

# Beyond <sup>the</sup> VALLEY

Covering San Benito, Santa Cruz and Monterey counties

## Excelligence delisted by Nasdaq

Excelligence Learning Corp. said it was delisted from the Nasdaq Capital Market effective Feb. 3.

The Monterey educational publisher had been given several extensions to file late SEC reports, but it was delisted after missing the latest one on Jan. 31.

Excelligence said it believes that quotations for its common stock will appear in the Pink Sheets (formerly the National Daily Quotations Bureau), where subscribing dealers can submit bid and ask prices on a daily basis. The company said it expects its trading symbol to revert to LRNS effective with the move to the Pink Sheets.

### In brief

An internal investigation into accounting irregularities that affected the reporting of the year ended Dec. 31, 2004, and the quarter ended March 31, delayed finalization of the restatement of results for those periods.

The company said it is being formally investigated by the San Francisco office of the SEC and plans to cooperate with that investigation.

In its own investigation, the company said that it found that liabilities related to inventory, catalog costs and some operating expenses were under-reported in 2004.

The report for the quarter ended June 30 was filed Feb. 3. The company hasn't filed the report for the quarter ended Sept. 30 yet.

In the report for fiscal 2004, the company said it had to decrease its net income for the year by \$677,000 to \$1.3 million, or 15 cents a share. The share earnings were reduced by 7 cents.

The restated results for the quarter ended March 31 shows a decrease to of its net loss by \$76,000, to \$439,000, or 5 cents a share. In this quarter the net loss was reduced by a penny a share.

For the quarter ended June 30, Excelligence said its net income increased more than fivefold to \$698,000, or 8 cents a share. Its revenue increased 12 percent to \$29.8 million.

### Granite boosts projections

Granite Construction Inc. has boosted its earnings projection for fiscal 2005 to between \$1.95 and \$2 in earnings per diluted share.

The Watsonville-based company issued guidance on Oct. 26 in the range between \$1.55 and \$1.60.

It said the improved results are primarily driven by continued strong demand for Branch Division construction services and materials, as well as the ability to work late into the fourth quarter due to mild winter weather conditions in the West.

Granite is a diversified heavy civil contractor and construction materials producer.

## Electronics Summit

draws local execs,  
international press

## Industry leaders and media focus on new technologies

BY BECKY BERGMAN  
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High-tech innovation has been a way of life in Silicon Valley. Hospitality has been a way of life in Monterey.

But it took an enterprising San Jose public relations woman to bring the pieces together for the world.

After the tech bust and the terrorist attacks in 2001, tech companies lost their enthusiasm for prolonged tours to woo the foreign media. Enter Irmgard Lafrentz and Globalpress Connection.

The San Jose public relations firm will host its fourth annual Electronics Summit, "Leveraging the New Complexity,"

**'There isn't another event quite like this in Silicon Valley's backyard.'**

Colleen Martell  
Martell Communications

in Monterey Feb. 27 through Mar. 2 at the Monterey Plaza Hotel & Spa.

During the week-long conference, 80 executives from local electronics firms will meet face-to-face with 50-plus international editors and journalists from Asia and Europe to discuss electronic design, manufacturing and a variety of electronics products.

The annual event is the largest multi-vendor press gathering for the electronics industry — EDA, semiconductor and manufacturing — in the U.S., according to Ms. Lafrentz, Globalpress Connection founder and president.

The EETimes, Electronics Weekly, EBN China, EDN China and Semiconductor Network are among the publica-

tions scheduled to attend.

Event keynote speakers include:

- Dr. Bernard Meyerson, IBM Fellow, VP and CTO, speaking on "New Levers in Information Technology Development;"

- Christine King, AMI Semiconductor president and CEO, will present "The Other Side of Deep Sub Micron Technology;"

- And Gartner Research VP and Chief Analyst Bryan Lewis will present "Charting the Course for Second-Generation SoC Devices."

Other guest moderators include Jim Walker and Stan Bruderle from Gartner; Gerry Kauffhold of In-Stat; Jim Feldhan and Joanne Itow from Semico; Silicon Insider's Jim Turley; and EETimes editor Bill Schweber. Topics range from intellectual property to telematics and consumer devices.

Companies making presentations include IBM, Altera, Tensilica, Cypress Semiconductor and Synplicity. The closing day's program will feature emerging tech companies like Sensory Networks, Sonics and Athena Design Systems.

Event organizers say this will be the largest event since the summit started four years ago. "The event has had a great response over the past four years," said Colleen Martell, founder and owner of Martell Communications in San Jose. "There isn't another event quite like this in Silicon Valley's backyard that addresses the issues this summit does."

The San Jose PR firm also pioneered the concept of "reverse tours," which allows international journalists to spend significant time with American executives with electronics and semiconductor companies, touring their facilities and learning the inner workings of the Silicon Valley tech scene.

When Ms. Lafrentz moved to the U.S. in 1984, she instantly became interested

### IF YOU GO

**What:** Fourth Annual Electronics Summit  
**When:** Monday, February 27 - Thursday, March 2  
**Where:** Monterey Plaza Hotel & Spa, 400 Cannery Row, Monterey  
**Who:** Hosted by Globalpress Connection founder Irmgard Lafrentz.  
**Speakers:** Dr. Bernard Meyerson, IBM fellow, VP and CTO; Christine King, President and CEO, AMI Semiconductor; and Richard Clemmer, president and CEO, Agere Systems  
**Cost:** call for details  
**Website:** [www.globalpresspr.com/summit2006](http://www.globalpresspr.com/summit2006)

in connecting foreign reporters with local tech companies.

It was a slow process to launch the tour summit. While many of the larger companies in the valley were active on the international scene, they were sporadic with PR efforts, said Ms. Lafrentz.

International PR was not a priority for most local companies, according to Ms. Lafrentz, who adds that many tech firms were busy conquering the U.S. market.

Ms. Lafrentz started her San Jose firm the traditional PR way: in a one-stop shop format. She began taking Silicon Valley clients on press tours to Europe, setting up meetings with overseas journalists.

But when the tours proved to be too expensive and time-consuming, Ms. Lafrentz revamped the format and began hosting the annual conference in Monterey in 2002. "Companies don't want to spend the money to fly an executive overseas for a week," said Ms. Martell. "And smaller companies just don't have the budget. The conference really gives them a chance to meet eight or 10 editors at once for a minimal cost."

BECKY BERGMAN is a freelance writer based in North Carolina.

