

## IN BRIEF

**Krishnan to perform at Herrick Chapel on May 7**

■ **LOS ANGELES:** Music Circle will present violin recital by maestro T.N. Krishnan on May 7 at the Herrick Chapel Occidental College on Campus Rd. The program begins at 11 a.m. Ticket: \$25 general, \$15 members, and \$5 students with ID. Contact: (626) 449-6987. [www.musiccircle.org](http://www.musiccircle.org).

**Irfan Murtaza to release audio books on May 12**

■ The audio book release of Irfan Murtaza's second poetry collection *Chanda* and a collection of imaginary conversations, *Tasveerein*, will held on May 12 at the Anaheim Plaza Hotel. For details [www.urduwriters.org](http://www.urduwriters.org).

**Fat Spaniel Technologies nets \$3.5 m funding**

■ **SILICON VALLEY, CALIF.:** Fat Spaniel Technologies, an energy management software startup, announced it received a \$3.5-million investment from DFJ Element, Draper Fisher Jurvetson's cleantech fund. Thomas Varghese president, CTO and founder, Bharosa, Inc. sits on the Board of Advisors of this company.

**Healthia raises \$7 m from Trinity Ventures**

■ **SUNNYVALE, CALIF.:** Healthia, a portal for health care products and services raised \$7 million mainly by Trinity Ventures. Healthia has been funded by Bessemer Venture Partners and founded by Internet indus-

try veterans, Chini Krishnan and Shekar Srinivasan.

**SunPower Corp. moves to new unit in San Jose**

■ **SAN JOSE, CALIF.:** SunPower Corp., which makes solar cells and solar panels, announced its move to a larger facility in San Jose. In addition to the corporate functions, the new site will also house the company's R&D lab. "Over the past year, we have seen our company through a successful IPO, doubled our head count and have sustained our company as one of the industry's leading solar cell manufacturers," said CEO Tom Werner. SunPower COO is P.M. Pai

**Abhay Joshi appointed CoTherix CTO**

■ **SAN FRANCISCO, CALIF.:** Biopharmaceutical company CoTherix has named Abhay Joshi as its Chief Technical Officer and Exec. VP. Prior to this Joshi was the Vice President of Global Technical Operations, Specialty Pharmaceuticals at Allergan, Inc.

CoTherix focuses on licensing, developing and commercializing therapeutic products for the potential treatment of cardiopulmonary and other chronic diseases.

**LongBoard appoints Hari Haran as President & CEO**

■ **SANTA CLARA, CALIF.:** LongBoard, Inc., a leading developer of open IP Multimedia and Mobile VoIP services for telecommunications carriers and service providers, has named Hari Haran as its President and CEO. Haran is a 25-year veteran of the telecom-

munications industry and has served as LongBoard Senior Vice President of Global Sales since March 2005. He has also served as the Vice President and General Manager for Lucent Technologies responsible for the Europe, Middle East & Africa (EMEA) region. "We are delighted to announce Hari's appointment as President & CEO," said Gary Tauss, Chairman of LongBoard's Board of Directors. "Hari has the experience, energy, and skill to take Long Board to the next level in the growing market for Fixed-Mobile Convergence (FMC) and IP Multimedia Service (IMS) enablement," Tauss stated.

**Kannada Koota celebrates Yugadi at Hindu Temple**

■ **SUNNYVALE, CALIF.:** The Kannada Koota of Northern California celebrated Yugadi on April 22 at the Sunnyvale Hindu Temple. The event was attended by over 700 people and featured cultural items by children of the community. Kannada Kali students performed skits depicting ancient fables in Kannada language. A special Antakshari 'Haadonda na Haaduvenu' was conducted by Ramprasad, Somsekhar and Shubha Srinath. Attendees also enjoyed a traditional Yugadi meal. Mamtha Mahadevappa and a team of volunteers worked hard to construct a traditional stage.

**Bay Area community raises fund for Danyal Ali**

■ **SILICON VALLEY, CALIF.:** The SF Bay area community last week held several fundraisers for Atlanta-based 15-year-old Asian-American Danyal Ali, who suffers from Acute Myeloid Leukemia (AML). Ali's family needs \$500,000 to pay for his treatment.

While he has found the right match for a bone marrow transplant, Ali's family does not have insurance and Medicaid does not approve this treatment, according to Bay Area coordinator Farida Merchant. Non-profits like Children's Cancer Center and Caylee's Heart Foundation have held fundraising drives for and have netted about half of the cost already. The last drives were held in Silicon Valley on April 23.

"For those of us who are blessed with health and wealth, let us join hands to help save a life," said Merchant. For details [www.helpdanyal.com](http://www.helpdanyal.com), [www.chidrencancercenter.org](http://www.chidrencancercenter.org) and [www.cayleesheart.org](http://www.cayleesheart.org)

**Christian Telugu Church celebrates Spring**

■ **NEWARK, CALIF.:** The Christian Telugu Church (CTC) held its annual Spring concert April 22 at Newark Memorial High School theater. Members of Mitr, the youth band music, Raj Munu on keyboards, vocalists Sri-ram Srinivas and Arathi Murthy, percussionist Deepak K. Chandla (table), welcomed the spring season with contemporary Telugu Christian music. Also performing was Kumar Vijjeswarapu on the sitar and lending help on vocals.

**Ekal Vidyalaya recruits for fundraising Marathon**

■ **BAY AREA, CALIF.:** Ekal Vidyalaya Foundation (EVF) last week held a series of open houses to recruit runners for the annual Ekal Marathon scheduled to be held on Oct 29, as part of the Silicon Valley Marathon. The 2006 Ekal marathon plans to raise \$75,000 for sponsoring schools in rural and tribal India.

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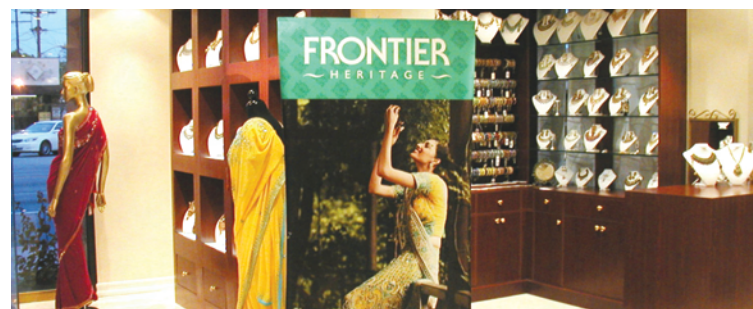
## KALYANI VASAN

Artesia, Calif.

With 4,000 sq ft street front visibility on Pioneer Boulevard, its fabulous mannequin displays, lighting and imposing structure, you cannot miss Frontier Heritage. Even if you are not in the market for designer clothing, a visit to the showroom is worth the time!

Frontier Heritage, a one-stop fashion house, opened its doors in February this year, adding to the plethora of fashion clothing outlets that have mushroomed on the Indian strip. Indeed, with demand being nearly out of control for designer clothing, the competition is fierce. Says Nita Asija, owner of Frontier Heritage: "Competition does not deter me. That is because we do not just pick clothes from different racks in India. Each one of our pieces is hand crafted, designed and manufactured at our own facility in Delhi. Our quality is unsurpassed and so is our pricing. We try to stock something for every budget and taste, while never compromising on material or the craftsmanship."

Frontier Heritage is a family owned enterprise with two outlets in India—one in New Delhi and the other in Phagwara in Punjab and a store in Canada followed by the latest in Los Angeles. The house has its roots in the days after the India's partition in 1947 when Asija's father opened Frontier Bazaar. Following this tradition, Asija says, "Fashion clothing is the only thing I know how to do. I love

**Frontier Heritage: Challenging the frontiers of fashion**

it so much that it is like a sixth sense in me at all times; my clients are surprised that within a few minutes of conversation, I am able to pick out what they would have for themselves." It is indeed surprising to not see Asija or her husband Ravi in the store all the time.

What is hot in Frontier Heritage? "Our wedding trousseau collection—*shaadi* shopping is going through a total change; there was a time when the bride's mother would travel to India with a massive list of things to buy and bring back for the wedding. What with finding matching blouses for sarees, getting them tailored, finding the right sized shrawani for the groom and of course the always nerve racking issue of buying clothes for the groom's mother. At Frontier Heritage, we have simplified this process, we offer coordinated clothing for the bride and groom for all the different functions, coordinating outfits for the brides-

maids and even approval-guaranteed clothing for the groom's mother. These days it is not surprising for the brides and grooms families coming together to shop and end up having a jolly good time. I have a speedy tailor who will fit your body perfectly. We also offer matching accessories like turbans, purses and sets of colorful choodas (bangles)."

But are men conscious of what they want to wear? "Sure," says, Asija, "Men now take great pleasure in trying out different achkan suits and they even come in shades ranging from the traditional cream to bright blues and even reds."

As for ladies, the traditional saree is still numero uno. Heavy embroidery is in, but the emphasis on the blouse has increased multifold—the v-neck is back with back buttons. And at Frontier Heritage, the mission is to challenge new fashion frontiers with an eye on style, quality and affordability.

