Cal Poly enters agreement with E&J Gallo Winery

The CSU Board of Trustees approved an educational agreement allowing Cal Poly, in conjunction with E&J Gallo Winery, to establish a wine grape vineyard supporting a more comprehensive, interdisciplinary academic program for wine grape cultivation, sensory analysis, and the economics and marketing of wine.

Through the agreement, Cal Poly’s ability to prepare students to graduate as qualified professionals with hands-on training in operating and managing state-of-the-art vineyards will be enhanced. The agreement will help California cope with the growing demand for professionals and managers in the field—a need already being felt in the Central Coast region.

Under the terms of the agreement, Gallo will pay to develop and operate wine grape vineyard sites totaling up to 150 acres of university agricultural land for 30 years, as well as all capital costs of the project. Cal Poly will use the vineyard sites as a classroom and laboratory for students, and as a test-bed for applied research by both faculty and students.

Plans call for a curriculum offering extensive interdisciplinary instruction, and Gallo will offer internships related to coursework. Gallo will also provide technical and scientific expertise to support the curriculum and research programs. The vineyard will be farmed using sustainable and low-impact agriculture methods.

As many as 400 students a year will participate in the vineyards through classes, senior projects, theses, internships, and research. All areas of viticulture will be open to the students, including soil and plant testing, irrigation and water relations, environmental management, seasonal operations, economics, and marketing.

Under the proposal, Cal Poly also will receive payments from Gallo based on the annual revenues from the sale of the grapes. Water for the vineyards will come from Cal Poly wells and irrigation systems.

Under the terms of the agreement, the vineyards will be developed in phases, with the first 50-acre plot being planted next spring at Chorro Creek Ranch, northwest of the campus on Highway 1. If all 150 acres are used, it will be 2.5 percent of the land available to the university and its College of Agriculture.
Cal Poly takes grad classes to Vandenberg via technology

Through a two-way video hookup to a special classroom in Cal Poly's education building, a handful of Air Force personnel and civilian engineers at Vandenberg Air Force Base are taking courses in a master's aeronautical engineering program.

While Cal Poly has used such "distance-learning" technology before, the students who meet in Vandenberg's Education Center are the first to use it for all their required degree courses. They have the same professors and follow the same curriculum as on-campus students, but they "meet" with their faculty advisors via e-mail, and the only time they need to commute to San Luis Obispo is for an occasional laboratory session.

Professor Russell Cummings used the technology to teach theoretical aerodynamics. What most surprised him about conducting the class this way was how well it worked.

"We can see and hear [each other]. I can transmit images from a computer screen, from a video, from a document camera, [or] an electronic 'whiteboard','" he said. "It's really opened up the possibilities of different ways to present information and show people things you can't show in a regular classroom."

Cal Poly and Air Force officials hope Vandenberg enrollment in the aero master's degree program will climb this fall to a target of 10 to 15, approximately the number of a regular campus class.

In addition to all regular Cal Poly fees, Vandenberg students pay $500 per course to offset the cost of the video technology Cal Poly installed in the base classroom and special telephone lines. For more information see the Aeronautical Engineering Department's World Wide Web site at www.calpoly.edu/-aero (click on "Graduate Study").

Cal Poly gives a new twist to research park idea

In a rare partnership between the educational and business communities, Cal Poly and several area technology firms are hoping to expand the university's role with a "research park" to benefit students and faculty while boosting the economic vitality of San Luis Obispo.

Although research parks are typically associated with large research universities in communities much larger than San Luis Obispo, the local partners think their initiative, dubbed C3RP (California Central Coast Research Partnership), would thrive on the Central Coast.

The partners believe that C3RP would foster the development of small technology-based enterprise, promote technology transfer between Cal Poly and the private sector, and play a vital part in preparing and educating a highly skilled work force.

According to Susan Opava, dean of Research and Graduate Programs at Cal Poly, "The initiative attempts to transfer the concept of the traditional research park to an educational system and community that differ fundamentally in nature and size from the traditional model."

"The C3RP enterprise recognizes and capitalizes on the new economic reality of knowledge industries, where 'value added' is measured by 'intellectual capital,'" said Allen Haile, director of Cal Poly's Government and Community Relations office.

"C3RP can catalyze the development of intellectual capital by providing an environment that encourages serendipitous networking of faculty, students, and the business community."

Adds Opava, "The partnership is expected to provide opportunities to marshal the talent and expertise of Cal Poly and Cuesta College in direct benefit of economic development in the immediate region, while providing new educational benefits for students and professional development opportunities for the faculty."
Comic Genius

Cal Poly Arts’ 1999-2000 “Ovations” season has something for everyone, including special performances (George Carlin; Peter, Paul, and Mary; and Judy Collins); theatre (“Show Boat,” Big Apple Circus); dance (“Romeo and Juliet” Ballet, Diablo Ballet); classical music (Boys’ Choir of Harlem, Australian Chamber Orchestra, Annual Baroque Concert); and jazz/blues (Jazz at Lincoln Center). For all brochure and ticket information, contact the Performing Arts Ticket Office at 805/756-2787.

(Photo courtesy Jerold Hamza)

Master Plan discussions central to future planning

What will Cal Poly look like in the new century? Will enrollments increase? Will computer learning become more prevalent? What effects would changes have on housing, traffic, environment, and neighborhoods? These and other questions are being discussed by more than 100 people from the campus and community who have volunteered to help Cal Poly plot its future course.

These talks are part of a comprehensive, three-year Master Plan Update process that will be completed in spring 2001 — just in time to celebrate Cal Poly’s 100th birthday. The current overall plan was approved by the California State University Board of Trustees in 1963 and only portions of it have been updated since then.

Students, faculty, staff, and community members have participated on 11 task forces covering built environment and technology, public support and services, circulation, land use, campus operational issues, housing, natural environment, intergovernmental issues, utilities, economic issues, and neighborhood issues. The draft plan is expected to be ready for public review this fall.

During their discussions, task force members were asked to keep in mind four possible enrollment scenarios and the implications of each: decreasing time to graduation, off-site or virtual enrollment, increased enrollments, and no significant enrollment increases.

Updated information on the Master Plan Update process can be accessed via Cal Poly’s home page at www.calpoly.edu under “What’s New.”
The university remembers, sets new safety standards

More than 800 people crowded into Chumash Auditorium on the Cal Poly campus April 29 to remember the life of Cal Poly student Rachel Newhouse, who was abducted and murdered in November. Her body, and that of San Luis Obispo resident Aundria Crawford (abducted in March), was discovered by law enforcement officials just days before on the grounds of an Avila Beach residence rented by their alleged killer.

The announcement of the tragic discoveries came just as the Cal Poly community was preparing to observe Remember Me Week, April 25-30. The six days were reserved not only to remind people that the two women and Cal Poly student Kristin Smart — missing since 1996 — had disappeared, but also that it was a time for the university and surrounding communities to reinforce personal safety awareness and speak out against violence.

Perhaps the most dramatic occurrence of Remember Me Week took place the same evening at the Newhouse memorial service. Gathering in the Mission San Luis Obispo Plaza, more than 1,000 people from Cal Poly and from throughout the city held a candlelight vigil and march. The procession, winding through the city's downtown streets during the busy Thursday night Farmers' Market, quieted a crowd who reflected on the event's significance.

"This is an immensely sad time for all of us," said Vice President for Student Affairs Juan Gonzalez. "We will always remember Rachel and Aundria, and we continue to hope for a resolution in Kristin's case."

"While they were taken from us before their time, they have left a tremendous legacy," Gonzalez added. "I think that somehow these shared experiences drew the campus community closer. I also believe that we are more aware now of safety issues, whether for ourselves or our colleagues and neighbors."

Since Remember Me Week, a number of fund-raising efforts have been undertaken in an attempt not only to memorialize Newhouse but also to bolster safety awareness at the university. This year's senior class gift was a fund to support campus safety programs. Gifts in memory of Rachel Newhouse, made out to the Cal Poly Foundation, can be directed to the Office of the Vice President for Student Affairs, Cal Poly Administration 209, San Luis Obispo, CA 93407. Contributions will be used for student safety programs.

Spring into Summer

Cal Poly lambs follow their mother across a meadow. The new sheep unit has been relocated to the refurbished old dairy located on the 180-acre Cheda Ranch. With new fencing, inside and outside pens, and a feed storage building completed, the facility was ready for lambing season. Next step: renovating the old milking barn into a shearing barn/laboratory.
Outstanding engineering alum writes his name in the stars

Growing up on a farm in San Diego County, Rick Sturckow (ME '84) thought he was going to be a farmer. Today he finds himself an astronaut and a major in the U.S. Marine Corps. And this past December he was co-pilot aboard the NASA space shuttle Endeavour, sent into space to assemble the first International Space Station.

Sturckow would say it was Cal Poly that took him from plantation to orbit.

"I was a 16-year-old high school graduate fixing trucks and interested in racing when I saw a Cal Poly sticker on a race car," he says.

He was accepted to the College of Engineering and became a member of the Society of Automotive Engineers. He worked on and eventually raced the racing team's new truck. One of his teachers, Mechanical Engineering Professor Ron Mullisen, introduced Sturckow to what has become a distinguished military career.

Sturckow became a jet pilot, received F/A-18 training, and completed the Navy Fighter Weapons School, also known as TOPGUN. He then flew combat missions in Operation Desert Storm, and was overall mission commander for air strikes into Iraq and Kuwait.

When many of Sturckow's friends in the corps applied to become astronauts, Sturckow decided to apply too. He was selected by NASA in December 1994 and reported to Johnson Space Center in March 1995 for training.

Since his 12-day, 283-hour mission aboard Endeavour, which included three space walks and the deployment of two satellites, Sturckow has spoken monthly to young people across the nation. "NASA encourages us to motivate kids to study science and math," he says. In May he was named Outstanding Alumnus for Professional Achievement by Cal Poly's College of Engineering.

Sturckow hopes to be aboard next year's space shuttle to continue the assembly of the International Space Station. He lives with his wife, Michele, in Houston, Texas.

Sturckow in San Luis Obispo with Los Ranchos Elementary School fifth graders (left to right) Noah Parker, Erica Spano, and Laura Wauchope. (Photo by Steve Schueneman)

New rodeo arena continues championship tradition

Mention Cal Poly rodeo, and national champs like Cotton Rosser, Chris Lybber, John Jones, and six-time world champion Tom Ferguson come to mind.

In 1947, Cal Poly brought home its first rodeo trophy, and when the National Intercollegiate Rodeo Association formed in 1949, Cal Poly's men's and women's teams joined as charter members.

Collett Arena was one of the first on-campus rodeo arenas in the nation. In the 50 years of its existence, champions were created, often in spite of the arena turning into a sea of mud during the rainy season and a dust bowl during the dry months.

Now a new rodeo site has been created on Mt. Bishop Road. With the support of the College of Agriculture's Dean Joseph Jen and Associate Dean Mark Shelton, Rodeo Coach Randy Wilson and Farm Operations Supervisor Gary Ketcham and his crew graded, leveled, and hauled dirt for the new arena. Pipe corral fencing and covered horse stalls from Powder River Company were installed by hand, and temporary lighting went up the night before the first rodeo.

And that first rodeo took place during three performances at Open House in front of 6,000-plus visitors, who were on hand to witness firsthand new champions in the making.
Celebrating teachers is focus of year-long CSU event

The CSU Chancellor's Office plans a “CSU Celebrating Teachers” event for the 1999-2000 school year to recognize teachers who have distinguished themselves in their profession and to show the high quality of CSU alumni.

Each CSU campus has been asked to select an outstanding alumni-teacher to be honored at the Chancellor's Office in September and at other celebrations throughout the year. Cal Poly's choice is Nancy Thompson (PE '72, CRED '74), a teacher at Coast Union High in Cambria for more than 20 years. Thompson is being honored for her leadership in curriculum development, nurturing relationships with students, and high academic standards.

“I am delighted that the CSU is recognizing outstanding teacher graduates in California,” said Susan Roper, director of Cal Poly's University Center for Teacher Education. “Recognition of excellent teachers helps us recruit excellent students into our profession.”

Architecture prof wins top national service award

Architecture Professor James B. Franklin is the 1999 recipient of the Edward D. Kemper Award, the highest honor given by the Washington, D.C.-based American Institute of Architects for distinguished service to society, the profession, and the AIA.

The AIA board of directors cited Franklin's many publications, workshops, and presentations, lauding his individual example. "Jim Franklin has called for and exemplified the readiness of architects to redefine ourselves, our practices, and our profession . . . to better meet the needs of the society we serve," said John P. Tice Jr.

In the '70s Franklin left one of the most progressive and renowned Tennessee firms to direct the AIA's design, practice, and education programs, and became the institute's first resident fellow in 1989. As a contributor to programs of both the AIA and the American Institute of Architecture Students, he has facilitated hundreds of continuing education events in 47 states, benefiting up to one-third of today's active AIA members.

Franklin has taught at Cal Poly as a resident fellow since 1995 and is the author of several bestsellers on architectural theory and practice.

UCTE teacher awarded top education prize

Roberta Herter, a faculty member in Cal Poly's University Center for Teacher Education, has won the 1999 Exemplary Research in Teaching and Teacher Award for a study showing cross-cultural communication difficulties between inner-city youth and middle-class college students.

Her work summarizes a project between Detroit night school students and undergraduates from the University of Michigan enrolled in the English course "Theater and Social Change."

Over a period of 17 weeks, the students videotaped sessions where the high school students were to enact scenes from their daily lives. But Herter found that the college students were not sufficiently prepared to interact with a sophisticated group of high school students. "The high school youth looked for opportunities to display their knowledge and multiple literacies," said Herter, "while the college students attempted to persuade them to enact stereotypical 'street' life scenes from the inner city."

Herter's study, "Conflicting Interests: Critical Theory Inside Out," was part of her dissertation. The summary essay was published in *Literacy and Democracy: Teacher Research and Composition Studies in Pursuit of Habitable Spaces*, published in 1998 by the National Council of Teachers of English.

"[The 1999 award] is an extraordinary honor from the most prestigious research organization in education," said UCTE Director Susan Roper.
Second annual CAED forum scheduled for Oct. 22-23

The second annual Construction Sciences Forum of the College of Architecture and Environmental Design (CAED) is set for Friday and Saturday, Oct. 22-23.

Last year's forum was sponsored at Cal Poly by the college and the West Region of the Construction Specifications Institute. More than 350 people attended, including approximately 200 students, 40 product exhibitors, several CAED professors, and more than 40 alumni and friends. More than 20 speakers gave presentations.

This year's theme is Entertainment/Hospitality, with target audiences comprising students, faculty, and CAED alumni and industry practitioners. Cal Poly students and faculty and the general public will be able to attend product show exhibits and selected presentations.

Literacy event celebrates reading, raises funds for library, teachers

America Reads @ Cal Poly is the university's response to a national grassroots effort to raise literacy rates. It is a collaborative partnership organized by the Liberal Studies Program, El Corral Bookstore, and the Kennedy Library, with funds raised for the America Reads effort at Cal Poly, Liberal Studies' Teacher Tutor Training program, and library materials for teacher training.

This year's program included an evening titled "Duets: Cherished Readings from Children's Literature." It featured Sylvia Panetta, CSU Chancellor Charles Reed's America Reads adviser, and her husband, Leon Panetta, former White House Chief of Staff and head of the Panetta Institute of Public Service (both from CSU's Monterey Bay campus), after their fund-raising readings for America Reads @ Cal Poly. Mrs. Panetta read Library Lil, and Mr. Panetta read Millions of Cats. (Photo by Eric Meader)

Members of the Cal Poly and local communities also volunteered their time to read to more than 700 children. Local businesses helped each child receive a free book, and special funding from PG&E and Golden 1 Credit Union provided buses to transport children from the Guadalupe school district.
English Professor Steven Marx took his Advanced Shakespeare class to Cal Poly's Swanton Pacific Ranch (north of Santa Cruz) to videotape scenes from three plays students had studied through reading, critical research, and viewing in performances. Class members directed, performed, filmed, and edited scenes from A Midsummer Night's Dream, King Lear, and The Winter's Tale on location in a deep forest, on an ocean cliff, and at the seashore. The 45-minute videotape was presented in a public showing at the end of the quarter. Student accounts of the experience, along with still pictures and 15 film clips, can be viewed at the "Shakespeare at Swanton" Web site at http://www.multimedia.calpoly.edu/libarts/smarx/Shakespeare_resources/shakeswanton/shwanton.html.

Kimberly M. Steffke (PSYCH '98) was selected unanimously from 24 nominees as Cal Poly's 1998-99 Outstanding Student Employee of the Year. She works for the city of San Luis Obispo's Housing Authority, one of Cal Poly's community service federal work-study employers, as a youth development leader for the Children's Work Incentive Program. Steffke is pursuing a teaching credential. At press time, Steffke was competing in the regional outstanding student employee competition, sponsored by the Western Association of Student Employment Administrators. (Photo courtesy Carole Moore)
UNIVERSITY NEWS

EXTRA CREDIT


• The College of Business’ MBA Simulation Team won first place in the 38th Annual International Collegiate Business Policy Competition in San Jose. Advised by Graduate Management Director David Peach and competing with five other teams from across the country, the group ran a computer-based “virtual” company in an imaginary industry.

• For the fifth straight year, Cal Poly’s civil and environmental engineering team won the overall championship at the American Society of Civil Engineers Pacific Southwest Regional Student Chapter Conference, competing against teams from 16 other universities.

• Cottrell Science Awards supporting basic research were awarded to Chemistry and Biochemistry Professor Derek Gragson ($31,500) and Physics Professor John Sharpe ($37,685).

• Cal Poly finished first among ten teams in the 58th Intercollegiate Flower and Plant Evaluation and Floral Design Competition at Penn State University. Cal Poly has won this competition five times in the last nine years and will host the 60th anniversary in 2001.

• Dairy products technology master’s students Vincent Young and Po Sai Marie Yeung, two of nine finalists, placed first and second, respectively, in the agriculture section of the CSU student research contest at Cal State Bakersfield. Their wins marked the first time that Cal Poly agriculture swept the top two spots.

• Two Cal Poly teams won two of four first-place $2,000 awards in a national Dairy Management Inc. food marketing contest for their dairy creations, Moo Juice (a line of shake mixes), and Moofu (a tofu alternative). Advisers Rafael Jimenez and Phil Tong (members of Cal Poly’s Dairy Technology Center) were each awarded $1,000.

• For the 11th time in 13 years, the Cal Poly Landscape Team was the national champion at the Associated Landscape Contractors of America Collegiate Competition in Lexington, Ky. Forty-three schools with a total of 750 students competed in 25 categories.

• For the eighth consecutive year, General Motors partnered with Cal Poly to give 25 business marketing interns the opportunity to put textbook learning into action by developing a younger target market for the San Luis Obispo Rancho Grande dealership.

• Cal Poly’s National AgriMarketing team of six seniors advanced to the semi-finals as “the team to beat” (Cal Poly has been victorious in the national contest for 7 out of 22 years — more than other universities, which have each won only once). They submitted an innovative, eight-sided cardboard wine “cask” that saves space, packaging, and shipping costs.

• A team of city and regional planning students won the 1999 first-place academic planning award of the Central Coast chapter of the American Planning Association for their project, “Avila Beach Community Plan: A Vision for 2020.”
• The three professors chosen to receive Distinguished Teacher Awards this year are Colette A. Frayne (who teaches global strategy and law in the College of Business); Carol A. MacCurdy (a member of the English Department in the College of Liberal Arts); and Leonard D. Myers (a computer science professor in the College of Science and Math).

• Natural Resources Management Professor William Hendricks was presented with the national "Excellence in Wilderness Management Research" award by the U.S. Dept. of Agriculture Forest Service and the International Journal of Wilderness.

• Speech communication senior Scott Leach was awarded the annual George C. Marshall ROTC award for his leadership and scholastic ability. Leach had six years of active duty as a military policeman in Panama and the Persian Gulf and four years with the California National Guard.

• The 1996 edition of Byzantium, an annual publication of short stories and poems by Cal Poly students, has been added to a special collection of books at Trinity College in Dublin, Ireland, as part of "The Book of Kells" exhibit. The 1996 Cal Poly anthology was chosen because its cover and design were directly influenced by The Book of Kells, one of the finest surviving examples of medieval Monastic and Celtic art as literature.

• Nearly 20 undergraduate and graduate students accompanied Microbiology Professors Raul Cano, Christopher Kitts, and Sue Elrod to the national meeting of the American Society for Microbiology to present research projects alongside Ph.D. candidates and faculty from across the country. The trip was funded by industry partners of Cal Poly's Environmental Biotechnology Institute, including UNOCAL Corp., Xoma Corp., Microcide Pharmaceuticals, Dairy Management Inc., and the California Dairy Research Foundation.

• At press time, six faculty/university officials from Vietnam's University of Da Nang planned to visit Cal Poly throughout June and July as part of a goal to establish a long-term association with Cal Poly.

• In a recent survey, more than one third of Cal Poly students expressed an interest in becoming teachers, half at the elementary school level and half at the secondary. This figure far surpasses the number of students now enrolled in the University Center for Teacher Education and increases optimism that the growing demand for new teachers can be met.

• A new international agribusiness management concentration has been approved in the College of Agriculture for the 1999-2000 catalog to provide graduates with expertise in international trade and management of global agribusiness firms.
FOOTBALL PREVIEW
• Cal Poly's football team returns 36 letter winners and 14 starters from last year's team that finished 3-8. Kiko Griffin, returning corner back, will lead the defensive unit, while Craig Young, returning tailback, will be called upon to carry much of the offensive load. Young rushed for 1,000 yards in 1997 and was Cal Poly's top running back last year with 943 yards and five touchdowns. Cal Poly, entering its sixth year as a Division I-AA team, is scheduled to play against some of the top teams in I-AA, as well as Division II powerhouse UC Davis.

Spring Sports Update

TRACK
• The men's and women's track and field teams continue to climb the ranks of Division I. Returning All-American Kaaron Conwright leads the men's team, which hopes to repeat its Big West championship this year. Conwright is ranked sixth nationally in the 100 meters and eighth in the nation in the 200 meters. Pole-vaulter Logan Nichols is ranked third. On the women's side, Paula Serrano broke her own school record in the pole vault by clearing 13 feet 4 1/2 inches. Freshman standout Stephanie Brown set a record in the women's shot put with a throw of 50 feet 8 inches. The mark qualified Brown, also a member of the women's basketball team, for the NCAA championships in May at Boise State.

1998-99 Winter Sports Wrap-Up

WOMEN'S BASKETBALL
• The women's basketball team finished with a record of 8-18 overall and 2-13 in the Big West under second-year coach Faith Mimnaugh. The eight wins were the most since moving to Division I. Caroline Rowles led the Mustangs in scoring and was an All-Conference selection, with seven double-doubles on the season. Senior Kristie Griffin closed out her career averaging just under nine points per game and scored a career-high 21 points in the Mustangs' win over Gonzaga.

MEN'S BASKETBALL
• Led by sophomore Chris Bjorklund, the men's basketball team went 11-16 overall and 6-10 in the Big West. Bjorklund was second in the conference in scoring, with guard Mike Wozniack seventh. Wozniack was also the conference's top free-throw shooter during the regular season. Both players were named to the All-Conference Honorable Mention Team. Senior guard Ben Larson finished his career ranked 15th on Cal Poly's all-time career scoring list with over 1,000 points, and ended his career as the school's all-time career steals leader.

WRESTLING
• The wrestling team placed fifth at the Pac-10 Championships and sent five representatives to the NCAA Division I Championships. David Wells capped off his career by posting a 22-4 overall record on the year. The All-American won 16 consecutive matches and was ranked No. 3 heading into the NCAA Championships. He captured the title for 174 lbs at the PAC-10 Championships. The Mustangs finished 9-8-1 and were 5-3 in dual matches. Also representing the Mustangs at the NCAA's were heavyweight Gan McGee, Cedric Haymon, James Gross, and Mike French.

MEN'S AND WOMEN'S SWIMMING
• The men's and women's swimming teams completed another strong year by finishing fourth at the Big West Conference Championships. Steve Strehnenberger finished second in the 200-meter breaststroke, Eric Wyles finished third, and Gus Smyers finished fourth. Matt Patane finished second in the 200-meter butterfly. Creighton Meade placed first in the 3-meter dive, followed at second by teammate Garrett McLaughlin. On the women's team, Elske Vandermast placed sixth in the 1650-meter free and Ashley Froner placed sixth in the 200-meter butterfly. Diane Letts placed eighth in the 200-meter breaststroke.

NCAA Leadership
• Cal Poly volleyball athlete Jessica Roden and linebacker Osbaldo Orozco were selected to participate in the third annual NCAA Foundation Leadership Conference at Disney's Wide World of Sports and Coronado Springs Resort in Lake Buena Vista, Fla. CP