership with Cal State Hayward.

The center's training and education facilities are located in CSUH's Oakland Professional Development Center, 1000 Broadway, Suite109, in downtown Oakland.

The East Bay Small Business Development Center's office is nearby, at 475 14th St., Suite 150.

The university, the federal Small Business Administration and the Northern California Small Business Development Center Network have created the new center, which offers classes, consulting services and business planning resources for small businesses. All consulting services are provided to clients free of charge, while courses are offered for a nominal fee.

The center will host an open house at its new training headquarters Tuesday, May 11, at 3 p.m. The event will include a panel of business experts discussing the state of the East

Bay economy at 4 p.m., followed by a 5:30 p.m. reception at Ver-bena Restaurant, where small business operators will have an opportunity to meet one-on-one with the center's business experts and network with other small business people.

CSUH President Norma Rees will give welcoming remarks for the reception guests.

The Center will offer entrepreneurs and business leaders classes on implementing new strategies, skills and ideas across varied business disciplines. Taught by CSUH business faculty, classes will be tailored to assist entrepreneurs in any stage of the business development process.

Organizations including the FederalTechnology Center will offer specialized training.

"The center's consultants specialize in reviewing business plans, financial projections, market research, marketing plans and business strategy," said Raj George, East Bay SBDC director. "Most of our consultants have MBAs or doctorates, and many are faculty members from Cal State Hayward's College of Business and Economics."

"In addition, MBA students from the university will work on consulting teams under the guidance of faculty members."

George has extensive experience in business development and brand strategy. He earned a bachelor's degree from the University of Pennsylvania and an MBA fromColumbia Business School.

The panel discussing the state of the East Bay economy will include Audrey Goins Brichi, manager of supplier diversity and small business programs for ChevronTexaco Corp.; Jose Duenas, president and CEO for the Bay Area World Trade Center; Michael Hytha, editor of the East Bay Business Times; Bruce Kern, executive director for the Economic Development Alliance for Business; Bill Lambert, economic development manager for the Community and Economic Development Agency for the City of Oakland; John Protopoulos, president of the Board of Port Commissioners; and Mark Quinn, district director for the U.S. Small Business Administration.

Sam Basu, interim dean of the CSUH College of Business and Economics, will moderate the panel.

More information about the East Bay Small Business Development Center is available by calling (510) 208-0410 or by going online to the center's Web site at www.eastbaysbdc.org.

Theater, Dance Students Honored

CSUH News Services

The Hayward Arts Council and Cal State Hayward Friends of the Arts have joined the CSUH Department of Theatre and Dance in recognizing six students for outstanding academic and performance.

Monica Santiago received the Hayward Arts Council Student Artist of Merit award, including a check from the council.

Santiago has participated in 10 productions in three years. This past year she played the emcee in "Cabaret" and recently alternated in the role of Beauty in "The Masque of Beauty and the Beast."

This summer she will travel with the department's international touring group, Aces Wild, to perform TWELFTH NIGHT at the Edinburgh Fringe Festival in Scotland. On top of her performance schedule, she maintains an excellent academic record.

Christina Thompson received the CSUH Friends of the Arts Student Artist of Merit award. The Friends will present her a check at the opening night, May 14, performance of "Alice in Love," the senior dance concert produced by a past award winner, Bong Dizon.

Thompson hopes for a career in the music entertainment industry, but she has found dance at CSUH to be a natural home for her talents.

Four other students, Lauren Hanzel, Robert Mueller, Keiko

Otaka, and Kristin Peralta will receive checks from the department for their combination of production and academic success at CSUH.

Hanzel's goal is a Ph.D. in dance history and a career at a university. She makes contributions in dance, theater and the costume room, as well as keeping up the grade average she will need for graduate school.

Mueller balances a family, a full-time job, his studies and performances, as he puts himself through school. If his stratospheric grade average is any

indication, he must manage all his roles pretty well.

Otaka, one of Hayward's many international students, comes from Japan. She hopes for a dance career.

Peralta is still torn between careers in high school teaching and in dance therapy. She knows that dance will be part of her life somehow. This year she has learned more about collaboration and critical feedback, as she demonstrated by taking a dance developed in the fall to a regional American College Dance Festival in Utah in the spring.

Bay Area Group Fights Junk Internet CDs

By Amena Sherzad

Staff Writer

A group called NoMore-AOLCDs.com has started a Web site to collect 1 million AOL CDs from around the world.

Jim McKenna and John Lieberman of El Cerrito, founders of the group, plan to collect the CDs, transport to Virginia and dump them at AOL headquarters in an effort to stop the company from mailing out unwanted CDs.

McKenna and Lieberman said they were motivated to start the Web site because they received several unwanted AOL

CDs along with software and hardware they ordered, one from a movie rental store and one by mail.

"We were going to watch a movie, but after seeing the eighth one in the mailbox, we both thought something ought to be done," said McKenna. They registered the URL, went public in August 2001 and have collected 278,744 CDs from people around the world.

Assemblywoman Loni Hancock, D-Berkeley, has introduced a bill that would address the problem of what to do with the CDs instead of disposing of them

in the trash. The bill, AB2166, would require that unsolicited mass mailings of CDs be accompanied by a postage-paid return envelope so recipients could return the CDs to the sender for recycling.

The bill also requires that disposable DVDs that erase themselves after 48 hours also be accompanied by a return envelope so that once they have expired they could be returned for recycling.

According to published reports, AOL spokesman Nicholas Graham said the bill would have many consequences for con-

sumers and small businesses in California, including potentially increasing the cost of services and products.

"The return to sender component is both a fair and financially reasonable solution to this problem for-profit companies are causing," he said.

As for their 1 million CD goal, McKenna said, "We are serious about our efforts but are trying to have and promote a good time."

"We are presenting our position in a friendly manner and truly hope when this all said and done, we and AOL can part friends."

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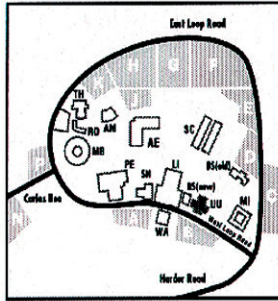
Tuesday, May 18th
12:00 - 1:30 p.m.
University Union, Room 101
25800 Carlos Bee Blvd., Hayward

Free and open to the public.

Light refreshments will be served.

Questions (925) 602-6776

Parking permits are available
in lots C, G, & K for \$1.50



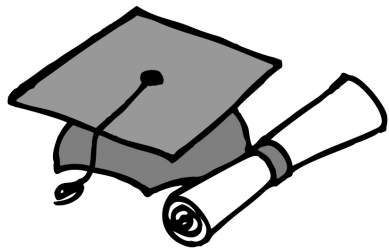
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