

Merchants Weigh in on Name Change

By **Isabel Chang**
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Although city merchants have mixed feelings about the proposed Cal State Hayward name change, they agreed that it would not affect their businesses.

Last week President Norma Blose refused Mayor Roberto Goepfert's request to postpone her efforts to change the university's name to California State University, East Bay. Changing the name would increase the number of donors to the university, according to university officials, by incorporating Contra Costa County, where another CSUH campus is located.

The merchants took the matter lightly, with some even using humor to express their stance.

"If it will cost less than \$500, I say do it," said Rudy Grassowli, owner of The Cobblers Shoe and Boot Repair, who initially expressed his opposition to the name change because he said it would be costly. He changed his mind when informed of the potential for more donors.

"Then do it and name the university after the millionaires," Grassowli said jokingly.

Grassowli understood the university's need to reach out for more funds but said that a name change should be done only after thorough research is completed demonstrating that it will increase donations. The name change will not affect his business, he said.

Fred Dixon, manager of Copway, agreed with Grassowli that the name change would not affect business at the Foothill Boulevard copying store, but also lends reading materials for various CSUH courses.

"It doesn't bother me," Dixon said. "I will still call it Cal State Hayward, like I

have all my life."

Dixon, a Hayward resident for 37 years, said a name change will not interrupt "the flow of things" in his business with the university. Like Grassowli, he said he hoped whatever money is spent in the process was worth it.

Although he also did not see how his business would be affected by the university's name change, Gilbert Eberhoeck, managing partner of Cyclopath, a bicycle shop in downtown Hayward, said it would be a waste of money

(see **Merchants**, page 1).



A Local Perspective: Fringe customer Stephen Longtin is Copwaymanager, Fred Dixon, who says the reputation of the university name change the school will always be known to have Cal State Hayward listed.

Complex Identity: One of two campuses under the CSU Hayward title, the Contra Costa Campus will also maintain a change in signage if the proposed name change goes into effect (left).

Photos: **Isabel Chang**

Name Not a Big Issue for Merchants

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He said changing the university's name was unnecessary and a setback to the city of Hayward, which he said has been trying to improve its reputation.

Eberhoeck commended the mayor for attempting to save the university's name.

Another merchant opposed to changing CSUH's name is Mignon Doherty, the owner of Ana's Elegant Braids on Foothill Boulevard.

"Cal State East Bay sounds like a community college name," Doherty said. "It is not a catchy name."