CHRIS GOCONG*
FLYING LIKE AN EAGLE
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CAL POLY ALUMNI KEY U.S. TRACK VICTORIES

CAL POLY ALUMNI played significant roles in U.S. national and American track team victories in Paris and Athens recently.

Steve Simmons (EDUC '72), a veteran national and U.S. Olympic track coach, was tapped to coach the U.S. men's team for the DecaNation track meet in Paris on Aug. 26. The team, which included 100-meter runner Kaaron Conwright (ENGL '05) and pole vaulter Jonathan Takahashi (ENGR '04), won the event, defeating Germany, Spain, France, the Ukraine, Russia and Poland.

It was the second postgraduate international meet for Takahashi, a former All-American who now works for Science Applications International Corp. in San Diego.

Conwright, an All-American in the 100 meters in 1999 and 2000, currently runs professionally with the HSI Club, and has competed as part of five U.S. teams at international track meets.

An Olympic contender, Conwright went on to run for the American men's team at the international World Cup track championships, held Sept. 16 in Athens. He was part of the men's 400-meter relay squad, which won its event with the fifth-fastest time in team history, according to Simmons.

Simmons, currently the vice president of Accusplit Sports Timing in Pleasanton was the Mustang men's track coach from 1971-75. He went on to serve as team leader of the 1992 U.S. Olympic track and field team, and was assistant manager on the 1980 and 1984 Olympic teams. He still serves as a consulting coach to U.S. track teams and has coached 13 U.S. national track teams. Simmons is a member of the Cal Poly Athletics Hall of Fame.

NEW CHAPTER FOR KENNEDY LIBRARY

MICHAEL D. MILLER will likely change your image of the stereotypical librarian. Ask Cal Poly's new dean of library services who his favorite author is, and he may just name a movie director.

Although Miller admits he reads every day, the veteran librarian is a man of many mediums. He's got big plans for Kennedy Library - changes principally motivated by the head-spinning evolution of learning technology.

The dawn of the digital age is greatly altering the role of the library and challenging librarians with a whole new class of student.

MILLER’S GOAL FOR KENNEDY LIBRARY IS FAIRLY SIMPLE: PROVIDE EXCELLENT SERVICE BEYOND THE WALLS OF THE BUILDING.

“Digital immigrants” are serving the needs of “digital natives,” says Miller, citing author Marc Prensky's terms for older people who have had to adjust to rapid technological advances and students who have literally come of age in a digital world.

“The concept that most information isn’t on a shelf anymore is a given to many university students and a relatively novel concept for many administrators,” Miller explains.

Despite the complexity and high cost of digital library tools, Miller’s goal for Kennedy Library is fairly simple: Provide excellent service beyond the walls of the building.

Since Miller’s arrival at Cal Poly in August from the University of Michigan, he and his team have polished and expanded the digital services available to students and faculty, including a new user-friendly Web site offering round-the-clock chats with librarians.

Students may not have to leave their dorm rooms to do research anymore, but that hasn’t changed Miller’s other goals for Kennedy Library. How does Kennedy Koffee Shop sound?

Kennedy Library’s new Web site is at www.lib.calpoly.edu.
BATAILLE NAMED UNT PRESIDENT

GRETCHE M. BATAILLE (ENGL '66, EDU '67) has been named president of the University of North Texas. Since 2000, she has served as the chief academic officer of the 16-campus University of North Carolina system. In 2005-06 she served as interim chancellor of UNC's North Carolina School of the Arts.

Bataille is a tenured professor of English at UNC-Chapel Hill. Her leadership posts include provost and academic vice president at Washington State University and provost of the College of Letters and Science at the University of California at Santa Barbara. She chaired the Iowa Civil Rights Commission and helped create the American Indian Institute at ASU, where she also chaired the President's Committee for Assessment for Quality and Diversity. Bataille currently serves as the vice chair and a trustee of the College Board.

CAL POLY PROFESSOR PENS SEVENTH BOOK IN SERIES

CAL POLY MODERN LANGUAGES AND LITERATURES

Professor Gloria Velasquez has published "Tyrone's Betrayal," her seventh novel. The new book is part of the Roosevelt High School series, which focuses on a group of multiracial teenagers confronted with a variety of social and cultural issues.

Velasquez is an award-winning poet, fiction writer and singer-songwriter. She came to Cal Poly in 1985, after earning a Ph.D. from Stanford University in Latin American and Chicano literatures.

CAL POLY PLAYS MATCHMAKER

ARE YOU LOOKING FOR A BARGAIN? If so, think about joining the hundreds of Cal Poly parents and alumni who make their personal contribution to the program of their choice, and then have that gift augmented through their employer’s matching-gift program.

Companies such as Lockheed Martin, Ernst & Young, and Wells Fargo contribute thousands of dollars in matching funds every year. Many smaller companies also match employee gifts to the university.

“The matching-gift program is a no-brainer. It takes a few minutes of my time, and the school and company do the rest,” said Mark Crowley, a regular program participant whose son, Thomas, is a biochemistry major.

For more information, go to www.giving.calpoly.edu/matching. If you need help or have any questions, contact Linda Stark at (805) 756-2713.

CAL POLY SWE TOPS AGAIN

FOR THE FIFTH CONSECUTIVE YEAR, Cal Poly’s chapter of the Society of Women Engineers (SWE) is tops in the nation. The group was named Best Student Chapter for “large” universities at the SWE National Convention in Kansas City on October 14.

“This is a remarkable achievement for our students and a great recognition for Cal Poly,” says College of Engineering Dean Mohammad Noori. “We are proud of them.”

Cal Poly, which finished ahead of second-place Colorado School of Mines and third-place Cornell University in the Best Student Chapter competition, received other awards at the convention, including:

- Membership Program Award for Large Collegiate Section
- Best Collegiate Membership Recruitment Campaign
- Collegiate Upgrade Award
- Best Collegiate Section Web site
- Boeing Multicultural Program Award
- Best Region Collegiate Newsletter Award (Region B)

In addition, Cal Poly’s SWE Team Tech, which worked with Northrop Grumman on the design for a jet engine inspection system, finished second to Emory Riddle University.

“Our SWE members continue to do amazing things,” says Helene Finger, who directs Cal Poly’s Women’s Engineering Program. “The amount of work our students put into the club is phenomenal, and it’s wonderful to receive national recognition.”
HOURS OF ADRENALIN

CAL POLY'S ANDREW KEAN is rapidly making a name for himself as a mountain biker.

The assistant professor of mechanical engineering won the beginner class/age 30-35 event to earn national champion honors at the Infineon Cougar Mountain Classic, held in Sonoma last July. Kean completed the 16-mile race in one hour, 24 minutes.

Two months earlier, he and four other mechanical engineering professors competed as a team in the 24 Hours of Adrenalin, which takes place each May at Laguna Seca Raceway outside Monterey. The group finished sixth in its category (five-person, co-ed).

"It was basically a relay, so one of us was riding at all times for 24 hours straight. At night we used lights to see the trails," said Kean, adding that the team collectively climbed some 50,000 feet over the course of the race. "We hope to spur a little competition among faculty on campus, or even between universities." □

IN MEMORIAM

R.L. GRAVES JR., a founding instructor of the School of Architecture at Cal Poly who inspired many over the course of almost 40 years at the university, passed away July 11 at age 83.

Born May 12, 1923, in Baltimore, Md., Graves enlisted in the Navy at age 17 and served with the Seabees during World War II in the South Pacific.

Graves then attended the University of Kansas in Lawrence, where he met and married his wife, Dorothy, and earned a bachelor's degree in architecture. He continued his education, earning a master's degree in architecture and urban design from Cranbrook Academy in Bloomfield Hills, Michigan, where he studied under Eliel Saarinen. He went on to teach in the architecture departments at Washington State University in Pullman; Auburn University in Auburn, Ala.; and the University of Florida in Gainesville. He was also in private practice in Kansas City, Mo.

In 1951, Graves and his wife moved to San Luis Obispo, where he became one of the original instructors at the Cal Poly School of Architecture.

In 1961, Graves was elected to the San Luis Obispo City Council. During his four years on the council he was instrumental in initiating the Downtown Tree Program, which provided the city with the trees that currently exist throughout the downtown core. He also garnered early planning and community support for the closure of Monterey Street in front of the Mission, leading to the creation of Mission Plaza.

In lieu of flowers, the family has established an endowment in Graves' honor. Those wishing to join the family in contributing to this fund may do so by sending donations to the "R.L. Graves Jr. Architecture Endowment," c/o College of Architecture and Environmental Design, Cal Poly, San Luis Obispo, CA 93407-0280. □
CAL POLY TURNED ITS ATTENTION to the challenge of meeting global energy needs at this year's Baker Forum in May.

Titled "Achieving Sustainable Solutions to the Global Energy and Environmental Challenge," the event brought together leaders from education, industry and government to discuss and define the problems likely to stem from the inevitable transition to a "post-oil" world.

The forum's focal point was a keynote address by David Goodstein, vice provost and a professor of physics and applied physics at Caltech, on trends in petroleum supply and demand, the environmental impact of continued reliance upon petroleum sources of energy, and potential technological solutions. (See next page)

Goodstein, author of "Out of Gas: The End of the Age of Oil," was presented with the 2006 Wiley Lifetime Achievement Award for his work in the areas of education, research and public policy. Established in 2002 with support from John Wiley & Sons Inc. and bestowed at each Baker Forum, the award recognizes individuals whose work exemplifies extraordinary leadership and lasting contributions to American higher education and public life.

"Through his path-breaking research, David Goodstein has helped answer fundamental questions about the universe. Through his teaching, he has made physical principles accessible to generations of Caltech students and the wider public. Through his writings and public service, he has also helped focus our attention on critical public policy issues," said Cal Poly President Warren J. Baker.

The forum also featured panel presentations by several additional speakers and group discussions. Participants identified options for Cal Poly (and other polytechnic and science and technology universities) to respond to the world's emerging energy challenges in partnership with business and government.

Administrators say the campus is in the early stages of applying some of what emerged at the forum to specific curriculum and research initiatives, potentially in collaboration with partners in education, industry and government. In addition, forum proceedings will be disseminated to a wide group of state and national leaders.

Cal Poly's environmental efforts extend far beyond policy discussions and keynote addresses, however. As you'll read on the following pages, the campus is pursuing an abundance of environmentally conscious initiatives. □
GOODSTEIN:
A CIVILIZATION IN PERIL

DAVID GOODSTEIN, CAL TECH PHYSICIST and author of "Out of Gas: The End of the Age of Oil," shared stark predictions about the global energy situation, as he addressed the 2006 Baker forum at Cal Poly.

Characterizing as "myth" the view that the marketplace will magically produce adequate alternatives when the global oil supply is exhausted later this century, he also explained that most of the alternative energy supplies known today have serious drawbacks.

As currently constituted, the alternatives are unlikely to be able to meet the enormous energy needs of the world’s growing population. "Fusion and shale oil are the fuels of the future, and they always will be," he quipped.

Hydroelectric power has been built to full capacity, coal is an environmentally dirty fuel that will worsen the greenhouse effect, and wind is too undependable. "We may inherit the wind but we’ll never live on it," he said.

Discussing transportation, he cited Amory Lovin's ideas about "feebates" and rebates to tax energy guzzlers and subsidize fuel-efficient modes, but, as with advanced batteries, hydrogen-powered alternatives, he fears we "understand the principle but lack the will."

Goodstein, himself the owner of a Toyota Prius hybrid vehicle, issued this dire warning: "Civilization as we know it will come to an end sometime in this century, when the fuel runs out," if we don't mobilize quickly and massively to develop global solutions.

The only real hope lies with solar and nuclear energy sources, he concluded – adding in a rare indulgence of optimism, "But we are good with technological fixes."
A CAMPUS TURNING GREEN

ASK MARK HUNTER (CM '87) to expound on the ways in which Cal Poly is working to curb its energy consumption and otherwise lessen the environmental impact of campus operations, and you're likely to get a dispassionate recitation of facts relating to various programs and initiatives.

Don't mistake his calm demeanor for indifference, though. In point of fact, Hunter is a driven environmentalist, particularly where facilities and operations at Cal Poly are concerned, and he's got a record of achievement to prove it.

Hunter, who directs Facility Services at the university, has overseen numerous initiatives as part of a sustainability and conservation program that he developed with his staff of about 150. The efforts include retrofitted lighting, upgraded heating and cooling systems, and room-occupancy sensors.

"We're very excited about instilling an interest in and a commitment to sustainability on campus," he says. "And we're especially excited about the campus moving toward renewable energy."

On the latter front, Cal Poly's Engineering West Building has a new solar roof, thanks to The California State University and SunEdison. Cal Poly is one of three CSU campuses, along with Dominguez Hills and Chico, participating in a system-wide pilot program administered by the Chancellor's Office and the Department of General Services.

The program is intended to lower energy costs, promote renewable energy use, and make CSU campuses more environmentally friendly. Engineering West was selected, in part, because its roof was already scheduled for replacement.

As part of a third-party power purchase agreement, contractor SunEdison built and will own, operate and maintain the system. The firm will also pay for costs associated with liability and system performance. Cal Poly will bear no expense and under the agreed rate structure can expect modest cost savings over 20 years.

"It's our first foray into solar energy on campus, but I expect it won't be our last," says Hunter, who estimates the panels will supply about 1 percent of the campus's electricity needs.

In fact, Cal Poly has reduced its energy usage by 15 percent over the last five years, and recently received awards from the California Higher Education Energy Partnership for its efforts in the areas of load management, retrofitting heating and cooling systems, and student energy conservation. The university also has contracted with Chevron Energy Solutions to help identify where further improvements can be made.

ELSEWHERE, THE CAMPUS HAS:

- Initiated a program to recycle campus construction waste (the campus exceeds the state-mandated requirement to recycle 50 percent of its waste flow)
- Instituted a biomass tub for converting food-related waste to mulch and compost
- Fitted 15 percent of the Facilities Services fleet to run on alternative fuels
- Installed waterless urinals and low-flow toilets
- Begun using environmentally friendly cleaning materials

"The benefits of using natural resources efficiently are pretty obvious at this point. We've made some significant progress toward that end on campus, but there's still plenty more to do. Facilities Services is more than up to the challenge," says Hunter.

Cal Poly Facility Services, together with Facilities Planning & Capital Projects, and in cooperation with the Sustainability Advisory Committee, has published the "Biennial Progress Report 2006: Sustainability at Cal Poly," which contains information about energy use, transportation, water resources, solid waste and recycling, and land use.

"The report not only highlights some of the great work done by Hunter's folks, but also shows how sustainability is a growing concern throughout the campus," says Mike Multari, a Cal Poly planner and sustainability coordinator who helped prepare the document.

"For example, efforts are under way to reduce automobile use and to promote alternative transportation, to protect prime agricultural soils and sensitive habitats on Cal Poly lands, and to demonstrate effective organic farming here in San Luis Obispo and 'green' timber practices at Swanton Pacific."

The report can be viewed online at www.facilities.calpoly.edu/campusprojects/sustainability/SusInd06.pdf.
Neal MacDougall is the first to admit that theory has its place in a university setting. When it comes to sustainable agriculture, though, he's quick to point out that actions speak louder than words.

"We want to have an impact, we want to make a difference," he says of the Cal Poly Sustainable Agriculture Resource Consortium (SARC), a program devoted to advancing sustainable food and agriculture systems.

MacDougall, an associate professor of agribusiness at Cal Poly, is SARC's faculty director — and its most ardent champion.

SARC initiatives include the Cal Poly Organic Farm, an 11-acre spread where students learn crop and animal husbandry. The consortium also offers workshops, events and a Community Supported Agriculture program enabling community members to share in the organic farm's bounty on a subscription basis.

Through it all runs a common theme: food production acutely attuned to the needs of both the community and environment.

"The fascinating thing about agriculture is that it provides a crucible for a host of sustainability issues," says MacDougall, whose research interests include organic policy research and food production.

"The movement toward sustainability is not a destination; it's a process." ☐

FOR LINDA VANASUPA, the key to achieving meaningful progress on sustainability issues is educating future engineers to approach their work from a radically different perspective.

Such is the animating idea behind the campus's EdGE (Educating Global Engineers) Initiative, a five-year pilot program, funded in part by the National Science Foundation, aimed at fundamentally changing engineering curriculum and instruction.

The goal, according to Vanasupa, is to promote design and development practices that take environmental and societal needs into consideration. The initiative's slogan is Serving Society Through Innovation.

"We're completely changing the way students experience their course work," explains Vanasupa, a professor of materials engineering at Cal Poly who was recently named director of the EdGE Initiative. "Classroom instruction will center on projects, and teachers will serve more as coaches."

The program currently involves some 150 materials engineering undergraduates, but Vanasupa would like to see its bold new approaches spread to other engineering disciplines, and ultimately to other universities.

"What we're trying to do is redefine the engineering profession in the context of global society's needs," she says. ☐
IN THE ROCKY TIDAL AREAS that dot Morro Bay’s picturesque coastline, biologist Lars Tomanek and his research team are looking for clues as to how marine organisms might react to future temperature increases. And what they’ve discovered is cause for concern.

At low tide, the internal temperature of the black turban snail rises up to 20 degrees Celsius as a result of exposure to sunlight. Like other species that inhabit coastal intertidal zones, the black turban has developed a specialized biochemical response that enables it to cope with regular thermal variations.

When subjected to abnormally high temperatures in “acclimation” experiments, however, the black turban has proved incapable of producing the necessary levels of protective proteins, suggesting that such organisms may have limited means of combating new temperature extremes. In contrast, brown turban snails, which remain submerged in subtidal areas, have shown themselves to be surprisingly adaptable in the face of temperature increases, according to Tomanek.

“The upshot is we may be surprised about which species are ultimately affected by temperature change,” he says. “Some may adapt, while others could well vanish.”

WHEN THE CONVERSATION TURNS to sustainability and green building issues, count on Margot McDonald evincing an almost boundless enthusiasm for an array of related initiatives. Invariably, she’ll have firsthand knowledge of several more.

McDonald, a professor of architecture and co-director of the Renewable Energy Institute at Cal Poly, has lent her talents to a broad spectrum of sustainable development efforts, including serving as principal investigator on the Sustainable Environmental Design Education program, a comprehensive curriculum framework funded by the California Integrated Waste Management Board, and advisor to the American Institute of Architect’s initiative to reduce CO₂ emissions from building operations by 2010.

Earlier this year, she was appointed chair of the U.S. Green Building Council’s Formal Education Committee, and elected to the board of directors of the American Solar Energy Society.

If there’s a common theme throughout it all – aside from McDonald’s own indefatigability – it’s a conviction that sustainability is a fundamentally important concept.

“We need to get to the point where sustainability is fully integrated in what we teach so that green architecture – which encompasses things like solar heating and low-energy cooling – becomes standard practice,” she says.
When Paul Wack began teaching city and regional planning at Cal Poly in the late 1970s, academic insularity was an unspoken byword among faculty architects and planners.

As evidence of climate change stemming from development and construction practices steadily mounted, Wack was increasingly at the forefront of efforts to introduce an interdisciplinary approach to educating tomorrow's planners and designers. The campaign has begun to bear fruit.

"The walls have been broken down," says Wack, a professor of city and regional planning and an active supporter of the Sustainable Indicators Program, an initiative to link student and community sustainability efforts on California's Central Coast.

He was heartened by the Baker Forum, which brought together experts from various fields to discuss environmental issues, sustainability and energy consumption. In a similar vein, Wack favors harnessing interdepartmental synergies to reform planning and design curricula.

"Most issues associated with climate change can be connected with how we use land, locally and globally," he says. "Denial is not an option and the status quo is not an option, which means we're going to have to prepare students to deal with these issues substantively and systematically." □

It's an elemental proposition: Before we can further reduce air pollution we must thoroughly understand the nature of the problem. That's where Andrew Kean comes in.

Kean, an assistant professor of mechanical engineering at Cal Poly, is in the midst of a two-year effort to measure vehicle particle emissions in the San Francisco Bay area. The scientific record on the subject is surprisingly limited.

He also recently completed a research proposal to develop and build a working model of a device to collect carbon dioxide — a greenhouse gas — directly from the air. Though studies have shown the potential feasibility of such a device, no prototypes have been built.

"It's a relatively new area of inquiry," he says. "That's the challenge."

An enthusiastic teacher, Kean is intent on fostering a mature environmental outlook in his students. Accordingly, he has developed a general education course on consumer decisions and their connection to energy consumption, natural resource degradation, climate change and social upheaval.

"My overarching aim is to educate students and the public about the opportunities we have every day to have a positive impact on the environment." □
PROPOSED AG CENTER GETS A BOOST
OREGGIA FAMILY FOUNDATION DONATES $3.8 MILLION TO SUPPORT CAL POLY AGRICULTURE

BY TERESA HENDRIX

THE OREGGIA FAMILY FOUNDATION of Salinas has donated an additional $3.8 million to the Cal Poly College of Agriculture, Food and Environmental Sciences. The latest gift is earmarked for planning and construction of the proposed Agriculture Technology Center at Cal Poly and to provide instructional support for existing programs.

Including the latest gift, the foundation has donated a total of $5 million to Cal Poly’s nationally recognized agriculture program.

“Our goal is to support the priorities of the college, and the Agriculture Technology Center appears to be the No. 1 priority,” said Oreggia Family Foundation trustee Robert Taylor. “We’re happy to help, and we hope this gift will encourage others to support the center.”

College of Agriculture, Food and Environmental Sciences Dean David Wehner said the new 35,000-square-foot center will provide critically needed lab space for faculty members to conduct applied research and to work with students on senior projects.

Currently in the planning stages, Wehner estimates the center will cost $15 to $20 million to complete. Cal Poly will need to raise almost all of the money from private funding.

“This latest gift from the Oreggia Foundation is a very important one,” Wehner said. “It generously provides $800,000 to support excellence in our current programs and $3 million toward the center — including both design work and a $1.5-million challenge grant to help secure the remaining private funding required for construction.”

Plans call for the new Agriculture Technology Center to be built between the Erhart Agriculture Building and the Agricultural Engineering Building on campus.

Salinas grower Arden Oreggia and his sister, Sabina, created the Oreggia Family Foundation with their estates. Arden Oreggia grew up on the family dairy outside Gonzales and expanded the family’s operations as a produce grower.

Though he wanted to, Oreggia was never able to attend college. After his father’s early death, he stepped in to run the family farms. However, he developed a long relationship with Cal Poly, periodically hosting groups of students for field lessons on his operations, according to Taylor and Denny Bertelsman, also a foundation trustee.

A student-led tour through the Cal Poly Creamery at Cal Poly’s 2005 Open House so impressed Oreggia that he decided to use his estate to set up a foundation to benefit the Cal Poly College of Agriculture, Food and Environmental Sciences.

“He wanted to see agriculture as a whole benefit,” Taylor explained. “Arden thought that agriculture was important for the nation and for the area, and he wanted to support it. He decided that supporting agriculture at Cal Poly was the way to do that.”

The College of Agriculture, Food and Environmental Sciences at Cal Poly is the fourth-largest undergraduate agriculture program in the nation, with more than 3,800 students. The college awards an average of 650 baccalaureate degrees each year, nearly half of all baccalaureate agriculture degrees granted in the state. For more details, visit http://cagr.calpoly.edu. □
WHEN THE LEVEE BAY DENNIS STEERS

ROBB MOSS IS TALKING ABOUT hundreds of people dead, thousands homeless, and losses in the billions of dollars.

Yet, after detailing the potential for catastrophe should a powerful earthquake gravely undermine California's aging and poorly designed water levees in the Sacramento Delta and east San Francisco Bay, the assistant professor of civil and environmental engineering smiles and says "Hey, I'm not really a doomsday guy. Only optimists can work with this stuff and survive."

Moss, who earned a Ph.D. in geotechnical earthquake engineering from UC Berkeley, is literally in the disaster business. His specialties are soil liquefaction, pile design for dynamic lateral loading of soil, and "big-picture risk analysis" of water levees. Much of his potential horror story for Northern California - which sounds like a script for a Hollywood disaster movie, complete with massive flooding, property damage on an epic scale, and the need for heroic action to prevent salt water intrusion into the California aqueduct - is based on his work on a National Science Foundation study of the 2005 flooding of New Orleans from Hurricane Katrina.

"New Orleans is a very complex place - essentially a walled fortress with most of the city below sea level," Moss notes. "Add to that the very contentious political climate of the city, the multi-layers of bureaucracy regarding maintenance of the levees, and the potential for a large hurricane, and it's easy to see why many engineers and officials have been warning about this looming disaster for decades."

For his part of the NSF study, Moss focused on the soil near the breech of the 17th Street levee, which has been shielding New Orleans from the water of Lake Pontchartrain since the 1850s. The breech was so complex it overwhelmed his computer simulations, he says. Nevertheless, he and his group concluded that basic design flaws, rather than excessive water and wind, were responsible for the levee failure.

"With respect to the New Orleans failures, there were a few places where water levels, or storm surges, overtopped levees. But where the most catastrophic consequences occurred, along the 17th Street and London Avenue canals, there was no overtopping. The three breaches there had water levels well below the design levels," he says.

"We believe - and this point is in dispute among the four studies of Katrina that have been done - that this was a structural failure because of poor maintenance and flawed design. Basically, this was not an act of God, but an act of man."

The NSF study and others by the U.S. Army Corps of Engineers, the American Society of Civil Engineers, and the state
of Louisiana were submitted to Congress last spring. Although there were dramatic differences in some of the conclusions, and there was a Category III storm of controversy over the role of the Corps of Engineers in the disaster, Moss - who says his goal is to remain objective and "shoot friendly bullets at the problem" - was pleased by the overall reaction to the NSF findings.

"There was disagreement with key points in our study, but that was to be expected with anything this complex," he says. "The good news is last month, General [Carl A.] Strock, the commander of the Corps of Engineers, came out with 12 action items for reform of the corps. Our group was very pleased that some of our key suggestions were incorporated in the action items. We tried to be forward-thinking - [focusing on] what can be done to strengthen the levees and improve levee maintenance to prevent flooding of this magnitude in the future."

Moss's future is a renewed focus on Northern California's surprisingly large, sprawling and already-stressed aqueduct system. As a result of the population boom around Sacramento, Stockton and the Central Valley, more and more people are living in land protected by levees that Moss says are less structurally sound than those that failed in New Orleans. And because the threat in the Golden State is earthquakes, there won't be any warning.

"The potential loss of life is actually higher in California than in New Orleans, where more than 90 percent of the people evacuated before Katrina struck," he says. "The economic loss to homes, businesses and agriculture will be staggering. And if flooding in the East Bay allows saltwater to intrude into the state aqueduct, 20 million people in Southern California could lose their source of drinking water. It's not a pretty picture."

Moss, who is currently working on a risk analysis of the "Bay-Delta" levees with a team from UCLA (the effort includes soil testing by Cal Poly graduate students), insists California does have some "significant bureaucratic" advantages over New Orleans. He is also encouraged by signs Katrina's wake-up call has been heard loud and clear by state officials. "California doesn't have the complex political infighting and turf wars they have in New Orleans, so responsibility for the levees is much more defined," he says. "Since Katrina, the 29 most vulnerable locations in the Delta levees have been identified and are being strengthened. And more money than ever has been earmarked for engineering studies and levee maintenance."

Moss, an avid rock climber when not teaching risk analysis to his civil engineering students, says worry-free levees are an unrealistic goal, but he believes steps can be taken to mitigate flooding.

"We need to determine what needs to be done to assure the levees are as safe as possible, then determine what can be done because of budget and other factors and then see what is actually done with repairs," he says. "There are about 1,000 kilometers of levees to look at and sometimes the size of this potential problem seems too much. But again, I'm an optimist. If I wasn't, it would be like 'why bother?'"
AN EAGLE WITH THE HEART OF
THE SUMMER MONTHS ARE NOTORIOUSLY HOT AND STICKY in Eastern Pennsylvania – a far cry from the cool ocean breezes that Chris Gocong (ENGR '06) grew up with in the California coastal town of Carpinteria.

Gocong wasn't complaining, though, as he sweated through workouts at Lehigh University, site of the Philadelphia Eagles' preseason training camp, in July. Dealing with widely divergent climates, after all, is a routine part of life in the National Football League.

"Lehigh was everything I was told it would be," said the former Mustang defensive end-turned pro football linebacker. "It was hot, it was humid – some days it felt like 100 degrees. But it was fun, it was a great experience. Now it's cooling off here and I'm getting ready for the cold."

Drafted by the Eagles last spring, Gocong headed East immediately after completing his finals and earning a bachelor's degree in engineering with a specialization in biomedical engineering.

Although the first day of the NFL draft ended well for him – he was selected in the third round – the process wasn't without drama.

"I was watching the draft on TV at home in Carpinteria," Gocong recalled. "The team is supposed to call you a few minutes ahead of time, before the information appears on TV. The New York Jets were trying to pick me. I was talking on the phone to one of their coaches, and another call was coming through from another team. I didn't know which team. While I was talking to the Jets, I saw my name appear on TV and learned that the Philadelphia Eagles had picked me. At first, I had no idea what had happened or what team I was going to be playing on."

It wasn't long before he – and football fans everywhere – found out: In July the 23-year-old signed a four-year contract worth nearly $2.4 million. Coming as it did in the wake of his selection in the draft, the contract only added to Gocong's celebrity status on California's Central Coast.
Friend and former Mustang teammate Kyle Shotwell says Gocong hasn't — and won't — let any of it go to his head, though. "You couldn't ask for a better teammate. He never thought of himself as different or better," said Shotwell.

Indeed, Gocong appears to have his head — and his helmet — on straight. Before he graduated, Gocong and three former Cal Poly football players donated money toward the renovation of the Alex G. Spanos Stadium.

Head Football Coach Rich Ellerson says the vast majority of recent Mustang players have strong feelings about their experiences at Cal Poly.

"They are grateful for the education, the opportunity to play the game they love, and the friendships that will last a lifetime," he said. "They are proud to be Cal Poly graduates. They are young leaders who find themselves early in life in a position financially to make a tangible statement about how much their time here has meant to them and demonstrate the virtue of giving back."

Gocong agrees. "I got a free education, an opportunity to play in the NFL," he said. "The least I can do is give something back. And I wanted to set an example for other alumni to follow."

Gocong knows a thing or two about examples, and about the value of hard work, thanks mostly to his mother, who raised him and his older brother while working as an accountant. Hard work always pays off, he believes. "I really admire
Jerry Rice," he said of the Hall of Fame receiver, who spent 21 years in the NFL, mostly with the San Francisco 49ers. "He might not be the best athlete," Gocong said, "but he is a hard worker. Hard work will get you pretty far in life."

How far Gocong gets on the football field could depend on how he bounces back from a herniated disk in his neck. The condition bedeviled him throughout much of the summer and the Eagles ultimately placed him on injured reserve, sidelining him for the season.

"It's unfortunate, but it could end up helping me," Gocong said. "This gives me an opportunity to rebuild and learn the defense here."

Those who know him best say it would take a lot to keep the 6-foot, 3-inch 250-pounder off the field for long. "He's relentless," Shotwell said. "He never gives up. He's like a non-stop motor. He's just a phenomenal athlete—big, fast, strong—the complete package; an unstoppable force."

Coach Ellerson agrees, calling Gocong "tenacious."

"Literally every NFL scout to come through commented on how hard Chris played. He is an explosive athlete and a remarkably productive pass rusher, but I believe it's his effort that elevated his play to such heights."

Ellerson realized Gocong's potential during his junior season. "He was becoming a dominant player at his position at the same time teammate Jordan Beck was becoming someone the NFL was clearly going to draft," Ellerson recalled. Beck was drafted by the Atlanta Falcons in 2005, after receiving the 2004 Buck Buchanan Award. Gocong won the award, which goes to the best defensive player at the Division I-AA level, in 2005.

"I believe Gocong has what it takes to have an NFL career, but as we all know, those are both brief and fragile. One of the great things about Chris is that no matter how long he plays or how much money he makes, when he hangs up his cleats for the last time, his best days will still be ahead of him," Ellerson said.

Gocong, too, knows that playing the gridiron is an inherently ephemeral pursuit. "Football isn't a 20-year career. An average career is three to four years," he conceded. "If everything goes right, hopefully I'll still be playing ball in 10 years, or I might be working for a biomedical company."

CHRIS GOCONG AT A GLANCE
• 23 years old
• 6 feet 3 inches, 250 pounds
• Born in Lancaster, California
• Attended Carpinteria High School
• Enrolled at Cal Poly at age 17, on a full football scholarship
• Registered 23 ½ sacks as a senior, an NCAA Division I-AA and Cal Poly record
• 2005 Buck Buchanan Award winner
• 42 career sacks, an NCAA Division I-AA and Cal Poly record
• Picked 71st overall in the 2005 NFL draft

STADIUM GETS AN UPGRADE, NEW MONIKER

MUSTANG STADIUM HAS BEEN RENAMED the Alex G. Spanos Stadium in recognition of the Spanos family's generous support of athletics at Cal Poly. Spanos, an aerospace engineering alumnus, entrepreneur and owner of the San Diego Chargers, and his wife, Faye, contributed $8 million to the $21.5-million renovation project—the largest single gift in the history of Cal Poly Athletics.

The couple previously funded the Harold P. and Rosalie Davidson scholarship endowment and donated $1.5 million toward the renovation of Davidson Music Center and the Cal Poly Theatre, since renamed the Alex and Faye Spanos Theatre.

The Alex G. Spanos Stadium is a concrete and steel-frame facility with seating for 10,000. It houses Mustang Memorial Field, where the Mustangs defeated rival UC Davis this year to capture the Golden Horseshoe trophy.

 Mustang Memorial Plaza, located at the entrance to the stadium, is a permanent memorial to the 18 individuals who lost their lives in a plane crash on Oct. 29, 1960. The 15,000-square-foot plaza is anchored by a striking bronze sculpture of a mustang created by Roy Harris—aptly titled "Unbridled Spirit"—which stands at the center of a "team huddle" created by a circle of 18 pillars, each representing one of the 16 players, the Mustang booster and the team manager who perished.

Each of the 18 pillars stands at the height of its honoree and displays a granite plaque engraved with a yearbook photo and personal information.
CAN SHADOW PUPPETS AND FOLKLORE actually improve a third-grader's grasp of math and science?

Absolutely, according to Professor Susan Duffy, chair of the Cal Poly Liberal Studies Department. "And we're not talking 'turkey hands' here, either," she insists.

Duffy, who also directs the Central Coast Center for Arts Education (CCCAE), a program that promotes dance, theater, music and the visual arts as children's learning tools, believes passionately in the power of art to transform classroom instruction at the elementary level.

Hoping to stem the tide of arts education cutbacks at many public schools, the Liberal Studies Department and the CCCAE are arranging funding in the form of grants and endowments for innovative teaching programs that use artistic expression.

Created at Cal Poly in 2004, the center has since raised nearly $90,000 to bring art into the lives of California children.

Thanks to a $25,000 grant from The Dana Foundation, a private philanthropic organization, the center's latest undertaking is a program called "Illuminating Shadows: Introducing Storytelling and Shadow Puppetry to a New Generation."

The pioneering project teams teachers with theatrical artists in workshops, where they learn to incorporate ancient narrative forms into their lesson plans. The program focuses on teachers whose schools are located in the rural areas of San Luis Obispo and northern Santa Barbara counties.

Lori Mitchell, a teacher at Shandon Elementary School, is already applying what she learned in the Cal Poly workshops. Her students make their own puppets using black paper and bamboo skewers.

The giggling first-graders then retell "The Billy Goats Gruff" and other old favorites while standing behind a fabric screen with light cast from an overhead projector. "It's a creative outlet that excites my students while I'm sticking to the curriculum mandated by the state."

Using shadow puppetry as a teaching aid, Mitchell is able to satisfy most of the first-grade geometry standards by using
assorted shapes and letting her students describe their position in relation to the screen. She even uses plant and animal stories to accomplish state requirements in the life sciences category.

Teachers in grades three through six aren’t finding as many opportunities to use art to engage and motivate their students, but not because they don’t want to. “There’s so much pressure on teachers for students to do well on state tests, art is the first thing to go,” Mitchell points out. “There’s hardly enough time to coach the students on what will be on the tests.”

The Arts Education Partnership, a national coalition of arts, education, business, philanthropic and government organizations, has reams of data supporting the claim that children who participate in art activities perform at a higher academic level than those who do not, especially in rural areas.

Nonetheless, art specialists are a dying breed at many Central Coast schools. Through the CCCAE program, however, project artists not only teach area educators, they also undergo training themselves to become arts education consultants.

“They were wide-eyed and in awe,” says artist Tommy Hacker, who took his goat show on the road this summer to Mary Buren Elementary School in Guadalupe. Initially nervous “because today’s kids are so focused on technology,” he was surprised how well they related to the old tales and the shadow puppetry.

“It’s the most magic for your buck,” brags lifelong artist and puppeteer Judy Roberto, who calls shadow puppetry a form of art therapy. “The kids quickly minimize their problems and overcome their shyness through the creation and projection of their stories and images.”

So the legend of the goats that tripped and trapped over the troll’s bridge may be old, but it’s part of a contemporary plan to reintroduce arts education in public elementary school classrooms.

“We miss our winters, this’s our summer,” brags lifelong artist and puppeteer Judy Roberto, who calls shadow puppetry a form of art therapy. “The kids quickly minimize their problems and overcome their shyness through the creation and projection of their stories and images.”

So the legend of the goats that tripped and trapped over the troll’s bridge may be old, but it’s part of a contemporary plan to reintroduce arts education in public elementary school classrooms.

“Snip, Snap, Snout. This tale’s told out.”

For more information on the Central Coast Center for Art Education, visit www.cla.calpoly.edu/ls/cccae.
PAPER IS SO SIX YEARS AGO. Just ask any student who’s been recruited and enrolled at Cal Poly since 2000.

According to Wikipedia.com, the notion of a “paperless” office dates to a 1975 article in Business Week magazine, in which a publicist predicted that paper would become an obsolete encumbrance in the office of the future.

Having received its first electronic application in 1992, Cal Poly’s Admissions and Recruitment office literally made the shift to a paperless office in 2000, when James Maraviglia, assistant vice president for admissions, recruitment and financial aid, joined forces with Hobson’s Management Technology, an international provider of education and recruitment information, to develop state-of-the-art recruiting software.

Using “Flash” Web video messages to capture the attention of recruits, Maraviglia and his team make initial e-mail contact with high school sophomores, and continue sending updates, messages and deadline information throughout the enrollment process. On average, a prospective Cal Poly student will receive 54 e-mail messages throughout any recruitment cycle. They are also invited to participate in chat rooms and targeted pod casts.

Each newly admitted student receives personalized e-messages from the Cal Poly president, provost, and their department chair, explains Maraviglia.

He says prospective students also can easily create their own Cal Poly “portal” to receive targeted, updated information about the colleges and campus activities that interest them, as well as messages about services such as housing, financial aid and summer advising.

In February, Maraviglia and his staff again teamed up with Hobson’s to launch “Respuestas EMT,” an online tool that enables prospective students to ask questions and receive answers in Spanish directly from the Web. The new program is endorsed by the Hispanic Association of Colleges and Universities.

“Not only are we able to provide 24/7 access to information about the admissions and enrollment process that is specific to Hispanic prospective students, we also show our dedication to furthering the educational progress of the fast-growing Hispanic population as a whole,” Maraviglia says.

How effective is this high-tech recruiting effort? Cal Poly just documented its 12th consecutive record applicant pool – more than 35,000 candidates applied for roughly 4,500 undergraduate openings. And numbering 3,800, this year’s freshman class is the university’s largest ever.

There is quality to complement the quantity, too. Incoming freshmen had an aggregate grade-point average of 3.83.
COMMitted to Cal POLy

THE NAMES ON THIS HONOR ROLL REPRESENT a remarkable community of people who are inspired by their belief in Cal Poly's unique learning environment. Every day of the two years since I came to Cal Poly, I have been struck by the commitment of our alumni and friends to the success of the university, and their generosity in assuring that success.

These donors will allow Cal Poly to continue to be a place where students and faculty learn, teach, discover and thrive. They honor us with their gifts, and they have our deepest thanks.

Sandra S. Ogren
Vice President for University Advancement

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

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Estate of Marilyn McDonald
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Estate of Virginia J. Leinardi
Estate of Judith B. and Lorenzo M. McMorine

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Cal Poly Athletics relies on the community, fans and alumni to fund scholarships and provide resources needed to improve and build athletics facilities. In-kind donations and tax-deductible gifts allow the Cal Poly Athletics program to be competitive in the ranks of NCAA Division I. Cal Poly Athletics gratefully acknowledges all supporters who helped make 2005-2006 a successful year for the Mustangs. Deceased

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Leon Van Beurden

Robin and Stephanie Ventura
James D. and Marsha A. Verbeck
Marvin Victor
Vina Robles
Pati J. and Steven W. Vining
Eileen K. and Matthew Volkovich
John and Shara Wagner
Hermin F. and Vicki G. Walter
Erl L. and Steven J. Walters
Mary and Susan L. Waltz
Ronald E. Weaver
Dan M. and Tony C. Weeks
Shawn Weimer
David and Helen Wesser
Heleen A. and James K. West
Wayne West
Westside Vineyards, LLC
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Financial Services
Mary Lou White
Nathanial B. and Stacey L. White
Duane N. and Patricia V. Wickstrom
Susan R. and William L. Wiener
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William Roberts Insurance Services
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Marshall R. Wix
Larry H. Woodcox
Maryland DPM DC
Carolyn and Larry H. Woodcox
T.W. Woods
Robert E. and Kathleen M. Wulf
Debra and Ronald H. York
Michael J. and Tina Young
David S. and Carol Zarek
Paul J. Zingg and
Cardace Slater Zingg
ON NANCY BELL'S OFFICE WALL hangs a quote by Aristotle that is the basis of her lifelong quest to understand how we process spoken and written information: "It is impossible even to think without a mental picture."

Recognized internationally for pioneering research on the relationship between mental imagery and the acquisition of language and literacy skills, Bell began her career with an undergraduate degree in elementary education from Cal Poly, followed by a master's degree in education in 1981. A research project with Pat Lindamood to study the relationship between phonemic (or speech and sound) awareness and reading and spelling skills led to the lifelong association and business partnership of Lindamood-Bell Learning Processes. Based in San Luis Obispo, the organization has more than 40 learning centers in the United States and England.

In the early 1980s, while working with a Cal Poly undergraduate who was unable to learn to spell and had severe reading disabilities, Bell was astonished to discover that the student was nevertheless able to give a detailed summary of a story. When pressed, he told her, "I just make movies when I read."

That remark ultimately ignited a passion in Bell, who wanted to understand "the sensory processing underlying written and oral-language comprehension." As Albert Einstein explained, "If I can't picture it, I can't understand it."

Bell's research explored how individuals with specific language-processing problems use imagery and sensory systems in different ways along a spectrum from dyslexia to hyperlexia and autism. Her success results from matching specific deficiencies in reading or comprehension to a structured sequence of exercises integrating imagery and language.

As her organization has grown, Bell has been able to expand her research, working with Georgetown University, for example, on a study of adults with dyslexia whose brain function had undergone statistically significant changes after Lindamood-Bell interventions.

"WE CHANGE LIVES. WE TEACH CHILDREN CRUCIAL SKILLS AND ABILITIES THAT ALTER THE WAY THEY ENGAGE WITH THE WORLD FOR THE REST OF THEIR LIVES."

She has also partnered with public schools in predominately underprivileged and under-represented areas. Ten years ago, District 60 in Pueblo, Colo., had some of the lowest test scores in the state. After several years of intensive collaboration with Bell, the district is now a nationally acclaimed model for student achievement.

In her quest to make a difference, Bell has embarked on an ambitious project to increase global literacy. She is currently recruiting a Literacy Corps, modeled on the Peace Corps, to take her program to schools across the country, and eventually the globe. In the words of one Literacy Corps member, "We change lives. We teach children crucial skills and abilities that alter the way they engage with the world for the rest of their lives."
SINCE OPENING A DECADE AGO, the Performing Arts Center San Luis Obispo on the Cal Poly campus has staged nearly 1,500 public events, welcomed more than one million patrons, and sold in excess of $20 million in tickets.

It's also seen a truly remarkable succession of dynamic performances and cultural events, emerging as the region's premier venue for music, theater and dance productions.

"The 10-year partnership between Cal Poly, the city of San Luis Obispo and the greater arts community, through the Foundation for the Performing Arts Center, has been a magnificent success," said Cal Poly President Warren J. Baker. A recent survey showed that one-third of county residents attended center performances in a 12-month period!

The center also serves as a public venue for many community functions, from student performances and graduation ceremonies to public interest forums. "The Christopher Cohan Center is a monument to the vision, leadership and hard work of many people. It is a source of pride for all of us. We look forward to another decade of rich cultural opportunities for the campus and the community," Baker added.

Having opened in November 1996, "The PAC," as it's known affectionately to locals, includes the newly renovated, 497-seat Alex and Faye Spanos Theatre (formerly the Cal Poly Theatre) and the spectacular Christopher Cohan Center. The latter consists of Harman Hall, a 1,282-seat concert hall; the Pavilion, a multi-purpose venue; and Philips Hall, a 170-seat recital and lecture hall.
Each year, the PAC hosts a full slate of big-name entertainers. Pop stars Emmylou Harris, Judy Collins, and Kenny Loggins have performed there, as have comedians Jay Leno, Bill Maher and Lewis Black.

Cutting-edge dance troupes such as the Alvin Ailey Dance American Theatre, the Paul Taylor Dance Company and MOMIX; jazz greats David Sanborn, George Winston and Wynton Marsalis; international acts such as the Chieftains and Gaelic Storm; and classical troupes including the Russian National Orchestra – all have appeared at the PAC in the past decade.

The center also hosts performances by local organizations such as the San Luis Obispo Symphony, San Luis Obispo Civic Ballet, the Mozart Festival, and the Vocal Arts Ensemble. The Mozart Festival, held each July, offers a series of concerts over several weeks, featuring professional musicians from across the nation.

Sounding a theme heard commonly on the Central Coast, Cal Poly Arts season ticket subscriber Mitch Wolf described the PAC as an extraordinary cultural asset. “We are able to see world-class artists in our own town,” he said.

His wife, Marianne, added, “Not to mention Broadway touring shows like ‘Show Boat’ and ‘Stomp!’ And all that happened in just one season. You ordinarily don’t see those kinds of acts outside large cities.”

To mark its 10th anniversary, the PAC was the site of a five-hour gala August 26. Performers included the Original Drifters, Lavay Smith and Her Red Hot Skillet Lickers, the Oakland Interfaith Gospel Choir, Jill Knight, Dale Gonyea, the Sugar Daddy Swing Kings, Louie Ortega & the Wild Jalapeños, Oasis, Viper Six, and the JD Project. A week’s worth of related programming took place September 23 through October 1.

“Our goal was to recapture the magic and good vibes felt by all in 1996, and at the same time to celebrate the collaborative spirit that has sustained the center and nurtured the artists who have performed here since,” explained Ron Regier, who
has managed the PAC for 10 years.

In late June 1996, the Foundation for the Performing Arts Center staged a Hard Hat Ball to introduce the center to the community. That was followed in the Fall by Overture to an Opening, a 10-day festival of events held to celebrate the center’s inauguration.

"The summer was a blur, but the hard work paid off and the center's opening was a spectacular success," recalled Regier.

The most significant recent project was the installation of a magnificent Fisk pipe organ, which arrived in pieces from Gloucester, Mass. The installation process took most of the summer, and the tuning process will last almost a year, according to Regier.

"A year-long anniversary celebration is under way," he says. "Through the 2006-07 season other special events will help everyone remember that it's a year to celebrate and understand that these 10 years represent a good start toward a lifetime of service to the arts and to the greater San Luis Obispo community."

For the latest news on PAC listings and events, visit the Cal Poly News Events Web page at www.calpolynews.calpoly.edu/eventsindex.html or Cal Poly Arts' Web site at www.calpolyarts.org. The PAC Web site also offers online ticketing and a calendar of performances at www.pacslo.org.
THE BARD’S MUSEUM IT’S NOT

BY ADAM JARMAN
DON'T EXPECT VELVET ROPES. This museum isn't just for show.

The Shakespeare Press Museum, inconspicuously tucked down one of the campus's less-traveled corridors, is a collection of antique printing equipment that actively keeps alive the artful past of ink on paper.

Although managed by the Graphic Communication Department, it's a place without computers and state-of-the-art digital presses. Here, every letter of every word is hand selected, painstakingly placed and printed, much as it was in Gutenberg's time.

The museum is a repository for old – but not obsolete – equipment. It is a studio for students interested in antiquarian printing and a portal to a time when mass communication did not require electricity.

Museum faculty advisor Tom Goglio describes it as "a technical, cultural museum, a collection of industrial anthropology." In keeping with Cal Poly's polytechnic commitment, he says, the museum links today's computerization with printing's manual ancestry. Many of today's methods, he explains, are "just glitzier applications of these old technologies."

True, says Harvey Levenson, department head of the Graphic Communication Department, which is celebrating its 60th anniversary this year. "There is nothing more important for the students to understand than the industry's roots. It has evolved from the craft of yesteryear to the science of today."

While most of the Graphic Communication Department's labs focus on the science of printing and publishing, the museum is about the craft. It contains dozens of pieces of Gold Rush-era equipment along with a vast holding of type – individual letters cast in lead or carved out of wood.

Reflecting an international revival of printing as a handmade craft, the Friends of the Shakespeare Press Museum is a small but dedicated club that revels in the history of the presses. Through public tours, members share the historic importance of print and the technologies employed by our predecessors. In addition to their interpretive mission, the students and community groups use the presses to produce everything from holiday cards and invitations to small books. Sometimes the printing is done on paper made by hand right in the museum. "This is a working museum," Goglio notes.

Students regularly use one of the museum's most legendary presses, which printed a San Francisco-area newspaper the day of the April 18, 1906, San Francisco earthquake and fire. "It's the traditional way of doing things," explains Carol Pan, student curator of the museum. She says work in the museum is about the process as much as the finished product. Toiling with and alongside equipment that has been in use for more than 100 years, she adds, is nothing short of amazing.

Much of the collection is extremely rare, points out Mark Barbour (GrC '88), executive director and curator of the International Printing Museum near Los Angeles and a former student-curator of the Shakespeare Press Museum. Some pieces are among just three or four examples in the world, he says.

"From Gutenberg going forward, every major step in our civilization correlates to the advance of printing and communication," Barbour says. "The Shakespeare Press Museum points to the importance of printing in our society."

Nearly 20 years after he left Cal Poly, affection for the collection is still evident in his voice: "It's an absolutely fantastic gem."
LOOKING TO BEAT THE CROWDS for the best bargains on Black Friday, the infamous first shopping day after Thanksgiving?

Thanks to Cal Poly students, you could sleep overnight at the head of the line in a shopping cart that converts into a cozy one-person tent.

Awaking refreshed and ready to shop, you could then convert the tent back into a shopping cart, avoiding the mad grab for store carts.

Innovative – and sometimes quirky – designs like this one are part of the College of Architecture and Environmental Design's annual Design Village competition, which pits teams of architecture, construction management and engineering students from universities across the West against one another.

The event challenges student teams to design livable structures that will actually serve as a temporary shelter for team members during Cal Poly’s annual Open House weekend each April.

The 2006 theme, “Go Convertible: The essence of switch-rich architecture,” celebrated changeable, movable and interactive designs.

Sustainability criteria further challenged the 52 teams to consider the environmental elements of Poly Canyon – sun, wind, rain and topography – when creating their structures.

Conceived by two Cal Poly architecture students in 1974 as an event in which students leave their everyday creature comforts behind to share their housing with real creatures that inhabit the canyon, Design Village has blossomed into a national event.
RECIPE FOR FISH: TAKE ONE BEAD-HEAD PHEASANT TAIL NYMPH...

GIVE A MAN A FISH, and he's got dinner. Teach a man to fish, which is what Mark Shelton does. Shelton, the associate dean of the College of Agriculture, Food and Environmental Sciences since 1997, is an expert fly fisherman.

Fly fishing is the sport of casting an often elaborately made "fly" - feathers, strings, knots and other things made to look like a bug. The kind of bug that - dancing across the water in a mountain stream or lake - would make a fish bite.

Shelton has fished his way through crystal streams in Oregon, Washington, Montana, Canada and Alaska - sometimes back-packing in, sometimes horse-packing in. He's been up and down California's Sierras, and as far afield as Ireland and New Zealand.

Trying to snag brown trout in the waters of New Zealand has been the toughest so far. "We got no fish, three days in a row," Shelton recalls.

This, despite the fact that Shelton's college studies give him an edge in the fly fishing world. Shelton holds three degrees in entomology, the study of insects. He's also a certified entomologist, an expert in bugs.

"I do think it helps," Shelton said of his entomology training. "Particularly when I'm in a new area, I turn over rocks to see what's under there, I check the spider webs for insects. I try to find out what the fish are feeding on and then cast accordingly."

His studies in entomology have also provided him with a good memory for what insects are likely to be feeding fish in which geographic region.

Shelton's background originally gave him a flair for fly tying, too. For each simulated bait bug, there's a "recipe." Tying the ingredients together to form a faux-bug can take anywhere from five minutes to over an hour. Though he's still an avid fisherman, Shelton stopped tying his own flies about 15 years ago - the same time high-quality, low-priced, handmade flies started showing up on the Internet.

It's the fishing, not the tying, that's Shelton's passion. He now teaches fly fishing courses through Cal Poly Continuing Education. A special private lesson he offered as an item for a charity auction recently went for $150.

He was a bit bemused by the bid but is perfectly happy to spread the love of the sport.

"I've been fly fishing since I was 14. I grew up in Modesto and started out fishing for bluegill and bass on the Tuolumne River. It's just very peaceful. They call it 'the quiet sport,'" Shelton explained.

"When you're fly fishing, it puts you in beautiful spots. You're out in the middle of nature, far away from most everything, in very pristine areas. It's very tranquil," he said.

But make no mistake. Fly fishing isn't just about being out in the wilderness, in the middle of a mountain stream, surrounded by clean air, meadow and forest and nothing but the sound of the rushing water. It also has to include catching a fish.

"It's about the fish," Shelton said with a smile.

If he could only have one fly, what would it be?

"The bead-head pheasant tail nymph," he explained. "It's a good mayfly imitation."

ALUMNI FORTUNATE ENOUGH to have studied under Robert Reynolds and James Hayes already know the emeritus professors as genuine masters in their respective fields of fine art and journalism.

Now the rest of the nation can glimpse the work of these singular talents together in “The Art of Robert Reynolds: Quiet Journey,” a 176-page hardbound book published in October. The collaborative effort showcases 178 paintings of the Central Coast and the California Sierras, alongside written musings by both Hayes and the artist. Shirley Howell (JOUR ’80), who studied under Reynolds, helped design the book.

Spanning 35 years, the watercolor and acrylic works, with occasional renderings in charcoal and graphite, reflect Reynolds’ uncanny eye for detail, and his lasting affinity for rural landscapes.

“His paintings are of places that one longs to experience - to touch, to smell, to feel,” explains Eileen Hultin, a San Francisco arts patron and Stanford art history graduate who wrote the foreword to the book.

Hayes said he welcomed the opportunity to work with his friend of three decades. “Robert is a grassroots representational artist,” he said. “He is a painstaking craftsman who has mastered his tools so well that his most carefully designed works give the illusion of being offhand.”

Reynolds, a Central Coast native and San Luis Obispo resident, taught at Cal Poly for 35 years. A former chairman of the Art and Design Department, he is a past recipient of both the Distinguished Teaching Award and the President’s Arts Award. He continues to lead painting workshops in the Sierra Nevada and on the Central Coast.

In addition to winning numerous awards, Reynolds’ paintings have been published in art books and national periodicals. His “Vineyard Radiance II,” for example, graces the cover of this year’s installment of “Splash,” the prestigious biennial review of contemporary watercolor painting. Four other Reynolds works appeared in previous editions of “Splash.” A selection of his paintings, which are popular with collectors nationwide and abroad, can be viewed on his Web site, www.robertreynoldsart.com.

Hayes became a newspaperman after serving in the Navy in the South Pacific during World War II. Over the course of a 40-year career, he served as both a newspaper writer and editor and taught at universities in four states and Egypt. For the last 20 years he has been a consultant, coaching writing and editing at government agencies and in the private sector, including the Associated Press and the Los Angeles Times. He’s now concentrating on his memoirs and short-story writing at his Los Osos home overlooking Morro Bay. Former students can catch up with him through his Web site at www.writeasy.com.

“The Art of Robert Reynolds: Quiet Journey” is available at Cal Poly’s El Corral Bookstore and at Cal Poly Downtown in San Luis Obispo. Copies also can be ordered via phone at (805) 756-1161 or online at www.elcorralbookstore.com/books. The cost is $79. Most of the sales proceeds will benefit the Cal Poly Alumni Association.
GENIAL, ECLECTIC AND PROLIFIC—each describes Cal Poly’s new provost and vice president for academic affairs, William “Bill” Durgin, whose personal philosophy is “to work hard and play hard.”

Durgin arrived at Cal Poly in August from Worcester Polytechnic Institute (WPI) in Worcester, where he was most recently the associate provost for academic affairs and vice president for research. He succeeds Robert Detweiler, who served as interim provost and vice president for academic affairs at Cal Poly for more than two years.

Having earned his doctorate in mechanical engineering from Brown University, Durgin began his career as an assistant professor of engineering science and mechanics at the University of Florida in 1970 before being named a senior research engineer and assistant professor of mechanical engineering at WPI the following year.

He went on to serve in numerous capacities for WPI, including director of the Advanced Space Design Program, head of the Mechanical Engineering Department and dean of undergraduate and graduate studies.

Among his achievements, honors and distinctions, Durgin established WPI’s Aerospace Engineering Program and played a central role in establishing programs in biomedical engineering, manufacturing engineering and industrial engineering. In 1992 he was awarded a NASA Significant Achievement Award, and from 1993-2002 he served as the G. Merriam Professor of Mechanical Engineering.

He says he remains committed to learning and discovery as core university values, and accordingly has maintained his teaching and research programs throughout his career as an administrator.

The Massachusetts native, with an easy smile and distinct Northeastern accent, enjoys flying, hiking, skiing, and sailing. He’s also partial to Renaissance art, spy mysteries, and the movie “My Cousin Vinny.” “It’s terribly enjoyable,” he says. Frostbite sailing is one passion he will not be able to pursue along the Central Coast.

Durgin strives to incorporate the insights he’s gained through his various interests into his work. “I love flying and I’ve been able to apply a lot of what I’ve learned as a pilot to how I operate in the office,” he says. “Good pilots need to be highly organized, have good time-management skills, and be able to effectively communicate needs and expectations. I try to do all of those things every day.”

He also prides himself on his ability to foster productive, collegial work environments. “I enjoy working with faculty and staff to help them succeed and encouraging them to take charge whenever appropriate. I think managing by empowering is important in enabling good people to do their best work.”

The new provost says he and his wife, Kathy, are excited about their new hometown. “We’re eager to get to know as many people as possible both on campus and in the community.”
A TRIO OF EUROPEAN EXCURSIONS ON TAP

HAVE A SOFT SPOT for the Old Continent? The Cal Poly Alumni Association (CPAA) has an itinerary just for you.

Open to all alumni, parents and friends, the CPAA travel program is offering three trips to Europe next year.

The spring trip to Spain will feature tours of Barcelona, the Guggenheim Museum Bilbao, and the charming coastal town of San Sebastian. The dates are April 27 through May 8.

The summer trip will be a cruise of the Mediterranean and Aegean seas on a six-star yacht. Participants will visit Nauplion, Santorini and Mykonos, Greece; Kusadasi, Turkey; and Sorrento, Italy, before disembarking in Civitavecchia, the port serving Rome. The dates are June 12 through June 20.

The fall trip will feature tours of Northern Italy’s beautiful Lake district, with stays and cruises on Lake Como and Lake Maggiore, and tours of Renaissance towns and villas. The dates are September 25 through October 3.

All packages offer unique learning opportunities and excellent accommodations at reasonable prices.

To be placed on the CPAA travel mailing list, contact Rosey Parks, Alumni Relations associate director, at (805) 756-5747 or rparks@calpoly.edu. For more information, visit the CPAA Web site travel page at http://alumni.calpoly.edu/events/travel.asp.
PROMPTED BY REQUESTS from recent graduates, Cal Poly plans to launch a free online community for alumni in the coming year.

The exclusive Web site will offer professional networking opportunities and enable alumni to share photos and otherwise reconnect with old friends. The site will also help pair recent graduates with mentors in their chosen fields.

"This is something our young alumni have really been asking for, but they had to explain to me what it was," joked Cal Poly Vice President for University Advancement Sandra Ogren.

Harvard, Stanford, Caltech, MIT, Duke, UC Berkeley and UC Davis are among the universities that offer online communities. Unlike commercially hosted Web sites, access to these and similar university social networks is strictly limited to alumni.

Cal Poly's online community will be open to all alumni, regardless of their membership status with the Cal Poly Alumni Association. Users also will be able to register for events, both on campus and off, receive university news based on personal interests, and automatically notify friends of address or personal updates.

"We envision Cal Poly's online community as a safe place to find old friends and classmates, and a place for our established alumni to find their next new hire," said Cal Poly Alumni Director Kim Gannon.

Details on the launch will be available in the coming months.
HOW DO CAL POLY MBA STUDENTS prepare for careers at Fortune 500 companies? They eat fortune cookies, of course.

Actually, they embark on a whirlwind tour of five cities in the People’s Republic of China to learn about the global economy firsthand.

As part of the university’s 10-month MBA and M.S. program in industrial technology, a group of 31 students and two faculty members trekked through Shenzhen, Shanghai, Hangzhou, Suzhou and Beijing, visiting executive conference rooms, factories, industrial parks, port facilities, local markets, multinational firms, universities and government agencies. Students agreed the 18-day trip invaluably enhanced both their professional prospects and their personal worldviews.

MBA candidate Dan Beaton said the most important thing he learned is that the United States is not the center of the world. “That changed me as a person,” he admits.

To prepare for the trip, students buried themselves in books for nearly six months. They also attended travel information sessions and lectures by academic scholars and industry representatives with experience in Asia.

Chris Carr, associate dean of graduate programs in the Orfalea College of Business, organized and led the tour with the help of Cal State Monterey Bay Professor John Wu.

Carr says many of the firms that hire Cal Poly graduate students will require business travel to Asia. “It’s critical to
expose our students to China from the ground up so that they know what to expect when dealing in Asian markets."

Zhang Lipin, general manager of Shenzhen NewlyEverRise Electronics, said having Cal Poly graduate business students visit was a wonderful experience for his firm and its managers. "We were able to learn more about the Western market and way of thinking through the eyes, ears and questions of these young Americans," said Zhang.

Leonard Ng, managing director of CB Richard Ellis in Shanghai, said: "Overseas excursions such as the one that these Cal Poly students have completed are, if anything, understated experiences, and the more we engage in activities like this the more we become truly understanding of one another and other cultures."

MBA candidate David Lotierzo said the pace of development in China was striking. "I am still trying to get my head around the astounding scale and scope of growth in the country," he said. "I was struck by how quickly and effectively the Chinese have embraced the free-market system since economic reforms began under Deng Xiaoping."

To read about the students' on-the-road impressions, experiences and some of the lessons learned, visit www.calpolymbatrip.com.

For more information about hosting a visit or event in China for next year's Cal Poly MBA class, contact Carr at ccarr@calpoly.edu.
MARRIED COUPLES ARE A DISTINCT RARITY when it comes to faculty hires for a particular academic department. Yet two husband-and-wife teams are among the seven new tenure-track physicists on campus this fall.

More than a statistical anomaly, the couples represent the Physics Department’s elegant solution to the “two-body” or “trailing-spouse” problem, says Phil Bailey, dean of the College of Science and Mathematics. Well-known terms in academe, they refer to the dilemma faced by couples when one receives a job offer but the other is unable to find suitable work nearby.

In general, the high cost of living and distance from a metro area’s job opportunities can put Cal Poly at a disadvantage in attracting highly qualified faculty. The problem is compounded when both spouses work, as is increasingly the case nationwide.

Jennifer Klay and Tom Gutierrez are among this year’s new physicists. The couple left Berkeley for Cal Poly this summer—a move that would have been impossible had the Physics Department not offered them both jobs. “We simply wouldn’t have been able to come,” says Klay.

By hiring couples, the campus is in effect creating a double advantage from the two-body problem, according to Mike Suess, associate vice president of academic personnel.

“We must also be cognizant of our commitment to equal opportunity,” he says. “The tenured faculty members of hiring departments have to endorse the appointment of new faculty, so it’s not automatic.”

More than one opening in the Physics Department was the magnetic force for Kat and Glen Gillen. The couple applied at the same time, then waited for separate job offers before packing their bags in Ohio and moving to Los Osos.

The Statistics Department knows firsthand about the challenges posed by the two-body problem. This year, six faculty candidates rejected employment offers in Statistics. One reason: Spouses or mates of prospective hires couldn’t find “gainful employment.”

Attitudes and rules about faculty couples have changed over the years. When Dean Phil Bailey arrived at Cal Poly 38 years ago, campus policies prevented his wife, Christina, from teaching on campus. Now, she’s the chair of the Chemistry and Biochemistry Department, and the Baileys are one of many faculty couples. In fact, more than eight tenure-track faculty couples are employed in the college, and more than a dozen other tenure-track faculty have spouses in full-time staff or part-time faculty positions around campus.

The hiring of two married couples in a single recruitment is unique for any department, but it’s especially noteworthy in Physics, given a recent study by the U.S. Department of Energy, which operates the nation’s national laboratories and nuclear weapons complex.

The report urges universities and national laboratories to capitalize on two-body opportunities. It appears Cal Poly has done just that.
IT'S ALL ABOUT STYLE for two Cal Poly graduates.

One takes exquisite photographs, the other uses them to design elegant printed materials.

In fact, the collaboration between Chris Leschinsky (ART '95) and Bryan Bremer (GRC '02) is largely responsible for the new look of Cal Poly Magazine.

They also share a more personal bond: Both are addicted to the thrill of riding waves up and down the Central Coast.

"I've been a dedicated surfer since age 14, which is why the subject shows up so frequently in my work," says Leschinsky, who has worked as a commercial photographer in the area since 2000.

You can see examples of his work in this and previous issues of Cal Poly Magazine (www.calpolynews.calpoly.edu/magazinelindex.html), as well as on his Web site, www.chrisleschinsky.com.

After earning his degree, the Sonoma native spent four years assisting a major fashion and lifestyle photographer in San Francisco before returning to San Luis Obispo to strike out on his own.

As word of his prowess with both digital and medium-format film cameras has spread, Leschinsky has seen demand for his services skyrocket, and not just on the Central Coast.

The 36-year-old recently served as the official still photographer for the Independent Film Channel program "Dinner For Five" for nearly three years, snapping shots of showbiz types such as Alec Baldwin and Burt Reynolds.

For his part, Bremer has quietly established his bona fides as a senior designer at Kraftwerk Design, a high-end design firm in San Luis Obispo. The Central Coast native has been working there full time since January 2003, having joined the firm as a part-timer a year before.

In addition to the magazine you now hold in your hands, his design work includes issues of Green Car Journal, numerous wine labels and product packages for the Central Coast's booming wine industry. You can view more samples of his work at www.kraftwerkdesign.com.

"On a very basic level Chris and I understand how affecting imagery can be, particularly when it's presented in the proper context. I think that's one reason we work so well together. The surfing connection probably doesn't hurt either," he says.
This is often a popular time of year to reflect on your charitable priorities. As you think about your giving, consider your:

1 Tax benefits
In addition to knowing you are helping continue our legacy of excellence, you can usually enjoy a tax deduction for 2006 if you give by year end.

2 Appreciated assets
By making a gift of stocks, real estate or other appreciated assets, you may be able to take advantage of your gift's full fair market value without paying capital gains.

3 Income for life
A planned gift can allow you to establish a gift arrangement now, obtain current tax benefits, create a stream of income, and provide a future gift to Cal Poly.

4 IRA funds
A new law may allow you, if you are 70-1/2 or older, to transfer up to $100,000 from an IRA to Cal Poly without paying additional income tax.

Cal Poly can work with you and your advisors to develop a plan that matches your charitable priorities and your current circumstances. Any gift you make can benefit the program or department of your choice.

For more information about these giving options, or about planning a bequest to benefit Cal Poly, contact:

Planned Giving and Endowments
Heron Hall, Building 117
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San Luis Obispo, CA 93407-0444
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Toll Free: (800) 549-2666
Fax: (805) 756-2711
E-mail: taxwise-gifts@calpoly.edu
Web site: www.giving.calpoly.edu
Parents, please note: If your son or daughter is no longer at this address, please send his or her current address to alumni-info@calpoly.edu.