

SPORTING FUN | EXTRA, B1

## TENNIS ANYONE?

BUSINESSMAN BRINGS PINGPONG TO PLEASURE POINT



BASEBALL TRADE | SPORTS, B7

## APTOS NATIVE EICHHORN HEADED TO DETROIT

**BUSINESS:** Dow nears 12,000 on strong earnings reports, **A11**

An edition of the San Jose Mercury News

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COST OF EDUCATION

# Textbooks on the cheap

CABRILLO PARTNERS WITH ONLINE RENTAL SERVICE



SHMUEL THALER/SENTINEL

The shelves at the Cabrillo College Bookstore are filled with textbooks as students begin to shop for the spring semester. The bookstore, which has new and used texts as well as rental books on the shelves, has added four kiosks to rent books online.

Expansion of program will help students save money

### AT A GLANCE

#### CABRILLO COMMUNITY COLLEGE PARTNERSHIP WITH ONLINE TEXTBOOK RENTAL SERVICE

Cabrillo students can now rent textbooks through an online company called Chegg, www.chegg.com. The Cabrillo Bookstore started a textbook rental service in 2009, and now stocks 27 titles that can be rented. By teaming up with Chegg, the school will expand the number of titles available for rent to students. Renting a textbook costs a fraction of the price of buying it new.

By TOVIN LAPAN  
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**APTOS** — When students at Cabrillo Community College return to classes Feb. 7, they will have one more resource available for lowering their educational expenses.

On Monday, the Cabrillo Bookstore unveiled four terminals at which students can access an online textbook rental service, where some required books can be found at a fraction of the cost of buying new, or even used.

The company is Chegg, and it bills itself as the country's largest textbook rental service.

The partnership with the online service expands the number of titles available for rent to students at Cabrillo, which started a rental service in its bookstore in 2009.

Through the on-the-shelf rental service, there are 27 titles available at 60 percent off the cost of a new book, mostly from the most popular courses that require expensive textbooks.

"We are trying to look at everything we can do to bring costs down for students," said Robin Ellis, the Cabrillo Bookstore manager. "I've literally seen students crying in the bookstore aisles because they can't afford course materials."

For example, a physical geography textbook was priced at \$140 new, \$105 used and rented for \$53.

At the Chegg website, a popular calculus textbook cost \$224 new and could be rented for the term for \$44. However, there is a limited



SHMUEL THALER/SENTINEL

The Cabrillo College Bookstore now has four online textbook rental kiosks in the store.

SEE BOOKS ON A2

TAXPAYER DOLLARS

# Vehicle expenses driving up costs

Government officials get leased vehicles, monthly car stipends

By DONNA JONES  
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Assemblyman Luis Alejo will be driving a 2011 Ford Escape Hybrid back and forth from Sacramento.

His monthly lease payment for the \$37,000 sport utility vehicle: \$104.31.

Alejo's new ride comes so cheap because the lease is subsidized under a decades-old state Assembly program aimed at covering travel expenses tied to government business. His office budget picks up the remainder of the cost: \$276 a month.

Assemblyman Bill Monning drives a 2007 Toyota Camry Hybrid through the program; former Assemblyman John Laird, now state secretary for natural resources, said he drove a "low-cost" Buick during his first two terms and a Camry Hybrid during his last. In his new job, he has access to a pool car for government business.

At the local level, many officials receive monthly car allowances.

But in a time of austerity, such practices are coming under increased scrutiny. Gov. Jerry Brown wants to cut back on the state's fleet of cars.

"People are on edge because of the economy," said Kris Vosburgh, executive director of the Howard Jarvis Taxpayers Association. "When everyone is doing well, many taxpayers are less critical. But when people are having trouble meeting mortgages, meeting the rent, they don't want to hear of anything that hints of luxury."

SEE VEHICLES ON A2

FIGHTING GANGS

# Young teens have more chances to be lured into gangs

Technology a contributing factor, probation official says

By CATHY KELLY  
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**SANTA CRUZ** — Growing up too fast can have long-term consequences for young people in gangs.

Two teens were recently sentenced for their parts in the murder of a man on the Pajaro River levee when they were just 12 and 14 years old, and both had started hanging out with gang members when they were just 10 and 12, authorities say.

In the April 2009 slaying of 44-year-old Jose Marie Barajas, the 12-year-old acted as a lookout and threatened a witness not to call police. The 14-year-old "posted up" and called a fellow gang member to alert him that police arrived, attorneys said. Another teen who was 14 when Barajas was beaten and stabbed, Daniel Mendoza, is being tried as an adult and faces life in

**MORE INSIDE:** Teen heads to detention camp for role in homicide, **B1**

SEE GANGS ON A12

STATE OF THE UNION

# Penny Ice Creamery owners to sit with Michelle Obama

YouTube video thanking president continues to get attention

By J.M. BROWN  
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**SANTA CRUZ** — The owners of Santa Cruz's Penny Ice Creamery will be "in the House" for President Barack Obama's State of the Union address today.

The pair, Kendra Baker and Zach Davis, will join their spouses in first lady Michelle Obama's box in the House of Representatives chamber when the president delivers his annual address, according to a White House statement issued late Monday. The first lady invited the owners of the organic ice cream shop to highlight how federal stimulus funds enabled small business loans.

Vice President Joe Biden called the pair in November to thank them for a video they posted to YouTube

### TUNE IN

STATE OF THE UNION ADDRESS

**WHEN:** 6 p.m. today  
**WHERE:** All major TV networks  
**DETAILS:** www.whitehouse.gov/state-of-the-union-2011

lauding the Obama administration for the American Recovery and Reinvestment Act. By opening the business in August with a \$250,000 loan, the pair employed 11 workers and hired 20 other businesses to renovate and design their Cedar Street shop.

"After the call from the vice president, we assumed that was the end of it," Davis said Monday as he pre-

SEE CREAMERY ON A12



LARISSA MUELLER/SENTINEL FILE

Zach Davis and Kendra Baker, owners of the Penny Ice Creamery in Santa Cruz, bend close to hear Vice President Joe Biden's voice on speakerphone as the media clusters around. Davis and Baker received a small business loan from funds doled out in the American Reinvestment and Recovery Act of 2009 to start the ice cream shop, and made a YouTube video, 'A Thank You Letter from the Penny Ice Creamery,' in appreciation.

### OBITUARIES:

Davis, Carlson, A12

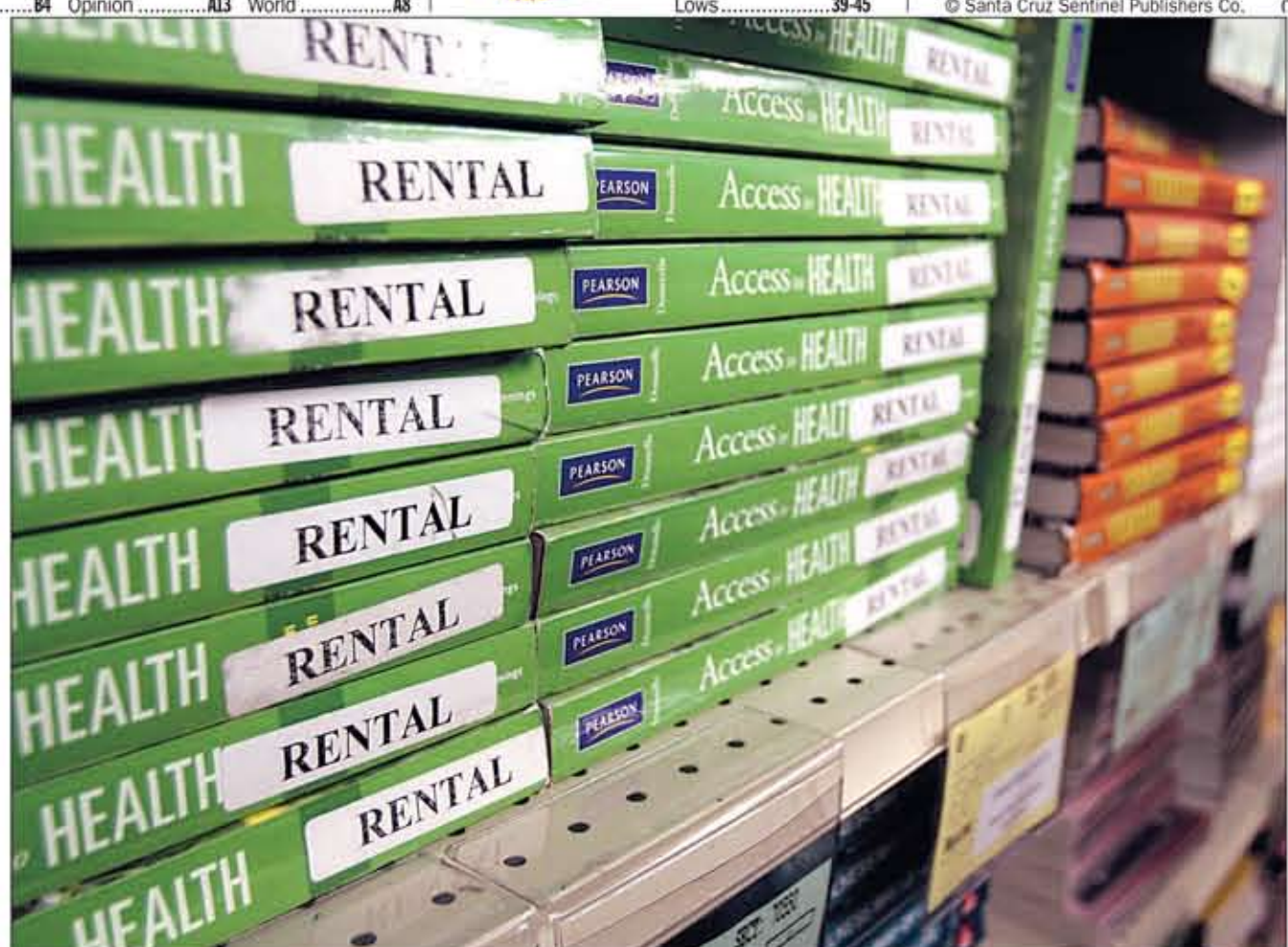
Best Bets.....B5	Local.....B1	Sports.....B7
Business.....A11	Lottery.....A2	State.....A6
Classified.....B10	Nation.....A4	TV listings.....B5
Comics.....B6	Obituaries.....A12	Weather.....B12
Daybreak.....B4	Opinion.....A13	World.....A8



Sunny most of the time

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SHMUEL THALER/SENTINEL

Renting textbooks is a new option for students, who can be forced to spend hundreds of dollars on textbooks each semester if they need to buy them.

## BOOKS

Continued from A1

number of copies available for each title, and students might not find the book they need is available. The site also uses market pricing, bumping up the cost of the rental as the number of copies in stock decreases. For each order placed, Chegg says it plants a tree through its partnership with American Forests' Global ReLeaf Program.

For rentals, students must sign an agreement stipulating the condition in which the book should be returned, and they must return it by a spe-

cific date or face penalties. For the online service, the books can be shipped to and out of the Cabrillo Bookstore, simplifying the process for students.

Textbook rental programs are rapidly expanding on college campuses across the country as a way to help students cut costs, according to the National Association of College Stores.

Yesenia Chavez, who will be starting her second term at Cabrillo in two weeks, said she was not shocked by the prices when she first arrived on campus because her older brother had warned her.

"I took six classes last term and spent \$500 on books," she

said. "I look for the best deals, and sometimes I'm lucky and my brothers took the same course and I can use his old book."

Buying a book used and then selling it back at the end of the term can still be the most cost-effective way to get course materials. That calculus textbook could be bought used at the Cabrillo Bookstore for \$100, and sold back for \$75 — unless a new edition comes out and teachers decide to switch. Then the students could get significantly less for the book when they sell it back, or they might not be able to sell it at all, Ellis said.

"The publishers make money off new books, new

editions, so it makes sense for them to turn them out," Ellis said. "But that drives up the cost for the student."

A 2004 study by the California Student Public Interest Research Group found that the average student spent close to \$900 on books each year, and that textbook costs had increased 24 percent between 1997 and 2004.

For some majors, such as nursing, students spend as much as \$1,000 on books, said Kristen Jeffrey, a Cabrillo student and Cabrillo Bookstore employee.

"Every day parents and students come in here and complain about the prices," Jeffrey said. "People are generally outraged."