

Daily Titan

Weekend

Newest trustee ready for battle

By Alex Murashko
Daily Titan

In Hollywood terminology, recent California State University board of trustees appointee Ron Cedillos is considered by some to be "hot property."

The former actor, who once battled Chuck Norris in the film "Breaker, Breaker," was appointed to the board by Gov. Pete Wilson in August and last week was rumored to be a potential candidate for the next U.S. Secretary of Commerce.

Washington columnists Rowland Evans and Robert Novak mentioned Cedillos' name as a possible Cabinet appointment, replacing Commerce Secretary Robert A. Mosbacher. The secretary is expected to resign so he can run President George Bush's 1992 re-election campaign.

Though a relative newcomer to the political arena, Cedillos

is quite familiar with the slashing effect California's economy has had on business and education. He is president of a Long Beach aerospace testing firm serving commercial and military aerospace and defense industries. Cedillos has maintained his company as a successful, medium-sized industry subcontractor.

Cedillos, 41, just might be the knight in shining armor the board sends to do battle with big business. Not unlike the aerospace industry, the CSU has been trying to weather severe cutbacks in programs and staff.

He has been described as being quite "dynamic." He is a black belt in karate who once taught the sport and made a career of winning tournaments. He later became an actor, starring in action films with Norris, his business associate.

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His varied experience also includes consulting on strategic planning, business development and public affairs issues for government and business groups.

He said board members all have different aims, but his goal will be to enhance the business aspect of education.

"I would like to forge the relationship with the business community and college community, not unlike the UC system," said Cedillos, a Huntington Beach resident.

"I'm interested in facilitating private-sector partnering to enhance the financial resources available to each university," he said. "I'm very pleased (Chancellor Barry) Munitz has the same interest."

Cedillos, who served on the board for Pepperdine University and on the State University Board of Governors, regards his opportunity with the CSU as "one of the truly important

"Higher education is probably one of, if not the most important, roles" of his career.

"It is our (CSU trustees') responsibility to provide broad-based conceptual thinking and directions."

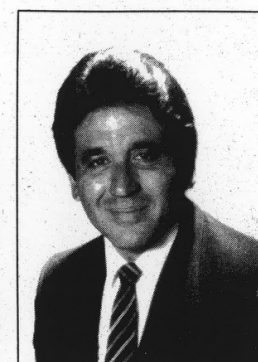
He would like to see the CSU expand its research program through industry funding, and views students' involvement in such a program as a "natural segue into the private sector."

The key to the program's success would be private funding, he said.

"We must look at every alternative source outside of government," Cedillos said. "I want to introduce more of a marketing concept."

"My job is to present my views to the chancellor and hopefully open doors for alternative financing and funding," he added.

Among the trustees' duties, as outlined by the California legislature, are developing adminis-



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— Ron Cedillos,
Cal State University trustee

trative policy for campuses, providing direction and coordination for campus curricular development and appointing the chancellor and presidents of the system's 20 universities.