2010-2011 HAS BEEN A YEAR OF CHALLENGE AND achievement.

I have been privileged to work with Cal Poly Engineering’s outstanding students, faculty and staff, all of whom came together to surmount fiscal challenges, recruit a new dean and amass championship trophies.

I am convinced that Cal Poly Engineering is stronger than ever and well-positioned to continue its trajectory of excellence.

One of our primary administrative goals was to establish fiscal priorities. I was impressed at how the departments worked together to make necessary cuts and to optimize resources. We also made gains in developing a sustainable resource allocation model linked to an enrollment management plan that incorporates departmental capacities as well as the needs of California and industry.

This year also marks another achievement: I couldn’t be more pleased that Dr. Debra Larson accepted our offer to become the next dean of Cal Poly Engineering.

Dr. Larson is known for her focus on student learning, her high energy and her ability to build consensus. I believe she is the right person at the right time for Cal Poly because of her leadership skills, broad-based experience in both industry and education, and strong commitment to undergraduate education and Learn by Doing.

You can read more about Dr. Larson on our Web site: ceng.calpoly.edu/news/debra-larson-named-dean-calpoly-engineering/.

Now, about those trophies . . .

If you peruse the news posted on our website (ceng.calpoly.edu/news/), you’ll see stories about national awards for the Cal Poly Society of Women Engineers, Society of Hispanic Professional Engineers, AIAA design teams, Engineers Without Borders, Urban Concept Car and Society of Civil Engineers, among others. Cal Poly also won the American Society of Civil Engineers National Concrete Canoe Competition – for the second year in a row.

The slew of national titles and awards won by Cal Poly speaks to the caliber of our students, the power of Learn by Doing, and the hours of “elbow grease” contributed by our teams, who are the envy of engineering programs across the nation.

I’m grateful to have been given this once-in-a-lifetime opportunity to contribute to a college that is first in its field – and I’m grateful to the alumni, friends and donors who support this extraordinary institution.

Thank you.
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Cal Poly engineers teamed up for success in 2010-2011. Team Highlights

- Cal Poly Society of Women Engineers (SWE) won first place in the national Team Tech competition for their design of a mobile patient monitoring system sponsored by Mazzetti Nash Lipsey Burch. SWE also won first place for Outreach for Large Sections and first for Membership Retention for a larger section.

- Cal Poly aerospace seniors took both first and second place at the national Undergraduate Team Aircraft Design Competition sponsored by the American Institute of Aeronautics and Astronautics Foundation (AIAA).

- For the third consecutive year, the American Society of Civil Engineers (ASCE) honored Cal Poly with the prestigious Robert Ridgway Award given to the most outstanding chapter out of the 280 student groups across the country.

- Cal Poly Engineers Without Borders (EWB) received the EWB-USA West Coast Region Outstanding Chapter Award and the first-place award in the inaugural Tyler Palmer Design Competition.

- The Cal Poly Killer Bee Design Team won the Raytheon University Design Competition.

- PolyHouse renovated the home of Jacob Slattery, who is confined to a wheelchair as a result of paralysis from spina bifida. The 38-member student team included majors in industrial, mechanical, aerospace and biomedical engineering; and engineering management, business and agriculture. Thanks to REC Solar, the annual project included a solar system installation for the first time.

- For the second year in a row, Cal Poly captured the American Society of Civil Engineers National Concrete Canoe Competition championship, edging out 22 other universities from the U.S. and Canada with a 208-pound, ocean-themed canoe made in part from recycled toilets.

- Cal Poly’s Formula Hybrid™ team beat the odds to place seventh overall at the international competition sponsored by the Society of Automotive Engineers and the IEEE.
Cal Poly engineers teamed up for success.

The Cal Poly Rose Parade float “Galactic Expedition” won the 2011 Viewers’ Choice Award and the Tournament of Roses’ Fantasy Trophy. Above: The Galactic Expedition rolls down Pasadena’s Colorado Blvd.

An 18-member team of Cal Poly civil engineering and architecture students won second place at the 2011 Earthquake Engineering Research Institute (EERI) Seismic Design Competition in San Diego.

Cal Poly Society of Hispanic Professional Engineers (SHPE) earned first and third place in the design competition and second in the technical poster competition at the Society of Hispanic Professional Engineers (SHPE) National Conference.

The Cal Poly Urban Concept Car Team won the Southwest Research Institute Technical Innovation Award at the 2011 Shell Eco-Marathon. The vehicle’s performance of 425 miles per gallon earned a third place overall finish.
IT’S BEEN A PRODUCTIVE YEAR FOR THE Dean’s Advisory Council (DAC) – my involvement has made me realize, again, the important contributions that can be made by Cal Poly volunteers and supporters.

This year – with a new university president and a new dean joining the College of Engineering – the DAC has taken the opportunity to help identify how the college will move forward. We were greatly assisted by the department chairs and Acting Dean Erling Smith, who brought everyone to the table. We owe Erling a debt of gratitude for gracefully stepping into the role of interim dean. He provided a measure of stability and leadership in what could have been a difficult time.

One lesson learned from Erling, in fact, is that while change is inevitable, it need not be tumultuous. Through careful planning and conscientious collaboration, we can chart a course for the future that builds on the strengths of Cal Poly Engineering.

In particular, the DAC focused on four areas for improvement in our educational program.

1. To remain a frontrunner in Learn by Doing (LBD), we need to continue enhancing our model. To that end, the DAC started developing a benchmarking study comparing LBD programs at universities across the nation, and we visited the Stanford D School to see what one of our eminent competitors is doing.

2. To help the dean and department chairs manage enrollment, the DAC volunteered to compile data and information on the following: current employability of graduates in various engineering fields; industry trends; and California’s population demographics to ensure representative diversity in the college.

3. We discussed how industry can help support and improve project-based learning, and we began working on a senior project development and management process that would aid departments, help establish multidisciplinary projects, encourage industry engagement and increase innovation.

4. The economic vitality of California and the nation depends on innovation and entrepreneurship, and we want to give students the tools and education they need to develop new products and start new businesses. Therefore, the DAC has undertaken to determine how the college can address innovation and entrepreneurship in the curriculum, and how we can increase our partnership with the Center for Innovation and Entrepreneurship, an initiative housed in the Orfalea College of Business.

I think Cal Poly Engineering is making great strides! I thank the donors and industry partners listed in this report. To achieve our goals, we need all our alumni, friends and donors—there are so many ways you can help. Don’t hesitate to ask what you can do to support Cal Poly!
**Expenses**

- Telephone, Postage & Supplies: $1,062,741
- Management & Support Staff: $4,273,834
- IT Hardware & Software: $164,505
- Equipment: $12,853
- Travel: $68,107

**State Support**

- Expenses over years from 2004-05 to 2010-11

**Entrance Measurements**

- GPA: 3.97
- SAT: 1287
- ACT: 28.8

**Enrollment**

- 2010 College of Engineering Total Enrollment: 5,220

- 2010 Measurements: GPA = 3.97, SAT = 1287, ACT = 28.8

- **Graduate**
- **Undergraduates**
- **Total Enrollment**

- **GPA**
- **SAT**
- **ACT**
College of Engineering News

- Cal Poly Engineering was named No. 2 in the nation for public-master’s engineering by *U.S. News & World Report*. In the last 12 years, Cal Poly Engineering has ranked among the top four spots in the nation, capturing the top ranking five times.

- The computer, electrical and mechanical engineering programs were each ranked as the top program at a public university. Cal Poly Aerospace and Civil & Environmental Engineering were ranked No. 2 at a public university.

- Cal Poly holds an unprecedented record in the U.S. News rankings: 18 years as the best public-master’s university in the West.

- Erling A. Smith, Cal Poly vice provost for Programs & Planning, served as acting dean. A successful search for a permanent dean concluded in June with the announcement that Debra Larson, associate vice provost at Northern Arizona University, would join Cal Poly on August 22, 2011.

- In a Wall Street Journal poll, Cal Poly was named as one of the top universities in the nation at producing the best graduates to hire in business and engineering.

- Mark Thomas & Company established a student scholarship endowment in memory of 1979 graduate Chris Rockway (CE/ENVE).

- Aviation Week & Space Technology named Cal Poly first in the nation for industry workforce recruiting.

- NASA signed a $5 million, five-year contract award to Cal Poly to provide a broad range of satellite deployer services ensuring that students will have hands-on opportunities to work with launch providers, NASA and all universities developing CubeSats.

Student Success

- Biomedical engineering master’s student Lesley Telford received the Outstanding Collegiate Member Award from the national Society of Women Engineers.

- Victor Sanchez won the Engineering and Computer Science - Graduate Category at the CSU Student Research Competition for his structural engineering research project.

- Kevin Yamauchi, a master’s candidate in biomechanics, was awarded a National Science Foundation Graduate Research Fellowship worth $90,000 over three years.
Adam Heard (ME) and Ross Light (CSC) mentored the Atascadero High School “Greybots” team to victory at the 2011 FIRST Robotics World Championship.

Faculty Achievements

- Kira Abercromby (AERO) and Lynne Slivovsky (EE) each received two-year, $40,000 Lockheed Martin Endowed Professorship awards. David Marshall (AERO) won the $1,000 Raytheon Excellence in Teaching and Applied Research Award, and Professor Emeritus Raymond Gordon won the $3,000 Wingate Foundation HVAC&R Award. The college’s first Societal Impact Award recognized Linda Vasasupa (MATE). Outstanding Staff Awards were presented to Jo Ernest and Noni Smyth.

- Mechanical Engineering Professor Chris Pascual was named Person of the Year by the Society of Fire Protection Engineers (SFPE) for his efforts in establishing Cal Poly’s Fire Protection Engineering (FPE) program.

- Brian Self (ME) received the prestigious Kent Gillingham Award from the Aerospace Medical Association for his contributions in the fields of spatial disorientation and situational awareness related to flight.

- The Journal of Solid Waste Technology and Management presented Environmental Engineering Professor Sam Vigil the Iraj Zandi Award for educating students about solid waste management.

Alumni Success

- NASA astronaut Greg Chamitoff (EE ’84) made his fourth shuttle mission into space aboard the Endeavor on the STS-134 mission.

- Einar V. Larsen (EE ’73) was elected to the National Academy of Engineering for his invention and application of flexible AC transmission systems devices.

- Tricia Compas (CE/ENVE ’09) received the Creativity Foundation’s 2011 Legacy Medal for her promise as an inventor and entrepreneur in creating the Polytech Waterbag, a portable, low-cost device to provide clean drinking water to disaster victims.

- Stephanie Brown Trafton (IE ’04), 2008 Olympic gold medalist, was inducted to the Mustang Athletics Hall of Fame.

- Katherine Gage (ME ’10) received the Outstanding Collegiate Member Award from the national Society of Women Engineers.
“TEAMING UP FOR SUCCESS” IS NOT only the theme of this Annual Report, it’s also an apt description of the Engineering Student Council (ESC).

ESC builds communication, community and collaboration among engineering students, student organizations, faculty and industry. As the overarching student organization for Cal Poly Engineering’s diverse spectrum of clubs and leadership activities, ESC enjoys an unrivaled perspective of the school’s spirit of competition – and its extraordinary culture of collaboration.

Just a sampling of ESC’s highlights this year:

• Inaugural Presidents’ Council: We assembled a “P-Council” composed of presidents from each engineering student organization for a first-of-its-kind summit. There, in the company of peers, these student leaders could share the special challenges and successes of running a student organization, explore common interests, build uncommon friendships … and emerge with more than their share of best practices.

• Engineers Week: This year was, by far, our largest celebration of engineering yet, with 18 different events and hundreds of student attendees. We also teamed up with industry as never before – and the week of interacting with these top companies truly made me excited for all our futures!

• Mustang Mentoring Day: This event was yet another occasion for students to team up, this time with alumni. For the second year, Cal Poly alumni came back to campus to spend a day mentoring engineering students on making the most of their remaining time at college as well as exploring career possibilities from fresh vantages.

And, throughout the college, the winning ways of student teams were on spectacular display through projects such as CubeSat / PolySAT and the Society of Civil Engineers’ concrete canoe and steel bridge competitions. Humanitarianism was exemplified by the PolyHouse project and Engineers Without Borders. Innovation was displayed by projects such as the assistive prosthetic device created by

Electrical Engineering student Dylan Pavelko, who served as president of the Engineering Student Council, graduated in June

Team Tech.

When it comes to teaming up, the year was teeming with success!

“"We also teamed up with industry as never before – and the week of interacting with these top companies truly made me excited for all our futures!""
I've had a great experience here, and the scholarships I've received literally helped me survive. I'd like to give back by working with other AVID kids. I'll tell them to work hard, do more reading and realize that there's no limit to knowledge.

TWO YEARS AFTER VICTOR SANCHEZ CAME TO THE United States from Mexico, the Twin Towers collapsed. The event sparked his interest in civil engineering, and the research he has done at Cal Poly may help prevent future disasters.

Victor won the Engineering and Computer Science – Graduate Category at the 2011 CSU Student Research Competition for his project on “Enhancing Progressive Collapse Resistance of Steel Building Frames Using Thin Infill Steel Panels.”

It was not the first time he competed on behalf of Cal Poly. In 2008, Victor led a team to first place in the National Society of Hispanic Professional Engineers (SHPE) Design Competition.

“The competition was fun but challenging,” he says. “Cal Poly instills high expectations, which shows in our winning record.

“The CSU Research Competition is especially difficult. We first had to submit our paper to our department and then to Dean Opava in the Office of Research and Graduate Programs. I think anyone who makes it to the competition from Cal Poly has a good chance of excelling.”

After receiving his master’s degree, Victor joined Brocade as a project manager – achievements he could not have predicted when he arrived in the United States. His parents have minimal literacy, and none of his seven siblings or dozens of cousins and extended family have gone to college.

“I had never even heard of college until I joined AVID, a program for underserved students,” he says. “I did well in high school and was accepted at all the UC campuses, but couldn’t get financial aid because I wasn’t legal. After attending community college and earning my citizenship, I came to Cal Poly because of its reputation in engineering.

Victor’s accomplishments at Cal Poly include receiving the CSU-LSAMP Scholar’s Award, which recognizes underrepresented students in the STEM disciplines.

“I’ve had a great experience here,” says Victor, “and the scholarships I’ve received literally helped me survive. I’d like to give back by working with other AVID kids. I’ll tell them to work hard, do more reading and realize that there’s no limit to knowledge.”
Construction workers adjust a crane used to erect the tower for the Cal Poly Wind Power project on a remote hillside on campus.

CORPORATION & FOUNDATION DONORS

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Fugro West Inc.  
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Gene Haas Foundation  
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Glumac International  
...
MUSTANG ’60 PROJECT SHOP IS FOCUS OF COUPLE’S NEW GIFT

THEY BUILT A LEARN BY DOING LAB and now they’re staffing it.

In 2008, John and Connie Nielsen provided a grant to purchase and install the equipment to make the shop space in the Bonderson Project Center functional. They named the facility the “Mustang ’60 Projects Shop” in honor of the Cal Poly football players and staff killed in the plane crash in the fall of John’s freshman year.

Three years after making their original gift and watching the development of the shop, they decided “one gift was not enough.” This year, they gave an endowment to fund the position of the Mustang ’60 Shop Technician.

A 1964 mechanical engineering graduate, John recalls his own experience in the shops and labs at Cal Poly. They gave him the foundation for a rewarding career designing and testing machinery for the Army and large companies such as General Mills. Founding the Mustang ’60 Shop was his way of giving back for his success.

“We’ve been extremely happy with how the shop technician, Eric Pulse, has built out the lab,” says John. “He provided a layout and acquired the tools and technology to make Mustang ’60 state-of-the-art. The facility now allows students to bring their design and projects to life – it’s a core piece of Learn by Doing for the entire college.

“Connie and I want to make sure that Eric or another talented technician like him is on hand to keep the shop running and well maintained, plus support student projects.”

A frequent visitor to campus as a member of the Industry Advisory Board for the Mechanical Engineering Department, John has had the opportunity to see a wide variety of student projects and also review the ME curriculum – and he’s impressed.

“When I was at Cal Poly, we used World War II surplus equipment. But the ME department today is very progressive and focused on responding to changes in the industrial world. The faculty wants to provide the best training and up-to-date technology for modern engineers,” he says.

“I hope other alumni will do what they can as well to support Cal Poly’s Learn by Doing program.”
MECHANICAL ENGINEERING WAS A PERFECT MAJOR for me.”

That’s how José Garcia, a third-year Mechanical Engineering student and Bechtel scholarship recipient, sums up his Cal Poly career – and the major he had never heard of in high school.

“I found out about mechanical engineering at a summer program at Berkeley. I fell in love with it, and that led me to Cal Poly.”

His love for cars and his father’s work as a diesel mechanic supervisor also fueled José’s interest. Today, he tinkers with his own ’67 Mustang and a ’68 Chevy truck. “The hands-on approach is another reason I like Cal Poly – it’s what I’ve always done.”

So, no surprise, José joined the Cal Poly Urban Concept Car Team, a vehicle division that focuses on meeting the real-life needs of drivers. The team drove off with a prestigious award for technical innovation and a third-place overall finish in its category at the 2011 Shell Eco-Marathon.

“It looks more like a traditional car,” says José, “but it’s loaded with technology – no other team could match our electronics system.” Even though he has done a lot of work on engines, “This was way different. The components around the engine – that was all new. It took a focused process and a lot of testing and improving, and it paid off.”

And that’s what makes the club a microcosm of real-world industry, he says. “It’s multidisciplinary and multidimensional, involving manufacturing, building, testing and continual improvements.”

José is a bi-cultural, first-generation college student. Born in Los Angeles, he grew up traveling back and forth between San Diego and Mexico due to his father’s work. He credits the experience with giving him a sense of being at home in both countries, and fostering his natural curiosity and openness to new environments.

The Society for Hispanic Professional Engineers (SHPE) has also been key in his growth as a student and leader. “The chapter here is one of biggest – and best – in the western region.” Through SHPE, José connected with Conoco Phillips, where he was an intern this summer designing pressure valves and handling some project management responsibilities.

“Being in clubs you develop really strong friendships and you interact a lot. You learn to be open-minded and to trust each other. You don’t get that from classes.”

José Garcia
Mechanical Engineering junior
Bechtel Scholarship
The following companies have generously matched gifts from their employees to Cal Poly Engineering.

- Abbott Fund
- Abbott Laboratories Foundation
- Adobe Systems Inc.
- Aerojet
- AES Corporation
- Agilent Technologies Inc.
- Alcoa Foundation
- American Electric Power Service Corporation
- Amgen Foundation
- Aramark Uniform Services
- AT&T Foundation
- BAE Systems
- Bechtel Group Foundation
- Blount International Inc.
- Boeing Company
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- Novartis US Foundation
- Novellus Systems Inc.
- Oracle Corporation
- Pacific Gas and Electric Company
- Parker Hannifin Foundation
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Panda Restaurant Group Inc.
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Perceptive Development Inc.

Working with the Cal Poly Power & Energy Society, engineering students lift a solar panel on the roof of a home in Nipomo.
Cal Poly President Jeffrey D. Armstrong, left, tours the QL+Lab with engineering students Dylan Pavelko and Nickolas Butler.

IN-KIND GIFTS

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US Air Conditioning Distributors Inc.
Valley Lighting
Western Digital Technologies
Betty J. Wiggins
York
Christine & Conrad Young
David M. Young

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Kelly Moore Paints
Kyle Roofing Co.
L’Adventure Winery
George Leone
Daniel & Star Malone
Edward T. Martin
Noreen Martin-Hulburd
& Christopher Hulburd
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Navajo Rock & Block
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Linda A. Teppe
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Alyssa Daw

A GIFT FOR GIVING

ALYSSA DAW, A 2010 SOFTWARE ENGINEERING GRADUATE, has always wanted to make a direct impact with her work.

“When I was growing up, my mother worked at a biomedical center. What struck me was you don’t have to have a medical degree to save people’s lives – there’s a lot you can do with software to make a difference.”

During her Cal Poly career, Alyssa made an impact as a tutor, a leader in the Society of Women Engineers, and a cross-country and indoor/outdoor track and field athlete, as well as for her commitment to women’s equality, for which she won a Farrer Scholarship.

Last year she also became a voice for a new generation of student philanthropists when she and Brian Oppenheim led a class gift initiative for their department – an effort so successful that the class of 2011 followed in their footsteps.

“Students feel positive about Cal Poly Computer Science and want to be sure it stays great and gets even better,” says Alyssa.

The young alumna – now a software engineer at Google – is once again leading the way. When she heard that an anonymous donor had committed $35,000 as a challenge to raise funds for a cutting-edge Human-Computer Interaction (HCI) Lab, Alyssa jumped in with a $2,500 gift.

“I see the HCI Lab as a special opportunity to invest in the future of computing and to give students exposure to the rapidly changing field of user experience design. Cal Poly’s Learn by Doing approach was a perfect match for me, and it definitely prepared me for a challenging, stimulating environment like Google.”

“I really like the idea that each of us has been given some kind of talent, a gift. Whether we’re an individual or Google itself, figuring out how to best to give back is a hard problem to solve – and really interesting – and that’s what inspires me.”

“I see the HCI Lab as a special opportunity to invest in the future of computing and to give students exposure to the rapidly changing field of user experience design.”
Robert Kobara & Silvia Aguilar

Scholarship recipients

**Silvia Aguilar and Robert Kobara hold up their Team Tech project, a prosthetic assistive device for climbing stairs.**

Robert Kobara’s educational path began in the hospital, sparked by a world of beeps, buzzes, blinking lights and a welter of optical cabling and circuitry. He was fascinated. A junior in high school, he had been diagnosed with a brain tumor on a Tuesday; by Thursday, he found himself in UC Davis Medical Center for a life-changing week.

“I had never seen such a convergence of machines, electronics or diagnostic equipment,” recalls the second-year Biomedical Engineering major and C&D Chrones Scholarship recipient. “I was hooked.”

“Not long after my surgery, when I saw that Cal Poly had biomed engineering, that was it for my college choice,” explains Robert. “It’s been a blast. I’m learning about products – like stents and valves – and what biomed is about. And, through the Team Tech project, I’m really getting exposed to design.”

Team Tech is the national design competition sponsored annually by the Society of Women Engineers. One of Cal Poly’s Team Tech projects this year focused on building an assistive device for a prosthetic client: 20-year-old Cameron Clapp.

“This product allows someone like Cameron to go up and down stairs ‘under their own power.’ It could be revolutionary,” marvels Robert. “And to know that I contributed is really meaningful. I’m finding my niche.”

The challenges of our assistive device make it the biggest project of its kind, and the interaction with Cameron made it unique,” agreed Silvia Aguilar, another C&D Chrones Scholarship recipient and Team Tech participant.

Silvia, a third-year Mechanical Engineering major, seems to be excited by everything at Cal Poly. In addition to her Team Tech work on assistive technology, she is intrigued by automotive engineering, and she’s been involved with eWeek, the Pilipino Cultural Exchange Club, the Society of Women Engineers, Cal Poly Women’s Volleyball Club, the Society of Hispanic Professional Engineers, and Engineering Ambassadors.

“I love leading tours for prospective students,” she says. “What wows them are our labs—how much hands-on experience they can have here. Parents are even more amazed at what can be created at the undergraduate level.

“The scholarship has played a huge role in allowing me to be involved in all my activities,” Silvia notes. “In fact, I wouldn’t be here without it. My mom – a single mom with an administrative job – would simply not have been able to afford Cal Poly. I’m grateful and I want to soak up as much as I can. I don’t sleep!”

**Robert Kobara**
Biomedical Engineering sophomore
C&D Chrones Scholarship

**Silvia Aguilar**
Mechanical Engineering junior
C&D Chrones Scholarship
Materials engineering student Kyle Savage works on the carbon fiber body for the Cal Poly Urban Concept Supermileage Car.

Computer Science students concentrate on a project.

AERO students line up the RMAX helicopter for a test flight.
SCHOLARSHIPS DO MUCH MORE THAN KEEP STUDENTS AFOAT. IN FACT, SCHOLARSHIPS OFTEN ALLOW STUDENTS TO PARTICIPATE IN ACTIVITIES THAT CHALLENGE THEIR KNOWLEDGE AND CREATIVITY, SUCH AS THE NATIONAL CONCRETE CANOE COMPETITION.

Danielle Steinmetz and Jazz Gilbert were part of the winning team that claimed the “America’s Cup of Civil Engineering” for the second consecutive year at the American Society of Civil Engineering (ASCE) National Concrete Canoe Competition. Danielle, a Kimley-Horn scholarship recipient, was team captain; Jazz, a ChevronTexaco scholarship recipient, helped build and paddle the canoe.

“Not many other majors get as excited about concrete the way we do,” says Danielle. “But through the competition you learn how to push the limits – not only of what you know and what you can do, but who you can be.” She credits this year’s repeat success to an abundance of hard work by team members, which included Civil Engineering, Industrial & Manufacturing Engineering, Mechanical Engineering and Art and Design majors.

“Each of us put in an average of 40 hours a week – everyone worked together to support each other.”

Likewise, Jazz is “all in” for club activities that augments his studies. “As a freshman, I went a little overboard. I joined numerous clubs and was dorm president. But since sophomore year, I’ve stuck with ASCE. Their field trips, competitions and national convention are second to none. That one club is plenty!”

Although accepted at UC Berkeley and UCLA, Jazz opted for Cal Poly after a tour of the campus. “It just clicked. Its Civil Engineering Department is renowned. You can get a job with more ease than anywhere else, and I felt at home.” That feeling of community included a sense of new opportunities to learn more, do more and expect more from himself. “Engineers are often stereotyped as being quiet and introspective – but that’s not what you see in the most successful ones. Cal Poly helps you grow as a whole person. In addition, the ChevronTexaco Scholarship has allowed me to use what I’m learning in contexts outside the classroom. I’m learning not only how to build structures but how to build a strong social network, as well as public speaking, presentation and collaboration skills.” Both Danielle and Jazz plan to get graduate degrees and then pursue careers in structural engineering.

Jazz Gilbert
Civil Engineering junior
ChevronTexaco Scholarship

Danielle Steinmetz
Civil Engineering senior
Kimley-Horn Scholarship
ALUM GIVES BACK TO CAL POLY IN MANY DIFFERENT WAYS

“I WAS HIRED BY TRW BECAUSE OF CAL POLY,” SAYS Kraig Scheyer, a 1979 Environmental Engineering graduate. “The projects and real problems we worked on in class gave me the skills to go right to work doing pollution control testing all over the U.S. I knew, even then, that I owed a lot to Cal Poly’s Learn by Doing education, so I always felt appreciative and connected to the university. That connection was strengthened by all the Cal Poly alumni I’ve worked with at both TRW and Northrop Grumman – at one time, I had three Cal Poly engineers working for me.”

Kraig, recently retired as Northrop Grumman’s vice president of administrative services, has been an ongoing Cal Poly donor and a volunteer.

Now, to honor the university in a long-lasting way, he’s made Cal Poly part of his estate.

“My first volunteer service to Cal Poly was to coordinate Northrop’s relationship with the university,” explains Kraig. “That led to my becoming part of the Dean’s Advisory Council, which I’ve really enjoyed.

“My involvement made me better understand the priorities of the college and how to enhance the programs. Plus, the DAC opened my eyes to all the ways you can become engaged as a mentor, in projects, through alumni events, and as a donor. There are many ways to invest and give back to Cal Poly!

“I decided that it was a good time for me to make a bequest to the college. I could continue making annual donations, but I would be limited in what I could give at any one time. The bequest allows me to make a more significant gift because it’s a commitment that will be carved out of my estate, and, hopefully, a bequest offers possibilities for growth of the gift.

“My hope is that my gift will help continue the legacy of Learn by Doing at Cal Poly.”

“The projects and real problems we worked on in class gave me the skills to go right to work doing pollution control testing all over the U.S. I knew, even then, that I owed a lot to Cal Poly’s Learn by Doing education, so I always felt appreciative and connected to the university.”
TEAMING WITH OTHER STUDENTS TO DESIGN A “SPORTS BOT” TO ENCOURAGE CHILDREN TO BE MORE ACTIVE was right up Jorge Hernandez’s alley, even with no prior experience in robotics.

“My role – with other mechanical engineers on the team – was to prove the concept works,” said Jorge. And work it did. The Dual Sport Bot earned first place in the 2011 National Society of Hispanic Professional Engineers (SHPE) Design Competition. The ME and Computer Science team produced a basketball hoop that uses sonar sensors and infrared technology to detect players within a three-foot radius and then moves away from them. To shoot, children have to run after the hoop.

In another context, the concept was familiar: “My parents always said, ‘Strive for more,’” he says.

Born in Mexico, Jorge grew up in Santa Cruz, where his parents built successful small businesses – his father in landscaping; his mother in housecleaning. “They showed their children that you can succeed, even with limited resources.”

“Mom used to say, ‘Go to Stanford. Be a Doctor.’ So, she was quite impressed that we won this national competition while Stanford took second. It shows Cal Poly can compete at the same level. It’s the same with Berkeley. Each school has a different learning style.

“I didn’t know about Cal Poly or think about engineering until I was in community college, and my professors talked about Cal Poly, San Jose State, Berkeley and UCLA. I knew Cal Poly was competitive, and that I needed to stand out. It was a turning point. I started studying harder and looking at the material in a different way.”

Jorge now shares that breakthrough with other students: “It’s one thing to study and another to study effectively.”

As an officer and academic peer counselor for SHPE, he coordinates workshops on time management and stress management, and produces study guides.

His scholarship from the National Science Foundation has made all the difference. “At my community college, doing work and school was tough, and I didn’t do particularly well. The fact that I can now focus exclusively on my studies helps a lot. I’m very competitive. The scholarship, together with the competitions, motivates me to reach higher … and strive for more.”

Jorge Hernandez-Maldonado
Mechanical Engineering senior

MESA-National Science Foundation Scholarship
ZERO MASS ENGINEERING (ZME) LED BY CAL Poly Computer Science graduate Rob Ricci (1989) is powering the growing trend in do-it-yourself publishing. The company’s inventive software development teams are innovating tools like CreateSpace, the self-publishing company that is a wholly owned subsidiary of Amazon.com, which provides services that makes it easy for an individual to self-publish books, CDs and DVDs.

“CreateSpace is the business brand, and we develop the underlying platform,” said Dave Louw (Computer Science, ’00), ZME software development manager.

ZME, a division of A2Z Development Center, Inc. (itself part of the Amazon.com group of companies) was launched as a result of the team’s evolving software development role with CreateSpace. Various Cal Poly staff and alumni have overseen San Luis Obispo’s thriving development shop over the past six years as it expanded from three people to over 40 employees, and continues to grow apace with the rapidly expanding self-publishing field. The vast majority of employees are current students or Cal Poly graduates.

“The technology developed by ZME is challenging the rules of traditional publishing; our overall strategy is to make independent publishing mainstream by 2015,” said Dave. And he views Cal Poly as integral to that plan.

The company recently made a $10,000 donation to Cal Poly’s upcoming Human-Computer Interaction (HCI) Lab, which will support student-faculty research in human-computer interaction, user-centered design, software engineering, as well as mobile computing and game design.

“We look at CreateSpace as democratizing publishing, and ease of use is all important,” noted Rob, senior development manager. “We want authors to focus on writing, not how to upload a manuscript or create a book. The people who build the tools should be thinking about how to make the process easier. We need software developers and system designers who understand how to make computers and other devices more intuitive to people.”

Such concepts as “ease of use” or the “user experience” were almost unheard of 20 years ago, but they are core to ZME’s approach to self-publishing.

“The HCI Lab will produce computer science grads with the sophisticated understanding of software development and deep hands-on technical expertise that’s demanded in today’s best software systems and mobile apps – and by users,” said Dave.

“We want to raise the profile of Cal Poly as the ‘go to’ place if you care about user experience and making great user software and other systems. We take pride in our high hiring bar, and companies like ours, Amazon and others have a vested interest in seeing that Cal Poly continues to attract the best and the brightest in this growing field.”

AERO students Eric Paciano and Jonathan Lichtwardt work with professor Tina Jameson, middle, on the AMELIA aircraft model designed for wind tunnel tests.

Student assistants help keep the Mustang '60 Shop running smoothly during school.

Mechanical engineering student Jen Van Donk works on an artificial limb project in the QL+ Lab.
“Launching satellites into space from Russia, working on green energy projects, helping community members in need... Year after year, I am completely floored by these awesome projects and I am so proud of my fellow classmates who are determined to use their engineering skills to help others.

“With your help, generations of students behind you will have the same opportunity you had to work on these fantastic projects and to receive an education that will not only boost their careers—it will help them make a difference.

“Please make a gift to support a great institution: Cal Poly Engineering.”

Dylan Pavelko
President, Engineering Student Council 2010-2011

To make an online donation:

http://giving.calpoly.edu/donations
ADDRESS SERVICE REQUESTED

Parents please note: If your son or daughter is no longer at this address, please report his or her current address to the College of Engineering.