On the Waterfront

Unocal’s Visionary Gift Creates Cal Poly Marine Science Center
A Celebration for the Future

It has been my privilege to serve as Cal Poly’s president since 1979. Each year since then has brought remarkable growth, and together we have witnessed this university become one of the foremost institutions of higher education of its kind anywhere. We have faced difficult challenges, overcome seemingly insurmountable obstacles, helped one another in times of need and sadness, and shared in tremendous successes.

This past year, our 100th, has been truly exceptional. Cal Poly’s Centennial has certainly lived up to its advance billing as we celebrated our rich history and accomplishments with events such as History Day (attended by more than 500), the Founders Day Colloquium and Convocation (the latter attended by more than 1,000 participants and guests, including representatives from universities, colleges, and institutions worldwide), the Centennial Campaign Kickoff (a gala dinner hosted by Cal Poly for more than 450 alumni and friends), and the inaugural Baker Forum (attended by nearly 100 business and education leaders from the United States, Europe, Asia, and Latin America). Throughout the year, special events have drawn notable alumni, business leaders, educators, and public-policy-makers to campus, where they have shared their acumen, experience, and insight with students and faculty.

Throughout the Centennial Celebration, we have purposefully made a point of not just celebrating our past, but also making sure to keep an eye on our future. A good example of this realization is the Centennial Campaign. The $225 million fund-raising effort recognizes that the university’s future – as well as California’s – depends on our ability to prepare an outstanding and uniquely effective new generation of leaders for the emerging global-information and technology-based economy. The campaign, the first of its magnitude in the California State University system, is the greatest effort in this university’s history to marshal resources and support so that we can expand access to a Cal Poly education and ensure its continued quality and relevance.

While I am delighted to have participated in the progress this university has made and to have been a part of this once-in-a-lifetime celebration, I know that our greatest accomplishments are ahead of us. The best is yet to come.

Warren J. Baker
On the Cover

Lights glow at sunset along the Unocal pier in Avila Beach recently donated by Unocal Corporation to Cal Poly’s College of Science and Mathematics for a future marine science center (see story pages 2-5). The Unocal donation comprises the $18 million pier and $4.5 million for two endowed professorships in marine science and an endowment for pier operations and maintenance. It is the latest gift in a history of generous giving totaling more than $27 million that makes the company the largest single contributor to Cal Poly.

Photo by Jeff Greene
A Dedication to Education

Unocal Pier Donation Helps Cal Poly Make Splash in Marine Science Education and Research

By Jo Ann Lloyd • Photos by Jeff Greene

like the arm of a giant starfish, the steel-and-concrete pier near Avila Beach stretches out more than half a mile over the Pacific.

Recently donated to the College of Science and Mathematics by Unocal Corporation, the structure will be the platform for vast research and learning opportunities once Cal Poly's Marine Science Education and Research Center is complete.

"We have high hopes and expectations that we can make the center nationally recognized and acclaimed," says Phil Bailey, dean of the College of Science and Mathematics.

It will be the only such center between Santa Barbara and Monterey.

"But its real uniqueness lies in the fact that it will be run primarily by undergraduates," Bailey emphasizes.

Early plans include a laboratory, a classroom, seawater holding tanks for marine organisms, and the necessary equipment "to create a significant marine science and research center," according to Bailey.

"This once-in-a-lifetime donation is just the latest example of Unocal's longtime interest in, and support of, Cal Poly's science programs," says Cal Poly President Warren J. Baker. "This gift, along with the cumulative giving history that brings Unocal's donations to more than $27 million, makes Unocal the largest contributor in Cal Poly's history.

"Unocal's continuing generosity enhances Cal Poly's learn-by-doing educational philosophy by providing our students, especially undergraduates, with hands-on experience," Baker says.

"This gift will help assure a legacy of quality education for future generations of Cal Poly students," says Mark Smith, Unocal's vice president who oversees real estate, remediation services, mining operations, and carbon group, including the company's Central Coast operations. "We have been a longtime partner with Cal Poly, and graduates of this fine university have played an important role in Unocal's business."

Smith also noted that the gift was the result of a two-year effort by Unocal and Cal Poly administrators, as well as government officials. "The dedication and effort of all parties made the gift a reality," Smith says.

In addition to the pier, valued at $18 million, Unocal has given Cal Poly $4.5 million to establish two endowed professorships in marine science and provide an endowment for operations and maintenance of the pier.

The first Unocal Professors of Marine Science are Biological Sciences Assistant Professor Mark Moline and Biological Sciences Professor Emeritus Tom Richards.
(who first approached Unocal about donating the pier).

"Professor Richards was honored as an endowed professor because of his vision and work in bringing Unocal and Cal Poly together, as well as for his substantial contributions to marine biology," Bailey says.

Richards established the Quarter-at-Sea program between Cal Poly and the CSU California Maritime Academy, which allows Cal Poly students to study aboard the Maritime training vessel Golden Bear as it cruises the world's oceans each spring.

Moline, who came to Cal Poly in 1998, was chosen for his success in bringing in research funds and for his research programs, including a summer program at Woods Hole Sea Pier, page 4.

"We have been a longtime partner with Cal Poly, and this gift will help assure a legacy of quality education for future generations of Cal Poly students."

Mark Smith
Unocal Vice President, real estate, remediation services, mining operations, and carbon group, including Central Coast operations.

Mark Smith, Unocal vice president for real estate, remediation services, mining operations, and carbon group, including the company's Central Coast operations, addresses a crowd of more than 200 at the November 2001 pier dedication.
Oceanographic Institute that includes Cal Poly students. He has been confirmed as a recipient of a Presidential Early Career Award for Scientists and Engineers and will receive the award in a ceremony hosted by President Bush in Washington, D.C., later this year.

"Professor Richards is being honored for the contributions in his career that brought us here, and Professor Moline for his ability to pursue the future," Bailey says.

Richards' task will be to work with faculty and community educators to develop a program for the center.

"It's a work in progress," Richards explains. "We will move some current research projects to the pier and will begin long-term environmental survey and oceanographic data-collection studies. It will also be an excellent location for a variety of senior projects."

"This is an undergraduate center," Moline stresses. "It's important to integrate 'real'

"Computer modeling, three-dimensional visualization, and the Internet will be used to assess the long-term effects that natural phenomena, such as El Niño, and unnatural phenomena, like pollution, have on marine environments."

Philip Bailey
Dean, College of Science and Mathematics

Cal Poly researchers expect that the center will foster collaborative projects with other California State University and University of California campuses, as well as such agencies as the Monterey Bay Aquarium Research Institute and Scripps Institute of Oceanography in La Jolla.

According to Bailey, the CSU is developing funding proposals for the latest marine science technology. "Computer modeling, three-dimensional visualization, and the Internet will be

Smiling in the rain during the pier dedication are (left to right): Cal Poly President Warren J. Baker; Mark Smith, Unocal vice president for real estate, remediation services, mining operations, and carbon group, including Central Coast operations; Jack Spaulding (ME '49), retired Unocal employee; Philip Bailey, dean, College of Science and Mathematics; Kenneth A. Smith, Unocal program manager, Central Coast group; Michael J. Morris, attorney at law, Andre, Morris & Buttery; and William J. Almas, Unocal manager, government affairs, Central Coast group.
used to assess the long-term effects that natural phenomena, such as El Niño, and unnatural phenomena, like pollution, have on marine environments.

“The proposed initiative would help policy-makers and the public determine if local, state, and federal policies are meeting intended goals,” Bailey says. “Cal Poly’s new facility can play an exceedingly important role in that assessment.”

Moline is working on another project with possible wide application. With funding from the Regional Water Quality Control Board, he is taking various measurements of the offshore water. Information on salinity, temperature, wave height, currents, and contamination will be made available on the Internet. Anyone heading to the beach – from surfers to

Tom Richards (left) and Mark Moline are the first Unocal Professors of Marine Science.
sailors – will be able to check conditions before leaving home.

“The center will not only benefit Cal Poly students and faculty, but also will increase the understanding and stewardship of the Central Coast’s marine life,” says Baker.

“The center,” says Richards, “is our window on the world.

“We want to be good neighbors. We want to work with Cuesta College and Allan Hancock in Santa Maria and other local elementary, middle, and high schools.

“We want to open the window as wide as we can to include as many others as we can.”

For more information about the center, contact Mark Moline at mmoline@calpoly.edu or Phil Bailey at pbailey@calpoly.edu.

Stormy Beginnings

Cal Poly’s new pier is not the original wooden pier built in 1914 by the Pacific Coast Railway Co. That was destroyed in a fierce storm in 1983.

Cal Poly alumnum and retired Unocal employee Jack Spaulding (ME ’49) was on the pier when it went down.

He and two others were about three-quarters of the way out, assessing the damage done to the pier by the storm.

It wasn’t raining at the time, and the swells had diminished, Spaulding recalls.

“We had finished our task and turned to go back, when Dutch Van Harreveld (ME ’50) yelled, ‘Here comes a big one!’ The wave broke over the main wharf section. It felt like we were on an express elevator, going down,” Spaulding says. “I dropped to my knees and grabbed a rail.”

The men ended up on a 16- by 100-foot section of the pier, which served as a sort of raft. “The swells were so severe that the ‘raft’ was breaking up,” Spaulding says. “By the time we were picked up – maybe 45 minutes after the pier went down – the raft was a mere 16 by 16 feet.”
On March 8, 2001, Cal Poly turned 100 years old. For 62 of those years, the Cal Poly Foundation has been a partner with the university, ensuring, through programmatic and financial support, that Cal Poly remains true to the vision of its founders as a place that "teaches the hand as well as the mind."

This partnership began in 1940 when a nonprofit organization was created so the school could accept a gift of breeding swine. That original charge – to accept and invest donations – remains strong today.

As Cal Poly enters its second century, a $225 million fund-raising campaign has been launched. The university's success in the future will be linked to the further development of its endowment fund, an important source of ongoing support for the university's educational programs.

The Foundation is the steward of the university’s endowment, which has grown to more than $87 million since 1985. (The endowment – a collection of assets invested by the university to support its educational mission in perpetuity – includes endowed gifts, often earmarked for specific purposes, which sustain academic excellence by ensuring a continuing source of funding for hands-on learning, new laboratories, merit scholarships, and faculty research.)

The following articles tell the story of the Foundation’s investment services area through the eyes of those who manage, donate to, and benefit from, Cal Poly’s endowment.
Foundation Investment Services
The People Behind the Program

At the Helm

Frank Mumford took over as executive director of the Foundation in October 2000, succeeding Al Amaral, who retired after serving for 28 years as head of the organization.

Mumford credits Cal Poly President Warren J. Baker's "forward-thinking leadership" as being the key to the university's success and growth over the past 23 years. And he believes the Foundation has played a role in that success – a role that continues to grow.

With Cal Poly's Centennial Campaign focusing on endowments, Mumford believes the Foundation's major responsibilities in that area are "administering and investing gifts, nurturing donors, and ensuring that their money is being distributed according to their wishes."

Investing the Resources

Lisa Rockwell and Ron Weaver work with millions of dollars every day, but don't get to spend any of it on themselves.

The two employees, along with the Foundation's board of directors, are responsible for overseeing the investment of the university's endowment – more than $87 million.

As trust administrator, Rockwell works closely with the university's fund-raising staff to determine how a gift can be structured so that a donor's wishes are fulfilled. Once a fund is established, she becomes the liaison with donors.

"I enjoy working with donors because they have a special affection for Cal Poly, and I can assure them that the Foundation takes its fiduciary responsibilities very seriously," she says.

Once an endowment is created, Weaver enters the picture. He is responsible for overseeing investing and spending policies, and works with the two professional investment management firms that the Foundation has hired. Each firm has a different investment strategy.

"It's important to have a mix of investments because we have to look to the future," Weaver says. "We're not thinking about just next year – we're also thinking about the next 30, 40, and 100 years."

See Foundation, page 8
About the Foundation

The Cal Poly Foundation’s managers and employees are involved with many aspects of campus life, forming partnerships to meet the needs of the university and its students, faculty, and staff.

The Foundation operates:

- **Campus Dining** – providing more than two dozen food outlets, ranging from a full-service restaurant to custom-sandwich venues to an all-you-can-eat buffet to a gourmet coffee bar.
- **El Corral Bookstore** – offering a full-service store for books, computers, supplies, and gifts.
- **Finance and Administration** – managing funds for the university and providing business services for the Foundation’s operations and several other campus programs.
- **Sponsored Programs** – administering applied-research grants and contracts for faculty and students.

The Foundation also partners with Cal Poly by financially assisting various campus programs, including:

- **University Graphic Systems** – a full-service, student-run printing company (work includes The Foundation Annual Report and the student paper, Mustang Daily).
- **Agricultural Enterprise Projects** – approximately 60 small agricultural businesses a year operated by about 500 students.
- **University Advancement** – the fund-raising division for Cal Poly programs, projects, and scholarships.

Securing Endowed Gifts

As planned giving and endowments director, Mike McCall believes that managing assets is as important as raising resources.

“At Cal Poly, we are fortunate that the university, its programs, and students are extraordinarily worthy of private support,” he says. “In addition, the Foundation has been an excellent financial steward of these gifts.

“When I re-visit a donor who has established an endowment, my second solicitation is made so much easier because I can show them that the Foundation not only has been able to carry out their charitable wishes, but also has been able to increase the value of their gifts.”

![Graph showing endowment growth](image)

The value of endowments has increased steadily in the past decade.

Graphic by Jason Mockford

Scholarship Student Shines

Rather than working part time to make ends meet, Marie Finley (BUS ’01) participated in Poly Reps and the Orfalea College of Business Student Ambassadors program, thanks to scholarships from Southwestern Bell Company and the Herbert E. Collins Endowment. “The scholarship monies invested by the Foundation expanded my education outside the classroom,” she says. She graduated magna cum laude.
Real Estate Gifts Leverage Additional Private Support for Cal Poly

Recent increases in most real estate markets, including San Luis Obispo County, have created exciting giving opportunities to the university from alumni and friends.

Gifts of appreciated real estate can generate attractive tax and financial benefits. In addition to providing a charitable income deduction, a real estate gift allows you to avoid all of the capital gains taxes that would be due on the sale of the property.

The Cal Poly Foundation also has available gift plans that allow you to create lifetime income for yourself in conjunction with your gift of real estate.

Daisy J. Hudson of Porterville recently donated her farms and home in Tulare County to the Cal Poly Foundation to provide much-needed financial support for students studying irrigation, water science, and water engineering in the BioResource and Agricultural Engineering Department.

For more information about how you can support the university through a creative real estate gift, call 800/549-2666 or e-mail taxwisegifts@calpoly.edu. You can also learn about real estate gifts at our Web site, www.giving.calpoly.edu.

Phil and Tina Bailey: Supporting Students in Every Way Possible

"It’s all about our students."

That’s what Phil and Tina Bailey believe and live every day of their lives.

Phil Bailey is Cal Poly’s dean of the College of Science and Mathematics, and his wife, Tina, is a professor of chemistry and biochemistry. They have been at the university for 33 years and, during that time, have immersed themselves deeply in the campus and in their students’ lives.

A couple of years ago, the Baileys increased their monthly payroll contributions to the university and established the Philip and Christina Bailey Endowment.

“Cal Poly has been an important part of our lives – we love the campus and we love the students,” Phil Bailey says. “This endowment is an opportunity to leave a legacy in appreciation of our experiences at Cal Poly.”

One of the areas earmarked for the endowed funds is undergraduate student research – an educational experience they both believe is invaluable. “Research requires independence, creativity, and imagination. Industry and graduate schools expect undergraduates to have research experience,” Phil Bailey says.

“We hope that students who are helped by the funds will be inspired that we thought of them and their futures,” Tina Bailey says. “In this way, we continue to contribute and be involved in Cal Poly long after we are gone.”
In the eyes of the 45-plus members of Cal Poly’s President’s Cabinet, President Warren J. Baker, with the help of his wife, Carly, has transformed a good university into a great one.

To recognize that exceptional leadership, and to give Cal Poly a new avenue for contributing to the continuing improvement of higher education, the cabinet – leaders from business, industry, and government who advise President Baker and the university – has established and funded a new event: the Baker Forum.

The Baker Forum is envisioned as a biennial gathering to highlight critical higher-education issues, stimulate creative responses to public-policy questions, and attract national and international business and industry leaders, university presidents, and other representatives of major polytechnic, scientific, and technological institutions from the United States, Latin America, Europe, and Asia.

“The forum will honor the Bakers’ more than two decades of leadership, vision, and contributions to the university and to American higher education,” says Cabinet Chair Jaime Oaxaca, who, among his past and present roles in business and industry, also serves as chairman of the U.S. Space Foundation’s board of directors.

“It not only will be a fitting tribute to a wonderful team,” Oaxaca says, “but it also will provide prominent educators, industry leaders, and public-policy-makers with ideas on how we can better plan for the future and educate students for the many opportunities ahead as well as the numerous challenges our society faces.”

Cabinet members helped set the agenda for the inaugural forum on April 5-6: the future of polytechnic universities such as Cal Poly and other institutions that emphasize science and technology, and the role they can play in preparing new generations of students to help fulfill the demand for technical innovations that serve the public interest.

The public keynote address on April 5, “California at Risk: The Imperative for Science and Technology Educational Reform,” was given by Susan Hackwood, executive director of the California Council on Science and Technology (CCST). Hackwood spoke on what the state must do to remain the nation’s science and technology leader and keep its high-tech economy healthy. She discussed the results of the CCST’s just-completed two-year “critical path analysis” of mathematics, science, and technology education in California from kindergarten through graduate school and continuing education, and the
need for science and engineering graduates to meet industry’s growing requirement for skilled workers. Commentaries on this timely report were offered by Morehouse College President Walter E. Massey and VERITAS Software Chairman, President, and CEO Gary Bloom (CSC ’82).

The California Council on Science and Technology is sponsored by the state’s key academic institutions. Its 120-plus members—including leaders in science and technology, members of the national academies, and six Nobel Prize laureates—advise the state on all aspects of science and technology, including energy, information technology, biotechnology, and education. President Baker serves on the council’s board of directors and on the editorial review committee for its just-released study of science and technology education.

Hackwood is also an award-winning professor of electrical engineering at UC Riverside, where she was founding dean of the Bourns College of Engineering. Her special academic interests include multimedia technologies, distributed asynchronous signal processing, and cellular robot systems. Co-editor and co-founder of the Journal of Robotic Systems, she has worked extensively with industry, academic, and government partnerships in transferring technology from research to manufacturing, and is active in regional and state economic development.

A panel discussion and breakout sessions on April 6 addressed three topics: the ethical challenges involved with science and technology’s role in society; the preparation of better-educated and diverse students for careers in science, math, engineering, and technology; and partnerships among universities, industry, and government in research and education.

The Baker Forum will also pay tribute to individuals who have made significant contributions to higher education. This year the first presentation of the Wiley Lifetime Achievement Award—sponsored by John Wiley and Sons Inc.—was made to Walter Massey. The award recognizes a national leader whose work exemplifies extraordinary leadership and lasting contributions to American higher education and public life.

Massey is former director of the National Science Foundation—the government’s lead agency for supporting research and education in mathematics, science, and engineering—and the Argonne National Laboratory, and is a former president and chairman of the American Association for the Advancement of Science. He currently serves on the President’s Council of Advisors on Science and Technology.

For more on the Baker Forum, visit www.bakerforum.calpoly.edu.
Cal Poly faculty members, students, staff, alumni, and honored guests marked 100 years of service to California and the nation during the university's two-day Founders Celebration in September.

An evening colloquium brought together leaders from academe, government, and the private sector. Cal Poly President Warren J. Baker moderated a panel discussion featuring David Baltimore, Nobel Prize laureate and Caltech president; Gary Bloom (CSC '82), VERITAS Software chairman, president, and CEO; Rita Colwell, National Science Foundation director; and Richard DeMillo, Hewlett-Packard vice president and chief technology officer.

The colloquium topic, "Educating a Diverse Population for the Nation's Science- and Technology-Based Economy," prompted a wide-ranging conversation. Panelists brought the perspectives of national science policy, higher education, and industry to bear in commenting on this important national challenge. They also discussed ways in which universities, industry, and government can work together to ensure that a new generation of learners, innovators, problem solvers, and leaders is educated for a century increasingly dependent on science and technology.

An academic procession and a Founders Convocation the next morning commemorated Cal Poly's rich history as a center of learning. More than 1,000 participants and guests, including representatives from universities, colleges, and institutions around the world, celebrated Cal Poly and its special place in California and higher education.

Baker shared reflections on Cal Poly's first century and expressed appreciation to the university's faculty for establishing a distinctive tradition of teaching and learning that retains critical relevance to the needs of a new century. He was joined in conferring honorary doctorates on Baltimore and Colwell by Laurence K. Gould Jr., CSU board of trustees chair, and CSU Chancellor Charles B. Reed. Baltimore delivered the keynote address, "Dual Roles for Universities: Generating Knowledge and Jobs."

An All-University Picnic, held at the Sports Complex, rounded out the festivities with music, games, sporting events, picnic fare, and a 100-foot cake. More than 5,500 campus and community members joined in the afternoon celebration.
As part of Cal Poly’s ongoing Centennial Celebration, the second annual History Day on March 8 featured a lecture by a renowned environmentalist and a university presentation on the Cal Poly Land Project.

Amory Lovins, a Harvard- and Oxford-educated physicist, environmentalist, and energy expert, spoke on “Sustainability and the Future of the Polytechnic University,” focusing on the importance of environmental stewardship, research, and education as part of Cal Poly’s mission in its second century.

Lovins is the co-author of Natural Capitalism: The New Industrial Revolution. He is the founder and chairman of Hypercar Inc. (a company that promotes auto research and development) and co-founder, CEO, and research director of the Rocky Mountain Institute, a nonprofit resource policy center. He was among the top 40 people named in the Wall Street Journal’s centennial issue as “most likely to change the course of business,” earned a “Hero for the Planet” award from Time magazine, and was praised by Newsweek as “one of the Western world’s most influential energy thinkers.”

Preceding Lovins’ lecture was a slide show and display by the Cal Poly Land Project, an interdisciplinary faculty effort that explores the intersections of nature, science, technology, agriculture, art, and recreation that take place on the 10,000 acres of land owned by the university.


“The formation of the Campus Sustainability Initiative, the Cal Poly Land Project, and the Centennial event are part of a growing nationwide movement, known as ‘education for sustainability,’ ‘greening the campus,’ or ‘campus ecology,’” said English Professor Steven Marx, one of the event coordinators.

“We are thrilled to have had Amory Lovins with us for this occasion,” said Cal Poly Provost Paul Zingg. “He is a person of both passion and action, and he has challenged Cal Poly to develop more fully an environmental consciousness and a commitment to environmental education.”
**U.S. News Rates Cal Poly Top Western Public University for Ninth Year**

*U.S. News & World Report* has rated Cal Poly the best public, largely undergraduate university in the West for the ninth consecutive year, and ranked the university's College of Engineering the top public undergraduate engineering program in the nation (at a non-doctoral school).

Cal Poly remains No. 5 under "Western Universities-Master's Top Schools," which "provide a full range of undergraduate and master's level programs, and few, if any, doctoral programs." The four universities ranking higher are all private colleges.

"The *U.S. News* rating is a continuing tribute to our faculty, who are devoted to excellence in teaching," President Warren J. Baker said.

"In spite of continued modest state budget support for our polytechnic curricula, faculty members have established and maintained academic programs that not only are in high demand among college applicants, but also have earned the confidence of industry and private donors."

Cal Poly also received high marks again this year for academic reputation (third place), its freshmen retention rate, and the quality of its students.

**Public Affairs Launches Cal Poly News Web Site**

For the latest news about Cal Poly, visit the new Cal Poly News Web site at [www.calpolynews.calpoly.edu](http://www.calpolynews.calpoly.edu). Public Affairs posts all Cal Poly news releases on the site as they are issued, and archives all news releases there, along with background and contact information. The site houses the *Cal Poly Report*, the university's weekly newsletter for faculty and staff, and *Cal Poly Update*, the university's monthly e-mail newsletter for alumni and friends. The site also contains links to the university's individual college Web sites, as well as to other university Web pages.

**Two College of Agriculture Departments Merge**

Cal Poly’s Environmental Horticultural Science and Crop Science departments have merged to create the Horticulture and Crop Science Department. According to College of Agriculture Dean David Wehner, the new department not only combines resources, such as an endowed professorship in biotechnology, but also increases students’ opportunities for an expanded perspective of the production agriculture industry. The new department offers four majors – environmental horticulture, crop science, fruit science, and plant protection science – and is developing a fifth major, wine and viticulture.
New Engineering Facility To House Multiple Departments

The College of Engineering announces that ground has been broken for a new 38,000-square-foot building that will house facilities for the Aerospace Engineering, Civil and Environmental Engineering, Industrial and Manufacturing Engineering, and Materials Engineering departments. Dubbed Engineering III, the structure will bring these College of Engineering departments together from outdated facilities around campus. Among the new building’s special features are high-technology labs for aerothermodynamics, controls and flight simulation, civil engineering semiconductor fabrication safety, and microelectronics fabrication. Completion of the $10 million facility’s first phase is planned for September. The second phase is scheduled to begin in summer 2003.

Reich Speaks at Orfalea College of Business Career Conference

Robert Reich, candidate for governor of Massachusetts and Clinton administration secretary of labor, was the keynote speaker at Cal Poly’s 7th Annual International Career Conference (ICC) in February. He spoke on “The Politics of International Business.”

More than 250 students from across the state attended the event, which was organized by students from the Orfalea College of Business to offer workshops and panels taught by leaders in government, nonprofit, and private-industry sectors. Topics included government-sector careers, world commerce trends, entrepreneurship in the global economy, global e-commerce, international finance, cultural adaptation, and women in international business. The conference also offered a recruiting session with more than 30 companies and nonprofit agencies.

Reich is currently a professor at Brandeis University. Before taking his cabinet post with President Clinton, he lectured for 12 years at Harvard University’s Kennedy School of Government.

For more information, visit the ICC Web site at http://mulder.cob.calpoly.edu/~icc.

To become involved with, or contribute to, the ICC, e-mail faculty advisors Chris Carr (ccarr@calpoly.edu) or Terri Lituchy (tlituchy@calpoly.edu).
Cal Poly and UC Davis Team Up on Graduate Ag Studies

The McOmie Graduate Education Program, funded by a trust established in 1975 by California rancher Lorenzo McOmie and his wife, Judith, is expanding and strengthening cooperative studies between Cal Poly’s College of Agriculture and UC Davis’s College of Agricultural and Environmental Studies.

The program focuses on collaborative graduate agricultural research, especially in animal husbandry and field crops. It affirms the informal relationship between the two universities established over the years in the area of agricultural sciences, with students who earn their master’s degrees at Cal Poly moving on to pursue doctoral studies at UC Davis.

Faculty at both campuses will meet periodically to coordinate specific course offerings and research guidelines.

IN MEMORIAM

George Hasslein, CAED Founding Dean

George Hasslein, 83, founding dean of Cal Poly’s College of Architecture and Environmental Design, died in San Luis Obispo in August.

Starting at Cal Poly in 1950 as an assistant architecture professor, Hasslein was named head of the new Architectural Engineering Department a year later. In 1968 he became founding dean of the new School of Architecture and Environmental Design, which he built into a college that today offers five bachelor’s and two master’s degree programs. He advocated a multidisciplinary curriculum that eventually included architecture, architectural engineering, city and regional planning, construction management, and landscape architecture. “Those who work together should be educated together,” he said.

Hasslein returned to his first love – teaching – in 1983. True to his vocation, he never considered retiring. He earned numerous honors and awards, including the 1977 California Council of the American Institute of Architects Award for Excellence in Education and the 1982 Los Angeles Chamber of Commerce’s Construction Industry Achievement Award. He was a fellow in the AIA for his contribution to education, and an architecture consultant to the CSU board of trustees.

Hasslein is survived by a son, Vaughn, of Silicon Valley, and a daughter, Tracey, of Los Angeles. His family requests that any memorial donations be sent to the College of Architecture and Environmental Design Foundation to establish an endowed teaching position in his name.
Cal Poly Joins Internet2

Cal Poly has become the third California State University – along with Hayward and Pomona – to join Internet2, a new private Internet system linking 60 corporations and 180 member universities and colleges, including all nine University of California campuses.

Operating at speeds much faster than the commercial Internet, Internet2 will give Cal Poly students and faculty access to advanced software applications, graphic research databases at other member campuses, and equipment like CSU Hayward’s $4 million electron microscope and the Gemini Observatory’s twin telescopes (in Hawaii and Chile).

“Our membership in Internet2 is essential to our continuing role as one of this nation’s leading polytechnic universities,” said Cal Poly President Warren J. Baker.

As funds become available, more Cal Poly classrooms and laboratories will connect with Internet2 for in-class instruction, independent study, and lab research.

Federal funds from the Department of Defense’s Office of Naval Research provided start-up funds for Internet2.

For more information, visit the Internet2 Web site at www.internet2.edu.

Professors and Staff Publish Cal Poly Field Guide

Produced by faculty and staff from more than a dozen university departments, Cal Poly Land: A Field Guide documents the more than 10,000 acres of university land at Cal Poly’s San Luis Obispo campus and Swanton Pacific Ranch in photographs, maps, text, and poetry.

The full-color hardcover book is being designed as a library addition as well as a course textbook and reference for walkers by members of the Cal Poly Land Centennial Project, whose mission is “to promote care for university land and community among those who inhabit it.” The guide includes chapters on geology, vegetation, archaeology, agriculture, history, extended studies offers golf adventure in Ireland

Cal Poly’s Extended Studies is offering a special golf tour – “Why Irish Eyes Are Smiling: A Golf Journey to the Emerald Isle” – June 20-27 in Dublin and western Ireland. The tour leader is Provost Paul Zingg, who has written, “There is no place where the ensemble of a rich golfing tradition and deep spiritual dimension in the history of its land and people is more complete than Ireland” (In Search of the Golf Gods: An Irish Journey).

The tour includes a digital photography study course and an adjunct program for non-golfing partners.

For more information, contact Extended Studies at 805/756-7434 or e-mail vsteele@calpoly.edu.
Rominger To Head
Four-Campus Partnership

Cal Poly, UC Davis, UC Riverside, and Fresno State are working with former U.S. Deputy Secretary of Agriculture Richard Rominger to address the expressed needs of California’s $27 billion agriculture industry.

Rominger is acting as a liaison between the universities and production agriculture, serving as an expert in agricultural issues, sharing information about campus agricultural programs, and making recommendations to the universities on behalf of farmers and ranchers.

In turn, the universities plan to strengthen programs and policies that contribute to the long-term stability of production agriculture and to explore relevant new initiatives.


Extra Credit

Cal Poly

- According to a recent College Board report, Cal Poly remains one of the top choices for top students accepted here and at other universities in California and the nation.

- Yahoo! Internet Life Magazine has rated Cal Poly in the top 100 universities for its Internet technology and services among more than 1,300 “wired colleges” surveyed.

- The Liberal Studies Program received an award of $211,000 from the Eisenhower Foundation and the California Postsecondary Education Commission to expand arts education in five local schools.

- Cal Poly: The First Hundred Years, a retrospective volume produced by the library’s University Archives as part of the Centennial Celebration, received a Bookshow 2001 award from Bookbuilders West and an Award of Distinction for the Far West District of the Council for the Advancement and Support of Education.

- Cal Poly’s interactive recruiting CD-Rom, “The Key,” captured a silver medal and earned the university one of 14 “Best of Show” places in the 17th Annual Admissions Advertising Awards Competition.

- Certificate programs in information technology and Oracle database administration will be offered by Cal Poly’s Extended Studies at Keesler Air Force Base in Biloxi, Miss., as the department’s first permanent out-of-state programs.

- Cal Poly students approved College-Based Fees that will add $125 per quarter for College of Liberal Arts students and $200 per quarter for students in the College of Agriculture, College of Architecture and Environmental Design, Orfalea College of Business, College of Engineering, and College of Science and Mathematics. The funds will pay for additional courses, computer lab updates, and new equipment.
Faculty

- Former Cal Poly Dean of Agriculture Joseph Jen was sworn in as U.S. undersecretary of agriculture for research, education, and economics.

- Professor of Civil and Environmental Engineering Rakesh Goel received the American Society of Civil Engineers' most prestigious award – the 2001 Norman Medal – for his analyses of earthquake effects on structures.

- The Christopher Reeve Paralysis Foundation awarded Kinesiology Professor Kevin Taylor a $5,000 Quality of Life award for his open-water kayaking program for people with disabilities.

- Cal Poly Statistics Professor Allan J. Rossman has been named a Fellow of the American Statistical Association for his work in curriculum development and active learning, an honor bestowed on no more than one-third of 1 percent of the ASA’s membership annually.

- Social Sciences Professor Harold Kerbo has been selected a 2003 Fulbright Scholar to teach classes in sociology, political science, and global economy and poverty as the distinguished chair in the Human and Social Sciences Department at the University of Vienna.

- David Rackley, Mustang Marching Band director, composer, and teacher, was awarded a Silver Omni – his third – for music he composed for the video documentary “The Misdiagnosis of Death,” which recently aired on The Learning Channel.

Students

- The Cal Poly chapter of the Collegiate Future Farmers of America has been recognized as the Outstanding Professional Development Program among CFFA programs nationwide.

- Mechanical Engineering Professor Saeed Niku and a team of students demonstrated a flexible bolt prototype at the 6th Annual National Collegiate Innovators and Inventors Alliance Conference in Washington, D.C., at the Smithsonian Museum of Natural History. The Flexibolt may be used in construction, machine design, robotics, and seismic applications.

- The Senior Dairy Cattle Judging Team took home three first-place awards at the 2002 Southwestern Exposition and Livestock Show in Fort Worth, Texas, in the Reasons, Swiss, and Jersey divisions.

- Cal Poly’s Student Managed Portfolio Project team (Orfalea College of Business) placed second among 33 universities at the second “RISE-Redefining Investment Strategy Education” Symposium and Portfolio Competition highlighting fund-management capabilities.

- Nearly 30 percent of Cal Poly students work in community-service federal work-study jobs, making Cal Poly one of the top 20 larger, public four-year universities to serve its neighbors.
The Renovation of Mustang Stadium
Honoring the Past, Defining the Future

By Michael LaPlante

Multitudes of Cal Poly students, alumni, and members of the Central Coast community have fond memories of Mustang Stadium. Since its construction in 1934, it has welcomed former President Ronald Reagan as a keynote commencement speaker, been the venue for the “Pride of the Pacific” marching band, and hosted many outstanding football and soccer games.

The past 68 years, however, have brought with them peeling paint, dilapidated bleachers, and inadequate restroom, concession, and locker-room facilities. The university has now placed a top priority on the renovation and expansion of Mustang Stadium. Cal Poly also plans to recognize and honor the victims of the tragic 1960 plane crash by renaming the stadium “Mustang Memorial Stadium.”

As a landmark of the Cal Poly campus, a renovated stadium can serve as both a symbol of the bright future in store for the university and its athletic program and a memorial to a group of young men we will always honor.

Cal Poly will also reap many benefits from a renovated stadium. Our teams will gain a valuable recruiting asset as well as an improved competition venue. Fans will reap the benefits of comfortable chair-back seating, expanded restrooms, and more convenient concession stands. A Memorial Plaza is planned to recognize both the victims and survivors of the 1960 crash.

“It is gratifying to know that the campus administration has made it a priority to recognize our teammates,” says Al Marinai, a crash survivor. “The families of those victims will certainly appreciate the honor.”

For the first time in 40 years, Marinai returned to campus in July 2000 for the Millennium All-Sports Reunion, where the idea of re-naming the renovated stadium was initiated. He is one of 10 members on the Athletics...
The Baseball Writers’ Association of America has elected former Cal Poly baseball standout Ozzie Smith into the Major League Baseball Hall of Fame. He will be the only player inducted at the Hall in Cooperstown, N.Y., on July 28.

Smith, who made a routine of doing a back flip as he ran to his position, earned the nickname “The Wizard” while playing at Cal Poly during 1974-77. He currently holds school records for career stolen bases (110), stolen bases in a season (44), and career at bats (754). He took over as shortstop midway through his freshman season in 1974 and went on to have a remarkable career at Cal Poly, twice earning All-California Collegiate Athletic Association first-team honors. In 1977, after leading Cal Poly to a school-record 41 victories and a berth in the NCAA Division II championship tournament, Smith was drafted by the San Diego Padres and began his major league career.

After four years with the Padres, Smith spent 15 seasons with the St. Louis Cardinals. During his 19-year career, he was a 15-time All-Star and won 13 consecutive Gold Gloves. He holds National League records for fielding percentage (.987) and most years leading the league in fielding percentage (7). He also holds numerous major league baseball records, including most assists in a season, assists in a career, and double plays in a career.

In 1996, the Cardinals retired his No. 1 jersey to mark his accomplishments. “I don’t think anybody ever played the position any better than he played it,” former Cardinals Manager Whitey Herzog said.

Since retiring, Smith has remained in St. Louis, where he supports the community through his charity work. He has continued to stay close to baseball, serving as host for “This Week in Baseball,” doing color analysis work for St. Louis Cardinals home games, and working as a baseball analyst for CNN/SI.

Regarded as the finest fielding shortstop ever, Smith was elected to the Hall of Fame on his first try, named on 91.7 percent of the ballots cast. He was the 37th player picked in his first year of eligibility and will become the 254th person inducted into the Major League Baseball Hall of Fame.
Centennial Council. This group of alumni and friends is committed to raising the funds needed to complete the project.

The projected cost of the stadium renovation is $8.5-10 million. With no state funding available, this project can be accomplished only through private funds. Each of four segments will be completed as funding is identified.

To date, Athletics has raised more than $2.4 million toward the project, thanks in large part to a generous gift from Richard O'Neill (ASCI '48). This will enable the university to proceed with the first phase, which will include the addition of permanent seating on the west side of the stadium.

For information on how you can get involved with this historic project, contact Mike LaPlante, associate athletic director for advancement, at 805/756-2144.

## Athletics Centennial Council

- Richard Andrews – Chair (SOC '56)
- Bobby Beathard (PE '59)
- Carl Bowser (PE '62, M.S. PE '65)
- Vic Buccola (PE '56, M.S. PE '58)
- Katey Kennedy
- Al Marinali
- Debby Morris
- Randy Smith (ARCE '80)
- Bill Snelling
- Brooks Wise (BIO '82)

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**Football**

The Mustangs finished the season 6-5 under first-year head coach Rich Ellerson, led by Seth Burford's 1,610 yards passing and Adam Herzing's 51 receptions. Burford was recently drafted by the NFL's San Diego Chargers.

**Baseball**

At mid-season the Mustangs were led by Bryan Gant's 57 hits and Kyle Wilson's seven home runs. The team posted early wins over Fresno, San Jose, and Fullerton.

**Softball**

Coach Lisa Boyer's squad entered week four of the season with a 9-6 record in non-conference play, going 3-2 in each of three tournaments. Junior Holly Ballard led the team with a batting average of .284.

**Men's Basketball**

Cal Poly finished the season 15-12 after losing to UC Santa Barbara in the first round of the conference tournament. The Mustangs were led by Varnie Dennis's 15 points per game and Brandon Beeson's 12.4 and 7.6 rebounds per game.

**Women's Basketball**

Odessa Jenkins led the team with 10.8 points per game, while teammate Kari Duperron added 71 steals on the season. Jenkins was honored as an All-Big-West-Conference Second Team selection. Cal Poly finished 11-17.

**Men's Golf**

As of press time, sophomore Zack King led the Mustangs with a 72.44 stroke average, including two top-10 finishes. The team has consistently finished in the top 20 in its outings this year.

**Women's Golf**

The Mustangs captured first place in their own Cal Poly Spring Invitational in February. Ann Marie Costello led with an 80.7 stroke average and two top-10 finishes.

**Men's Soccer**

Barrymore Matthews received several conference honors for the season, including Co-Defensive Player of the Year and First Team. The team finished 4-13-1.

**Women's Soccer**

Megan Schlegel finished as the team's top scorer, with six goals and a pair of assists. Brooke Flamson was honored as Big West...
Sports News

Defender of the Year. The Mustangs finished 7-9-4.

Volleyball
Freshman Jessica Diepersloot earned honors as the 2001 Big West Freshman of the Year and was selected to the 2001 All-Freshman Team by sponsors Asics and Volleyball Magazine. The Mustangs finished 15-11.

Men's Cross Country
The men's team finished third in the Big West, with junior David Jackson coming in third and representing Cal Poly at the NCAA Championships. The team also finished first in the Cal Poly Invitational.

Women's Cross Country
The women's team took first at the conference championship for the second straight year. Jessica Dahlberg finished second, with Kathryn Schlegel fourth. Coach Terry Crawford was honored as the conference Coach of the Year.

Men's Track and Field
All-American Andrew Badger looks to defend his conference title in the triple jump after setting a personal best of 53-1.75, while Tyrone Ward posted the second-best mark in school history in the long jump at 25-9.25.

Women's Track and Field
Junior Stephanie Brown returns as an All-American in the shot put and discus, while defending 400-meter conference champion Maggie Vessey returns.

Wrestling
Senior Cedric Haymon finished third in the Pacific-10 Conference Championships, while Steve Strange was 35-7 and a runner-up in the finals. David Schenk captured the 197-pound title at the conference meet.

Men's Tennis
Doubles competition was particularly strong, with the team of Nick Carless and Erin Carroll posting a 2-0 record at No. 1 doubles.

Women's Tennis
Freshman Chelsey Thompson owned an 8-6 record at the halfway point of the women's tennis season. Angie Bagheri also played well, posting a 7-6 record overall.

Men's Swimming and Diving
Led by Kyle Power and Matt Patane, Cal Poly set three school records and finished fourth at the conference championships.

Women's Swimming and Diving
Mary Thomas and Stacy Peterson combined to break four school records as Cal Poly placed fifth at conference championships.
Centennial Campaign On Track
Endowed Professorships, Chairs Funded

Not only has Cal Poly raised $156.9 million so far in its $225 million Centennial Campaign – putting the university well within reach of its 2004 goal – but the campaign is already having an impact on the campus in terms of strengthening and expanding the university's educational programs.

Since the groundwork was laid for the Centennial Campaign, five of Cal Poly's six colleges have funded endowed professorships and chairs. The university now has 11 additional faculty positions and two student-serving staff positions otherwise not possible due to limited state funding for higher education.

"The generosity toward the university's programs and students has been extraordinary," says Cal Poly President Warren J. Baker. "I really see this as a vote of confidence in our mission, and recognition of our exemplary students, faculty, and staff."

The College of Science and Mathematics received the university's first endowed chair in 1999, during the planning stages of the campaign. The Arthur C. Edwards Endowed Chair for Coatings Technology and Ecology was established in the Polymers and Coatings program in the Chemistry and Biochemistry Department with a total of $1 million in gifts from 21 donors, including $500,000 from Ken Edwards and Dunn-Edwards Corporation. The department expects to have the position filled this fall.
Already filled in the College of Science and Mathematics is the Unocal Chair for Environmental Studies, established with a $1 million gift from Unocal Corporation in 2000. Professor Raul Cano, a renowned scientist in Cal Poly’s Biological Sciences Department and head of the department’s Environmental Biotechnology Institute, was appointed to the chair.

Unocal gave $1 million to Cal Poly’s Biological Sciences Department this spring for the establishment of two endowed professorships. Biology Professor Emeritus Tom Richards and Biology Professor Mark Moline were chosen as Unocal Professors of Marine Science, working to develop the Cal Poly Marine Science Education and Research Center on the historic Unocal pier in Avila Beach (see cover story, pages 2-5).

The College of Engineering has two endowed professorships to advance engineering excellence in computer engineering, computer science, and electrical engineering, thanks to a $2 million gift in 2001 from Bert and Candace Forbes. The department expects to have both positions filled this fall.

The Orfalea College of Business and the College of Architecture and Environmental Design will collaborate in a unique partnership funded by a $1 million Bank of America gift in 2001 to offer a community development program.

See Campaign, page 26
Advancement News

$100,000+ Donors from page 25

Monsanto
Muller Martini Corporation
Network Equipment Technologies Inc.
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Watkins-Johnson Company
Estate of Frieda L. Wertman
Western Coatings Fund
Dennis & Margaret Woodrich
Xerox Corporation

We also wish to thank the four donors who made gifts and/or pledges but chose to remain anonymous.

*Deceased

Campaign from page 25

program with a community development professorship.

The College of Agriculture has seen heavy support for endowed professorships. The Horticulture and Crop Science Department is now home to the J.G. Boswell Professorship, created by a $1.2 million gift from the California farming corporation. Professor Jeffrey Wong, a plant genetics expert with the University of Illinois at Urbana-Champaign, has accepted the position and will join the department in the fall.

The College of Agriculture has also established three positions funded through "living endowments" (gifts paid over a specified number of years). These are a dairy cattle applied-research and technology program herd manager (established through a five-year $450,000 living endowment by Monsanto); the Foster Farms Poultry Professorship (funded by a $250,000 living endowment from the poultry industry giant), to be filled in December by UC Davis avian immunology expert Elizabeth Koutsos; and a senior coordinator (funded by a three-year living endowment of $100,000 from Dow AgroSciences) for the college's new Integrated Pest Management program, which offers the latest precision pest-management techniques to Cal Poly students and California's agricultural industry.

A deferred gift of $1.2 million from Susan and Robert Brown of Northridge will also endow two visiting professorships in the college through the couple's estate plan: one in crop science and one in agricultural education and communication.

"Especially heartening is that much of this support has come during challenging economic times," notes Vice President for Advancement William G. Boldt. "This demonstrates a generous investment in our students, who will provide the technical and economic leadership for California and the nation."

The progress on the campaign, including the major support for endowed professorships, is important, according to President Baker. But just as vital are the great number of university friends and alumni who are supporting the campaign at every level. "Each and every gift from our alumni and friends is important," stresses Baker. "All support helps us strengthen our advantage and expand our academic programs into a second century of learn-by-doing excellence."

To keep up with the progress of the Centennial Campaign, or to join in its support, visit the Cal Poly Giving Web site at www.giving.calpoly.edu.
Highlights

Gifts

College of Agriculture
- A gift of $450,000 from Monsanto will enhance undergraduate education by creating the Dairy Cattle Applied Research and Technology program to evaluate the impacts of new techniques, new technology, biotechnology, and innovation on high-producing, high-gene-type commercial dairy herds.
- The Plant Protection Science program (Horticulture and Crop Science Department) received $100,000 from Dow AgroSciences funding a senior pest-control/integrated pest-management coordinator position to ensure the effective and safe application of up-to-date insect, weed, and disease management tactics in Cal Poly's 300+ acres of agricultural production on campus – the heart of the university's enterprise projects and learn-by-doing education.

College of Architecture and Environmental Design
- Mackey Deasy has become a founding member of the CAED's Universal Traveler Program with a generous gift to help establish a program honoring professors Jim Bagnall and Don Koberg that will support the longstanding tradition of bringing practitioners into the college's design studios and classrooms.
- The Construction Management Department received private gift support for the establishment of two new endowments: The Blair Tulloch Memorial Scholarship will provide a scholarship annually to a construction management student, and the Clark Construction Group Inc. has established an endowment providing annual discretionary funds.
- The Michael McDougall Urban Design Scholarship was established in honor of former City and Regional Planning (CRP) Department Head and Professor

See Gifts, page 28

Cal Poly, Flextronics Unveil New Lab

A partnership between Cal Poly’s Industrial and Manufacturing Engineering Department and Flextronics (an international provider of electronics manufacturing services) is helping students learn the intricacies of building electronic products in a new Flextronics Manufacturing Engineering Automation Laboratory.

Flextronics funded the facility through contributions to the electronics manufacturing curriculum (including $100,000 in donations and pledged gifts) and was also instrumental in helping Cal Poly procure another $500,000 in state-of-the-art electronics-automated manufacturing equipment from companies such as DEK and Heller Industries.
Emeritus Michael McDougall. The scholarship will be awarded annually to a CRP student based on his or her outstanding design achievements.

**Orfalea College of Business**
- The Bank of America has committed $1 million to establish the Bank of America Community Development Professorship and an interdisciplinary Community Development Center.
- Longtime Cal Poly industry supporter Hewlett-Packard gave 150 computers to replace aging machines in four of the college's computer labs. This gift benefits all Cal Poly students, since the college maintains open computer labs accessible to students throughout the university.

**College of Engineering**
- The Reinhold Foundation (established by benefactors Baldwin [AERO '36, deceased] and Mary Reinhold) gave $200,000 as part of its annual support for the advancement of the Aerospace Engineering Department. To date the foundation has provided more than $1 million in support.
- Omron Electronics gave 28 link modules and 48 touch-screen panels valued at $195,000 to the Mechanical Engineering Department.
- Agilent Technologies donated spectrum analyzers and supporting equipment valued at $195,000 to the Electrical Engineering Department for classroom and lab use.

**College of Liberal Arts**
- Heidelberg USA, a long-standing Cal Poly "partner in education," donated a four-color digital printing press valued at $262,000 to the Graphic Communication Department. The Heidelberg Quickmaster DI provides the opportunity to teach on state-of-the-art technology resembling what students will encounter in industry after graduation.
- James and Joan Sargen gave $50,000 toward their $100,000 commitment for renovating the Cal Poly Theatre.
- Allen and Susan Minker established the Allen and Susan Minker Endowment for Student and Faculty Collaboration to support faculty and student academic career development, including faculty and student research, travel, equipment, materials, etc.

**College of Science and Mathematics**
- Unocal Corporation gave the college its pier in Avila Beach, valued at $18 million; $3.5 million for a pier operations and maintenance endowment; and $1 million for two endowed professorships (see cover story, pages 2-5). Unocal also gave $400,000 to be applied toward a $2 million commitment for the Environmental Biotechnology Institute in the new Center for Science and Mathematics.
- Ken Edwards gave $50,000 toward his $250,000 commitment for the Western Coatings Technology Center, a polymers and coatings institute in the new Center for Science and Mathematics.
- Retiring Physics Professor Ken Ozawa gave $13,000 ($10,000 to establish an endowment to benefit the Society of Physics Students, and $3,000 to be applied toward the general building fund for the new Center for Science and Mathematics).

**Athletics Department**
- Richard O'Neill (ASCI '48) made a $2.2 million commitment to the Mustang Stadium renovation project (see "The Renovation of Mustang Stadium," pages 20 and 22).
- The J.M. Long Foundation gave $65,000 to help complete the department's Academic Resource Center by expanding the computer lab, adding network capabilities, and incorporating multimedia technology into the lecture hall.

*For complete listings of Centennial Celebration and Campaign sponsors and major campaign donors, see "Centennial Campaign on Track," pages 24-26.*
Homecoming 2002

The traditional parade, football game, royal court, and 50-year alumni reunion, as well as a week's worth of student activities, will all be part of Cal Poly's 2002 Homecoming celebration Nov. 1-3.

Saturday, Nov. 2, will also be Parents Day.

This year's Homecoming theme, chosen by a student committee, is "Homecoming 101: Continuing the Legacy." The committee is drafting a logo for the fall event, and plans are under way for the Class of 1952 reunion.

Saturday morning the annual Homecoming parade will be held in downtown San Luis Obispo. The afternoon game pits the Mustangs against the Alcorn State Braves of Mississippi. Kickoff time will be 3 p.m. The Homecoming tailgate barbecue and wine tasting will take place on the Orfalea College of Business lawn before the game.

According to the Kennedy Library's University Archives, the barbecue has been a big part of Homecoming for more than a half century.

The 1949 edition of the Green and Gold Alumni Review carries a story about the large crowd of 500 alumni expected for Homecoming. Produce for the barbecue’s salads was grown on the Cal Poly farm—and the steaks were "campus grown" then too; the imports were pink beans from King City. For $2, the barbecue’s aim was to give alumni "all the food you can eat."

Fifty-three years later, more than 2,500 alumni, students, parents, and friends of the university are expected for the festivities. And they will be able to go online at www.homecoming.calpoly.edu for the latest updates on events, times, locations, and ticket-purchase information.

Mark your calendar for Nov. 1-3 festivities
Leadership Recognized

Centennial Homecoming Honors Alumni

Cal Poly's six colleges and the University Center for Teacher Education named their Honored Alumni – all leaders in their fields with close ties to the university – during "A Centennial Homecoming" 2001, and the Cal Poly Alumni Association (CPAA) awarded its Distinguished Service Award. Honorees were:

**College of Agriculture (CAGR)**

George P. Foster (PI '69), the owner of Foster Farms, and his wife, Sue, a Cal Poly alumna, are strong supporters of CAGR programs, contributing to the college's poultry science programs, student scholarships, and studio computer classrooms. Foster is a member of the CAGR Dean's Advisory Council and a member of the Animal Science Department Advisory Council since 2000.

**College of Architecture and Environmental Design (CAED)**

Emanuele Barelli (ARCH '70) is a principal with B & B Associates Inc., where he is responsible for technical supervision and production of all projects. He has overseen a wide variety of institutional, commercial, industrial, and residential projects. He is president of the CAED Foundation and serves as a member of the college's Dean's Advisory Council and the Cal Poly Alumni Association board of directors.

**Orfalea College of Business (OCOB)**

Michael W. Deisenroth (BUS '76) started his own company, Comlink Marketing, in 1995, focusing on data networking products, and currently serves there as a technical consultant. He is working with SBC Communications – PacBell's parent company – as a business analyst on new product methods and procedures. He serves on the OCOB Campaign Committee, and he and his wife, Sue (BIO '76), are strong supporters of Cal Poly.

**College of Engineering (CENG)**

Paul R. Bonderson Jr. (EE '75) has more than 20 years of industry experience at Sun Microsystems, Data System Design, and Intel, and is co-founder and vice president of engineering for Brocade Communications Systems Inc., a leading supplier of open fiber channel
fabric systems. He serves on the CENG Dean’s Advisory Council and Centennial Campaign Committee, and his recent commitment of $6 million is enabling the college to build a new engineering student projects center.

**College of Liberal Arts (CLA)**

Margie H. “Peggy” Peterson (SOC ‘59, M.A. ED ’65) received the first Cal Poly President’s Arts Award in 1988. She and her husband, Gerry, a retired Cal Poly electronics teacher, have served the arts community with volunteer work and financial contributions. They have been involved with the San Luis Obispo Symphony, the Symphony Guild, Cal Poly Arts, the Vocal Arts Ensemble, and the Cuesta Master Chorale. She currently serves as a member of the CLA Advisory Board.

**College of Science and Mathematics (COSAM)**

L. Byron Culver (PE ’50) was the athletics director and varsity football coach at Imperial High School. In 1957 he became president of Culver Farms Inc., a diversified farming and cattle operation that he sold in 1971. In 1958 he formed Culver Enterprises Inc., a private holding company that owned and managed commercial real estate properties until 1978. In 1971 he founded Culver & Associates Inc., a real estate brokerage firm in Rancho Santa Fe, where he is currently president.

**University Center for Teacher Education (UCTE)**

Don M. Morris (PE ’52, M.S. PE ’59) volunteered for a Navy pilot tour of duty before returning to Cal Poly to earn his master’s degree. A longtime Cal Poly professor, he also filled a variety of administrative positions, including dean of extended education. In 1990 he retired from the U.S. Navy Reserves after 40 years, with the rank of commander. He was inducted into Cal Poly’s Athletic Hall of Fame and serves on the Cal Poly Alumni Association board of directors. He and his wife, Jean, have established endowments in UCTE, the Kinesiology Department, and Intercollegiate Athletics.

**CPAA Distinguished Service Award Recipient**

Everett M. Chandler was an administrative analyst for the California State Personnel Board from 1940 to 1941. After four years in the U.S. Army Air Corps, he worked for the state of California as a management analyst. The job led to his post as dean of students at Cal Poly from 1951 to 1978. Although retired, he maintains strong ties to Cal Poly and supports the Athletics and Ethnic Studies programs.

Top to bottom, left to right:

CLA Dean Harry Hellenbrand and Margie “Peggy” Peterson

COSAM Dean Phil Bailey and L. Byron Culver

UCTE Associate Dean Carl Brown and Don Morris

VP for University Advancement William G. Boldt with CPAA Distinguished Service Award recipient Everett Chandler and his wife, Arlene
Alumni Relations Greets New Director

Kim Rutledge Gannon, the new director for Alumni Relations, comes to Cal Poly from Sonoma State University, where she served as alumni director since 1994. Gannon has 12 years' experience in alumni management and advancement. She began her career at Cal Poly as the assistant alumni director from 1989 to 1992. In her current position she succeeds Ben Beesley (SOC '86), who is now alumni director at Loyola Marymount University.

Calling All Mustangs – Where Are You?

The Cal Poly Alumni Association is in the process of setting up chapter e-mail lists to communicate chapter event news. To update your information:
- Go to www.alumni.calpoly.edu
- Click on “Electronic Services”
- Go to “Update My Profile”

Cal Poly Alumni Association
Events Calendar*

June
2 A Centennial Celebration, Chumash Auditorium, 2-5 p.m.
   A Tribute to Cal Poly's Retired Faculty and Staff
8 Mustang Madness (Athletics Auction), Chumash Auditorium
   “A Night on Bourbon Street” (Contact Dawneen Lorance: 805/756-0277)
15 Commencement
28 Second Annual Alumni Gathering hosted at Richard O'Neill's (ASCI '48) El Adobe, San Juan Capistrano (Contact Marsha Steinfeld: loyalpolywoman@alumni.calpoly.edu)
29 Fifth Annual Alumni Fly-In, USS Hornet, Alameda

July
21 CSU Day: Dodgers vs. Giants, Los Angeles
   A limited number of tickets are available through the Alumni Association (805/756-2586).
22 South Coast Golf Classic, Pacific Golf and Country Club
   (Contact Paula Hall: 800/854-3643)
27 Pageant of the Masters, Laguna Beach
28 Northern California Golf Tournament

August
2 Jazz Night at the Mid-State Fair, Paso Robles
3 Cal Poly Alumni Association Board Meeting
18 New Student Send-Off Picnics

September
27 Cal Poly Athletics Hall of Fame Banquet

November
1-3 Homecoming 2002: “Homecoming 101: Continuing the Legacy”

*The calendar is updated weekly at our Web site, www.alumni.calpoly.edu.
A Tribute to the Family Farm

Future California farmers benefit from Cal Poly alumni Robert and Susan Pfeiler Brown’s planned gift

When Susan Pfeiler Brown’s (HE ’62) family sold their Ventura County farm, they were saying goodbye to land they had farmed since 1868.

Because the acreage had soared in value over the years, Susan and her husband, Robert (ME ’62), were faced with a substantial capital gains tax. Creating a charitable remainder trust with their alma mater not only provided a tax-wise solution, but also honored Susan’s heritage. “The property may be paved over,” says Susan, “but our gift will continue to help farming families.”

At a time when the university depends on private support to supplement state funding, the Browns’ planned gift will establish two visiting professorships to bring renowned scholars in crop science and agricultural education to Cal Poly. In addition, a scholarship endowment named in honor of Susan’s parents will assist agriculture students.

Susan encourages other alumni to support Cal Poly. “Arranging this gift was one of the happiest things we’ve done,” she says. “Everyone should have the pleasure of generosity.”

For more information on how you can invest in Cal Poly’s future, contact the Office of Planned Giving and Endowments toll free at 800/549-2666 or via e-mail at taxwise@calpoly.edu. Or visit www.giving.calpoly.edu.

Robert & Susan Pfeiler Brown
A Dream of the Central Coast

Layers of mist settle in a harmony of blue on an early-morning flight by Cal Poly History Professor Craig Harlan. Looking eastward, Chorro Reservoir is in the foreground, Stenner Canyon and "The Citadel" in Poly Canyon rise in the middle ground, and Cuesta Ridge marks the horizon. The photo is one of many by Art and Design Professor Sky Bergman that appear in Cal Poly Land: A Field Guide, produced as part of the university's Centennial Celebration to document more than 10,000 acres of university land at Cal Poly's San Luis Obispo campus and Swanton Pacific Ranch (see story on page 17).