The Finest of First Impressions

Editors Note

Introducing Cal Poly

The impression made first is often the one that lasts. That's why the student leaders who participate in Cal Poly's SOAR summer orientation program play such an important role.

It's up to them to be the first impression Cal Poly makes on many of its new freshmen and their parents. And as one student leader pointed out, they're doing their work at a crucial time when incoming students are on the verge of undergoing one of the biggest transitions of their lives.

As we mark the start of a new academic year in this edition of Cal Poly Magazine, we take the opportunity to introduce you to a few of SOAR's student leaders and get their thoughts on the important and rewarding task they undertake.

And of course, a look at the start of the new school year wouldn't be complete without some fun and moving images from that other annual orientation rite: Week of Welcome. We also give you a glimpse of the university's first annual Poly Days Alumni Weekend, which took place in July.

Elsewhere, we introduce you to Art Hicks, a Cal Poly alum and longtime local educator who was also one of the historic Tuskegee Airmen in World War II. And we tell you about Grinds, a company started by two Cal Poly alums that provides a coffee-based substitute for chewing tobacco — one that has been embraced by some of the biggest names in Major League Baseball.

Finally, with this edition, we introduce you to Cal Poly Magazine's newly redesigned website. While updating the look and feel to match the newly launched Cal Poly site, we also create a new cyberspace presence for our publication that we hope you find attractive, clean and easy to use.

Thank you for reading this online-exclusive edition of Cal Poly Magazine. I hope the stories and multimedia features we present to you in this edition help you stay connected to the campus community and help you keep in mind the transformative work Cal Poly does every day in helping to produce the professionals and leaders of the future.

As always, I welcome your comments, questions and story tips for future editions. Feel free to contact me at mlazier@calpoly.edu.

Matt Lazier
Editor
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Grinds

Business grads Matt Canepa and Pat Pezet have a new kind of chew for Major League Baseball players.

WOW slideshow

See images from this year's Week of Welcome, as new students got to know their university and their community.

Alumni in the News

A pair of Cal Poly Engineering grads helped build separate components of the Curiosity rover that landed on Mars in August and is currently exploring the red planet. Read about these and other accomplishments by our alumni.

Looking ahead

President Jeffrey D. Armstrong talks about the indomitable spirit of the Cal Poly family and the positive momentum that has the university starting the new academic year strong.