Kevin Turner, Senior Vice President of Voit Real Estate and a graduate of the Global Logistics Specialist (GLS) Professional Designation program at CSULB, has generously established a scholarship to support a deserving GLS student’s career advancement and commitment to success in the trade and transportation industry. The recipient will receive $5,000 upon successful completion of the GLS program.

Marianne Venieris, Executive Director of CITT, said Turner’s generous donation is greatly appreciated. “We are delighted to see our graduates giving back to our programs and to the industry,” she said.

Turner enrolled in the GLS program to gain a better understanding of the goods movement industry, and realized that by understanding the supply chain he can offer his clients valuable information and provide a higher service level. He said that seeing the sacrifices that some of his fellow students in his program made inspired him to give back and help those who need it most.

Turner specializes in the sale, lease, and tenant representation of office, industrial, and

CCPE has formed a new department that will design and deliver innovative programs for individuals, businesses, and government and nonprofit agencies. “The next fiscal year will emphasize continued collaboration and partnerships, especially in the area of workforce development,” said Professional Programs Director Regina Cash.

In September, Regina gave a presentation at the California Workforce Association Conference in Monterey, California, speaking about the successful relationship between Workforce Investment Boards and the California State University system and discussed future plans for the expansion of this thriving regional partnership.

The department has added 13 new programs to CCPE’s Fall 2012 catalog including seven certificates that will provide high-quality training for those who want to enter the medical and healthcare field. These certificates include pharmacy technician, physical therapy aide, dialysis technician, and medical billing and coding. Other new programs include leadership and coaching certificates, personal enrichment courses, a Six Sigma Green Belt project management certificate, an event planning program, a health coach training program, and an EMT training program.
As we are actively engaged in developing a new strategic plan for the College of Continuing and Professional Education, we will remain true to our mission of helping individuals and organizations reach their highest potential. We will continue to strive to offer excellent educational programs and services to meet the needs of California’s workforce. Internationally, we will continue to create new opportunities for our students to study abroad, and will bring students from around the globe to CSULB. You can read about some of our international efforts on pages 4–5 of this issue.

In addition, we will continue to transform the lives of our students through high-quality educational and professional development programs. Each of these students has a story, and we want to share with you what motivated many of these students to improve their lives through higher education. To the right, you’ll find the story of Fahad Din, a graduate of the Master of Science in Health Care Administration degree program at CSULB.

You can read about some of our other students who are striving to fulfill their potential at www.ccpe.csulb.edu/realstudents.

Enjoy this issue,
Jeet Joshee
Associate Vice President and Dean

Real Students...Real Stories

After graduating from USC with a degree in Information Systems and a minor in Corporate Finance, Fahad Din started looking at graduate programs with the goal of enhancing his academic knowledge. He was looking for a program that would provide him with business acumen while diversifying his knowledge in another field, so he decided on the Master of Science in Health Care Administration (MSHCA) degree program at CSULB.

Fahad currently works at a global life sciences company as their Business Sales Analyst for the service sales and operations group. Fahad said that the MSHCA program helped him grow in his career through strategic and business development roles and responsibilities, and that it helped him break into the biotechnology industry.

While attending classes at Cal State Long Beach, Fahad learned about the Global Logistic Specialist (GLS) professional designation program. “The program’s curriculum, along with the modular teaching components, inspired me to further expand my knowledge base to include the logistics industry,” Fahad said.

“The GLS program was an eye-opener,” he continued. “The modular structure of the program and reputable instructors made learning about the international movement of goods very interesting and enjoyable. The constructive class discussions, field trips, and Capstone project helped me understand what it takes to move a product from the ship to a store shelf. During the Capstone project, my team members and I presented a detailed logistics plan to a panel of industry experts, which was an invaluable experience,” he said.

Fahad did very well in the GLS program, even receiving one of two annual scholarships for $2,500 from the Port of Long Beach in 2010.

The GLS program helped Fahad with business development in his current position, as he deals with logistics and supply chain management. “The modules made it enjoyable to attend classes and kept the program fresh. Each new class session felt like the first day of the semester—I was eager to learn about the topic, meet the new instructor, and have a thoughtful classroom discussion,” he said.

Fahad added that he would recommend both programs to anyone who is interested in healthcare and international trade. “These programs may seem unrelated academically, but complement each other very well in the global marketplace.” As a self-proclaimed lifelong learner, Fahad plans to seek a doctorate degree in the future.
CITT Announces New Trade Seminar Series

The Center for International Trade and Transportation (CITT) recently announced the launch of a new seminar series featuring guest lecturer Dan Gardner, President of Trade Facilitators, Inc., a Los Angeles-based supply chain consulting and training firm. CITT will offer three half-day sessions from 1:30–5:30 pm. The sessions are titled “How to Import and Export Under the U.S./Korea Free Trade Agreement,” “The Financial Implications of Global Supply Chain Management,” and “Incoterms® 2010: Understanding and Application.” Each session will conclude with a one-hour reception.

“This new seminar series responds to industry needs by addressing important trade-related issues in an intensive format and setting that brings together industry representatives,” said CITT’s Executive Director Marianne Venieris.

Guest lecturer Dan Gardner added, “I’m delighted to be affiliated with CITT and to have the opportunity to speak on such a diverse body of international trade topics. Each of the three seminars is designed to make attendees more competitive in global markets, and we’re looking forward to sharing operationally oriented, hands-on information.”

The series will begin in late September and run through early November. To register or for more information on dates, times, location, and cost, call (562) 985-2872 or go to www.ccpe.csulb.edu/citt.

CITT Hosts Second Annual Point/Counterpoint Forum

The Center for International Trade and Transportation hosted its annual Point/Counterpoint forum at the Carpenter Performing Arts Center in March. About 600 people attended the event, which presents different perspectives on a pertinent industry issue. This year’s event, called Will We Survive or Thrive in 2025: The Future of Southern California Goods Movement, discussed whether the ports of Los Angeles and Long Beach are prepared to accommodate the projected growth of containerized freight, which is expected to more than double by 2025. The forum opened with a video featuring two different fictitious visions: an overly positive view of the goods movement in the year 2025, and an overly negative view of the goods movement in the year 2025.

A panel of experts then discussed which alternative future is likely to occur. The panel was moderated by Genevieve Giuliano, Director of METRANS, and panel members included Mortimer L. Downey III of Parsons Brinckerhoff, Jeannie Beckett of the Beckett Group, and Gill V. Hicks of Cambridge Systematics, Inc.

For more information, go to www.ccpe.csulb.edu/pointcounterpoint.

In July, CCPE hosted a barbecue to thank our campus partners for their help and support during the Winter, May, and Summer sessions. The event drew more than 300 faculty and staff members.
CCPE Travels to Texas for NAFSA’s International Educators Conference

NAFSA is the world’s largest non-profit professional association dedicated to international education, and CSULB has been represented at the annual NAFSA conference for many years by staff from the Center for International Education (CIE) and the American Language Institute (ALI). The conference attracts more than 8,500 attendees from 120 countries each year and is widely considered the world’s premier networking and learning opportunity for international educators. This year’s conference took place in Houston, Texas, from May 27 to June 1.

Dr. Jeet Joshee, CCPE’s Dean and Associate Vice President of International Education, said that the many sessions, workshops, presentations, and events are very informative and that the conference allows people to meet institutional partners and potential partners from around the world.

“This year, we spoke to our exchange partner universities about their study abroad programs and the experience our students have on their campuses,” Dr. Joshee said. “We spoke to recruitment agents, overseas advisors, and cultural mission representatives from countries that sponsor students to study in the U.S. about increasing our international student enrollment.”

Dr. Joshee explained that this year, for the first time, CSULB had its own booth. “This allowed us to meet many more people than we did in the past.”

R&D properties. A graduate of Arizona State University, he has been credited with being the largest industrial square footage producer in the Orange County market. Turner is highly experienced and qualified in the creation and execution of marketing campaigns, financial and market analysis, site selection, lease evaluation, multi-tenant evaluations, facility counseling, land development transactions, and sale and lease negotiations. He attributes his success to his client relationships, detailed evaluation skills, ability to expedite contract negotiations, and 25 years of commercial real estate experience.

“Kevin’s enthusiasm for his role in the supply chain along with his knowledge and experience with warehouse site selection has earned him a teaching slot in the GLS program,” Marianne added.
International Training Programs Hosts Over 800 Students, Teachers, Professors, and Officials from China and Taiwan

The International Training Programs (ITP) office brings people from all over the world to CSULB. ITP's programs are designed to meet the needs of a range of professionals. This summer, ITP hosted hundreds of students, professionals, and officials from China.

The Hugh O'Brien Youth Leadership Program allowed 64 Chinese and Taiwanese high school students to participate in leadership training and teamwork exercises at CSULB. The students were selected by their respective schools. As part of the program, they traveled to Washington, D.C. to speak with members of Congress.

The Summer High School English Language and Culture program brought more than 700 middle- and high school students from China. They stayed with host families for five weeks while receiving classroom instruction on the English language and American culture. They also participated in various on-campus activities. CCPE's own Ana Chavez, who works in the Finance department, hosted some of the students.

Several teachers also came from China to CSULB to sharpen their English skills. Twenty-three high school English teachers from Lishui, China took classes and met with students in ALI’s TEFIL (Teaching English as a Foreign Language) program.

Twenty-three professors from Sichuan University in China and sixteen professors from the University of Electronic Science and Technology in China spent three weeks at CSULB to learn about the U.S. education system, curriculum design, and faculty development. The professors also had the opportunity to meet with local families to learn about U.S. culture and society.

A group of 20 Chinese officials also came to CSULB for a Motivational Psychology training program and met with the Mayor of South Pasadena and other city officials.

CSULB’s Engineering Program Director and Student Featured on Aerotech News Radio

In July, CSULB’s Bachelor of Science in Engineering degree completion program (located in the Antelope Valley) was featured on Aerotech News Radio, a weekly program broadcast live on KOSS 1380 AM. Program director Dr. Ken Santarelli and Electrical Engineering student Stefan Bautista spoke with Rebecca Amber about the program, which allows students to complete their degree in Engineering without leaving the Antelope Valley. Santarelli explained that the Antelope Valley is home to many engineering firms, so it was important to provide high-quality, affordable engineering education in the area.

Santarelli considers Bautista to be the most improved student in the program. “Initially Stefan struggled with some of the upper-division engineering classes, but something clicked over the year and he’s become a great student,” Santarelli said. “One of the teachers saw that I was struggling and took me under his wing so I could improve,” Bautista said. Stefan works full-time as a chef at a local restaurant and has two small children, and has already put some of the skills he’s learned in class to use in real life, such as fixing a broken oven at work. He is slated to graduate with his Bachelor of Science degree in December 2013.

“This program is like going to a private school without private school costs,” Stefan said. “I’m very happy with my decision.”

For more information about the program, visit www.ccpe.csulb.edu/Engineering.
AMP Wins National Hometown Media Award for Panama Canal Documentary

In 2011, a documentary about the expansion of the Panama Canal produced by the Advanced Media Production center (AMP) at CCPE captured the honor of Best Documentary Event in the Western Access Video Excellence (WA VE) Awards. The WA VE Awards are sponsored by the Alliance for Community Media (ACM), a national organization for public, educational, and governmental television producers. This year, the documentary moved on to ACM’s national competition and again won Best Documentary Event at the Hometown Media Awards celebration in Chicago in August.

The documentary, Panama Canal Expansion: The Battle for Jobs and Cargo, focuses on a major effort to expand the Panama Canal by adding a third set of locks, which will enable much larger, newer container ships to access the canal. This expansion will directly impact the trade and transportation industry, which was why it was produced in collaboration with CITT and presented at CITT’s 2011 Point/Counterpoint event. The documentary has become a popular program on Beach TV and has been viewed more than 25,000 times on YouTube. The program has also been offered to the California Channel, a statewide public affairs channel provided in nearly 6 million homes across the state on 136 cable franchises.

The documentary competed against more than 1,000 other entries at the national level. When AMP Director Dave Kelly accepted the award in Chicago, he said: “There were many individuals and agencies that contributed time and effort to the making of this documentary, so this is a fitting tribute to a group of hard-working and well-deserving people. We’re very gratified and honored to receive this award.”

CSULB Engineering Student Speaks with Members of Congress in Support of NASA

David Salazar, a junior in the Bachelor of Science in Engineering program at California State University, Long Beach’s Antelope Valley Program, traveled with 24 college students and educators to Capitol Hill in Washington, D.C. to seek congressional support for national and commercial programs ensuring American leadership in space exploration. Salazar and his classmates made the trip on behalf of Citizens for Space Exploration (CSE), and this year marked CSE’s 21st annual trip to Washington for meetings with congressional representatives or members of their staff.

Salazar graduated from Orange High School in 2003 and is majoring in Mechanical Engineering at CSULB. He traveled to Washington, D.C. with the hopes of informing elected officials of the importance of space programs, as they relate directly to students’ future careers. “I am living proof of NASA’s inspiration,” Salazar said. “I have gone from getting an ‘F’ in Pre-Algebra to an ‘A’ in Differential Equations. NASA is the scientific spirit at its best. It feeds unprecedented innovation and excites the imagination of America’s youth. My goal is to help our nation’s leaders see our point of view.”

The Bay Area Houston Economic Partnership’s Aerospace Advisory Committee, Barrios Technology, Jacobs, the Florida Institute of Technology, and the Greater Cleveland Partnership provided sponsorship for the students and educators.
ALI’s Nina Ito Named President of CATESOL

Nina Ito, academic coordinator at the American Language Institute (ALI), has been sworn in as the 44th president of California Teachers of English to Speakers of Other Languages (CATESOL), the largest affiliate of TESOL in the United States. The first CATESOL president from an Intensive English Program (IEP), Ito was given the president’s gavel in April at the organization’s annual conference in Oakland. Her term will run through October 2013.

Founded in 1969, CATESOL is a nonprofit organization open to anyone interested in teaching English as a second language. The more than 1,800 members of CATESOL range from teachers at all levels to university students, aides, and administrators in California and Nevada.

Nina said, “I am so grateful to the colleagues and professors who encouraged me to get involved in our professional organizations, and now I try to mentor anyone who will listen to me. Joining CATESOL as a student is invaluable when it comes to networking and thinking about a career, and I plan to reach out to students to get them involved.”

Yvonne Damon of ALI Named CSULB Employee of the Month

Yvonne Damon, the Operations Coordinator for the American Language Institute (ALI), was named by her co-workers as employee of the month in June. CSULB President F. King Alexander praised Damon as an integral member of the ALI team. “She is always going above and beyond in her duties,” he said. “Yvonne’s co-workers say she is always pleasant to work with and is always willing to help others, often sacrificing her own time to make sure everything runs smoothly.”

Damon joined ALI, the first CSU Intensive English Program to be accredited by the Commission on English Language Program Accreditation, as a temporary office worker in May 2006. By that July, she was offered a permanent position. ALI’s goal is to help students improve their English to study at a U.S. university. “I meet people from all over the world,” Damon said. “This job has opened my eyes to a larger world and I have found myself learning things I never expected to know.”

“I have worked at CSULB longer than I have at any other job,” Yvonne said. “I’m not leaving. I love it here.”
Several students from CSULB’s Master of Arts in Kinesiology (Option in Sport Management) program celebrated alongside the L.A. Kings on the ice after winning the 2012 Stanley Cup. The program, which prepares students to work in a variety of roles in the sport management industry, includes an internship portion that allows students to do hands-on work in the field. Students and alumni have been working with the L.A. Kings for years through the program, so this year’s championship—the team’s first—was a moment of great celebration.

Al Raitt, a current student in the program, worked in the Game Entertainment and Events Department as a stage manager and experienced the inner workings of the National Hockey League as it prepared for the championships. During the series, Raitt was responsible for directing the cleaning crew on and off the ice and for organizing the youth hockey players who skated onto the ice before each game of the series to unveil the American flag during the National Anthem. “One of the more special moments that I got to experience was dealing with Wayne Gretzky…getting to talk and work with arguably the greatest hockey player of all time,” Raitt said.

When the Kings won the Cup, Raitt said there was “crying, laughing, cheering, and stunned silence.” He explained that after the MVP Cup and the Stanley Cup were presented, he and his classmates had the opportunity to go onto the ice and celebrate with the players and their families. “This is where I first got to touch the Cup and it was one of the best moments of my life,” Raitt said.

Other Sport Management students and alumni who were involved in the Kings’ championship were Lauren Nowinski, Sarah Ambrose, Rogelio Ruelas, Joe Carlucci, and Bill Steele.