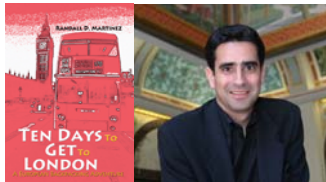


# Operation *JUMP START*

\* MEDIA RELEASE \*

## Randall Martinez to Deliver Keynote Speech at Scholar's Day Luncheon



**Long Beach, CA-** Cordoba Corporation executive Randall Martinez has been selected to deliver the keynote speech at Operation Jump Start's tenth annual Scholar's Day Luncheon on May 21, 2005, at The Grand in Long Beach.

"We are excited to have Mr. Martinez share his experiences with the youth in our program," said Dara P. Cerwonka, Operation Jump Start's Executive Director. "Randall's achievements as Vice President of a major company and as a published author will no doubt serve as an inspiration for our children to stay in school and pursue their dreams."

"It is an honor to support Operation Jump Start's noble goals," said Martinez, who serves as Chief Operating Officer for Cordoba Corporation, an engineering and construction management firm based in Los Angeles. In fall 2004, he published his first book, *Ten Days to Get to London*, a European backpacking adventure that has received critical acclaim from several news media organizations for his effort.

"Randall's involvement with Operation Jump Start underscores Cordoba's commitment to community involvement and giving back to the communities where we do business," said George L. Pla, President of Cordoba Corporation. Cordoba has played a significant role in the construction and improvement of educational facilities at Long Beach Community College since 2003. Cordoba is currently ranked by Hispanic Business Magazine as one of the top ten service providers in California, and by the Los Angeles Business Journal as one of the fastest growing companies in Los Angeles County.

Operation Jump Start is a Long Beach community based mentoring program dedicated to assisting disadvantaged youth who show strong academic promise to stay in school and improve their lives through higher education. Their mission is to help socially and economically disadvantaged youth, ages 13-18, within the Long Beach Unified School District (LBUSD) to become tomorrow's leaders.

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