TURNING THE TIDE ON SKIN CANCER:
MARINE BIOLOGIST NIKKI ADAMS SEARCHES FOR CLUES IN SEA URCHINS
A Letter to
Our Friends

The beginning of the academic year here and across the United States was affected by events both tragic and remarkable. Before classes even began, Cal Poly, along with its sister CSU campuses, rallied to admit students from universities closed abruptly by Hurricane Katrina.

Ten affected students were admitted to Cal Poly for the fall and winter quarters, emergency housing was found, and financial and other support was generously donated by Cal Poly and local communities.

While students from the Gulf Coast region headed West, graphic communication senior Nick Hoover traveled to Jefferson Parrish, La., as a volunteer with the American Red Cross.

As we opened our doors for the displaced students, we also hosted visits from other guests.

In September, we hosted aerospace entrepreneur Burt Rutan (AERO '65), who has garnered numerous honors and awards, including last year's $10-million Ansari X Prize for SpaceShipOne, the first manned private aircraft to travel into space.

During Fall Convocation, I was pleased to award him the Cal Poly President's Medal of Excellence, making him only the fourth person in the university's history to receive the honor.

Rutan opened Fall Convocation with the keynote presentation “Space, for the Rest of Us.” He delivered the keynote address at the Centennial Campaign closing event later that day, as well.

Kinko’s founder and Cal Poly benefactor Paul Orfalea was on campus in October for a presentation and to sign copies of his new book “Copy This!” — an inspirational story by a remarkable man.

In 2000 Paul Orfalea, through the Orfalea Family Foundation, gave $15 million to the College of Business and $1 million to the Associated Students Inc. Children’s Center. Both the college and the center now bear his name.

This year Mike Mantle (BUS ’79) pledged $12,500 over five years to establish a named endowed scholarship in the college. Each year, Mike’s pledge payment will be matched by proceeds from Orfalea funds.

From disciplines across campus, students who aspire to become teachers are also benefiting from scholarships. The Mary Stuart Rogers Foundation has provided more than 25 scholarships every year for the last five years and has pledged to fund scholarships for another five years. John Rogers, president of the foundation, was on campus in October to host the annual banquet in honor of the Rogers Scholars.

This fall we welcomed Mohammad Noori as the new dean of the College of Engineering and Professor Timothy Kearns as the new vice provost for information technology services and chief information officer. We also look forward to the official arrival of William C. Harris, director general of Science Foundation Ireland, who will serve as provost and vice president for academic affairs starting next summer.

Our ability to attract and retain distinguished academic leaders and faculty is enhanced by the generous gifts of our donors. In this issue we present our 2004-2005 Honor Roll of Donors, recognizing those who gave to Cal Poly during the last fiscal year.

Once again we’ve achieved the distinction of being rated the best public master’s university in the West by U.S. News & World Report in its 2006 America’s Best Colleges guidebook. We’re No. 1 for the 13th straight year, and we couldn’t have done it without you.

Although our record-breaking Centennial Campaign officially ended in December 2004, with your continued support, we will endeavor to maintain the momentum created by this campaign.

We still have much to accomplish and I am optimistic. I hope Burt Rutan won’t mind my borrowing one of his original signoffs: “Looking Up ... Way Up.”
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Spiny, purple sea creatures the size of your palm may someday lead scientists to a cure for skin cancer.

That’s what Nikki Adams and her student research assistants hope to discover with the experiments they are conducting on sea urchins at the Cal Poly Pier at Avila Beach.

Sea urchins, it appears, produce eggs that contain natural sunscreens. The students and Adams want to find out how these sunscreens protect the eggs and embryos.

Biology Assistant Professor Adams came to Cal Poly in 2002 with a wealth of experience in the field of marine biology, including a National Institutes of Health postdoctoral fellowship to study the molecular effects of sunlight on sea urchins at UC Santa Barbara.

Experience isn’t all she has brought to Cal Poly, though. Adams, 40, also has an enormous talent for grant-writing. Since her first year on campus, she has helped acquire more than $650,000 in grants for marine science programs, faculty support, and equipment, including a $375,000 National Science Foundation grant for the sea urchin project.

“The NSF grant is a wonderful example of Nikki’s contributions,” said College of Science and Mathematics Dean Phil Bailey. “It’s a testament to the quality of her research program and her ability to involve students in serious and productive ways.”

The aquatic stars in Adams’ universe are the sea urchins — echinoderms — or creatures with “spiny skin” found in the water around the pier. Because of their prickly appearance, they’re also called “hedgehogs of the sea,” Adams said with a grin. But it’s not their looks — nor their spines — that interest her. Her focus is on the eggs the females produce.

EGGS AND EMBRYOS

In nature, sea urchin eggs are spawned in the ocean and as embryos, can be exposed to sunlight for many months. The researchers have found a correlation between ultraviolet exposure and damage to vulnerable embryos. “The sea urchins are model subjects for our work,” Adams said. “We can spawn them easily, and when we spawn one, we get millions of eggs.”

Out at the pier, graduate student Grace Goschke demonstrates how it’s done. She injects a female sea urchin with potassium chloride, then sets the urchin on top of a small glass beaker of sea water. Within minutes, the animal begins expelling streams of yellow ooze — millions of microscopic eggs.

After the eggs are collected, the students “wash” them, apply chemicals, and then fertilize them with sperm collected from male sea urchins. Then they expose the fertilized eggs to various levels of ultraviolet radiation and measure how the radiation affects cell division. “We know development of the embryos is delayed,” Goschke said. “We want to know why.”
CREATING A PEERLESS PIER FOR MARINE SCIENCE RESEARCH

At about three-quarters of a mile in length, the Cal Poly pier in Avila Beach is the longest steel-and-concrete pier on the West Coast.

But size isn’t the only thing that makes it so impressive.

“This pier offers everything,” said Tom Moylan, manager of the pier, “from its location just 15 minutes from campus to its stability in the ocean (no one gets seasick). We have water, power, computers linked to campus. It’s a fantastic place to work.”

Plus he gets to share it all with his wife, Nikki Adams, biology assistant professor and marine science researcher.

The two are doing their best to turn the former Unocal Pier into a nationally acclaimed marine science center.

Unocal donated the pier, valued at $18 million, to the College of Science and Mathematics in 2002 for use as a marine science education and research center.

In addition Unocal donated $4.5 million to endow two marine science professorships and to fund endowments for operations and maintenance. Assistant Professor Mark Moline and Professor Emeritus Tom Richards were the first Unocal Professors of Marine Science.

One major project in the works is a flowing seawater system. Partially funded by a $200,000 National Science Foundation grant co-authored by Adams and Moline, the 1,500-square-foot laboratory will include a seawater distribution system and will house aquaria for student experiments.

The college is seeking additional funding for the project, which will expand research and teaching opportunities.

“The pier is a great place for senior projects,” Moylan said. “By the time our students head to grad school, they’re at least a year ahead of students from other places.”

Biology senior Michelle Parker likes the fact that she’s learning in a natural setting. “Sometimes in a lab, you forget what it’s like in the ocean — what these animals go through with predators and the changing environment. The ocean’s not forgiving. In the lab, they’re just animals in beakers.”

The students also conduct experiments in a lab on campus. The lab-pier combination is important because it allows students to test techniques in a controlled environment before taking their experiments outside.

Goschke puts in a great deal of time at the lab studying the molecular composition of the embryos. “It’s really nice to come out to the pier,” she said. “It gives you the big picture. Most everything I do has to do with little, teeny bits.”

At the pier, the researchers measure sunlight exposure on the sea urchin embryos. “We expose them and take different time-points in light,” Goschke said. “Then we look at the proteins in the cells to see which protein is activated to make the cell cycle stop.”

A similar occurrence is found in human skin. Ultraviolet radiation causes damage to DNA, and that can cause mutations — like cancer — in the cells. “We want to know which protein controls the cell cycle and which protein is activated in response to DNA damage,” Goschke said. “There are many different proteins. We’re looking for the ones that can help cure skin cancer.”

YOU ARE WHAT YOU EAT

What sea urchins eat also affects the amount of sunscreen compounds their eggs produce. “We found that by feeding urchins different diets, we could get eggs with higher or lower amounts of the sunscreen compounds,” Adams said.

Don’t count on a similar ingestible sunscreen for humans, though. “We tested it on mice and other mammals and found they can’t acquire it through diet,” she added. “Some Australians are looking at whether it’s something the skin can absorb.”

The research team includes Goschke, a 48-year-old mother of three who returned to Cal Poly to earn a master’s degree to teach high school science; biological sciences senior Michelle Parker, who plans to earn a Ph.D. and “run a lab like this someday;” Jessi Kershner and Laurie Gay, both applying to graduate school; and Brian Wenzel, a senior ecology major and the team’s only male.

Adams recruited the team of students from her upper-division biology classes, where female students outnumber males 2-to-1. She’s encouraged by what she sees as a consistent increase in women entering science programs.

“There were far fewer women faculty and students in marine science when I was an undergraduate,” she said. “I was fortunate to have wonderful mentors who encouraged me to study math and science at an early age. I believe a key to success is to have positive role models. I hope that’s what my students see in me.”
Meet the Dean:
Mohammad Noori's Visions for Engineering

BY JO ANN LLOYD

From iPods to iRobots, emerging technologies have transformed the world and, in the process, the societal role of engineers, says the new Dean of the College of Engineering, Mohammad Noori.

By their complex nature, new technologies have a critical impact on areas of national concern, he says. Engineers develop more efficient ways to generate and use energy, more responsible ways to protect the environment, and more effective methods to deliver drugs.

The importance of these technologies becomes apparent sometimes only when problems arise: power grid blackouts, viruses infecting the Internet, panics in the financial markets.

"Engineers have a responsibility to improve these systems' operations," Noori says, "But for society to truly benefit from technological research and development, the barriers between technology and society must come down."

Noori says those walls will come down when engineers take a more active role in society and in politics, helping to shape public policy.

"Our challenge," he says, "is to reshape engineering education to meet these needs."

He’s eager to meet this challenge, but well-rounded education “to better understand the needs of the new society.”

Noori sees opportunities for collaboration between departments, yet understands that change is accomplished as part of a process. “It needs to be from top down and bottom up, with very close involvement by the faculty, alumni, students, staff and other university programs, as well as industry,” he says.

He understands the importance of building relationships. “When you walk into an organization, you must develop an appreciation for the culture and the value system. I want to spend the year getting to know people one-to-one,” says the soft-spoken, impeccably dressed dean. “The more time spent getting to know other peoples’ ideas, the better I am able to polish up my own ideas – plus it gives people the opportunity to know me.”

While leading engineering departments at Worcester Polytechnic Institute and North Carolina State University, he is proud to have recruited many women and minorities. He sees that as a top priority at Cal Poly, too.

Another priority is to have the College of Engineering continue to forge strong partnerships with industry and alumni, leading to the development of more graduate and research programs and additional industry-sponsored, learning-based projects for the students.

By building on Cal Poly’s hands-on, polytechnic philosophy, Noori thinks the College of Engineering can ride the wave of change to an even higher level of prominence. “In 10 years Cal Poly will be a national leader in redefining engineering education,” he predicts.

Noori, a civil engineer by trade, is a recognized researcher in the field of earthquake engineering and structural safety and damage detection. He previously held the endowed R.J. Reynolds Professorship at North Carolina State University. While there he served on the multi-university team that prepared the winning proposal founding the National Institute of Aerospace, a partnership of six universities, the NASA Langley Research Center, and American Institute of Aeronautics and Astronautics Foundation.

Noori turns 53 on Dec. 24. He is married to Nahid Bozorg, also a civil engineer. The couple has two sons and a daughter. ■
It was day No. 2 of the 1992 riots in Los Angeles. Cal Poly alumna and broadcast journalist Laura Diaz was out with a camera crew, standing near Sunset Boulevard in Hollywood, watching people brazenly loot an electronics store.

It was pandemonium, according to Diaz. In the distance, fires were burning and the noise from security alarms and helicopters made it difficult to be heard.

As a flatbed truck filled with looters made a wild turn, a TV set fell off the truck. “When one of the looters went to retrieve it, he looked right into the lens of our camera and pointed his semi-automatic weapon straight at me and my crew!” she recalled.

“A plainclothes policeman screamed at us to get down! Fortunately, the gunman decided to take his TV set and flee,” she added.

Could even the best hands-on education prepare a student for being threatened at gunpoint?

It might have, if Emmy-winning television anchor Diaz had been a journalism major while at Cal Poly. Instead she studied literary classics— even spending an entire quarter in one class reading and discussing Theodore Dreiser’s *An American Tragedy*.

“Literature was my first love, but if I had known I was going to become a broadcast journalist, I probably would have majored in political science and minored in journalism,” she said.

Still, the native Californian and first-generation Mexican-American found her way into broadcast history, in 1997 becoming the first Hispanic lead television anchor in Los Angeles, at KABC-TV.

While there, she covered many of Southern California’s most historic and compelling stories, such as the riots and the Northridge earthquake.

Her assignments vary quite a bit. Recently, at her current broadcast home,
KCBS-TV, she hosted the station’s pre-show to the prime time Emmys, while also working on a piece on gangs.

Diaz has won six Emmys of her own, plus a prestigious Golden Mike award from the Radio & Television News Association of California for best feature reporting. She also enjoys interviews with newsmakers, including a post-election exclusive with Los Angeles Mayor Antonio Villaraigosa and an in-depth profile last year on Angels’ owner Arte Moreno.

Sometimes the people she meets on the job impact her personal life. “Moreno, the first Latino to own a major sports franchise in the United States, is a fascinating man who came from humble beginnings,” Diaz said. “I spent a lot of time at Angels Stadium and am now a huge Angels fan,” she said. “I try to get to as many Angels games as possible.”

Diaz herself has many fans. One is George Ramos, chair of Cal Poly’s Journalism Department, who knew Diaz in Los Angeles when he was a reporter at the Los Angeles Times. “Diaz is not only a trailblazer, she’s also a role model for young people, volunteering whenever she can for worthy causes while remaining true to her profession as a seasoned reporter. She exemplifies Cal Poly’s commitment to learning by doing.”

Being a trailblazer propelled Diaz from Santa Paula, Calif., where her parents labored in the fields, into the homes of thousands of television viewers. But it hasn’t always been an easy path.

“First of all, when you’re a liberal arts major at a technical university, you’re a bit of a curiosity. Then the fact that I was a Latina studying English, even a bit more unusual,” she recalled.

Even so, she always felt “completely welcome” at Cal Poly by the faculty, her fellow students and the community. “It was beautiful, with warm, friendly people and a small-town politeness.”

The rigorous academics at Cal Poly helped Diaz develop the critical thinking skills so necessary for success in her field. “I learned how to read on the fly, break down complex ideas, and then deliver those facts in a clear and concise manner. Thank you, Cal Poly!” she said.

If she closes her eyes, Diaz can still conjure “the scent of the library,” where she spent hours studying and forming lifelong friendships. It’s never more than a few months between trips back to San Luis Obispo, “where I still have many close friends.”

In fact, her former roommate and best friend, Nancy Stauch, is now teaching physics at Cal Poly.

“Laura is the hardest working person I’ve ever been around,” Stauch said. “When we were students, she had two part-time jobs plus a full course load and still got great grades. You don’t find that inner drive in too many people. Yet, she also keeps balance in her life.”

While at Cal Poly, Diaz interned at KSBY-TV in San Luis Obispo. “We were such a small-market station then that I even got to run my own camera – when appearing on camera!” she recalled. “I also had great mentors in that newsroom.”

After two years of “chasing down stories in a Ford Fiesta from Nipomo to Paso Robles,” Diaz spent about eight months at KFSN-TV in Fresno before making the big jump to Los Angeles.

A recipient of many honors from national Hispanic organizations such as the Mexican Cultural Institute and the National Hispanic Media Coalition, Diaz understands the responsibility that comes with such awards.

“I realize that I can set an example, be a role model for young Hispanics. That’s an enormous responsibility, one I will never take lightly,” she said.

So on top of her demanding job, she maintains a hectic schedule of speaking, emceeing and participating in parades and events. Recently, she hosted the national broadcast preview of the Latin Grammy Awards, earning her yet another Emmy.

Her favorite community activity, though, is visiting schools. “I have the most fun just talking with young kids,” she said. “Believe me, a third-grader can ask a much tougher question than any grown-up.”

Diaz says she has loved her career path, “every stumble, every victory.” She has no hesitation in recommending broadcast journalism to interested students: “It’s a fascinating, unconventional life.”

“I’ve interviewed some of the greatest leaders, movers and shakers of our times, and had a front row seat to history on many occasions. It’s a splendid ride.”

(Previous Page): KCBS-anchors Paul Magers and Laura Diaz. (Above): Diaz and producer Peter Wilgren. (Photos by Su-e Tani)
Can’t See the Forest for the Trees?  
Swanton Pacific Ranch Offers Great Views ... and More

BY TERE S A HENDRIX

Once you get to Swanton Pacific Ranch in the coastal mountains north of Santa Cruz, it’s pretty obvious the 3,200-acre spread offers many things you just won’t find at Cal Poly: trees, for one thing. A whole forest full of them — 2,100 acres to be exact.

They cover steep mountain slopes and march in tall columns down to grassy meadows. A river runs through it: Scott Creek and its tributaries.

"The landscape is so different here than on campus," notes natural resources management Professor Brian Dietterick, a certified hydrologist and the ranch’s new director. First are coastal forested mountains — steep mountains that support perennially flowing streams. The streams serve as habitat for sensitive aquatic species and fish like coho salmon and steelhead trout. Swanton Pacific is a unique place to teach resource management, Dietterick explains. It’s more similar to a Northern California forest.

Swanton Pacific is a living forest-laboratory unlike any other at Cal Poly’s 1,300-acre campus core or the 1,600 acres of university ranches just west of campus.

But it’s more than trees. One of Swanton’s newest operations is the natural beef program, run by the Animal Science Department. The department raises all natural grain-fed and grass-fed beef in the meadowlands at the ranch, selling it twice a year on campus.

Watching over the herd is livestock manager Gordon Claassen, who oversees the 500-plus head of cattle. He constantly monitors the herds, moving cattle from pasture to pasture based on the condition of the forage — natural grasses — at their hooves. The herds are sometimes moved daily to assure the pasture grasses remain in optimum condition.

The natural beef project easily fits the "sustainable agriculture" nature of Swanton Pacific Ranch.

“We are Cal Poly,” Dietterick explains. “We’re trying to demonstrate informed stewardship of the land.” For its efforts, Cal Poly received international certification and recognition in 2004 — one of only four universities in the country to be so honored.

Such stewardship is what motivated alumnus and Orchard Supply Hardware founder Albert B. Smith (B.S. CRSC ’44; M.A. AGRI ’56) to donate Swanton Pacific to the university when he died in 1993.

“Swanton is an uncrowded, beautiful place,” Smith wrote before his death, adding that he wanted to preserve as much acreage as possible and share it with people “who appreciate it and profit from the experience.”

Dietterick spends two days a week at Swanton Pacific, and he’s struck by its beauty every time he arrives.

“The students are, too. You can see it in their faces,” Dietterick says. “It’s hard to imagine we’re nestled between Santa Cruz, San Jose and San Francisco. As the crow flies, San Jose is not that far — maybe 25 miles. But when you’re here, it’s like stepping into another world.”

Until a real visit can be arranged, you can virtually visit Swanton Pacific Ranch. Go to http://www.spranch.org/index.htm for details and photos. Cal Poly Day at the Ranch is held in September and Al Smith Day in April, with barbecues, tours, trail and train rides. For more information about the ranch and days when it is open to the public, contact Susan Burgess, program coordinator, 125 Swanton Road, Davenport, CA 95017, or siburges@calpoly.edu.
Passing the Passion
Ag science senior aims to teach & reach high schoolers

BY JO ANN LLOYD

Agricultural science senior Nicole Castle and John Rogers (Photo by Patrick Swadener)

Born and raised in the San Joaquin Valley — California's top agricultural producing region — that's not surprising.

Growing up, she was active in the FFA (Future Farmers of America). The organization both broadened her horizons and helped mold her character, she says.

"My FFA experiences shaped the person I am today," Castle said. "My advisors were like family to me. They also changed the lives of many who might have been destined for failure. My advisors inspired me."

The FFA is not the only organization that changed Castle's life. The Mary Stuart Rogers Foundation, and the scholarships it provides, has made her teaching goal attainable.

A second-year Rogers Scholar, Castle was among 27 Cal Poly students who received a Mary Stuart Rogers scholarship this year. "The scholarship puts me that much closer to becoming a teacher," she says. "Without that help, I would not be able to attend a university like Cal Poly."

And Cal Poly is lucky to have her, according to Robert A. Flores, professor and department head of the Agricultural Education and Communication Department. "We are fortunate that Nicole chose Cal Poly," he says. "She's delightful, and students recognize her as a leader. I have no doubt that she'll become a sought-after teacher."

Castle remains active in the FFA, last year devoting countless hours as a committee chair at the State FFA Judging Finals held on campus. In 2002, she earned an American FFA degree, the highest degree the organization awards. To qualify, she completed three years of classroom instruction and worked on beef, sheep, swine, dairy cattle and horse projects.

Castle is on track to graduate in December and will then begin studies in Cal Poly's teacher credential program.

The 22-year-old is looking forward to passing her passion for agriculture on to students. "I want to help them develop the skills that will benefit them throughout their lives, to help them build character and integrity. I can help them realize their potential."

IN 2002, SHE EARNED AN AMERICAN FFA DEGREE, THE HIGHEST DEGREE THE ORGANIZATION AWARDS.
Adobe and AIDS
Student Creates Safe Haven for Kenyan Orphans
BY SUSAN MCDONALD

Sometimes it takes a student to raise a village. In this case, David Lambert spent more than a year with his hands in the mud, creating adobe bricks to build new villages for children orphaned by the AIDS epidemic in Kenya.

The architectural engineering senior is trying different concoctions of dirt and other materials to develop a special type of adobe brick that is strong and weather-resistant. He’s also intent on creating a product that costs virtually nothing — one that Kenyans can make themselves.

“Your can take the dirt from under their feet and the bamboo that grows in their country like weeds and build with it,” Lambert said. “I think the ability to build their own homes — their own villages — gives them power.”

At Cal Poly, Lambert is building walls with the prototype adobe bricks, testing the strength of the walls by hitting them with a sledgehammer.

Testing is vital, Lambert explained, because the walls must be able to withstand the blows of a nine-pound hammer — the tool of choice for intruders intent on entering locked homes and medical facilities.

Intruders don’t simply knock down doors, Lambert said, but bash down entire walls. Lambert is experimenting with different adobe mixes to find the one that best meets the hammer test.

There is urgency to his efforts. The villagers he is helping are orphans whose parents died from AIDS or are themselves infected with HIV or the AIDS virus.

The disease has devastated millions in Kenya and other African nations. Of the worldwide total of 16 million AIDS-orphaned children, 15 million live in Africa. By 2020, the number of African orphans is expected to jump to 35 million.

Lambert is working with Nyumbani, an organization dedicated to improving the lives of the orphans by providing safe villages for them to live in. Nyumbani, which means “home” in Swahili, was founded in 1992 to house and educate children who were turned away from orphanages and schools because of their contact with the AIDS virus.

In response, the Kenyan government set aside eight 1,000-acre parcels — one parcel in each of its eight provinces — for new villages that will each sustain 600 to 800 orphans, elderly adults and caregivers. Each village is to have 100 houses, a school, medical center, meeting hall, police station and land for raising animals and growing crops.

In a country where wealth is measured by the number of cattle or goats a person owns, and the annual family income averages $300, sustainability is vital, according to architectural engineering Professor Craig Baltimore.

Steel and other conventional building materials are not an option. A bag of cement that costs $3 here can cost $40 there. Everything is much more expensive, he said.

Lambert hopes to go to Kenya this summer to help the villages take shape, meet the people who will live in them, and pass on what he has learned from Cal Poly. For now, his efforts to create the perfect adobe brick are very satisfying.

“This is an incredible experience. I feel like I’m leaving a mark.”

For more information about the Adobe Project and to help support it, please contact Cal Poly’s College of Architecture and Environmental Design at (805) 756-1311 or caed@calpoly.edu, or the Architectural Engineering Department, (805) 756-1314, arce@calpoly.edu.
To capture the momentum of the Centennial Campaign, Cal Poly will form a new foundation, with leadership to be provided by some of the university's most supportive friends. Its mission will be to garner private support that will play a crucial role in maintaining the special polytechnic, high-quality, learn-by-doing education model of Cal Poly.

Gary Bloom (CSC '82), will serve as the founding chair of the new board. Bloom said, "I welcome the opportunity to support President Warren Baker in assuring that California's best and brightest students receive the kind of remarkable education that I did."

In addition to assisting in fund raising, the new board will develop policies to manage the university's $150-million endowment, set and maintain high standards of stewardship for donors, provide advice and counsel to the leadership of Cal Poly, and advocate for Cal Poly in political circles, in the business community and elsewhere.
Margaret Chase Society
Margaret Chase served as acting Cal Poly president in 1974 and served the university for 37 years in a variety of faculty and administrative positions. These individuals donated $500-$999 between July 1, 2009, and June 30, 2009.

*Deceased

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Carol R. and Robert D. Dathie
Denise A. Dahlberg
Phyllis and William E. Davies
Jeffrey O. Davis
Karen M. and Richard A. Davis
Raymond E. Davis III
Lenas and Richard W. Davies
Kenneth P. and Kathleen S. Day
Ann Daykin
Jan de Witter
Robin J. and Steven D. DeJarnett
Ben A. and Suzanne Dejung
Cheri M. and Donald A. DeJung
Michael F. Delfine
Lori A. and Kevin D. Deligne
Dwight D. DeMay and
Jamie C. Comer
Lynne Dempsey and Glenn Scheutz
Danielle P. Dierens
Jeffrey L. Dooly
Bennett J. and Janice Derman
Brian B. and Cynthia S. DerMattia
Ashley E. and John E. Dan
Mark S. and Catherine L. Derreusser
Barbara G. and Daniel E. Dickey
John L. and Pat Dieli
George E. and Joanne Dierssen
Richard A. and Carol D. Downer
James M. and Nancy E. Dillard
J. Cliff and Shari L. Dodd
Elizabeth A. and John H. Dodd
Marilyn D. Doppert
Betsy J. Doneche
Sandra L. Donhue
Bort W. Dotts
Randi and Susan B. Douglas
Steven E. Doody and
Owen E. Doe
Deeana M. and Michael D. Drye
John and Mary-Elia Drummond
Wendy L. Drummond
Arthur C. and Joyce E. Duarte
Robert M. Durate
Paul E. Duckworth
Donald C. and Jeanette M. Duncan
Christopher Dunn and
Joha-Moon-Dunn
Theodore D. and
Fran M. Duraeus
Mark H. Dutro
Edwin B. and Kathleen D. Earle
David R. Eichler and Alene H. Wong
Brook D. Edwards and
Mary M. Sandahl
John B. and Rochell R. Edwards
Kenneth A. and Andrea Ellis
Casey E. Elwell
Clint O. Emerson
Carol and Steven J. Enbrit
Michael a. Erotsabre
Catherine G. Eusebio
Anthony and Teresa Evangelista
Gerald P. Ferrell Jr.
Aaron L. Fast
Henry J. Favier and Kim Gill-Favier
Peter C. and Christine L. Feldman
Darin B. Ferguson
Joseph P. and Tawini L. Fernandes
Mark R. and Joan M. Fazend
Ann G. and Larry S. Fetter
Lewis G. Feuerstein
Gregg L. and Dawn T. Fiegel
Florence L. Fisher
Billy R. and Linda D. Fitzgerald
Darnell B. and Diane Fletcher
Bradley W. and Kathleen L. Flood
Robert A. and Sherri E. Fones
Jane A. Flynn
Cynthia K. and George E. Fontes
Philip J. and Sylvia A. Fontes
Cynthia L. Fosse
Daryl J. Sugawara
Melinda K. Forbes
Maureen C. and William D. Forger
David J. Forster
Bruce C. and Cynthia Foster
Dudley B. and Linda Foster
Robert C. Foster
Cynthia M. and James M. Fox
Christopher A. and Jennifer L. Freck
Barbara E. Freeman and
Stanley F. Franks
Gregory M. and Lisa E. French
Woody H. and Adele H. Frey
Richard L. and Ann M. Friesen
Berbera B. and John W. Friedenbach
Vickie E. Frydenlund
Gary D. and Sandra K. Fryer
Richard L. Fuchslin
Margaret Chase Society cont...
Anonymous Donors (4)
Frieda Agron
Anon (11)
Mary E. Amard
Robert T. Anderson
Carol A. Andrews
M. Richard and Joyce J. Andrews
Richard J. Andrews
Virginia L. and Elliot E. Appleton
Allyn E. and Conceetina T. Arnold
Linda K. Awturth
Anna B. Aven
Josephine G. Avila
Aaron A. and Lyn C. Baker
Robert S. and Bernice L. Baldwin
Robert P. Babie
Richard W. and Jeannie E. Barnes
Isaac R. and Margaret L. Bergal
James W. Bier
Harlan W. Back
Ben M. Bestley and Colleen Kefly
Peter H. and lisa M. Bens Bens
Eddie Bergfield
Willis E. Bergfield
Richard A. Bergquist and Lynn A. Laugh
er
Avel W. and Ellen M. Berrier
Louisa J. Blumk
Barbara A. Bobberg
Richard L. and Margaret A. Beets
Freddie and Margaret Bradley
William R. Braddens
Frisbie V. Brown
Susan Pfeifer Brown and Robert F. Brown
Judith A. Burcher
Carol A. and Jeff Burgh
Richard L. and Barbara L. Burkhart
James A. Cairn
Helga R. Carden
Lark P. Carter
Everett M. and Arlene B. Chandler
Barbara and Don Chapin
Clifford W. Chapman and Gene A. Shilder

PLANNED GIVING AND ENDOWMENTS

Life Income Gifts

The following individuals established either charitable remainder trusts or charitable gift annuities for the benefit of the university between July 1, 2004, and June 30, 2005.

Allyn E. and Conceetina T. Arnold
Everett M. and Arlene B. Chandler
Charles H. Dane Jr.

Bevery B. Hardy
Ethel A. and Eugene C. Lent
Richard O. Schade

James and Norma M. Sinton
Allyn E. Voigt

Kent W. Mazzia
Michael McCall and Margaret L. McColl
Michael D. McCloskey
Claire W. and David E. McFeely
George C. McMahen
Robert D. and Maggie McMillion
Alex and Colleen A. Merendino
John L. and Sarah G. Merriam
James D. and Martha J. Michel
Thomas E. Mitch
Eric R. Morey
Albert S. and Patricia R. Moriarty
Don M. and Jean I. Morris
Marylin J. Morris
Chris Mueller
Judith A. and Bradley Munn
Alice Parkes Nelson
C. J. and Mary Kay Nelson
Carolyn H. and Jaime Daxaca
Katherine S. and Stich Odo
Cynthia L. and Donald H. Osborne
Peter M. and Diane K. Oser
Donald R. Patton
Steven R. and Carol J. Pearson
Debell C. Petersen
Bary L. and Linda A. Phillips
Mike V. and Marle A. Price
Jerome M. Prior
James M. and Vicki K. Pyle
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Robert W. and Elisa L. Rivers
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Fred C. and Elaine L. Schack
Robert D. Schade
Michael L. and Lorenda L. Schield
Robert L. and Martha E. Sciffield
Barbara A. Scott
Eldon D. and Karen Siffman
Glenda and Lary Shaprich
Carolyn and Thomas S. Silve,
Laurie A. Simerson
Richard D. Simmons
Mary A. and Laura L. Zohres
James W. and Linda L. Zunwalt
James M. and Anne Zurbuchen
Larry and Florence Zyman

Carl Beck Society cont...

Anonymous Donors (4)
Frieda Agron
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Mary E. Amard
Robert T. Anderson
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Laurie A. Simerson
Richard D. Simmons
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Robert L. and Martha E. Sciffield
Barbara A. Scott
Eldon D. and Karen Siffman
Glenda and Lary Shaprich
Carolyn and Thomas S. Silve,
Recently the Cal Poly community lost the following alumni and friends. We are grateful for the generous legacies that they left the university.

### Honor Gifts

Gifts were made in honor of the following individuals between July 1, 2004, and June 30, 2005.

- Alfred R. Adams
- Alfred W. and Rose M. Amaral
- Richard A. Anderson
- Warren R. Anderson
- Carly Fitzsimons and Warren J. Baker
- Irelle Beatie
- Mary E. and David P. Beatie
- Susan Beatie
- Bridget G. Benson
- Gary L. Bloom
- Joseph J. Campanari
- Geoffrey T. and Linda K. Capell
- Lisbeth D. Ceaser
- Evret M. Chandler
- Daniel C. Chase
- Thomas T. and Lucie T. Chou
- Kelly L. Churchill
- Jen R. Clason
- Michael H. Cole
- Sarah E. Crable
- Leonard and Patricia Davidman
- Matthew A. Davis
- Carter P. De Leon
- Bennett J. Derman
- James M. Doen
- John W. Edmisten and Yvonne Hsu Edmisten
- Kenneth N. Edwards
- Jon M. Erikson
- William D. Forsberg Jr.
- Christopher P. Frei
- Richard D. Frankel
- Erin N. Gibbons
- Robert S. Harmon
- James H. Hayes
- Edgar A. Hyer
- Mary H. Kailhi
- Todd A. Kircher
- Daniel E. Kiriy
- Benjamin A. Linkman
- Dennis P. LaDuc
- Paul A. Lewis
- Madonna Family
- Tyler R. Margison
- Joyce Kamilar-McCall
- Nina Mobley
- Alfred G. Montra
- Matthew K. Ng
- Eugene L. O’Connor
- Eric O. Olsen
- Michael A. Perziale
- Sean C. Perry
- Matthew M. Rackenby
- Thomas A. Ruehr
- Craig H. Russell
- L. Diane Ryan
- Donald R. Adams
- Daniel C. Chase
- Ian R. Clausen
- Richard Irelle Beatie
- Sarah E. Crable
- Robert S. Hannon
- Matthew K. Ng
- Suzanne C. Stroh
- Mary E. and David P. Beatie
- Donald R. Adams
- Daniel C. Chase
- Jon M. Erikson
- Madonna Family
- Tyler R. Margison
- Joyce Kamilar-McCall
- Nina Mobley
- Alfred G. Montra
- Matthew K. Ng
- Eugene L. O’Connor
- Eric O. Olsen
- Michael A. Perziale
- Sean C. Perry
- Matthew M. Rackenby
- Thomas A. Ruehr
- Craig H. Russell
- L. Diane Ryan
- Dorothy C. McPherson
- Cora F. Strauss
- In Arnold D. Haskell
- Emily N. Alstot
- Gerald R. Craig
- George E. Hoffman
- Gareth A. Bartels
- Gerald John H. Applegarth
- Arnold M. Dean
- Michelle A. Jacobson
- Roger John
- Joseph J. D. Capita
- In Arnold D. Haskell
- Dorothy C. McPherson
- Cora F. Strauss
- Thomas A. Benton
- Erica W. Bell
- Richard L. Fratessa
- Michael E. Koehn
- Adam S. Wegener
- John Azevedo
- Linda K. Bomstad
- Darlene Cappellotti-Bowman
- Harold M. Cota
- Carol S. and Jay Suffa Jr.
- Alfred G. Montra
- Matthew K. Ng
- Eugene L. O’Connor
- Eric O. Olsen
- Michael A. Perziale
- Sean C. Perry
- Matthew M. Rackenby
- Thomas A. Ruehr
- Craig H. Russell
- L. Diane Ryan
- Didier Herbert Kamm
- Rebecca J. Peacock
- Mary T. Pollock
- Terry Ransome-Fitchthon
- Mark S. Reuling
- Ayun A. Roest
- Lee E. Rogers
- David J. Sanchez
- Sonia Sandweil
- Ann B. Sefton
- Owen L. Servaler
- Edward W. Silva
- Richard K. Simon
- Albert B. Smith
- Fred M. Smith
- Herman M. Specer
- Nelie E. Spradlin
- Charles P. Stone
- Cara F. Strauss
- Pauline T. Swanson

### Memorial Gifts

Gifts were made in memory of the following individuals between July 1, 2004, and June 30, 2005.

- John P. Aldrich
- Emily N. Alstot
- Anthony J. Amato
- Herschel L. Apteberg
- John H. Applegarth
- Howard M. Bennett
- Jorg A. Bertels
- David L. Birtwell
- George E. Beatie
- Arthur T. Bell
- Laurence H. Bennett
- John P. Benton
- Raymond P. Benton
- Thomas A. Benton
- Brett W. Berrier
- Lucille Boldt
- Pentiss J. Bowden
- James W. Brecht
- John P. Bromley
- Grant M. Brown
- Howard C. Brown
- Herbert H. Burlington
- Ruth H. Burlington
- J. D. Capitain
- Alonzo Carranza
- Donald A. Carranza
- Gerald R. Craig
- Bee Cullberson
- Joyo Curry-Daly
- Arnold M. Dean
- Hurant Derian
- Gerald L. Didier
- Milton Drandell
- Arthur C. Edwards
- Richard L. Fisher
- Harold A. Frace
- Paul F. Frasella
- Jerry Frederick
- Erica L. Gaffner
- Norman W. George
- David J. Gill
- Clyde P. Glover
- Constance H. Gray
- C. Herold Gregory
- Juanita Gulbran
- Thor Gulbran
- Raymond F. Hansen
- F. Sheldon Herden
- Arnold D. Haskell
- George J. Hesslen
- Kevin Higgins
- George E. Hoffmann
- Clifford B. Holter
- Matthew D. Hubal
- Michelle A. Jacobson
- Richard Kamilar
- Herbert Kann
- Phyllis S. Kamm
- Richard G. Karpinski
- Florence F. Kershaw
- DeAnna A. Klassen
- Michael E. Keoh
- William J. Kwan
- Paul S. Larsman
- Allen J. Larsen
- Lars A. Larsen
- Barbara L. Lincoln
- Kendall K. Losee
- C. S. Mansfield
- Thomas H. Maple
- Theresa Marquez
- Marjory E. Martinson
- Duncan C. McCormack Jr.
- Dorothy C. McGlenn
- Neil Mckinnon
- Cord P. Meier
- Gareth L. Meinhold
- James C. McBey
- Donald R. Nikkel
- Roger L. Osband
- Leon F. Ostby
- Rebecca J. Peacock
- Mary T. Pollock
- Terry Ransome-Fitchthon
- Mark S. Reuling
- Ayun A. Roest
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- Albert B. Smith
- Fred M. Smith
- Herman M. Specer
- Nelie E. Spradlin
- Charles P. Stone
- Cara F. Strauss
- Pauline T. Swanson
- John J. Symons
- Jeri E. Thiel
- Frederick W. Thoburn Jr.
- Guy H. Thomas Jr.
- Harri I. Tope
- John B. Tulloch
- Keith W. Uncapher
- Lois L. Uphoff
- Stanley L. Van Vleck Jr.
- Paul J. Vormbaum
- Larry Voss
- Ralph M. Warten
- Denise L. Waters
- Harold Watson
- Arthur L. Wheeler III
- Peter D. Whiteley
- Jack A. Wick
- Harold O. Wilson
- Bud Woodward
- Brad E. Yackle
- Virgil P. Zarc

### Gifts to Fund the Future

Recently the Cal Poly community lost the following alumni and friends. We are grateful for the generous legacies that they left the university.

- Estate of Raymond P. Benton
- Estate of Constant J. Chrones
- Estate of Rosario A. Curletti
- Estate of Floyd O. Hicks
- Estate of Wanda Y. Joyce
- Estates of Judith B. and Lawrence M. McDonig
- Estate of Joan E. Plummer
- Estate of Florence Buddy Welles
- Estate of Frieda L. Wetsman

### Faculty and Staff Support

The following current and retired faculty and staff gave $250 or more between July 1, 2004, and June 30, 2005.

- James A. Daly
- Charles H. Dana Jr.
- Hiram L. Davis
- Robert C. Debweiler
- Carol S. and Jay L. Devore
- Laura L. Dimmitt
- Sharon Dobson
- Arthur C. Duarte
- George M. Eastham
Faculty and Staff Support cont...

Individuals who contributed gifts valued at $1,000 or more between July 1, 2004, and June 30, 2005, are listed. Their gifts may include art, computer equipment, tractors, livestock, etc.

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Bryan Adams</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Charles Alexander</td>
<td>$900,000</td>
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<td>Robert A. Black</td>
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<td>Jay B. Block</td>
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<td>Jane P. Bowlby</td>
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<td>Elizabeth W. Clark</td>
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<td>Maureen C. and William D. Forgeng</td>
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<td>Sung S. Glassmeyer</td>
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<td>Reginald H. Godden Jr.</td>
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<td>Denis E. Grayson</td>
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<td>Sam Kay Gurnee</td>
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<td>Michael H. and Wendy H. Hall</td>
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<td>Lance L. Harter</td>
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</table>

IN-KIND GIFTS

Corporations, Foundations and Organizations

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 July 1, 2004, and June 30, 2005.

- Oracle Corporation
- John Deere & Company
- The Bernard Osher Foundation
- The Reinhard Foundation
- Mary Stuart Rogers Foundation
- St. Jude Medical Inc
- Society of Manufacturing Engineers
- Education Foundation
- Unocal Corporation
- The Wexarman Company LLC

Environmental Horticultural
- Cal Poly Agrological
- Leadership Foundation
- California State University Foundation
- Campus Brothers
- Cisco Systems Inc
- The Citrus Research Board
- Columbia Foundation
- Construction Employers’ Association
- The Cotter Foundation
- Curtiss-Wright Electric Corp
- Dairy Institute of California
- RR Donnelley & Sons Company
- Dunn-Edwards Corporation
- Edwards Air Force Base

- Environmental Horticultural
- Cal Poly Agrological
- Leadership Foundation
- California State University Foundation
- Campus Brothers
- Cisco Systems Inc
- The Citrus Research Board
- Columbia Foundation
- Construction Employers’ Association
- The Cotter Foundation
- Curtiss-Wright Electric Corp
- Dairy Institute of California
- RR Donnelley & Sons Company
- Dunn-Edwards Corporation
- Edwards Air Force Base

- Environmental Horticultural
- Cal Poly Agrological
- Leadership Foundation
- California State University Foundation
- Campus Brothers
- Cisco Systems Inc
- The Citrus Research Board
- Columbia Foundation
- Construction Employers’ Association
- The Cotter Foundation
- Curtiss-Wright Electric Corp
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- Environmental Horticultural
- Cal Poly Agrological
- Leadership Foundation
- California State University Foundation
- Campus Brothers
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- The Citrus Research Board
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- Construction Employers’ Association
- The Cotter Foundation
- Curtiss-Wright Electric Corp
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The Schwab Fund for
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Western Packaging Association Inc
Wild Wood Winery
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Xl Construction
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ATHLETICS GIFTS

Cal Poly Athletics relies on the community, fans and alumni to fund scholarships and provide resources to improve and build athletics facilities. In-kind donations and tax-deductible gifts allow the athletics program to be competitive in the ranks of NCAA Division I. Cal Poly Athletics gratefully acknowledges all supporters who helped make 2004-2005 a successful year for the Mustangs.

Deceased

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Hitchcock/Azevedo Wrestling Camp
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Athletics Gifts cont...

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www.giving.calpoly.edu 27 Cal Poly Magazine
Parent Participation Grows

Parent-giving, which includes parents of current students and alumni, at Cal Poly has grown tremendously over the last several years, nearly topping the $1-million mark last year. In the fiscal year that ended June 30, 2005, parents made 7,700 gifts totaling $950,000. The average gift was $125.

"Cal Poly parents are far more generous than parents of any other California State University," said Cal Poly Fund Director Craig Nelson. One out of every three gifts from individuals came from parents. "This level of support is rarely seen even at private universities." One-third of all parent gifts are from parents of alumni. The loyalty and generosity of many parents continue long after their child graduates, "Parents of current students are the favorite group our students call during the Phonathon," Nelson said. "They're excited that their child is attending Cal Poly. They want to know what's going on and how they can get involved."

Editor's Note: We pride ourselves on the accuracy of names and figures cited, based on information as of press time. We apologize for any errors. Please contact Advancement Services at alumni-info@calpoly.edu with any corrections.

www.giving.calpoly.edu 28 Cal Poly Magazine
Cal Poly welcomed 10 students from campuses closed by Hurricane Katrina.

A business student with her husband and 13-month-old daughter drove across the country with only their car and the clothes on their backs. Another student traveling by bus had to make an unscheduled stop in Los Angeles, where his wife gave birth to their son.

While these students and tens of thousands of others were heading to campuses away from the storm’s devastation, Cal Poly graphic communication senior Nick Hoover followed his heart to Jefferson Parrish, La., to volunteer with the American Red Cross. Hoover chronicled his stay with photos and stories published in The Tribune, San Luis Obispo’s local paper, where he works as a photo technician and photojournalist.

(Above) End of the line - train tracks proceed underwater near St. Bernard’s Parish in New Orleans. The water level in some areas reached over 10 feet.

(Below) A stop sign barely peaks out over the water on what was a street near the French Quarter of New Orleans. Most rescue crews operated with fan boats to avoid obstacles hiding in the murky black flood water.

(Above) A car sits abandoned in several feet of flood water off Interstate 10 in New Orleans. Vehicles lay strewn about as owners rushed to flee the city before Katrina touched down.

(Loft) Cal Poly welcomed new students (left to right): civil engineering student Alyssa Schorer, theatre and political science major Andrew Zabko, and environmental engineering student Vetta Surovec.
To find the definition and origin of the word "babelard," it would be best to consult the Oxford English Dictionary, the accepted authority on the evolution of the English language, with more than half a million headwords defined. But you won't find "broughten" anywhere in that massive 20-volume set. For that, you have to switch on your computer, and head to www.urbandictionary.com, the ultimate pop lexicon Web site created by Aaron Peckham (CSC B.S., M.S. '05) in 1999.

"I started it in my freshman year as a joke — as a parody of dictionary.com," says the lanky, bespectacled 24-year-old. It looked exactly like it, but there were major differences. Most notably, urbandictionary.com defined slang words and phrases written by Peckham and some friends.

The dictionary's irreverent, hip tone apparently struck a chord with young people everywhere, and its popularity spread "hecka" fast. Today the site gets some 100,000 daily visitors, many of whom also contribute words, definitions and opinions.

The dictionary's content has surged from its original 150 submissions to 333,000 words and 600,000 definitions. Many words have numerous definitions. Check out "emo" and its more than 620.

More than a mere slang dictionary, Peckham calls urbandictionary.com "a living catalog of human interaction and popular culture written by normal, everyday people." The authors are the people who actually use the words; they write their personal points of view. That gives the site authenticity, Peckham says. "And their writing is fascinating."

Cal Poly English Professor John
What began as a one-man shop now has several thousand volunteer editors looking at 1,500 incoming definitions a day. “Note to crowd”: urbandictionary.com is not just for the hip, young set. Authors, judges and researchers use it as a resource for understanding popular culture, and some parents are turning to it to help them better relate to their teens.

In 2003 a judge in the United Kingdom was hearing a case in which one rapper claimed another had defamed him in a song. Urbandictionary.com is cited as a source in that case, even though the judge admits that, after consulting the dictionary, he still couldn’t figure out what the rappers were saying.

WHAT BEGAN AS A ONE-MAN SHOP NOW HAS SEVERAL THOUSAND VOLUNTEER EDITORS LOOKING AT 1,500 INCOMING DEFINITIONS A DAY.

Peckham points out that his dictionary also defines such everyday words as “conservative,” “woman,” “vegetarian” and “liberal.” Just don’t expect to see the usual definitions there. “They’re very opinionated,” he warns.

Peckham has written guidelines to help the editors maintain the site’s purpose of recording today’s language. And while he calls the site’s best content “funny, insightful and relevant to everyday life,” much of its content is not “G” rated.

“We allow racial and sexual slurs, but reject racist and sexist entries. Entries can document discrimination but not endorse it,” he explains. “People use slurs in everyday speech, so they should be published.”

He also advises his editors to accept entries they disagree with or are offended by. A quick glance through urbandictionary.com confirms his editors are doing their jobs. For many, there’s much to disagree with and be offended by.

Peckham allows misspellings and swearing and publishes jokes and sarcastic entries. He rejects inside jokes, references to sexual violence, and nonsense. Nonsense? Obviously, that’s a subjective term.

Urbandictionary.com wasn’t Peckham’s first Internet project. “I worked on a few Internet projects in high school, and I loved its ability to connect so many people. The power of the Internet to allow people to communicate and collaborate is phenomenal.”

Peckham spends most of his time on the site, yet he still managed to compile material for his latest venture, a book titled Urban Dictionary: Fularious Street Slang Defined. The newly released book contains about 2,000 of the site’s “funniest, trust definitions.”

Peckham now lives in San Francisco and works at Google as a software engineer. “I love the company’s mission: ‘To organize the world’s information and make it universally accessible and useful.’ I think my projects have had a lot in common with that.”

“Fo shizzle.”

Answers:
1. AGRNCE — to acknowledge; confess
2. BABEL — buddy; pal; friend
3. BAWCOCK — a fine fellow
4. BABELARD — a babbler; chatterer
5. BROUGHTEN — expansion of the contraction “that’s already been brought up”
6. CARSPHAGUS — a pothole in the road so large that it tends to “eat a car”; a play on the word “sarcophagus” which literally means “body eater”
7. FO SHIZZLE — for sure
8. GIGLIOTTI — person who bosses everyone around and doesn’t take guff from anybody
9. GRATULATE — to express joy at the coming or appearance of; to welcome
10. HECKA — very; exceedingly
11. JUMP THE COUCH — the defining moment when you know someone has gone off the deep end; inspired by Tom Cruise’s behavior on Oprah
12. KICKIE-WICKIE — a jocular or ludicrous term for a wife
13. NOTE TO CROWD — a phrase used to attract attention to a fact or piece of information to the room at large, everyone in the area or around you. Derived from “note to self.”
14. PAKA — the ingenuous mixture of pie and cake
15. PUTER-ON — an instigator
16. RAG DOLLED — a person playing contact sport and getting hit hard to the ground
17. REECHY — smoky; dirty
18. SADDLER — an attractive lady; a girl who turns heads
19. RIDIN THE FLYEST — to be surrounded by luxury
20. WARDROBE MALFUNCTION — an accidental or supposedly accidental failure of clothing to cover parts of the body intended to be covered
Changing Spaces:
The New Look of Cal Poly

Sprucing up the Stadium

The transformation of the aging Mustang Stadium into the gleaming Alex G. Spanos Stadium is under way, with work expected to be completed in time for next year's football season.

The first phase will expand seating by 1,500, bringing the total capacity to 10,000. The concrete-and-steel-frame facility will have bench seating beginning four feet above the playing field and rising to skyboxes at 37 feet.

New restrooms, skybox-suites, an expanded press room, radio and television booths, and new field lighting are also part of the project.

In addition, a Memorial Plaza will be built and dedicated to the 16 football players, the graduate student assistant, and the Mustang booster who died in a tragic plane crash in 1960. (See inside back cover.)

Engineering III: Up and Humming

Faculty, staff and students in August began moving into Engineering III, the $4.5 million building that houses facilities for Aerospace Engineering, Civil and Environmental Engineering, Materials Engineering, and Industrial and Manufacturing Engineering. The 41,000-square-foot building is located north and west of the College of Engineering's Advanced Technology Laboratory.
What Drives Miss Daisy?

For this business student, it's accounting and taxes

BY STACIA MOMBURG

Cal Poly business senior Daisy Cisneros is putting her knowledge of accounting to work, and it's paying major dividends.

Early this year, Cisneros won a fundraising competition at her local church for raising $34,000 in three months to build new classrooms. She attributes the win to her business education.

"I looked at the types of fund-raisers I could host that would provide the best return on investment," she said. She held chicken barbecues, dances and car washes—all with low overhead and high profit margins.

She also sold raffle tickets for a Ford Ranger and solicited local businesses for donations. The raffle tickets and going door-to-door to local businesses turned out to be the most profitable fund-raising tactics, she said.

Cisneros’s competitive spirit and community-service work were recognized during her first year at Cal Poly. Because of her excellent grades in high school—she had a grade point average of 4.16—the Orfalea College of Business awarded her a Partner Program scholarship. The program provides the Santa Maria native with an annual scholarship of $2,000 per year for three years.

In 2003 the Orfalea College of Business began offering four $8,000 scholarships with funds provided by the $15-million Orfalea Family Endowment. The scholarships are awarded to the brightest students from high schools in low-income areas that typically send fewer graduates to four-year colleges.

"The variety of social and economic backgrounds that these students bring to the Orfalea College of Business lends to the diversity of the college and helps create a diverse academic experience," said Dean Dave Christy. "This broad range of backgrounds helps produce graduates well prepared to enter the global work force."

Cisneros, who just turned 21, mentors new Partner Program students, sharing her experiences and recommending clubs, classes and professors.

Cisneros plans to keep up the good work. For her senior project, she will participate in Cal Poly’s annual VITA (Volunteer Income Tax Assistance) program, preparing taxes for underserved community members.

VITA prepares taxes for low-income individuals and families, including senior citizens and military personnel. "I’m really excited about participating in the program. I know it sounds weird, but I just love doing taxes," she said.

Mike Mantle

Mantle is once again stepping up to the plate. Mike Mantle (BUS ’79), that is, a distant relative to baseball legend Mickey. He is the current chair of the Fund-raising and Advancement Committee of the Orfalea College of Business Dean’s Advisory Council. He and his wife, Dolores, recently created the Theresa Marquez Endowed Scholarship, named after Mike’s sister-in-law. "I wanted to create a lasting legacy for Theresa. She embodied the spirit of Cal Poly—people who are enthusiastic about what they do, excited about the future, and willing to contribute to their communities," Mantle said. The scholarship, specifically for freshmen, challenges donors to give a minimum of $12,500 outright, or over five years. The gifts are matched dollar-for-dollar with proceeds from the Orfalea Family Endowment. (See page 35.) The first Marquez Scholarship is scheduled to be awarded in fall 2008.
RUTANIZING SPACE TRAVEL

• It’s no longer insane to think of a private company doing a manned space flight.
• In the early years, airplanes were invented by natural selection. The ones that didn’t kill the pilot survived.
• When you are between age three and 14, you decide what you’re going to do with your life. Kids need exciting times and periods of extreme technological progress to inspire them to become scientists and engineers.
• Mars was a lot more interesting to go to in 1955 than it is now. NASA ruined it for me. They sent their little probes that landed in the desert instead of downtown.
• After 1973, [the space program] collapsed. We became risk averse and lacked courage. We were chicken to fly.
• The Lunar Lander was the most impressive spacecraft ever built. But with the mentality at NASA nowadays, they would say building such a craft would be impossible to do.
• The innovation cycle doesn’t occur in the government sector, only with private-sector dynamics.
• Space travel is still primitive . . . the difference between a bomb and a rocket is that the rocket has a hole in one end.
• The Russians are offering a flight around the moon in 2008 for $200 million. They’re now more capitalistic than we are. I’m mad as hell and I’m not going to let them beat us.
• A lot of people in this audience will fly into space in the next 15 to 20 years. You will play golf in zero gravity at a resort hotel in orbit in about 25 years. It will be affordable and safe.
William C. Harris, director general of Science Foundation Ireland, has been appointed the university's new provost and vice president for academic affairs. Harris will officially join Cal Poly after completing his transition responsibilities at SFI, by July 2006 at the latest.

"I am honored by the opportunity to serve this outstanding institution and excited by the prospect of working with the faculty, staff, students and community," Harris said.

"More than ever, we need a contemporary Cal Poly - an institution that is defined by its motto, learn by doing, an institution that, through superb teaching and scholarship, provides a vital service to the citizens of California and beyond."

Harris has had a distinguished career in teaching, research and administration. His accomplishments during his 18-year career at the National Science Foundation, from 1978 to 1996, include leading the mathematical and physical sciences directorate; introducing and developing the first 25 science and technology centers in the United States to connect university research in a focused way with long-term national problems; and initiating Research Experiences for Undergraduates, a chemistry program that became an NSF-wide activity.

From 1996 to 2000, Harris served as founding president and executive director of Columbia University’s Biosphere 2 Center, implementing an undergraduate education program focused on earth systems science, management and policy. He also forged partnerships with almost 30 colleges and universities, including Cal Poly.

In 2000, he served as vice president for research and professor of chemistry at the University of South Carolina, before assuming his current post at Science Foundation Ireland in 2001. The foundation funds science and engineering research.

"Bill Harris brings to Cal Poly a lifelong commitment to undergraduate education, forged in his early years as a professor in South Carolina," said Cal Poly President Warren J. Baker. "His national and international leadership roles in science and technology will serve our students and faculty well."

Harris earned a bachelor’s degree from the College of William and Mary and a doctorate in chemistry from the University of South Carolina.
Most of Cal Poly's nearly 125,000 alumni have settled in cities far from campus, but staying connected to the university - and to fellow alumni - has never been easier.

The Cal Poly Alumni Association and the university host dozens of regional alumni chapters and their volunteer leadership, the Cal Poly Alumni Association is able to do just that, Gannon says, with activities that range from tailgates to wine tastings.

Like to golf? Chances are, there's an upcoming tournament in which you can improve your swing while also helping fund scholarships and other worthy Cal Poly causes.

Not a golfer? Not a problem. How about taking in a baseball game or betting on your favorite horse at the racetrack? Perhaps a concert at the Hollywood Bowl or helping decorate the joint Cal Poly Rose Float entry is more to your liking?

Did anyone mention tours? How about a behind-the-scenes look at Hearst Castle in San Simeon, a backstage tour of the wondrous Pageant of the Masters in Laguna Beach, or a guided tour of Balboa Park, San Diego's great triumph of urban planning?

The Alumni Association also supports special-interest chapters, designed for those with an affinity for a particular subject matter or activity, such as Cal Poly theatre, rugby, Vines to Wines, WOW (Week of Welcome), band or graphic communication.

And, don't let the name fool you: the Alumni Association is not just for alumni. Cal Poly welcomed incoming students (future alumni) and their parents at summer events throughout California, and in selected cities in Washington and Idaho.

While the central Alumni Relations office hosts numerous events, many of Cal Poly's colleges host regional alumni events as well. In October the College of Engineering held a reception for engineering alumni in the Bay Area. Co-hosted by PG&E, the event provided an opportunity for alumni to renew relationships, network and socialize.

The Orfalea College of Business and a league of volunteers organized business alumni reunions in Berkeley, Long Beach, Los Angeles, Manhattan Beach, Orange County, Sacramento, San Jose, Santa Barbara, and even as far away as Washington and Texas.

The business alumni reunions allow alumni to network, catch up on one another's careers, and get the latest information from the college, says Leslie McKinley, director of college and alumni relations for the Orfalea College of Business.

Alumni from the College of Architecture and Environmental Design gathered last spring in Las Vegas at the annual American Institute of Architects Convention. Then in mid-summer,
Professor Emeritus Jim Bagnall led his annual trip to the colonial Mexican town of San Miguel de Allende, where he led participants in the "Drawing Room," a program in which he teaches the "art of meaningful travel journaling."

Construction management alumni are invited back to campus in spring 2006 to help the College of Architecture and Environmental Design break ground for a new building and celebrate with a dinner and golf tournament.

Stay connected by getting involved. For a complete list of events, go to www.alumni.calpoly.edu and click on "events."

For more information, contact the Alumni Relations office at (888) CAL-POLY (888-225-7659) or e-mail alumni@calpoly.edu.
RUNNING FOR HIS LIFE
Coach Conover Turns Obstacles Into Opportunities

BY SUSAN MCDONALD

Mark Conover (MCRP '89) watched intently as the tight pack of runners glided past him. They moved as a unit, matching strides on the bumpy dirt path. Beads of sweat dripped from their faces onto their bare shoulders. They were smiling.

“These are the most fantastic years of their lives,” Conover mused, smiling back at them.

Before he became Cal Poly’s cross country coach, Conover was a world-class distance runner. He competed in the 1988 Olympics in Seoul, South Korea, where his feet bled so badly, the blood soaked clear through to his socks and shoes. Later, he raced professionally for Reebok. But, he said, it’s the confidence and self-esteem the sport has given him — not the fame — that means the most.

“Running is about perseverance. It teaches a lot about handling anything that comes your way. I learned that when I had cancer.”

About 10 years ago, when Conover was in his mid-30s, he was diagnosed with Hodgkin’s disease. He was training for the 1992 Olympic trials and kept getting sick. He placed 10th — only the top three make the team — and stayed home.

“I was wheezing a lot,” he recalled. “When a doctor examined me and found a lump in my clavicle, I was almost relieved.”

He endured six months of chemotherapy, but kept running. “Even on the worst days, after chemo, I’d get out in the sun and the wind. I had to get off the couch and away from the self-pity.”

He also set a goal — to try for the 1996 Olympics. At the trials in Minnesota, he ran his slowest time ever and finished 71st. “It was my most meaningful race, after what I’d been through. Running is my best friend. Not until I got cancer did I realize what it did for me.”

Today he is cancer-free and inspiring Cal Poly runners to chase their own dreams. The men’s cross country team has won the Big West Conference title five of the last seven years. Last year, the team finished 10th in the nation. “We have a team of smart, committed athletes who really want to be at Cal Poly,” Conover said.

Civil engineering major Andy Coughlin, a senior with a straight-A grade point average, is a prime example. He came from Laramie, Wyo. Last year, he was named both the Big West and Cal Poly student athlete of the year.

Coach Conover has been at Cal Poly since 1996. He also coaches the women’s cross country team and the distance runners on the track team. “I hope all these people keep running the rest of their lives,” said Conover, who figures he has covered more than 100,000 miles and continues to run daily.

“Every year, I have someone who excels in spite of challenges. Sometimes they don’t make the travel roster the first year. But they stick with it and come back the next year, and they make it. They find a way to be successful. This is a ‘find-a-way’ sport.”
Honoring the Past, Defining the Future.

October 29, 1960, was a tragic day for Cal Poly. The Cal Poly football team was returning from a game against Bowling Green State University, when their airplane crashed immediately after takeoff from the Toledo Airport. The aftermath was devastating - 16 players, a student manager, a booster, and four others were killed and numerous others injured. The news quickly spread back to San Luis Obispo, where the grief-stricken community mourned. The Cal Poly Athletics Department would like to take the opportunity presented through the stadium renovation project to once again honor those who died in the 1960 plane crash by constructing Memorial Plaza.

You can play a vital role in assisting Cal Poly Athletics complete this historic project. Before you is a remarkable opportunity to support this project while also honoring the victims of the 1960 plane crash. The plaza will be paved with bricks that can be engraved with your personal message. Leave your mark on a project that commemorates the past and points toward a strong future.

"The crash was a tragic event ... And it's a part of the history of the university. It is important to remember those who were lost." President Warren Baker

Brick Paver Donation Levels:

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- $500 for a 8"x8" brick paver
- $1000 for a 12"x12" brick paver

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YOU MAY SUBMIT YOUR ORDER IN ONE OF TWO WAYS:

Complete this form and mail your pledge to:

Cal Poly Athletics
Stadium Renovation
1 Grand Avenue
San Luis Obispo, CA 93407

Fax the completed order form with your credit card information to:

(805) 756-7255

All information must be complete to process your order. You will receive a confirmation letter acknowledging receipt of your order. The Athletics Department reserves the right to approve all text prior to production.
"Polly Troutnic," a gleaming 5-foot copper-scaled sculpture, raised more than $6,400 to aid local programs for the homeless. The sculpture was Cal Poly's entry in the City of San Luis Obispo's Trout About Downtown public art display and fundraiser. Polly brought in the highest bid at the event's concluding auction in August. Purchased by agribusiness alumnus John Madonna, the copper-clad creature is now at home in the Madonna Inn's Copper Café. Polly Troutnic was part of a three-month display of artists' interpretations of trout sculptures – each sponsored by a local business or organization. The event culminated in an auction, with proceeds going to local programs for the homeless. Polly Troutnic was designed by Becky Clarkson (ART '03).