A Letter to Our Friends

During the last year, education has continued to stand as one of California's and the nation's highest priorities. In order to meet the challenges of a changing world and an evolving economy, we recognize that now, more than ever, there are complex needs to which our universities must apply their knowledge and skills.

Throughout 2001-2002 I have seen a heartening continuation of support for Cal Poly's mission by alumni, industry partners, and other friends, confirming our efforts to expand the opportunities we offer our students as we educate the generations that will face new demands in the future. Your donations give us invaluable support in our teaching, research, and facilities development, as well as in the advancement of state-of-the-art instructional technology and library resources.

This past year was another unprecedented year of giving to Cal Poly. Individuals, foundations, and corporations donated 26,734 gifts totaling $44.3 million, bringing the Centennial Campaign total as of June 30 to $167.7 million — the three-quarter mark of our $225 million goal. Every gift, at every level, made a difference in moving the university closer to that goal.

In this special issue of Cal Poly Magazine, we present a Centennial Campaign update and the annual Honor Roll of donors, which includes those who gave $250 or more to the university in 2001-2002. You will also find stories that describe the important role your donations play in continuing to develop Cal Poly into one of the nation's finest educational institutions and in aiding individual students and faculty members in their quest for new and useful knowledge.

Polytechnic education encourages innovation by educating the whole person, developing and teaching practical solutions to the technical problems of today's complicated and interconnected world. It helps prepare our best and brightest students for tomorrow's world.

Thank you for your unwavering support of Cal Poly and your commitment to the future.

Warren J. Baker

Polytechnic education helps prepare our best and brightest students for tomorrow's world.
Another Record-Breaking Year Brings Campaign Total to $167.7 Million

The Cal Poly Centennial Campaign has attained 75 percent of its goal. As of June 30 the campaign had raised $167.7 million. That puts it firmly within reach of its goal of raising $225 million by the end of 2004 to provide vital support in five areas: supporting students, supporting faculty and staff, enhancing learning, enhancing and developing campus facilities, and developing state-of-the-art instructional technology and strengthening the library.

During the past year, corporations, foundations, alumni, and other friends donated $44.3 million in cash, property, securities, and in-kind gifts to add to the campaign total, exceeding the goal set the previous year and making 2001-2002 another record-setting year for Cal Poly fund raising. The year’s total was equal to more than a quarter of the amount Cal Poly received from the state’s general fund. The total number of gifts received – 26,734 – was a 4.1 percent increase from 2000-2001.

The university’s continuing fundraising success brought it another Circle of Excellence Award from the Council for Advancement and Support of Education. Cal Poly is the only university in the nation to receive the award for the last four consecutive years.

During 2001-2002, Unocal’s anticipated donation of its Avila Beach pier to Cal Poly for use as a Marine Science Education and Research Center was finalized, making Unocal the largest donor in university history. The corporation’s gifts to Cal Poly, including the $18 million pier and its accompanying $4.5 million endowment, now total $27 million.

However, individuals remain Cal Poly’s strongest contributors. More than 70 percent of the campaign total has come from individual donors.

The largest of those individual commitments during 2001-2002 came from two alumni living in the San Luis Obispo area, Clifford Chapman and Gene Shidler, who established three endowments totaling $4 million benefiting the College of Liberal Arts, Cal Poly Arts, and The Baker Forum.

IN MEMORIAM

Robert J. Cardoza

Centennial Campaign Co-Chair

Robert J. Cardoza (AGB ‘65), a Modesto businessman and chair of the American Automobile Association, died Sept. 27. He was appointed campaign co-chair in 1999, serving with co-chair R. James Considine Jr. (BUS ‘68).

“Cal Poly will always be grateful for Bob Cardoza’s leadership and support,” said President Warren J. Baker. “Bob was certainly one of our most distinguished alumni, and his service as a co-chair was invaluable. I will miss his sage counsel and friendship.”

Cardoza served as president and CEO of the Modesto Production Credit Association and the Pacific Valley National Bank and PV Financial in Modesto, which he helped found in 1982. In 1995 he sold that company and formed The Cardoza Company, a consulting and investment firm, where he served as president.

In 1998 he became president of The Cardoza Foundation, a non-profit public benefit corporation that makes contributions to charities, especially in the Modesto area. His volunteer work also included a seat on the board of the California State Automobile Association before he was elected AAA national chairman in 2001. He received numerous awards for his volunteer service with community organizations in Stanislaus County.

Cardoza’s two daughters are Cal Poly graduates, and his son is at Cal Poly majoring in fruit science.
Alumni Give a Vote of Confidence

"The world is a better place when a variety of people work together," say Ernie (GrC '86) and Lorie (Sousa) Chapa (SPC '89).

"We have a wide range of friends – teachers, policemen, accountants, and corporate executives," says Ernie. "It's important to treat everyone fairly, and Cal Poly set a good example when we were students, exposing us to a variety of people, each with different challenges and advantages."

Owners and operators of Pacific Partner, their full-service graphic and communication business founded in 1999, the couple has generously created the Chapa Endowment, a scholarship to help Educational Opportunity Program (EOP) students attend Cal Poly and succeed there.

The endowment is the Chapas' way of supporting diversity at the university and giving back to Cal Poly for the educational benefits and financial assistance they received.

The Chapas believe that their Cal Poly education was instrumental in preparing them for the challenges of setting up their business and making it a success.

"Cal Poly provided me with the hands-on technology to support what we had learned in our textbooks," says Ernie Chapa. "It was the best education I could have received. I worked with a variety of computers, cameras, and printing presses, and spent many hours in design labs."

Lorie Chapa, too, was well prepared by Cal Poly. She took pride in her role as a Poly Rep, recruiting high school students, and as the last Poly Royal queen in 1988, and continues to represent Cal Poly at college night fairs held by local high schools. Her focus in Pacific Partner is presenting leadership training seminars, which directly uses her degree in speech communication.

"EOP and Student Academic Services (SAS) say to their students, 'We believe in you. We have faith in what you can do at Cal Poly. We'll help you with the first step and lead you to the next step in your college education,'” says Ernie Chapa.

"Cal Poly is one of the most difficult universities to get into," he points out. "That sense of fierce competition can be intimidating. But SAS counselors and tutors encourage students to stick with it. Student Academic Services is like a family, where students are able to build relationships with Cal Poly staff who are ready to assist them." The Chapas encourage other alumni to check into EOP/SAS programs and consider starting their own endowment as a way to give back to Cal Poly.

In the future the Chapas hope that their two young sons will attend Cal Poly.

"We love Cal Poly," they say, "and we're planning to retire in San Luis Obispo and be close to the campus again."
Jeff Wong Appointed to J.G. Boswell Professorship

A new faculty position in the College of Agriculture has been made possible by the James G. Boswell Foundation of Pasadena, which provided a $1.2 million endowment for the college. The foundation is the charitable arm of the Corcoran-based J.G. Boswell Co., California’s largest and most diverse cotton production and farming operation.

Appointed to the J.G. Boswell Professorship is Jeffrey C. Wong, formerly of the Department of Crop Sciences at the University of Illinois at Urbana-Champaign.

Sara Hake, director of the USDA Plant Gene Expression Center in Albany, Calif., calls Wong one of this nation’s most outstanding young scientists. "I am sure California agriculture as well as the students at Cal Poly will benefit from his hands-on approach to discovery and learning," she says.

“Jeffrey’s acceptance of our offer was a major step forward for Cal Poly,” says David Wehner, dean of the College of Agriculture. “He was the unanimous choice of the search committee and is a perfect blend of teacher, researcher, and mentor.”

“I’m honored to join Cal Poly,” Wong says. “I feel that my research, teaching, outreach, and collaborative experiences will make me a highly effective teacher, both in and out of the classroom.”

Wong has collaborated with researchers at many institutions, including UC Berkeley and the Cold Spring Harbor Laboratory in New York. For his doctoral thesis at the University of Illinois in plant breeding and genetics, Wong worked on a team project studying how to increase levels of the antioxidants vitamin E and vitamin A in commercial corn. He mapped corn genes that control the accumulation of these vitamins as the first step in a research effort to enhance the nutritional value of corn for human and animal consumption.

At Cal Poly, Wong is teaching an introductory class and laboratory in genetics. “The techniques and experimental approach I use can be applied to many plant species. Crop and vegetable species grown on the Central Coast could be used to provide the link between the basic science concepts and the field application,” Wong explains.

Wong also wants to design and teach a laboratory techniques class at Cal Poly. The course would use the newest technologies to differentiate plant DNAs to help select genes that would provide the best plant types for cultivation.
"The function of a teacher is to help each student gain his or her rightful potential as a human being. I look at every student and ask how I can help release that life energy, that fulfilling force which is every person’s gift."

So said George Hasslein (1917-2001), founding dean of Cal Poly’s College of Architecture and Environmental Design (CAED) and a beloved faculty member for more than 50 years. He loved his work and believed “all a teacher ever teaches is his or her own life.”

For Peter Hoyt Berg (ARCE ‘56) and his wife, Ida Mae, making a generous gift to the George Hasslein Endowed Chair for Interdisciplinary Studies in Environmental Design is a simple act of gratitude. "As a student I had no money," Berg remembers. "On field trips to conferences George let me sleep on the floor of his hotel room at California Council of the American Institute of Architects and American Institute of Architects conventions so I could meet the accomplished architects of the day. He also got me a job managing first Shasta and then all five Cal Poly master dorms to help me pay for school. He transformed me into someone who could be the best architect I could be."

Berg was only one among many students who received Hasslein’s guidance and compassion. Hasslein mentored careers, attended weddings, christenings, and bar mitzvahs, and even counseled those going through hard times.

Hasslein was well known for inviting successful CAED alumni and other practitioners, including contemporaries Frank Lloyd Wright and Buckminster Fuller, to share their experience with Cal Poly students. He wanted “the poets I

know to come to this little corner of the earth,” and believed “those who work together should be educated together.”

The Hasslein Chair supports his vision, providing non-tenured teaching positions for prominent practitioners and scholars to mentor and interact with students.

After graduation and two years in the Navy, Berg became the second Cal Poly graduate in his class to receive his architect’s license. The Bergs moved to San Francisco, where Peter Berg worked for SMP (Stone, Marroccini & Patterson). In 1963 he and seven associates founded M. Arthur Gensler & Associates (now Gensler Associates) above a pawnshop on Third and Market streets, and Berg began office planning for the Alcoa Building.

Berg was a member of the California State Board of Architectural Examiners for 30 years and a master commissioner for 15, and in 1978 was named Park and Recreation Commissioner of the Year for California for his work on the Tiburon Park and Recreation Commission.

The Bergs’ $700,000 contribution toward the $1.5 million George Hasslein Chair comes from the sale of a lot adjoining a house they built in Tiburon overlooking San Francisco Bay.

The Bergs’ gift not only supports George Hasslein’s dream of a community of students and professionals but has proven a wise financial decision, allowing the couple to avoid capital gains taxes, enjoy substantial tax deductions, and receive an income flow throughout their lifetimes.

“All of us who learned from George will never forget him,” Berg says.

But then who could forget the King of Hearts?

Peter and Ida Mae Berg

Photo by Barbara Ries
Alum’s Generous Gift Funds Engineering, Computer Science

Thanks to Paul R. Bonderson Jr. (EE ’75) and his wife, Sandi, students in the College of Engineering will have the opportunity and the space to "get their hands dirty" designing and building applied research projects.

This year the Bondersons gave $2 million toward a $5 million pledge to construct a 20,000-square-foot, state-of-the-art, multidisciplinary senior projects center, with Cal Poly providing matching funds. The Bondersons' pledge is one of the largest cash gifts ever received by the university.

"The Bonderson Student Project Center will provide large, flexible work spaces equipped with the latest technology and applicable to every major in the college," says Peter Y. Lee, dean of the College of Engineering. "This gift truly takes us to the next level of leadership and excellence in engineering and computer science education.

"We are extremely grateful for this timely gift that serves to advance our project-centered, hands-on engineering and computer science curriculum," Lee says. "Key to this curriculum is the capstone senior project, which today often replicates the same kind of team-based, multidisciplinary projects that our graduates encounter in industry."

Bonderson notes that his own senior project led to his first job.

"I designed and built an electronic clipboard for collecting traffic information, and Trekonix, a small company that distributed traffic signals and manufactured signal controllers, was interested," Bonderson says. "They hired me and bought my design for $1,500. I thought I was rich!"

"My goal in giving this gift to Cal Poly is to foster the same kind of creative engineering experience that was so helpful to me."

Paul Bonderson

"I want students today to have the opportunity to undertake truly cutting-edge projects, and especially multidisciplinary projects, because that's what industry needs."

Bonderson is vice president of engineering for Brocade Communications Systems, a leading supplier of open-fabric solutions that provide the intelligent backbone for storage area networks (SANs). A Brocade co-founder, he has more than 25 years of industry experience at Sun Microsystems, Data System Design, and Intel.

During his more than nine years with Sun, he held a number of director-level positions developing data storage products, network server products, and servers. Bonderson implemented Sun's first Fibre Channel products as director of central technologies, where he was responsible for all corporate mass storage development.

In addition to the $5 million he has pledged for the projects center, Bonderson also has given $1 million for general renovation and upgrading of Cal Poly's computer science laboratories and for development of a wireless, reconfigurable, team-supportive, state-of-the-art software design studio.

"Paul Bonderson provides a wonderful example of an alumnus who has been widely successful and who is motivated to give back to the institution that helped launch his career," says Dan McGee, director of donor relations and the Centennial Campaign for the college. "The impact of his gift on student learning is inestimable - it will enable us to offer a curriculum that is truly applicable to the 21st century."
A Life Well Played

Although she just turned 95, Florence “Buddy” Welles shows no signs of slowing down. Whether recalling her past or playing her 102-year-old Steinway grand piano, this accomplished musician and patron of the arts appears to be in her prime.

“Long before my feet could touch the pedals, my mother had me at the piano learning to play,” reminisces Welles, who radiates the energy of a woman half her age. “I guess I started piano lessons at about age seven. Of course this was a long time ago,” she smiles, “before radio and television. It might seem strange now that I never heard Bach, Mozart, Beethoven, or any of the other great composers of the piano until I played them myself.”

“I thought I would like to do something in Ralph’s memory and my memory to help kids who are musically inclined.”

Buddy Welles

Mastering the piano is just one of many of her triumphs. She and her late husband, Ralph, led a very “entertaining” life. In the 1940s the couple founded the Palo Alto Community Theater. Ralph Welles served as theater director and Buddy Welles was the musical director, rehearsal pianist, and choreographer – often putting in very long hours, and loving every minute of it.

“When you work in the theater,” Welles explains, “you’ve got to do anything that’s called for. It’s a wonderful experience for life.”

After moving to the Central Coast, the Welleses worried about a lack of culture, but soon came to realize “how fortunate our part of California is to have Clifton Swanson [chair of the Music Department] here to organize everything,” says Welles. “He’s responsible for getting the Music Department going at Cal Poly and for bringing the Mozart Festival to San Luis Obispo. That never would have happened without him.”

After her husband died in 1988, Buddy Welles established the Ralph E. and Florence B. Welles Scholarship in Music.

“Ralph and I didn’t have time to even think of having a family of our own,” she says. “And so I thought I would like to do something in his memory and my memory to help kids who are musically inclined.”

Welles has also recently pledged another $75,000 from her estate for the Florence “Buddy” Welles Piano Studio, which will be housed in the yet-to-be-remodeled music/theatre/dance facility.

“Clif Swanson showed me the plans for the new building and pointed out a small practice studio,” Welles says. She decided then to help fund the project.

“When Clif said that the practice studio could bear my name, I thought, ‘That would be great, because, by gosh, you’ve got to practice!’ If you miss a day, you know it; if you miss two days, anyone listening knows it,” she laughs.
Profiles of Vision: Donors Build a Strong Foundation

The generosity of alumni, friends, foundations, and industry has had a profound effect on the College of Science and Mathematics. Following are profiles of three people who have offered skilled leadership and uncommon vision to the college’s Centennial Campaign. All are members of Cal Poly’s Campaign Steering Committee.

As the College of Science and Mathematics realizes the fruits of their vision and generosity, it has developed new ideas and directions to pursue. The college may be close to its Centennial Campaign goal, but in fact its future is just beginning.

Kenneth N. Edwards
Dunn-Edwards Corporation

Ken Edwards’ vision and tenacious determination have been crucial to the development of the college’s polymers and coatings program and the establishment of the Western Coatings Technology Center. Through his respected leadership, Cal Poly’s first endowed chair, the Arthur C. Edwards Chair for Coatings Technology and Ecology ($1 million), was realized, quickly followed by the Bill Moore Coatings Research Fellowships ($350,000). Edwards has volunteered to chair the campaign for facilities in the Center for Science and Mathematics for the Western Coatings Technology Center and is a lead donor for that facility.

Mark A. Smith
Unocal Corporation

Unocal is the largest contributor in Cal Poly’s history. Mark Smith’s leadership has resulted in $27 million in gifts sponsoring student research projects, funding the Unocal Chair for Environmental Studies and two Unocal Professors of Marine Science, and establishing the Cal Poly Marine Science Education and Research Center. Unocal has made a lead gift of $2 million toward construction of the Environmental Biotechnology Institute in the new Center for Science and Mathematics, with Smith taking the lead in raising the additional $5 million needed.

Richard J. Bradshaw
Cooley Godward LLP

Richard Bradshaw (MATH ’70) is an honors graduate of Cal Poly’s mathematics program and was the College of Science and Mathematics’ honored alumnus in 1998. He is the chair of the

A Future Visionary: The Search Begins

A naming opportunity exists for Cal Poly’s new Center for Science and Mathematics, proposed as the largest science and mathematics building in the world’s largest university system, at one of the nation’s most selective public universities. The innovative, technology-rich building will be located at the campus center, adjacent to the planned Centennial Park. To secure a favorable state funding priority and to ensure that the center will be a model for teaching and learning, the college seeks support in raising $25-30 million, a quarter of the facility’s cost. For more information, call Dean Philip Bailey at 805/756-2226.
Packaging Design Equipment an Industry Gift to Students

In an unassuming room off Dexter Lawn is Cal Poly's Packaging Design Lab – a place where students are literally on the cutting edge of packaging technology.

The lab is where students design and make packaging for products ranging from water fountains to beverage straws to food products. A $480,000 Kongsburg computer-assisted design table and the Barco Artios computer and software that run it were donated by Barco Artios, the Association of Independent Corrugated Converters (AICC), and the International Corrugated Packaging Foundation (ICPF).

Cal Poly is one of only 12 universities in the United States with a formal packaging program, and the only university west of the Mississippi that has a Kongsburg CAD table, according to Professor Larry Gay, director of the lab and the university's packaging minor. The Kongsburg/Barco donation was critical to keeping Cal Poly at the forefront of packaging industry technology, he says.

"Barco Artios is one of the most popular CAD tables in use in the industry," Gay says. "I have a lot of companies that come to us and say they want a designer who can use this machine – they'll hire designers from Cal Poly as soon as we can turn them out." Gay adds that Cal Poly design graduates can start at a $42,000-$45,000 annual salary.

Some 1,200 students have trained on the Kongsburg since Barco Artios, the AICC, and the ICPF donated it to the lab four years ago, Gay says. Cal Poly student teams have also been able to use the Kongsburg to design and create entries for annual international industry packaging design contests, capturing an increasing number of first-place titles.

The Kongsburg is a "sample table" linked to a computer. Students use the computer to design a specific box shape – no matter how unusual – with a myriad of cut or print patterns, then design their package on the CAD computer. They place on the Kongsburg a large flat sheet of corrugated box material – cardboard with a fluted layer of ridges between two smooth paperboard surfaces – and the Kongsburg cuts the sheet down to the programmed size for the box, complete with creases for easy folding and assembly.

In the packaging industry, the equipment is used by designers to create several sample versions of product packaging boxes for clients, complete with labels and artwork glued or laminated to the exterior. Clients then choose a final design.

Once chosen, the boxes are mass-produced on a much larger machine, Gay explains.

In addition to class projects, students have used the CAD table and Packaging Design Lab to design custom boxes for university operations and private businesses.

"If anybody needs a box," says Gay, "we'll build them one."

Finding innovative ways to package goods is an industry concern – and a stable career for graduates, Gay notes.

"Look around," he says. "Packaging is everywhere."

Industrial Technology Professor Larry Gay with Lecturer Joy Christensen (left) and students at the Kongsburg CAD table in the Packaging Design Lab. Photo by Jeff Greene.
Completing the Circle of Giving

Meaningful "connections" formed while at Cal Poly become a driving force in promoting the "Stay Connected" motto of the Cal Poly Alumni Association (CPAA). Dedicated CPAA chapter leaders, members, and friends complete the circle of giving back to Cal Poly both in time and financial support.

Northern California chapters sponsor the Nor Cal Golf Tournament to raise funds for student scholarships distributed to Cal Poly students from the East Bay and to student athletes. John Furtado (NRM '82), past CPAA president, has established a funding match agreement with his employer, Bank of America.

Central Valley chapters have also supported students from their region attending Cal Poly. The Modesto chapter's golf tournament has raised funds for 14 consecutive years, sponsoring scholarships and making donations to various campus programs. The San Joaquin Valley Fun Day Golf Tournament, held every spring since 1993, raises funds for merit-based scholarships. In May 2002 the tournament was renamed in memory of Rita B. Hill (SOCS '71), and fund-raising efforts far surpassed the expectations of the organizers.

Alumni in Southern California gather each year to raise funds supporting the CPAA and Cal Poly Athletics by hosting the South Coast Golf Classic. Cal Poly alumni convene for other wide-ranging events as well.

Scores of Cal Poly rugby alumni return to San Luis Obispo each spring for the Cal Poly Rugby Alumni Gathering. The Kevin Higgins Rugby Alumni Association Endowment was established in 1998 to help purchase the equipment that keeps the Cal Poly Student Rugby Club competitive. (The team has been ranked one of the top university rugby clubs in the nation due in part to the continued support of Cal Poly alumni.)

The Cal Poly Mustang Alumni Band established the Mustang Marching Band Equipment Fund in 2001 in order to purchase much-needed equipment and help the band maintain its competitive edge.

At their annual scholarship dinner, FANS (The Friends and Alumni Network of Supporters) of the Cal Poly theater program awards the Kathleen Fisher Memorial Scholarship to a current theater student. FANS also secures student internships and brings entertainment industry professionals (including alumni) to campus for lectures, hands-on workshops, and career days.

And each August the CPAA works with regional chapters and the Cal Poly Parent Program to sponsor state-wide new student welcome events, this year with more than 900 incoming Cal Poly students and parents participating. The Orange County chapter, aided by local Parent Program volunteers, awarded student gift certificates through funds raised at the "Viva Cal Poly" alumni gathering.

For additional information on alumni events or programs, please contact the Alumni Relations office at 888/CAL-POLY (225-7659).
Jim Shelton: Mustang in Action

Jim Shelton (BUS ‘80) came to Cal Poly in 1975 on a football scholarship. Now vice president of sales at George Rice & Sons Quebecor World Division in Los Angeles, a branch of the world’s largest printing company, Shelton said he owes much of his career success to what he learned – on the field as well as off – at Cal Poly.

“The Athletics Department was really good for me. It gave me a good start in life, and it taught me the sort of discipline and a lot of the skills I’ve used on the job,” he explains.

Shelton has pledged $40,000 to Intercollegiate Athletics for scholarships and the expansion of Mustang Stadium. Over the next five years he and his wife, Sarah, will contribute $5,000 a year for the stadium project and $3,000 a year for athletic scholarships.

It’s something Shelton is happy to do. “Cal Poly was a great place to go to school. And I’d love to see the new stadium come together. That’s something near and dear to me. And I’d like to see the university grow the football team and the football program,” he says.

Shelton spent plenty of time in the stadium. An offensive guard for the Mustangs, he red-shirted his freshman year and played from 1976 to 1979. Back then, Fresno State and UC Davis were Cal Poly’s chief rivals. “The games with Fresno and Davis are the ones that stand out in my mind,” Shelton says.

“We beat Fresno State four times. Then we played a game against Portland State when they had a quarterback by the name of Neil Lomax, who later went on to play pro for the St. Louis Cardinals,” Shelton says. “We won that game big.”

But it turns out the victories weren’t the most important thing Shelton got out of playing football at Cal Poly.

“When you play a college sport like that, you develop a bond with your teammates that lasts,” he says. And Shelton also learned a lot off the field at Cal Poly – most memorably in business classes taught by the late Owen Servatius (assistant to former Cal Poly President Julian McPhee and acting dean of the School of Business and Social Sciences).

Shelton and his family travel to San Luis Obispo at least once a year to take in a Mustang football game. “The kids are already Cal Poly fans,” he says.

“The Athletics Department was really good for me. It gave me a good start in life, and taught me the sort of discipline and skills I’ve used on the job.”

Jim Shelton

The Shelton family
Wine Studies Partnership Sustains Library Collections

The Robert E. Kennedy Library at Cal Poly is the information hub of the campus and serves the local community as well. It houses general resources and materials to support the specialized interests of departments, faculty, and students. But as the cost of print and digital information resources escalates, new solutions are needed to provide the instructional and research collections critical to sustaining Cal Poly’s level of excellence.

One exciting model is Education for WineSense, an educational partnership between the Kennedy Library and the San Luis Obispo chapter of Women for WineSense.

The goal of the partnership is to build the print, electronic, and historical collections of wine information resources at Cal Poly to enhance student learning, foster faculty research, and provide much-needed information for the local wine community. Its aim is also to preserve and protect the historic heritage of the Central Coast wine industry through the collection of personal family papers, histories, and other primary research materials.

Central to the vision and support of the Education for WineSense effort is the local chapter of Women for WineSense, a nonprofit, educational, and proactive national organization of women and men who are advocates for wine and the wine industry. Founded in 1990, the organization tracks key medical findings on wine, disseminates information on public policy issues, and sponsors varietal tastings, viticulture seminars, and national conferences. It was involved in a project at the White House, “Setting the Nation’s Table,” and has conducted cultural heritage education programs on the history of wine.

“Education is the focus for the San Luis Obispo chapter, and partnering with Cal Poly made sense to us.”

Vicki Carroll

The San Luis Obispo chapter of Women for WineSense was started in January 1999 and has more than 100 members. Under the direction of Chairperson Vicki Carroll, the organization established an endowment for the Kennedy Library wine studies resources to further Education for WineSense.

“Education is the focus for the San Luis Obispo chapter, and partnering with Cal Poly made sense to us,” Carroll says. “Our membership wholeheartedly embraced the idea of Education for WineSense and continues to support the project through community awareness and fund raising.”

The Education for WineSense partnership depends on key relationships with Cal Poly colleges and with the local wine industry to collaborate on developing information resources and sponsor symposia and other activities. The Agribusiness Department in the College of Agriculture has been instrumental in helping to develop the vision for the endeavor to support its new viticulture program.

In seeking a paradigm for funding the collections, the Kennedy Library is indebted to Women for WineSense for its endowment to support the growing interest in wine studies and the history of the wine industry on the Central Coast.
Building for the Future

Allyn and Concettina "Lee" Arnold spent their entire professional lives as teachers and administrators building a future for students. It therefore seemed natural to the Arnolds to create a trust donating a vacation beach house to the university to help fund quality teacher education for the next generation of teachers. The trust complements an earlier gift by the Arnolds to the University Center for Teacher Education (UCTE) to help support UCTE’s teacher education program in addressing contemporary and future challenges facing classroom teachers.

Although both are graduates of UCLA and USC, the Arnolds’ many years of residency in San Luis Obispo County have moved them to admire Cal Poly and its commitment to teacher education. They each spent years as junior high school teachers and as demonstration and training teachers for UCLA - Allyn in the disciplines of English and history, Concettina in science. As administrators, Concettina was a junior high school principal and later director of instruction in a Los Angeles Unified School District region; Allyn was district director of programs, K-12, for more than 33,000 gifted and talented students. Throughout their careers, teacher education was a prime focus.

Since trading Los Angeles for the Central Coast, the Arnolds have used their administrative skills productively in the community, maintaining a busy volunteer schedule. Their dedication to Cal Poly and to UCTE rests on shared beliefs and approaches to teacher education. They especially value the university’s partnerships with school districts; intensive, long-term student-teacher training at participating schools; master teachers in residence at Cal Poly who bring real-world experience into the classroom; and Cal Poly faculty who provide professional development for local staff.

As educators, the Arnolds know full well how vital it is to be able to respond to the multiplying needs of local schools and changing state requirements. Their generosity and commitment will make it possible for the University Center for Teacher Education to reach the next level of excellence.

"Retirement is a myth," says Allyn. "This is payback time in our lives. Being of service to others is the rent you pay for your room on earth."
The Cal Poly Centennial Campaign is a comprehensive $225 million fund-raising effort from January 1, 1998, to December 31, 2004. The university is well within reach of its goal because our alumni and friends have been generous in their support. Cal Poly gratefully acknowledges the following donors who, as of press time, made gifts and/or pledges of $100,000 or more to the Centennial Campaign since January 1, 1998. *Deceased

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Cal Poly thanks all the generous corporations, foundations, and organizations, both public and private, that helped the university maintain its margin of excellence by contributing gifts of cash and equipment between 7/1/01 and 6/30/02.
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Cal Poly and the nation’s brightest students have always been partners in achieving their mutual goal of academic excellence. Rated the No. 1 public, comprehensive undergraduate university in the West by U.S. News and World Report for the 10th consecutive year, Cal Poly draws gifted students like Scott Dirkse through its learn-by-doing philosophy, laboratory-intensive curriculum, state-of-the-art instructional technology, and small classes that allow access to senior faculty.

In turn, Cal Poly’s ability to attract students like Scott enables the university to maintain and enhance its reputation, offering its students one of the best values in American higher education and producing graduates who make wide-ranging and innovative contributions.

Yet Cal Poly must compete for these prized students with other prestigious universities that offer four-year scholarships. Many of the best applicants admitted to Cal Poly, on learning of the university’s limited merit scholarship programs, have chosen to go elsewhere.

Now, to ensure that Cal Poly continues to attract and hold the most qualified students, Cal Poly announces its Cal Poly Scholars Program.

Cal Poly Scholar Awards are granted to outstanding first-time freshmen, selected from among National Merit Scholars like Scott Dirkse.

Exceptional students like these stimulate their classmates to more creative achievement, assist faculty on research projects, lead in academic competitions, tutor fellow students, and volunteer in community programs.

To maximize the value of each sponsorship gift, the university and the Cal Poly Foundation have established a matching-fund program.

Each Cal Poly Scholar receives an undergraduate scholarship, renewable for up to four years of continuous enrollment (and five years for five-year programs). The annual cost to support one Cal Poly Scholar is $8,000.

Time-limited naming opportunities are available for commitments of $32,000. Permanent naming opportunities will be established for an endowment fund of $200,000, which will provide perpetual support for a scholarship in a designated college.

A gift of $800,000 will fully support the Cal Poly Scholars Program for an academic college. An endowment fund of $5 million will provide campuswide scholarships and ensure that Cal Poly continues to recruit the most outstanding students in each field.

For more information on how to create a tax-deductible Cal Poly Scholars gift, please contact Cal Poly Scholars, University Advancement, Heron Hall 211, Cal Poly, San Luis Obispo, CA 93407 (scholarshipgifts@calpoly.edu).

“The Cal Poly Scholars Program has allowed me to enroll in the classes I want and reach my fullest academic potential, maintaining a 4.0 GPA throughout my first year at Cal Poly,” says Scott Dirkse, a National Merit Finalist with a high school GPA of 4.51. A member of the Cal Poly Honors Program, Scott is a liberal studies major, minoring in math and music.

Photo by Jeff Greene
Another door opens

The exhilarating outcome of a Cal Poly education is graduation, when the nation's future leaders leave campus to establish life goals, continue their studies, and begin vibrant careers. It is to these ends that the university's many generous donors endow scholarships and faculty chairs, contribute to new facilities and research programs, and fund planned gifts. Photo by Ken Chen