



CSUCI Educator Named to Bank Board

Camarillo, Calif., July 18, 2005 - Rudolph I. Estrada, 57, director of the Small Business Institute (SBI) at California State University Channel Islands, was recently appointed to the board of directors of East West Bancorp, which is the parent company of East West Bank, a Los Angeles-area community bank that focuses on Chinese American and other niche markets.

In addition to serving as a CSUCI professor of finance, management, and ethics, Estrada guides the SBI program that provides valuable learning experiences for business students who advise entrepreneurs and businesses in Ventura County on management, finance, and other critical aspects of business.

"Professor Estrada's latest appointment adds to the already distinguished background he brings to the University," said CSUCI President Richard R. Rush. "His new role at East West Bankcorp enhances the University's global perspectives, teaching, and outreach into the business community. The University is delighted to have such a recognized authority on small business, serving this region through his work here at Cal State Channel Islands."

Estrada has served as a commissioner to the White House Commission on Small Business as well as a Los Angeles District director for the U.S. Small Business Administration. He is president and CEO of Estradagy Business Advisors, a company that provides advisory services to the business, banking, and public services sectors.