

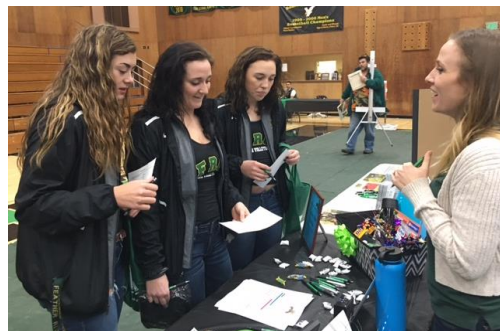


## 1. STUDENT AND EMPLOYEE ACHIEVEMENTS

Biology student **Christopher Clements** is now a quarter-finalist for the Jack Kent Cooke Scholarship which covers the cost of upper division courses including housing and other expenses. This represents the fourth time in FRC history that a student has made it to this level in the scholarship competition and the second time that a FRC biology student was at the quarter-final level. Two FRC students have been awarded the scholarship in the past (with one being a biology student notes **Anna Thompson** ☺).

The January 11<sup>th</sup> new Student Resource Fair was a success! Students spent the first hour interacting with student clubs, services, and academic programs. They collected free swag from each booth including an EasyWriter handbook handed out by the IRC staff, a calendar with important dates featuring a collage of students each month, flashlights, reusable grocery bags, flash drives, and more. The event was catered by Paradise Grill; students and staff alike enjoyed large plates of nachos. At the end of the evening, the men's and women's basketball teams led some entertaining basketball activities including a dunk competition. Over 140 students attended, enjoying interaction with the following clubs and services:

- Admissions & Records
- STE2AM club
- DSPS
- EOPS
- Student Employment
- Student Life
- FRC Internship Opportunities
- Library
- FRC Foundation (recruiting for Quincy Star Follies)
- TRIO Program
- Academic Advising
- Academic Support/Instructional Resource Center
- Environmental Association
- Art Club
- Horse Show Team
- Phi Theta Kappa
- Varsity Club
- ASFRC
- Feather River Fitness Center
- Outdoor Recreation Leadership
- Environmental Studies Student



**Rick Stock** and **Saylor Flett** are pleased to announce that FRC was awarded \$21,660 in funding through the CA State Parks, Division of Boating and Waterway's Aquatic Grants Program. This funding will be used to teach water safety through many different avenues.

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## 2. SUPERINTENDENT/PRESIDENT PREVIOUS MONTH'S ACTIVITIES REPRESENTING FRCCD

- a) December 13 – breakfast meeting with **Trustee Guy McNett**, Greenville
- b) December 13 – attended Plumas County Board of Supervisors meeting
- c) December 15 – meeting with **Trustees Guy McNett** and **John Sheehan**
- d) December 19 – Quincy Rotary meeting
- e) December 20 – attended men's basketball game vs. American River College
- f) January 5 – Institution Day
- g) January 6 – New Student Orientation
- h) January 11-12 – ACCJC accreditation pre-visit to Deep Springs College, Lone Pine
- i) January 17 – meeting with **Karen Schad**, Quincy Pharmacy

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## 3. FRC CENTER FOR INTERNATIONAL TRADE DEVELOPMENT CREATES GLOBAL PARTNERSHIP

### Northern California trade authority to hold 'test-market program' in Hong Kong

By Ashley Tressel, [atressel@willitsnews.com](mailto:atressel@willitsnews.com), [@ashleytressel](https://twitter.com/ashleytressel) on Twitter

The Far North Center for International Trade Development (Far North CITD) is asking California companies to submit products for an "in-store" retail program in Hong Kong later this year. The California State Trade Expansion Program (STEP) and the U.S. Commercial Service are working with Far North CITD on the first "California Corner," an opportunity for California brands to introduce their products into the Chinese market in what they call a "shared cost" test-market program, meaning the facilitators will bear some of the cost and duties of getting the products on shelves overseas. Brands being asked to participate are health and beauty, vitamin and food supplements and prepared, non-refrigerated organic food, marketed toward health-conscious professionals ages 35 to 65.

The program offers a one-time trial for businesses across the state to get their product into a brick-and-mortar retailer, Yue Hwa Chinese Products Emporium Ltd., a family-owned department store chain with 15 locations in Hong Kong and four in Singapore. Established in 1959, Yue Hwa sells imported skincare, personal care and cosmetics from Europe and Japan, among other health items. Yue Hwa buyers will evaluate brand applications and choose which products make it into the store.

"This is an accessible, affordable way for small health, beauty and food businesses throughout the Far North to test their products overseas, gain valuable feedback, and develop collaborative relationships internationally," said **Angela Cordell**, Far North CITD director.



By Chong Fat via Wikimedia Commons  
Yue Hwa's flagship store in Hong Kong

The application is free and asks questions about each business' practices, like whether its products are manufactured with GMP (Good Manufacturing Practices) and TGA (Therapeutic Goods Administration) licenses, guidelines that police food and drug products. The application also asks if the business sells products through any well-known retailers and what its primary promotional tactics are. Although these questions might make some smaller businesses shy away, Cordell insists the opportunity is for businesses of all sizes, adding those with a strong sense of California culture will be given a second look.

"Products that have a 'California vibe' or contain ingredients and food branded as a California product are going to get a lot of attention. With that said, sometimes it's hard to know for sure what an international buyer is going to get excited about," said Cordell.

**Jeffrey Williamson**, CITD statewide director and California STEP director, works directly with the Yue Hwa buyers. He said what goes on behind the scenes to make this program happen is "quite complicated," having to deal with contracts, customs, publicizing and logistics. But he believes it's worth it to give lesser-known brands a chance to be seen by a big international retailer.

"This is kinda like a really golden opportunity for folks," he said. "It makes it much easier to get in (the market)."

Williamson said CITD facilitates a lot of the moving parts, getting samples to the buyers and organizing shipment, even translating labels into Chinese.

Each business is responsible for its own production costs, though, and must supply \$2,500 worth of products to Yue Hwa if selected. Then, California STEP pays for delivery. After the test run is over, Yue Hwa will remit payment of \$1,000 to each business and either destroy or continue to sell any unsold product, according to the program's terms of sale.

Williamson said their goal is to select 30 businesses for the program, which will be held in Yue Hwa's seven-story flagship store in Hong Kong in April.

CITD offers a number of "free or low-cost" services to California businesses, but Williamson said what's different about California Corner is the facilitation in getting those businesses to the finish line, taking it a few steps farther than a typical retail seminar.

And while the program is open to businesses across the state, Cordell hopes to see some in Northern California get the spotlight.

As the director of the Far North CITD and a champion of the region, I would love to see this open some new doors to put NorCal on the international map," she said.

# Plumas National Forest Paid Internships

**Summer, 2017**  
**\$11/hour, 40 hours/week**  
**Informational Meeting**

**9 AM or Noon, Feb. 3**  
**Science 101**  
**Positions Include:**

|                             |                        |
|-----------------------------|------------------------|
| . Wildlife Biology (5)      | . Range Management (2) |
| . Forestry / Timber (1)     | . Archeology (1)       |
| . Recreation (1)            | . Hydrology (1)        |
| . Compliance (Clerical) (1) | . Wilderness (1)       |
| . Receptionist (1)          | . Ecology (2)          |
| . Fuels Management (1)      | . Silviculture (2)     |

For more information, contact Darla DeRuiter: (530)283-0202 x262, dderuiter@frc.edu, SCI 115



**Open to all students! Previous experience not necessary—but an excellent work ethic IS required!**



**6th Annual**  
**SKI STOKE**



**THURSDAY January 19**

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Doors open at 6:30pm, Film starts at 7:00pm  
 Town Hall Theatre  
 Brewing Lair on Tap  
 Raffle Items Include:  
 Custom Made Bike Frame or Chi Ski—Dana Fenimore

**TICKETS:**  
 \*Adults\* At Least \$7  
 \*Students: \$5