

# BRIEFCASE

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schools and by helping districts plan arts programs for implementation.

**Separately, Cirone named Carlos Cohen, Ned Schoenwetter and Ana Torres** were honored the 2006-2007 Santa Barbara County Distinguished Educators award.

## SOCIETY GETS DIRECTORS

The San Luis Obispo County Historical Society has announced seven new members to its board of directors: Sandy Baer, Dave Booker, Dan Carpenter, Paula Carr, Alex Gough, Carol Lowry and Roberta Soules. The new associates will begin their 2-year terms on July 1. The SLO Historical Society is a private non-profit that studies and preserves the area's history.

## CONCERT LINEUP ANNOUNCED

The San Luis Obispo Downtown Association has announced the lineup for its annual Concerts in the Plaza. The event features local rock, jazz and reggae bands every Friday in Mission Plaza, June 16 through Aug. 25. Each individual show lasts from 5:30 p.m. to 7:30 p.m. and is free for all ages. Sponsored by PG&E Diablo Canyon, the concert series is located next to Mission San Luis Obispo.

## FRANCHISE FIGHTS BREAST CANCER

Carl's Jr. Star Franchise Association in Carpinteria has mobilized 1,000 of its own franchisees, employees and cus-

tomers in the support of a fundraising campaign for cancer research.

The promotion began May 3 for participating Carl's Jrs. in the Western United States. For every dollar donated, customers receive a coupon for a free beverage and a personalized cutout of a Happy Star, displayed on the restaurant's lobby.

The goal is to raise \$300,000, with proceeds going to organizations such as the National Breast Cancer Foundation. Last year, \$175,000 was raised.

## TOURNAMENT PROVES SUCCESSFUL

The 5th Annual Golf for the Cure Tournament held in late May had over 100 participants and a variety of sponsors, including The Crawford Idema Foundation, Santa Barbara Eyeglass Factory and Eyman Parker Insurance Brokers. The first place gross foursome winners were Kent Vining, Oz Fundingsland, Jerry Pimm and B.K. Foy. There were also competitions in the net foursome and women's and men's longest drive categories. All proceeds from the event went to the Sansum Diabetes Research Institute.

## HAAGEN RECEIVES AWARD

Santa Barbara-based Haagen Printing has received the Sappi Fine North America's North American Printers of the Year gold award in the book category for the photo essay book "Desert Water," with photography by Mark Lisk. The Sappi Printers of the Year honor goes to print institutions with "print excellence and innovation in printing" and is in its 10th year. Haagen and other gold award recipients will go on to compete for the title of

International Printer of the Year in October in Budapest, Hungary.

## TENNIS, YOGA PROGRAM OFFERED

Betsy Wise, a tennis pro and yoga enthusiast, is launching her new ZENNis program this summer in Goleta at the Cathedral Oaks Athletic Club. ZENNis is a method of exercise that combines the breathing and relaxation techniques found in yoga with the movements and rhythm required for tennis. The standard ZENNis regimen is divided into 20 minutes of yoga, 30 minutes of tennis drills and 10 minutes of relaxation. To schedule a ZENNis session, contact Wise at (805) 455-1138 or b1wise@yahoo.com.

## LAW ENFORCEMENT HONORED

State Attorney General Bill Lockyer awarded members of Santa Barbara County law enforcement for their stellar performances this year at the California State Peace Officers Association's 86th annual conference in Indian Wells on June 6. Senior Deputy Clayton Turner and Deputies Michael Harris, Jon Jenkins, Chris Gotschall and Ken rushing received the CPOA's Medal of Valor for their response in the Goleta Postal Distribution Center shootings on Jan. 30. The five deputies also recently received the Santa Barbara County Medal of Valor and the H. Thomas Guerry Medal of Valor for their involvement.

## VOICE SMART, APPARENT TEAM UP

Voice Smart Networks has teamed up with Apparent Networks, a software developer specializing in network assess-

ment and performance solutions, to offer its clients improved performance from its network equipment when making the transition to voice over IP. With the use of Apparent Networks' AppareNet, Voice Smart customers will be able to isolate and eliminate a number of problems, ranging from bandwidth loss to bottlenecks and inefficiencies. Based in Ventura County, Voice Smart Networks has maintained several telecommunications partnerships since 1982.

## ART START ACCEPTS APPLICATIONS

Art Start, the Ventura County of Museum of History & Art's summer art program for children, is currently taking applications. The sessions are July 10 to 14 for third through fifth grades and July 17 to 21 for sixth through eighth grades, with classes at the museum from 9 a.m. to noon daily. Applications are located at the museum at 100 E. Main St. in Ventura or by visiting [www.venturamuseum.org](http://www.venturamuseum.org).

## PARTNERCENTRIC'S NEW DIVISION

Santa Barbara-based PartnerCentric recently announced the formal induction of its new Marketing Services Division and has recruited Heather Paulson to oversee the new division. The Marketing Division includes multiple service level offerings in the search, e-mail and conversion categories which are designed to meet the Internet marketing needs of its clients. Founded in 2000, PartnerCentric offers several marketing services, including search engine management and optimization, media buying, Web site development and e-mail marketing.