



News Release

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**SBA TO HONOR CALIFORNIA STATE UNIVERSITY, FULLERTON PROFESSOR,
FRED ZANDPOUR, Ph.D
AT 45TH ANNUAL SMALL BUSINESS WEEK AWARDS LUNCHEON**

SANTA ANA, CALIF - The U.S. Small Business Administration's Santa Ana District Office has named Dr. Zandpour the recipient of the 2008 Director's Award. J. Adalberto Quijada, District Director stated, "Dr. Zandpour is a leader in the community who reaches out to build bridges and truly makes a difference." The SBA will recognize Zandpour, a resident of Anaheim, at the 45th Annual Small Business Week awards luncheon on Thursday, September 25. The luncheon will take place at the Hilton Anaheim.

Dr. Zandpour served as the Associate Dean of the College of Communications at California State University, Fullerton for the past 12 years where he has taught as professor since 1988. Zandpour has been an enthusiastic and dedicated small business advocate for over a decade. He has been serving on a number of advisory boards. Specifically, he focuses on promoting opportunities for minority and women entrepreneurs and helping them to integrate their business activities into the mainstream economy through effective communication. Dr Zandpour has worked closely with a number of public and private sector partners in Orange County, including SBA, to create numerous educational workshops for the community, including organizing and co-chairing the annual Orange County e-Business Conference. The event is now in its ninth year and covers a variety of topics, such as innovative communications, low cost creative marketing and access to capital for business growth. Dr. Zandpour feels that the biggest benefit of the conference, besides the learning opportunities, is that it is both low cost and high quality, making it accessible to businesses in all stages of development.

Dr. Zandpour is passionate about communications- and it shows. He is consistently one of the most cited researchers in international advertising, according to the Journal of Advertising. Dr. Zandpour facilitated CSUF offering a communications master's program

in Hong Kong and a summer undergraduate program in Florence, Italy. He administers a master of arts in communications program with Hong Kong University's School of Professional and Continuing Education. Fullerton faculty members spend time in Hong Kong teaching students in the program there. It has proven to be a solid partnership for improving global competency for the students of both institutions during past 6 years. In addition, Zandpour served as the External Examiner for Singapore Polytechnic and University of Hong Kong. Zandpour also planned and supervised the development of the University Titan Multimedia Center, a digital media facility that houses cutting-edge production and broadcast studios, post-production and video streaming facilities, including the campus internet radio and cable TV stations which serve the College, the University and the community.

Before joining the academic ranks, Dr. Zandpour was the managing partner of a BBDO international advertising agency with a client list that included Colgate, Bristol Myers, Exxon, Japan Airlines and National/Panasonic.

Reservations for the luncheon can be made by contacting Patty Holohan at 909.794.3027 or PSHoloha@aol.com.

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