DRIVEN

MARILYN HAMILTON
IS NOT SLOWING DOWN
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WINTER 2007

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MORE THAN 4,000 ALUMNI have logged in and set up their personal pages on PolyLink, Cal Poly’s Online Community, since it launched Sept. 5 at www.calpolylink.com.

If you’re an alum and haven’t checked it out yet, look on the address label on the back of this Cal Poly Magazine for your personalized first time login ID code.

Who is already in PolyLink? So far, alums from the Class of 1948 to the Class of 2006 are posting greetings, mentoring, supplying photo albums and updating their class notes. They’re also posting job openings, looking for interns, and adding notes to the PolyLink message boards looking for old roommates and friends.

Alumni can also browse through PolyLink to find old friends or network with new ones.

One of the best reasons to log in is to see some of the amazing photos alumni are sharing. Matthew DuPuy’s (CPE ‘02) photo albums look like a National Geographic spread. The Matterhorn (the real one in Switzerland – not the Disneyland version), Alaska’s Denali, the ice fields on Mt. Everest – they’re all there. In addition to working as an embedded software engineer in the San Diego area, DuPuy is a world traveler.

“I’ve been hiking up mountains all over the states with my dad since I was a little kid, but took on more serious climbing right after I finished at Cal Poly thanks to the education that made it possible to afford my passion – or bad habit,” DuPuy explained.

Ryan Litke (BUS ’01) is one of DuPuy’s climbing buddies and a former Cal Poly roommate. Litke, DuPuy and friends went to Nepal in 2006 and stopped at a Shiva temple in the heart of Katmandu. Many of the photos are in DuPuy’s PolyLink album. “The ‘Sadhus’ men are covered with ash of human remains but the photo is still in the spirit of good fun,” DuPuy said.

Debora Owen (GRC ’90) shared some photos from another kind of adventure – a year spent as a Fulbright Teacher in a middle school in England in 2003-04. “I swapped lives with a counterpart in the United Kingdom. I lived in her house in Seascale – it’s so tiny it doesn’t always show up on maps. It’s on the Irish Sea in the Lake District. I was one of only two teachers in the state of Alabama to receive a Fulbright that year,” Owen said.

“It was a huge challenge, but a great experience,” said Owen. She has since married and moved cross-country to Portland, Ore., where she is a middle school art teacher – definitely still an adventure.

In addition to their human friends, plenty of alumni are sharing photos of four-legged and furry friends. Bob Pinkerton’s (AGB ’67) PolyLink album includes shots of Red, his 18-year-old American quarter horse gelding. “Red is truly that once-in-a-lifetime horse and really my pal,” Pinkerton said.

“And I have worked a lot of cattle during the years. He was my partner when I was a team captain in the Ventura County Sheriff’s Mounted Posse. Whether we were on back-country patrols, crowd and traffic control, search missions or parades, Red was absolutely mission-focused and a true, dedicated partner. Now Red and I mostly trail-ride for our own pleasure.”

The Pinkerton family, wife, Donna (HE ’67), and son Bob Pinkerton (AGBM ’95), went on a horseback camping trip in 2006 in the Sage Mountains northwest of Reno, in territory where wild Mustang herds still roam.

Loraine Miramontes Hall (CRP ’03) has her dream job, too – in city and regional planning. Hall works for a civil engineering firm in Gilroy as a land use planner. But it’s her year-old French bulldog, Caesar, she’s focused on for her PolyLink photo albums.

“It was Caesar’s first day at the beach – a fabulous little beach named Talawa Sand Dunes in Crescent City,” she said. “All day long Caesar decided that he would rather roll around in the cool wet sand then play in the ocean waves.”

Alumni can browse through hundreds of alumni photos anytime at www.calpolylink.com. Sign in and click on the “Member Photo Albums” link that will appear in the gray navigation bar.

Haven’t signed in yet? If you are an alum, look on the label on this magazine for your First Time Login ID code – and sign in today.

To see more PolyLink alumni photos, visit Cal Poly Magazine Online at http://www.calpolynews.calpoly.edu/magazine/Winter-07/PolyLink.html.
MAJOR NASA RESEARCH INITIATIVES COME TO CAL POLY

TWO CAL POLY AEROSPACE ENGINEERING professors have been awarded separate million dollar contracts with NASA's Aeronautics Research Mission Directorate. David D. Marshall and Rob McDonald submitted the winning proposals for research related to NASA's umbrella plan to develop future-generation aircraft.

“The next two decades are ripe for an aviation renaissance,” said McDonald. “Advanced multidisciplinary physics-based design and analysis capabilities are required to pursue the revolutionary vehicle and technology concepts needed to meet NASA's aggressive goals.”

McDonald will develop an analysis and software system for designing future aircraft. He was awarded a three-year contract worth nearly $1 million dollars to fund research efforts by four Cal Poly students. McDonald will also collaborate with Phoenix Integration, based in Wayne, Penn., and renowned independent software developer J.R. Cloudehams.

Marshall's research team will develop prediction methods and test hardware that can predict the performance of short-take-off and landing aircraft.

Marshall anticipates funding at least five Cal Poly students and collaborating with several researchers, including Robert Engral of the Georgia Tech Research Institute.

PRESIDENT BAKER TESTIFIES AT COMPETITIVENESS COUNCIL SUMMIT

CALIFORNIA IS GOING TO EXPERIENCE a significant decline in per capita income in little more than a decade if no action is taken, President Warren J. Baker warned members of a U.S. House subcommittee at a September hearing.

Baker cited several prestigious reports that document a strong continuing demand for science and technology workers in the California and United States economies.

The statistics show that by 2020, California will experience a decline in per capita income of almost $2,500 if rates of educational participation and completion are not increased.

In his testimony before the U.S. House Education and Labor Subcommittee on Higher Education, Lifelong Learning and Competitiveness, Baker discussed the growing need for graduates in science, technology, engineering and mathematics (STEM) disciplines. He also shared information about steps Cal Poly is taking to address the need and commented on additional policy measures that might be implemented at the federal level to help at the state and local level.

The hearing was part of a two-day summit titled “California is at Great Risk – Securing Our Competitiveness in a Global Market,” hosted by Cal Poly Pomona and the Competitiveness Crisis Council. It was led by Representatives Ruben Hinojosa (D-Texas) and Mazie Hirono (D-Hawaii).

For more information, visit www.competecalifornia.com.

FIRST BONDERSON FELLOW NAMED FOR CAL POLY-UCSB GRADUATE PROGRAM

BRIAN STAHLE IS POISED to be a pioneer. Not only is the Cal Poly materials engineering graduate student aiming to under- take new research in the fields of biomaterials/biocompatibil- ity and electronic and photonic materials, he is also forging a unique collaboration between Cal Poly and UC Santa Barbara.

Stahl was recently named the first recipient of a Bonderson Fellowship, which provides recipients with five years of tuition and support to pursue a master's degree at Cal Poly and a Ph.D. at UCSB. The fellowship program, established with a $500,000 gift from Paul and Sandra Bonderson, also earmarks funds for equipment and lab costs, support for faculty, and greater collaboration between researchers at the two universities.

Dr. Brian Stahl, first Cal Poly-UCSB Bonderson Fellow

In addition to the first-place win for Aerea Aeronautics, Cal Poly teams Aries-O and SteppenAero took second and third with their respective designs of “Sunstorm” and “Odin’s Fury.” The triple-medal showing marked the second time in three years that Cal Poly swept a design category in the competition.

Aerospace engineering Professor Mark H. Waters advised another Cal Poly team whose design, “The Mosquito,” took top honors in the Undergraduate Team Engine Design category. The team included Baukol, Eric Hansen from Woodland Hills, Josh Caldwell from Oakley, Dan Gilani from Gold River, Cassy Arroyo Grande, and Derek Geiger from Sacramento.

The competitions are part of a wide-reaching program that recognizes excellence in aerospace engineering study. Each year, the AIAA competition marks the culmination of a three-quarter, senior-level aircraft design course in which students receive insight firsthand from industry professionals.

STUDENTS DOMINATE NATIONAL AIRCRAFT DESIGN COMPETITION

CAL POLY AEROSPACE ENGINEERING students upheld a long-standing tradition of victory by taking two first-place wins and sweeping the Undergraduate Team Aircraft Design category at the recent American Institute of Aeronautics and Astronautics Student Design Competitions.

Under the direction of instructor David Hall, now retired, Cal Poly’s UGTA design team, Areta Aeronautics, and its inter-theater tactical transport “Amarok” surpassed their competition. Team Areta included Collin Bauskol and Brian Saponas from San Luis Obispo, Ken Thomas from Lake Forrest, Abagail Liddle from Lafayette, Patrick Willman from Arroyo Grande, and Derek Geiger from Sacramento.

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SWE WINS NATIONAL TEAM TECH COMPETITION

A DIVERSE GROUP of engineering students from Cal Poly’s Society of Women Engineers took first place in the national Boeing Team Tech Competition.

SWE students submitted a winning design for a roller coaster weld-point-inspection device, using Walt Disney Imagineers as advisors and only half the team’s allotted budget, earning the team a $5,000 prize.

Leading the Team Tech efforts were co-directors Emily Hakun, a general engineering graduate student, and Amber Iraeta, a mechanical engineering senior. The team used the new Bonderson Projects Center to design the modular device, which moves along a roller coaster track to sense whether the welds were made smoothly.

After performing initial design tests on campus, the team was invited to Disneyland for actual on-track testing. Pat Doyle, an industrial advisor to Team Tech and a Disney project engineer, was impressed with the Cal Poly team. “The students have treated this project just as I would have in my current role at Disney,” he said. “Their knowledge and education is a clear advantage which moves along a roller coaster track to sense whether the welds were made smoothly.”

CAMPUS LEGISLATIVE HEARING GIVES VOICE TO TEACHERS

TEACHERS ARE TIRED OF SELLING CANDY to buy supplies and nailing plywood to classroom walls for make-believe lab tables, state legislators were told during a hearing held on campus.

Sen. Tom Torlakson, chair of the Select Committee on Schools and Community, hosted the informational hearing along with Sen. Abel Maldonado and Assemblyman Sam Blakeslee on Oct. 30 in the Keck Laboratory.

Designed to give a voice to classroom teachers, higher education, and business and industry, the hearing focused on creating learning environments for student success.

Comments from invited panelists and the public were presented. They included the following suggestions and remarks:

Mohammed Noori, dean of the College of Engineering: “The importance of technology to our society is so enormous, and its potential to solve the grand societal challenges of our century so compelling, that student success in the 21st century implies two things. First, we must increase the numbers of students going into scientific and technical disciplines, and second, we must require more of our students. Students of all disciplines must become more proficient with science and technology.”

Jane Peterson, first grade teacher, Dana Elementary School: “With hands-on projects about volcanoes and ladybugs, she motivates her pupils to become ‘totally committed to science and technology.’”

Luke Laurie, Science Department chair, El Camino Junior High, Santa Maria: His concerns include the fact that some students don’t study science until high school, and the “long and winding road” federal funding takes before reaching the classroom.

He also believes standards-based instruction – or “drill and kill” – has harmed science education.

Bill Barnett, science teacher, Del Oro High School: Rather than standards-based instruction, he recommends teaching students how to think and solve problems, because the world is changing so rapidly that no one can predict what “facts” students will need to know when they enter the work force.

Bonnie Konsop, dean of the College of Education: “Many science and math teachers in California lack subject-matter expertise for the areas they teach in and/or don’t even have a teaching credential. Cal Poly is promoting a ‘teacher-scholar’ model that encourages teachers to spend time working at a national laboratory as scientists.”

Peter Murphy, executive director, California League of Middle Schools: California needs a “seriously consistent funding approach that would ensure that every student has access to a high quality education.” The current competitive funding environment creates a “football season year round.” He suggests asking the state’s major businesses for funding to help ensure that the high-tech work force pipeline is filled.

Lovy Trippette, education manager, Intel Corp: “There is not really a science rally point any more – no Sputnik or moon shot. Maybe it’s clean, renewable energy. We should provide opportunities for students to showcase what they’re learning and doing.”

James Boyle, United Launch Alliance: “I was Principal for the Day at an elementary school. When aids came in with questions regarding finances, I asked them to explain how the school receives funding. There must have been 20-30 sources. Company and Air Force budgets aren’t that hard to manage.”

Col. Carl Freston, Vandenberg AFB Launch Facility: “I remember watching, at age six or seven, Neil Armstrong landing on the moon. That was a huge motivator for me. Now I’m a rocket scientist.”

Hank Lewis, business manager, IBBS Local 639: “We’ve been training electrical contractors since 1942. Every year, we have fewer applicants passing the test. There is a 30 percent failure rate now, much higher than it was 10-15 years ago.”

Sen. Torlakson: “We need to find a way to tap into young people’s hopes and dreams, and we need to reprogram our existing funding before we ask the taxpayers for more. These hearings are helping us figure out how to do that. We want to understand the barriers and put together the best practices.”

Sen. Maldonado: “What we’re doing throughout the state is ‘learning by hearing.’ We keep putting more money into education, but are we getting the results we want? We need to focus more on math and science.”

Assemblyman Blakeslee: “We need to capture the curiosity of a child and fan that flame into a fire of discovery. We want to motivate them to be the first person to see something under a microscope, through a telescope, or on a computer screen.”

RECREATION PROGRAM GOES INTERNATIONAL

Cal Poly recently became one of only five universities nationwide to offer a certificate program designed to foster the education of tourism professionals.

The prestigious University Consortium Field Certificate is now being offered at Cal Poly, after the university’s Recreation, Parks, and Tourism Administration program joined The International Ecotourism Society.

The certificate program reflects both Cal Poly’s commitment to sustainable tourism, according to Jerusha Greenwood of the Recreation, Parks and Tourism Administration faculty.

Other universities participating in the University Consortium Field Certificate are North Carolina State University, Pennsylvania State University, University of Florida, and West Virginia University.

ROBERT C. TAPELLA (GRC ’91)

is now officially the nation’s 25th Public Printer – following in the footsteps of the nation’s first Public Printer: Benjamin Franklin.

Tappella, nominated to the post in May, was confirmed in October by the U.S. Senate. President George W. Bush has signed the commission.

Tappella will now lead more than 2,200 employees at the U.S. Government Printing Office. He comes to the GPO following several assignments on Capitol Hill.

Virginia University.

Pennsylvania State University, University of Florida, and West Virginia University.

Other universities participating in the University Consortium Field Certificate are North Carolina State University, Pennsylvania State University, University of Florida, and West Virginia University.

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NO LIMITS FOR MARILYN HAMILTON

BY SCOTT ROARK

Marilyn Hamilton (HE ’71, CRD ’72) is not slowing down—and never will if she has her way.

A revolutionary to some, the heart and soul of a multi-million dollar company to others, Hamilton has accomplished what many could never do—grow her spirit in the wake of tragedy and touch millions of lives as a result.

Her journey began in 1978 when a hang-gliding accident damaged her spinal cord, paralyzing her from the waist down. Then 29 years old, Hamilton feared her future. She did not stay in that mental place long and began rebuilding her life immediately with support from family and friends.

Hamilton was out of rehab in three weeks at a time when people typically stayed six months to a year. "Recovering at..."
home was much more real to me,” said Hamilton, even though that meant sleeping in a hospital bed in the middle of her living room wearing a body brace.

Hamilton had an extremely active lifestyle before the accident and quickly grew frustrated with “the dinosaur” – the standard 60-pound metal wheelchair she spent her days in. “During my first year after the accident, I could not stop thinking about building a better wheelchair,” she said. “I knew it could be done and began to feel my whole life had been in preparation for this idea.”

One day it dawned on Hamilton, while sitting in that dinosaur, watching her husband and friends hang glide. If her friends, Jim Okamoto and Don Helman, could build gliders in their garage, why couldn’t they make a wheelchair based on the same technology? One year after Hamilton’s accident, the “Quickie” wheelchair and company were born.

Every sports wheelchair user soon wanted one. “Quickie was a revolution that gave wheelchair users a whole new way to experience the world,” said Hamilton. Weighing between 15 to 25 pounds depending on individual accessories, it was one of the first ultra-lightweight, fully customizable chairs. The first two years they produced 61 chairs. That number jumped to 834 chairs the following year when 13 additional people joined Quickie. Their 200 percent growth rate the first several years kept up a steady pace in subsequent years.

Production methods were unconventional. Quickie studied individual clients – understanding their needs and wants – and became involved in their lives. It was common for clients to visit the company and meet the employees. Chairs were customized for each person through fully adjustable components and a variety of bolt-on accessories.

Every style was customizable, with each client able to choose from approximately 100 colors.

The company researched existing materials and processes from other industries, incorporating the best. If a needed resource could not be found, they ‘innovated’ new processes and systems, said Hamilton.

Quickie was sold seven years after inception, 1996, to Sunrise Medical, with sales eventually reaching $24 million, 25 percent of which were global. All three original partners have since left with Hamilton being the last, retiring in August but still providing independent business consulting services to Sunrise.

Hamilton treasures the memories and more importantly, the company’s impact on other lives beyond designing a better wheelchair. Quickie has sponsored athletes since the beginning and continues to do so. In 1996 it sponsored the first-ever U.S. Paralympic Game in Atlanta and has given millions of dollars to such organizations as Winner on Wheels Foundation, Wheels for Humanity, and Discovery Through Design.

Hamilton is moving forward with a new career as a professional speaker and business consultant, driven by her passion and focus on inspiration, innovation and increasing performance. More information on her life and efforts can be found at www.marilynhamilton.com.

Looking back, there’s not much Hamilton would change. “Live everyday with gratitude,” she said. “Don’t limit your challenges... challenge your limits. Everyday is a gift – find your niche and make a difference.”

Quickie was making the dinosaur extinct.

Hamilton began competing in wheelchair tennis and snow skiing events with the U.S. Disabled Teams, winning national and international titles, including a silver medal at the 1982 Paralympic Ski Championships in Leysin, Switzerland. The recognition she received from winning fueled the wheelchair company’s publicity – along with that great name.

Interestingly it was another Cal Poly alum that inspired the company’s moniker. Hamilton grew up with Burt Rutan (AERO ’65) living down the street. The famous aerospace pioneer and Hamilton’s brother built model airplanes together, flying them at a nearby elementary school. Rutan is the designer of SpaceShipOne, the first privately funded vehicle to reach space and claim the famous $10-million “X Prize” in 2004.

At the time of the wheelchair company’s inception, Rutan built a wing plane he named “Quickie” because of its small front wing, which prevented it from stalling. “Our wheelchairs were quick and responsive,” said Hamilton, “and when my front wing, which prevented it from stalling. “Our wheelchairs were quick and responsive,” said Hamilton, “and when my partner Don Helman suggested we name our chairs ‘Quickie’ after Burt’s planes, we realized it was a perfect fit.”

A memorable marketing campaign followed. Buttons, hats, T-shirts, backpacks and other items were created, all bearing slogans such as “Nothing beats a Quickie!” and “You’ll never forget your first Quickie!”

The fun didn’t stop with the slogans. Marketing campaigns were personalized, with real people in chairs winning sports events and enjoying real-life activities. Hamilton calls her company the Apple Computer of the wheelchair industry. “The vibe was amazing,” she said. “I fed off the energy of our team of passionate rebels. The business was growing faster than we had expected – our ‘plane’ was off the runway – and we were scared to death!”

Even though neither Hamilton nor her two partners had formal business, engineering or manufacturing education, they didn’t let that stop them. Okamoto and Helman focused on design and manufacturing. Hamilton was the catalyst and marketing-sales generator.

Working around the clock, the three entrepreneurs produced 61 chairs during the first two years. That number jumped to 834 chairs the following year when 13 additional partners joined the Quickie team of passionate rebels. The business was growing faster than they had expected – our ‘plane’ was off the runway – and we were scared to death!”

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THE NEWLY FORMED CAL POLY FOUNDATION helped give life to an idea, nurturing the creation of a state-of-the-art instructional facility at the heart of Cal Poly.

The Foundation Board of Directors acted on its first fund-raising initiative, playing a key role in raising more than $4 million of the $17 million in private gift support for the Center for Science and Mathematics.

In a significant fund-raising effort, supporters from across the university have come together to make generous contributions to a common vision.

Funding the multi-leveled Center for Science and Mathematics has been a decade-long effort, according to College of Science and Mathematics Dean Phil Bailey. "What these remarkable individuals have accomplished is truly a milestone," he said. "This building will be a primary resource for all Cal Poly students."

Board member Ken Edwards spearheaded an effort to raise $2.5 million for a new technology center, to be housed in the Center for Science and Mathematics. The Ken Edwards Western Coatings Technology Center, unique to the West Coast, will house a polymer synthesis laboratory, an instrumental analysis center, a formulation laboratory and project research laboratories.

The majority of Board members have given personal funds to the facility, Bailey added. Their names will be included on the list of all primary supporters on the Founders and Donors Walls in the Center.

The 190,000-square-foot Center for Science and Mathematics will consist of a five-level central structure devoted to offices and student spaces, with wings on either side that house classrooms and laboratories. The facility will be the second-largest building on campus, approximately the size of the Robert Kennedy Library.

Groundbreaking for the Center for Science and Mathematics is anticipated for late fall 2008. Occupancy is expected by 2011.
While attending Cal Poly as an architecture major, the donor was inspired to make it possible for generations of students to enjoy the architecture program. The generosity emphasizes the life-long impact this education offers. A gift of this magnitude to the department helps fulfill dreams of a future beyond any of our lifetimes.

In discussing his decision to make the gift, the donor said it all started with a letter from Architecture Department Head Henri T. de Hahn.

Sent last fall to all architecture alumni, the letter described de Hahn’s enthusiasm about his role as the new department head and extended an invitation asking alumni to play an important role and continue to be part of the Cal Poly experience. “This gift will allow us to foster interdisciplinary education and think about the enriched opportunities they can offer students,” said College of Architecture and Environmental Design Dean R. Thomas Jones, “and the donor’s generosity validates his department’s mission, and it has inspired him to think about the enriched opportunities they can offer students.”

As a successful entrepreneur, the donor now has the opportunity, through his gift commitment, to fulfill his desire “to engage in creating a vision of how architects can contribute socially and culturally to our environment.”

“Our students and alumni value the high quality of learning that we provide,” said College of Architecture and Environmental Design Dean R. Thomas Jones, “and the donor’s generosity emphasizes the life-long impact this education offers. A gift of this magnitude to the department helps fulfill dreams of a future beyond any of our lifetimes.”

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De Hahn believes that the donor’s passion for architecture validates his department’s mission, and it has inspired him to think about the enriched opportunities they can offer students. “This gift will allow us to foster interdisciplinary education that will enable our graduates to contribute alongside other professionals — engineers, city and regional planners, landscape architects, construction managers — to ensure a better environment,” he said.

Paul R. Neel, former State Architect for California and former dean of the college, sees the gift commitment as a validation of Cal Poly’s educational learn-by-doing philosophy. “One main legacy, through generosity and vision, becomes the legacy of all of us who believe so strongly in the particular education offered at Cal Poly.”

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**The President’s Circle**

Members of the President’s Circle are alumni and friends who donated $20,000 or more between July 1, 2006, and June 30, 2007, or $200,000+ over a lifetime.

**The President’s Round Table**

Members of the President’s Round Table are alumni and friends who donated $5,000-$19,999 between July 1, 2006, and June 30, 2007, or $100,000-$199,999 over a lifetime.
The President’s Round Table cont...

The Centennial Society cont...

Julian McPhee Society

Julian McPhee was president of Cal Poly from 1933 to 1938. In those six years, he directed $1,053,284 in state grants and $5,858,139 in other funds.
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The Legacy Club recognizes those generous individuals who have notified Cal Poly that they have established a planned gift that will benefit the University.
Honor Gifts
Gifts were made in honor of the following individuals between July 1, 2006, and June 30, 2007.

Memorial Gifts
Gifts were made in memory of the following individuals between July 1, 2006, and June 30, 2007.

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

Announcements (ctd)
Al Alaher
Rene Anderson
Werner A. Andersen
Mary A. Armstrong
Kathleen A. Aissen
Trevor R. Sherwood
Rosemarie B. Servatius
Owen L. Servatius
Anne B. Sefton
Sonia Sandoval
Aryan I. Roest
Ilene F. Rockman
Mark S. Reuling
Lawrence B. Renihan
George N. Prue
Ashley D. Richardson
S. A. and Lilabelle Price
Kenneth S. Ozawa
Edward A. O'Brien
Brooke P. Mead
June King McFee
Joyce Kamilar-McCall
Bernice B. Loughman-Nicholson
Brad E. Yackle
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Mary Lou White
Arthur L. Wheeler, III
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George D. Watte
Ralph M. Warten
Paul J. Vormbaum
Charles Valentino, Jr
Keith W. Uncapher
Guy H. Thomas, Jr
Alicia F. Yocom
Kevin M. Sullivan
Nelson L. Smith, III
Brent B. Simonich
Dorothea Sabol
Mary Lou White
Harry R. Watts
Mary A. Warren
Robert H. Wettstein
Mark A. Zepp
Corporations, Foundations and Organizations... 2007 Cal Poly Athletics relies on the community, fans and alumni to fund scholarships and provide resources needed to improve and build athletics facilities. We gratefully acknowledges all supporters who helped make 2006-2007 a successful year for the Mustangs.

www.giving.calpoly.edu

Matching Gift Companies...
A HIGH-TECH LABORATORY NESTLED in the pastures of the Cal Poly campus has evolved into a major solutions center for cheese and yogurt producers throughout California.

A team of Dairy Products Technology Center students and scientists recently concocted a recipe for success for an up-and-coming player in the huge frozen foods industry.

Pinkberry, a frozen-treat chain so popular in Southern California that the Los Angeles Times called it "the taste that launched a 1,000 parking tickets," contacted the DPTC to help ease their growing pains, after their solo shop multiplied to more than 30 stores in less than two years.

Although the DPTC's team of collective lips are sealed to protect the secret formula for the signature "pouty peaks" of Pinkberry creations, Director Phil Tong did reveal they helped the company determine how to make their product in larger quantities, while insuring compliance with California law and retaining the singular taste it so avid followers clamor for.

As a result, more Pinkberry shops could be just around the corner, serving up their soft swirls of dairy bliss in the form of frozen yogurt, smoothies and shaved ice, with toppings ranging from Coco Pebbles to coconut.

“We worked with other consultants and universities previously with little success,” Pinkberry President Shelly Fwang wrote in a thank-you letter to Tong last summer. “We advise you and the test trials you performed enabled us to continue with our development of the Pinkberry shop, and positioning us for larger-scale production.”

In fact, venture capital firm Mavron, co-founded by Howard and D. Schultz of Starbucks’ fame, has announced it will infuse $27.5 million into the budding business.

In another project, a DPTC team guided by Cal Poly Professors Rafael Jimenez and Nana Farkye is working to improve products for a California-cheese giant.

Hilmar Cheese Co., which produces more than 1.3 million pounds each day, not only seeks the services and expertise of DPTC scientists, it also hires dozens of industry-ready graduates from the College of Agriculture, Food and Environmental Sciences.

“It’s great to work with our recent graduates at Hilmar and solve real-world problems together,” says Jimenez. “With Hilmar’s cooperation, we were able to effectively test and show that the DPTC approaches in improving the quality and taste of low-fat cheese actually work in the industrial situation.”

Like many of the companies it assists, the DPTC started as a small venture and has grown beyond expectations into a world-class education and research center. Tong says the center will mark its 20th anniversary in 2008 with plenty to celebrate and plans for the next 20 years.

“The DPTC is committed to helping California’s booming dairy industry by providing graduates and technology innovations for the next decade and beyond,” said Tong.

—By Pat Ketchum

TASTING SWEET SUCCESS

(Left) Rafael Jimenez, Nana Farkye and Phil Tong

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 giving@calpoly.edu with any corrections.
THE CAL POLY WINE AND VITICULTURE PROGRAM is set to become one of the largest viticulture/enology programs in the country.

The program just bottled its first vintage of Cal Poly brand wine, a chardonnay, a pinot noir and a “Mustang Red” – milestones that will fund the program’s expansion.

The program, now in its third year, is uniquely structured between three different departments within the university: Food Science and Nutrition, Agribusiness, and Crop Science. When students select the wine and viticulture major, they can select one of the three areas to specialize in. “It’s a unique, interdisciplinary structure,” said Judy Ackerman, director of program development. “Our program was really designed to meet the needs of the industry.”

Ackerman has been building the program with program director Mary Pedersen since December 2005. The WVIT program also has an advisory council of successful winery owners to help steer the curriculum and provide industry input based on their needs. The advisory council is headed by Ken Volk, of Kenneth Volk Vineyards. Other local members include Gary Eberle, Chuck Ortman, Kris O’Connor, Matthew Ortman, Dana Merrill and Brian Storrs. Volk, who made wine from campus-grown fruit using a trash can and a baseball bat in the late 1970s, has become “one of our biggest industry supporters,” Ackerman said.
This year, nearly 70 freshmen enrolled in the program, making it larger in numbers than the renowned UC Davis enology program.

Senior Mike Bruzus was initially admitted to both UC Davis and UC Fresno's enology programs but picked Cal Poly because it was right in the heart of wine country. "Davis and Fresno don't have wineries in their backyard, so you don't get as many opportunities for all this great, hands-on experience," said Bruzus. Now in his fifth harvest, Bruzus is hoping his experience will enable him to be a winemaker at a small winery in the near future.

Bruzus is one of two Cal Poly winemakers this year, in partnership with Nicole Chamberlain. Together they analyzed the fruit, determined when to harvest, crushed the grapes, and eventually made the wine with the assistance of Baileyana winemaker Christian Roguenant at Orcutt Road Cellars.

That process, Chamberlain said, has been the best experience she's had so far in the program. "That was a highlight because I've taken what I've learned in class and been able to apply it to a large scale."

As part of the program's learn-by-doing philosophy, there are vineyards on campus where students grow the grapes that go into their wines, there is a new pilot winery on campus that has the same type of equipment found in small wineries, and there are field trips and visiting winemaker events that offer wine tasting and direct contact with local winemakers. Chamberlain says her trips to Wild Horse Winery, Tolosa and Courthouse Cellars were eye-opening.

Thanks to the proximity to wine country, many students work internships at wineries during their summers off, and many work harvests across the county. In addition to their local experience, there is a summer school program in Switzerland and a winter program in Australia that over two dozen students will be taking part in this year.

All the wine was made at Orcutt Road Cellars in San Luis Obispo, the custom-crush facility that is home to Baileyana and Tangent, among other boutique brands, and owned by the Niven family. Ackerman says their support has been crucial.

"The Niven family has just been very supportive of Cal Poly – and very reliant on the workforce Cal Poly provides," Ackerman says. "We wouldn't be able to do this without their help."

All elements of the new wines have been the work of Cal Poly students. The label was designed by a student, and students campuswide were involved in all the market research, Web site development and public relations activities necessary to launch the program.

Now that the wines are in the bottle, they will be released sometime in 2008 for distribution online at www.calpoly.com and through the downtown San Luis Obispo tasting room "Taste." All the proceeds benefit the Cal Poly Wine and Viticulture program and will fund some of its future plans, such as a bonded winery on campus where students can make wine for special order sales and alumni.
SOMETIMES GAMBLING pays off. It did for Cal Poly alumnus Raul Vega (ARCH), who came to Cal Poly in the mid-1960s, intent on becoming an architect.

But after four years of study, including a year in Florence, Italy, the would-be architect had a change of heart and took a chance. With money from his student loan, Vega bought all the equipment he needed to start his new career — as a photographer.

“At the time, I wasn’t sure about a career in photography or any career,” he said. “All I knew was that I really loved shooting pictures.”

So he set about making a portfolio and knocking on doors. “The portfolio was personal work. I matted and framed each picture, making each into a gem,” Vega said.

His attention to detail paid off. After a few months, a very well-known advertising photographer offered Vega work. A great deal of it. Turns out, the photographer was working on several very big advertising campaigns. His clients included Pan Am; the state Milk Boards, known then for their “Everybody Needs Milk” ad campaigns; the Tourist Board of Tahiti; and cigarette and car manufacturers.

“I don’t know what prompted him to call me,” Vega said, referring to his new employer. “I was completely self-taught. This guy was doing very high-stakes stuff. It was a great experience, but I was flying by the seat of my pants. It was sink or swim.”
Vega "swam" for three-and-a-half years. "We were busy. We did a lot. But he was a tough character, and it was time for me to move on."

He set off for New York, maintaining residences on both coasts. In New York, Vega began meeting people — important people, including the iconic Andy Warhol. He started working for Warhol's Interview magazine in 1979.

"I'd get $75 a photo shoot," he recalled. "That was rock bottom, but I was single and aggressive. I had a lot of fire. These people were the artists, and I wanted to work for the people who were inspiring."

Vega's first big breakthrough came in 1980, when his magazine cover shot of famed astronomer Carl Sagan earned him the National Publications Design Award.

When Vega first photographed actor Jim Carrey, it was right at the time Carrey was becoming a mega star. "The shoot was organic, it moved," Vega said. "We laughed so hard, we were practically spitting on each other. The man is a walking cartoon." Vega dispels the pervasive myth that working with famous people is difficult. "I don't recall a bad photo-shoot experience," he said. "When it comes time to shoot, everyone is focused on getting the best. We have to get along, as photographer and subject. It's about getting the art."

For Vega, the network of contacts and relationships he made in those early years was an early springboard. "We were busy, we were working, we were fighting," he said. "Kick down doors. Ask yourself: 'What do you like, visually?' Then find out who's doing what and send e-mails and images. "Raise an eyebrow or two, " he said. "Go after it."

Vega says the key to breaking into the business is to find out who's doing what and send e-mails and images. "What do you like, visually?" he said. "Then find out who's doing what and send e-mails and images."

Vega's award-winning photographs have appeared in such magazines as The New Yorker, Vanity Fair, Rolling Stone, Vogue, InStyle and Glamour.

More information on Vega and samples of his award-winning work are available on the Web at http://www.raulvega.com.

Now working from his studio in the Mid-Wilshire district of Los Angeles, Vega mainly shoots portraits, and most of his subjects are very recognizable: boxing legend Muhammad Ali, award-winning filmmaker George Lucas, actors Harrison Ford and Jackie Chan, singer-songwriters Dolly Parton and the Red Hot Chili Peppers, Los Angeles Mayor Antonio Villaraigosa. The list goes on and on.

In addition to portraiture, the award-winning photographer shoots beauty, fashion and architecture. "The architectural stuff is very deliberate," Vega said. "With people, it's an entirely different experience. The photo shoot takes on a life of its own. With famous people, you work hard and fast. Another part of your brain has to click."

When Vega first photographed actor Tim Carrey, it was right at the time Carrey was becoming a mega star. "The shoot was organic, it moved," Vega said. "We laughed so hard, we were practically spitting on each other. The man is a walking cartoon."

A NEW TROPHY, international respect, and memories that will last a lifetime — the Cal Poly Human Powered Vehicle Team brought it all back home this year from Maracaibo, Venezuela. The team swept all categories in the first-ever American Society of Mechanical Engineers International HPV Competition, winning first place in design, a 1,200-meter sprint, and a 45-mile endurance race. Pedaling the "Matrix," a streamlined recumbent bicycle built with advanced composite materials, the students blasted by the competition with a top speed of more than 40 miles per hour.

How did they do it? Inspiration and cutting-edge technology according to equipment technician George Leone who advised the team with professors Andrew Kean and Kim Sholl- lenberger. Of course, a little hard work didn't hurt either.

Students designed and built a carbon fiber-over-foam frame for lightweight strength and a carbon/Kevlar cover for rider protection and aerodynamics. The only metal on the HPV was in the bicycle components. "We push the students hard to be creative," Leone said. "Our students enter their careers with a huge advantage from learning to work with this technology!"

Leone traveled with eight team members to Venezuela for the contest. He reported it was a "great experience," not only for Cal Poly students, but also for the South Americans, with whom the team shared ideas, technical expertise and information.

Andres Rondon, the Venezuelan student organizer of the event, emphasized that the Cal Poly team represented the United States not only as competitors, but also as goodwill ambassadors. "Cal Poly's HPV Team is amazing," Rondon wrote in a thank-you e-mail. "The students gave an example of human- ity and cooperation. Receiving their help was something we were not expecting. The event changed from just a racing competition to one of building bridges between different communities and cultures."

Cal Poly competed with five other university teams from Caracas and Maracaibo, Venezuela, and Santiago, Chile.
PHILADELPHIA EAGLES STARTER Chris Gocong was one of the best pass rushers in Mustang football history. The defensive end recorded 42 career sacks and a school-record 23.5 sacks as a senior in 2005 en route to the Buck Buchanan Award, presented to the nation’s best defensive player in the Football Championship Subdivision.

In the National Football League however, Gocong is a strongside linebacker, operating on the strong side of the Eagles’ 4-3 defense.

“I’m new at the job, so I might be thinking a little bit too much,” said the four-year Mustang letter winner. “As I get more experience, I’m not going to think as much, so I’ll be faster and more aggressive. That’s been the big thing for me.”

Gocong’s responsibilities are considerably different from his playing days at Cal Poly.

“Chris probably is doing the farthest from what he did at Cal Poly as far as rushing the quarterback,” said Mustang defensive coordinator Payam Saadat. “Instead, he’s dropping into coverage, covering the tight end and scraping toward the run play at best.”

A third-round draft choice of the Eagles and the 71st overall pick in April 2006, Gocong spent the entire 2006 season on the injured reserve list with a herniated disk in his neck, an injury suffered in the preseason.

“It was very tough the first month or so, sitting out the whole year, but then I decided I’m going to make the best of it,” said the 6-foot, 2-inch, 263-pound Gocong. “I worked on the playbook inside and out. I was pretty much back to full health within eight weeks.” During the off-season, Gocong worked his way up the depth chart, eventually landing the No. 1 job by the time the 2007 preseason arrived in August.

“Things have been going pretty well,” said Gocong, who married his longtime girlfriend, Mandy, last summer. “I’m feeling more comfortable as a linebacker; I’m just reacting now. I think as we move forward, my play is going to get faster and faster.”

Gocong was one of two Mustangs on NFL rosters when the 2007 regular season opened in early September. The other was defensive back Courtney Brown with the Dallas Cowboys.

Gocong cited two major differences between college football and the NFL.

“The biggest thing is the speed, and the second part is the business aspect,” Gocong said. “Everything is so much bigger. There’s added pressure and there is a lot less understanding every game.”

The Carpinteria High School graduate also realizes that the life of an NFL player averages only three to four years.

“I can be there one day and gone the next.” Should the latter happen, Gocong can always fall back on his Cal Poly engineering degree. In fact, he applies some of that knowledge now.

“Football is all about vectors, angles and speed,” said Gocong. “It’s pure physics. All football players know it but just don’t realize that fact.”
EVERYTHING APPEARS CALM. Amid flickering lights, people scramble to find their seats to one of Southern California's must unique art performances – the Pageant of the Masters.

As the bright lights fade and the stage lights come on, gasps from the audience are clearly audible, for there – in living, breathing color – is a glorious reproduction of Leonardo da Vinci's Last Supper.

Behind the scenes, though, a different picture emerges as Mary LaVenture (JOUR ’77) and a team of volunteers work meticulously to put the finishing touches on their masterpieces – recreations of some of the world’s greatest art treasures: the ancient Greek statue of Venus de Milo, the Iwo Jima Memorial, and Rome’s Trevi Fountain, to name just a few.

No detail goes unnoticed – from designing the perfect costume and applying layers of paint to the performers to getting that perfect fold in a gown. LaVenture is nothing if not a perfectionist, and it shows in this magnificent recreation of people and props.

The 2000 Cal Poly College of Liberal Arts Alumna of the Year has spent most of her adult life designing and making costumes, first as a Cal Poly student for productions at the Spanos Theatre, then for her own costume supply company and Disney theme parks. And now for the famed Pageant of the Masters, a 75-year tradition that literally brings artwork to life during the months of July and August.

After serving 10 years as headpiece director for the Pageant of the Masters, two years ago LaVenture took on the additional responsibility of costume director. The pageant is part of the Laguna Beach Festival of Arts, which has been wooing and wowing hundreds of thousands of visitors for 75 years.

Her life, she says, is divided into seasons. The fall is spent preparing for the next year’s pageant and getting much-deserved down time to travel and work on outside projects.

Building season lasts from January to June. Once the paintings and sculptures are cast for the event, LaVenture starts designing and building costumes and headpieces for up to 200 people.

There’s a great sense of accomplishment in the process, LaVenture said, even though it is somewhat convoluted. LaVenture must take a two-dimensional picture, turn it into a costume and headpiece that fits a three-dimensional person that ultimately looks two-dimensional on the stage.

Her challenges don’t stop once the costumes are built. Dealing with a cast up to 200 people, ranging in age from 4 to 85, can be unpredictable. “People get sick or have car problems,” she said. “But, we’ve dealt with it all and have contingency plans in place.”

The hardest thing, she claims, is finding people who have the skills to work on this kind of stage show. “It’s not regular costume construction,” LaVenture said. “You have to think outside the box – but inside the frame.”

LaVenture still finds time to stay connected to Cal Poly. She and her husband, Ken Turlis, recently endowed the LaVenture-Turlis Scholarship in the College of Liberal Arts and hope to set up more scholarships in the future.

More information on the Festival of Arts and the Pageant of the Masters can be found online at www.fota.com.
THE CAL POLY EXPERIENCE does not conclude with a commencement address and a cap and gown. Rather, to come to Cal Poly is to join a family—an enrollment that transcends time and geography.

In late December 2006, Mark Looker, (JOUR ’76), a public relations consultant who operates out of the Central Valley, received a call from an old Cal Poly connection who wanted advice on how to promote a book of paintings by a renowned Central Coast artist and Cal Poly emeritus art professor.

“Quiet Journey: The Art of Robert Reynolds” was being sold through El Corral Bookstore, with the bulk of proceeds from the book going to the Cal Poly Alumni Association. If you’re like so many others, the spirit hasn’t faded.

IF THERE IS SUCH A THING AS A LIVING UNIVERSITY, JIM HAYES HAS REPRESENTED ITS BEATING CORE FOR GENERATIONS OF CAL POLY JOURNALISM STUDENTS

There was a sense that the book could use a push, and Looker was willing to help.

An agriculture issues specialist, Looker admittedly knows more about water politics than watercolors. He was hooked, though, when he heard that a certain former journalism professor had written text for the book.

If there is such a thing as a living university, Jim Hayes has represented its beating core for generations of Cal Poly journalism students. All professors keep office hours. Hayes, who retired years ago, maintains office lifetimes, keeping in close touch with, and providing sage counsel to, hundreds if not thousands of journalism students.

Looker reached out to Ellen Pensky (JOUR ’75) who now runs her own marketing firm in San Francisco. “Although I always looked fondly on my college days,” recalls Pensky, “I never connected back to Cal Poly and actually hadn’t been on campus since I graduated.”

Initially, she agreed to spend an hour on the project, but soon “it occurred to me that this was a marketing problem—no different than any of the tasks that I tackle on a daily basis. This was my opportunity to give back to the college that had given me so much.”

More than a dozen other Journalism Department alums became members of the campaign team. All had found professional success after leaving Cal Poly. Frances Squire, marketing director for West Hills Community College District in Coalinga, spoke for many of the volunteers: “I would move mountains, if I could, to help Jim and Cal Poly. Aside from my immediate family, there is no one else who has had as much influence on the course of my career, and thus my life.”

They developed a strategy, “Loud Marketing Plan for Quiet Journey,” Pensky calls it, that involved reaching out to potential audiences for the book—art lovers, California nature buffs and Cal Poly grads. A spirited use of the Internet to spread the word about “Quiet Journey” would be another major thrust.

It’s too soon to determine the campaign’s success, but early returns are favorable. And beyond any number of books sold, there have been other rewards—reconnecting with long-lost fellow alums, meeting like-minded graduates from other years, working with current public relations students, and giving back—to both a university and a beloved professor.

“Sometimes,” Jim Hayes writes in a “Quiet Journey” caption that runs, interestingly enough, alongside a Reynolds’ painting of a rather wise-looking owl, “you have to go where the spirit takes you.” He always was one to have the last, best word.

IF YOU’RE LIKE SO MANY OTHERS, THE SPIRIT HASN’T FADED.
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.

Matthew DuPuy (CPE '02) enjoys the view from the Matterhorn in Switzerland. To see more PolyLink alumni photos, visit www.calpolylink.com.