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Getting to Know Joe Callero

Find our more about Cal Poly’s new men’s basketball coach and his team
Faiths that have lasted for generations use the structures as symbols of guidance and truth. Benjamin Franklin called them “more useful than churches.” Economists say they’re one of the few “true” public goods, providing a benefit that at some point serves everyone equally, with little cost.

Lighthouses are complex, contradicting and universal symbols. They are also national treasures and a source of shared heritage.

The Piedras Blancas Light Station is no exception. And Cal Poly students and faculty are playing a vital role in its restoration.

Built in 1875, the lighthouse overlooks a sweeping expanse of the Pacific about 50 miles northwest of Cal Poly, nestled against jagged cliffs and hidden coves home to elephant seals and teeming tide pools. Open land and sea surround the tower and buildings.

“Cal Poly students go out to Piedras Blancas and the jaws just drop open,” said Marlene Carter, chairwoman of the Piedras Blancas Light Station Association Board. “The enthusiasm begins immediately.”

Students and professors from several disciplines have contributed fresh ideas and work. Landscape architecture students have drawn up plans for the property in their senior projects. Journalism students, through their “PR Perspectives” program, are developing collateral materials for public education, marketing and advertising. Retired Cal Poly professors regularly volunteer at the site.

Mechanical engineering students are constructing a replica of a historic water tower and making a model of the clockwork mechanism from the lighthouse’s lens that will be displayed at the light

Photo by Cal Poly landscape architecture student Flo Pucci
To the Top - Spiral stairs in the tower

In the Light - Grad student Laura Sorvetti (left), is one of the Cal Poly students who has been working on the Piedras Blancas Light Station project. Marlene Carter of Cal Poly Academic Affairs is the chair of the lighthouse association.

- Photo by Matt Lazier

station to educate the public on how it works. The station’s original lens is on display in downtown Cambria.

All students are doing this work as part of class projects, receiving academic credit and hands-on, real-world experience. It’s a win-win said Carter, a compliance officer in Academic Affairs at Cal Poly and an early supporter of bringing students to Piedras Blancas.

“One of the first projects involving multiple students was in 2007 with a landscape architecture class,” she said. “It just took off from there.”

That came after several faculty members from the Natural Resources Management Department provided advice on removing non-native ice plant surrounding the station, cultivated by the Coast Guard before the Bureau of Land Management took over in 2000.

BLM Light Station Park Manager Jim Boucher said Cal Poly has been an invaluable partner in the restoration. “Students come here with the technical knowledge and the skills to bring this facility to life,” he said.

He recalls the stories highlighted in an oral history and brochure put together by one Cal Poly history intern for her senior project.

One involves lighthouse keeper Norman Frances, who testified about the Montebello, a steam-powered oil tanker sunk off the coast of Cambria by a Japanese submarine in 1941. Frances witnessed the sinking from the lighthouse.

The Montebello carried more than 3 million gallons of crude oil, most of which is still in the ship's wreckage on the ocean floor. All 38 crew members survived. The ship's owner, Union Oil Company, was not compensated for the loss because of Frances’ testimony. He estimated the ship went down about six miles offshore, outside the three-mile limit imposed by Congress in the War Damage Act.

Before construction began on the light station, the land was part of the 45,000-acre Rancho de la Piedra Blanca. The site fell under U.S. governance when California became a state in 1850. Before Spanish control, it was visited by the ancestors of current Chumash and Salinan people for hundreds of years.

This shared history drives the passion of many light station association members, said Carter. The association was established in 2004 as the nonprofit partner for the BLM, to support the restoration of the light station and protect its natural and historical significance. The association and BLM envision regular public tours of the station, allowing it to be financially self-sustaining.

Carter said many people don’t realize Piedras Blancas (Spanish for "white rocks") is a working lighthouse. And when completely restored, it will continue to serve as a navigation aid.

The next step in the process depends on future funding – mainly obtained through grants and private support. The focus is to restore the light station to its period of greatest historic significance (1875 to 1939).

Restorations will include the fog signal building, the fuel oil house, the fuel storage shed and the lighthouse itself. Replica construction will include the Victorian residence used by the head light keeper and assistant keeper, the barn, the head light keeper’s storage shed and the watch room.

Carter predicts that Cal Poly students will be involved in nearly all of the restoration and educational outreach. The latest is a grad student, set to work this fall on developing a history program for students from elementary school through college.
Gleaming like a shoreline diamond cut from the absent sun, the light of Piedras Blancas provides guidance to wayward vessels by night and a sense of history and heritage by day. It’s also easy on the eyes and — many would say — the soul.

“It’s truly a magnificent and beautiful place,” said Carter. “I’m grateful that many Cal Poly students will experience it as part of their education.”

*Below:* Students on the lighthouse grounds on a work and study day.
The Cal Poly community stretches far and wide – from the students, faculty and staff on campus in San Luis Obispo, to alumni and parents throughout California, the U.S. and the world.

But there’s an easy way to stay connected to such a broad network: Cal Poly Magazine.

For Fall 2009, we present our second online-only edition of Cal Poly Magazine, jam-packed with stories, photos, multimedia and interactive features to keep you up to speed on grads, students, professors and all other things Cal Poly.

In this edition, you can:

- See how the campus is changing, with a new, state-of-the-art scoreboard at Alex G. Spanos Stadium and other exciting improvements
- Test your knowledge of campus with "Where's Musty?" - a new contest that challenges you to determine the location of our furry little mascot
- Get acquainted with men's basketball coach Joe Callero, who began his coaching career when he was only 23 years old
- Be inspired by Emily Block, a biology major who is helping heart disease and stroke victims like herself
- Learn what alumni think about Cal Poly, based on a recent survey of our graduates
- And meet extraordinary grads such as Forrest Lanning, who's helping make school buildings earthquake safe in Afghanistan, and Anna Brunelle, the CFO at TiVo, the largest digital video recorder company in the U.S.

All of these stories and more will keep you plugged in to Cal Poly.

Thanks for reading Cal Poly Magazine. As always, we welcome your feedback on our magazine. Please send comments and questions to Senior Editor Matt Lazier at mlazier@calpoly.edu.

Sincerely,
Leah Kolt
Editor

Matt Lazier
Senior Editor
Cal Poly Students Have Lift-Off

Engineering and physics students take to the skies in a zero-gravity NASA jet to test satellite technology

By Mary McNally

Six Cal Poly students got the ride of their lives in the spring when NASA accepted electrical engineering student John Abel’s 2008 research proposal postulating the effects that zero gravity would have on a satellite application, which is being developed thanks to a grant from Northrop Grumman.

Twice each year, NASA offers university students the opportunity to take a ride in a 727 while it simulates zero gravity. Students submit proposals for research that needs to be conducted in conditions that simulate weightlessness. Participants had to have been undergraduates at the time the proposal was submitted.

The selection meant the Cal Poly team got to take their research project aboard a NASA airship while it executed 30 parabolas – 20 seconds straight up into the cosmos followed by 20 seconds in an accelerated nosedive toward the Earth. In concept, it’s similar to a roller coaster; when you get to the top of the “hill” or the apex of a sine wave, you float.

Abel used an analogy to describe the application they were testing, called a “particle damper.” “It’s kind of like a shock absorber. When you have sensitive equipment like a camera lens, you want it steady, not vibrating; that’s when you use a particle damper to absorb the vibration.”

“As fun as being weightless was, I enjoyed the hands-on, real world experience this provided,” he said. “That’s part of the reason I chose Cal Poly, because the school can give me that kind of experience, not just classroom instruction. Joining the PolySat program took that a step further.”

Just before the cabin returns to normal gravity, NASA staffers inside the plane alert the students to plant their feet firmly on the floor. Sometimes the warning works; sometimes it doesn’t. One student was being videotaped in a backward somersault – which wasn’t quite complete – just when gravity re-exerted itself. Luckily, the floor, ceiling and walls are padded for just such situations.

The Cal Poly students were advised by Aerospace Engineering Professor Jordi Puig-Suari, who deemed the experiment a terrific success.

“We actually did learn something we
hadn’t expected,” Puig-Suari said. “The behavior of the system in zero gravity wasn’t what we thought it would be.”

That knowledge will help the team develop appropriate experiments for the next phase in the development cycle.

Cal Poly crewmates included Abel and fellow engineering students Sean Fitzsimmons, Alicia Johnstone, Austin Williams (B.S. Electrical Engineering, 2008) and Stephanie Wong, along with physics student Justin Foley (B.S., Physics, 2009). Ivan Bland (B.S. Electrical Engineering, 2008) served as ground support.
Getting to Know Joe Callero

Q&A with Cal Poly’s new men’s basketball coach

By Stacia Momburg

Q: How did you get started coaching?
A: I began coaching for Highline Community College in Seattle, Wash., when I was 23 years old.

Q: When did you know you wanted to make a career of coaching?
A: My junior college coach asked me if I’d help him coach. I wanted to take six months off to try my hand at something other than basketball. I wanted to know if there was more to life than athletics. The funny thing is I figured out that, for me, athletics is more than life. There wasn’t a daily meaning for me without basketball. I thoroughly enjoy all aspects of basketball, from teaching and recruiting to the camaraderie and the game.

Q: What made you decide to come to Cal Poly?
A: First, I wanted to be part of an organization that could go to the NCAA championship. I have an opportunity to build an NCAA-worthy team. Second, I found all Cal Poly’s men’s and women’s athletic programs have had some success. There is also strong leadership from the athletic director and the president, as well as stability; there’s no revolving door for coaches. Another factor is that San Luis Obispo is a college town and therefore we’re the only “game” in town. That can’t be recreated in a major city, where there may be several professional and college teams. Lastly, I think quality of life was a major factor. San Luis Obispo has minimal traffic, crime and pollution. The schools are good, and it’s sunny 300 days a year, which is completely opposite of Seattle.

Q: What do you bring to the job?
A: I bring enthusiasm, optimism, a strong work ethic and a passion for maximizing Cal Poly’s existing strengths. We signed six recruits in four months from all parts of the U.S. They love the location, college atmosphere and commitment to academic excellence.

Q: How do you plan to get new and current players to work together?
A: I always start with conditioning and discipline as a foundation for building any team. I will help the team identify strengths and weaknesses. We have good returners and good recruits, but there are some inherent chemistry issues that we’ll deal with. I think if we get back to basic offensive and defensive fundamentals, we’ll get...
Cal Poly basketball player Matt Titchenal (left) looks on as coach Joe Callero (second from left) tries to show player Charles Anderson how to spin a basketball on his finger. Behind them, player Dylan Royer spins and looks on.

Q: What is your philosophy as a coach?
A: I believe in building leaders both on and off the court. I expect passion, commitment, discipline, communication and balance. Discipline comes with making expectations clear, setting priorities and understanding commitment. I understand that college is about studying, dating, parties, etc. My job is to try to help my players figure out how to effectively balance those things and still play great ball. We require our team to attend study hall at 7 a.m. two days a week. This helps them keep good focus and discipline, both academically and socially. Also communication is a requirement, not a luxury. If I don’t communicate my needs and expectations, I can’t expect my team to communicate theirs. And if we don’t communicate, we are going to lose games.

Q: Offense or Defense?
A: Defense. It’s the first part of offense. You have to stop the guy with the ball and get the ball to score. We will be aggressive on defense and trap various players at various spots on the court to force turnovers and create easy scoring opportunities.

Q: What can fans expect to see this year?
A: I’m not guaranteeing wins this year. I will guarantee that our fans will see passion and camaraderie. They’ll also see a matchup zone defense—a combination of man-to-man and zone. We have the ability to switch on screens or double team the post inside. We will be running an offense that emphasizes passing, cutting and screening. We’re not going to focus on running plays; we’re going to focus on taking the best possible shots.

Q: Tell me about your game persona.
A: I’m pretty relaxed on the court. I bring intensity when it’s needed. When the game is intense, I try to stay calm. The players don’t need to see me stressing out when they’re focused. If our players are lagging on the court, I’ll get off the bench and try to get their heads in the game. I try not to lose focus on the game by wasting too much energy on the officials, and I’m careful about choosing which calls to protest with the refs.

Q: What’s your biggest challenge as a coach?
A: Truthfully? Patience. I want players to take my 23 years of knowledge and experience and learn it in 23 minutes. That’s unrealistic. It’s extremely difficult to attain a high level of success quickly. I want to go to the NCAA dance. But it’s going to take time to get there. It may take half a season; it may take two to three years. I just hope our fans can be as patient as I’m trying to be.
New Cal Poly men’s basketball coach Joe Callero.

Age: 46

AKA: Joe, Joey, Daddy

Children: Malia, 10

Married to: Erika 13 years

Education: Enumclaw High School, Enumclaw, Wash., ’81; Central Washington University, Ellensburg Wash (Psych, ’86); Seattle University (M.Ed. ’91)

On his iPod: U2, Bruce Springsteen, Coldplay, Jackson Browne

Favorite Movie: Rocky (“Probably because I had a crush on Adrian”)

Favorite Basketball Movie: Hoosiers

Food: Clams at Steamers in Pismo or Firestone tri-tip. (“I’m hoping the plugs net me some free food.”)

Favorite Seattle Food: “Anything at Wild Ginger Restaurant”

Hobbies: Family time, Golf, Texas Hold ‘em

Other favorite sports: College football and “All the sports at the school I’m working for. I’d rather watch and support our teams over any others.”

Favorite Old School Baller: Dennis Johnson, Seattle SuperSonics

Favorite Current Players: Dwyane Wade, Miami Heat. “He’s a great scorer but also really good at locking guys up.” LeBron James, Cleveland Cavaliers. “He’s a basketball player in a linebacker’s body.”
The Big Picture: A New Skyline in Spanos Stadium

By Mary McNally

Alex G. Spanos Stadium is home to a brand new three-story, state-of-the-art, multimedia scoreboard thanks to a $625,000 gift from alumni Albert (Al) Moriarty (B.S., Physical Education, 1957) and his wife, Patty, a couple with a long Cal Poly history.

Inducted into the Hall of Fame in 2002, Al played football all four years during college, starting as a freshman on the legendary, undefeated team of 1953. And on the wall of their home is a picture of Patty performing as a drum major in front of the old scoreboard – basically a couple of two-by-fours nailed together.

They are excited about the new scoreboard because they believe enhanced facilities will help attract top athletes, prospective students, community support – even tourism to the area.

"Look what we have to sell," Al said. "We have a gold mine around here. We live in an area that’s beautiful, and Cal Poly has everything going for it: top academics, the arts, a well-rounded atmosphere and quality of life."

Al is a big-picture thinker who takes a comprehensive approach to sports. In addition to training, he believes that superior athletes have to develop pride, discipline and confidence.

"You can be physically equipped, but to win you have to be mentally tough." He also believes presentation is part of the game: "You gotta’ present..."
Nowhere has that philosophy played out more than in Spanos Stadium. When he was first asked to serve on the Mustang Athletic Fund in 1992, one of the stipulations of his involvement was that Athletics would make an effort to build a bigger, better stadium. He has been a juggernaut advancing that concept ever since. At one point, he even had a friend build a model to help sway the planning committee toward an all-season stadium with a retractable roof.

When it came time for the west side to be developed, the budget didn’t allow for suites atop the bandstand. Al fought to include suites, especially since the revenue from them would generate an ongoing income stream. Now, he is proud to say there is a waiting list, and he admonishes the timid to “think bigger than that.”

The new scoreboard fits the bill: big. The most significant feature is a videoboard for instant replays and fan out-takes; that alone measures 16 feet tall by 28 feet wide. There are revenue-generating sponsor panels, LED display panels for additional statistics, and a huge contingent of speakers. Collectively, it measures 52 feet wide and 52 feet tall, creating a new skyline in Spanos Stadium.

The scoreboard will serve football, and men’s and women’s soccer programs, Athletic Director Alison Cone said.

"I think it will increase the fan experience at games,” Cone said, “and the players will enjoy the things that happen with a video replay board. So it’s very exciting."

In addition, the scoreboard will serve as a learn-by-doing lab. Interns from the Journalism and Recreation, Parks and Tourism Administration departments will program the big board, develop entertainment and statistical content and create marketing campaigns for sponsors.

Never one to call it quits, Al head of a financial services company he started while a junior here, he says, “Poly helped me get started; football helped me get my foot in the door.”

Now, he says he plans to use his formidable skills amassing people and resources to complete the stadium enhancements, which would allow Cal Poly to compete at the highest level.

A born salesman, he doesn’t hesitate to tell people, “You’d be smart to get involved with Cal Poly.”

"I’m a great forecaster and I see big things for this school.”
Getting to the Heart of the Matter

Cal Poly student Emily Block works to help others with heart conditions like her own

By Matt Lazier

Emily Block was a senior in high school when, for several months, she experienced numbness in her right arm and the right side of her face.

She ignored it, thinking she had simply hurt her neck. Three years later, she now knows it was a stroke – the first and least of three from a congenital heart defect that would leave her physically debilitated.

Now starting her fourth year at Cal Poly, Block works hard to balance her studies with her physical recovery.

She also works through the American Heart Association to raise awareness of heart disease and support research that will benefit her and others.

In April, that work took her to Washington, D.C., where she and nearly 500 health care providers, heart disease survivors, and family and friends spent a day lobbying Congress on behalf of the Heart Association. The groups asked representatives to push for more accessible, affordable and adequate health care and to sign a letter to the president asking for increased funding for heart disease and stroke research.

"The American Heart Association does great things," Block said. "Some of the research they’ve done and pushed for in the past is why I’m still here today.

"It was really fulfilling to be able to give back to that organization and do something that might help someone else in the future."

Battling back

At only 20 years old, Block has battled back through intense physical therapy to overcome the effects of her strokes. Those impacts were drastic. When the second of the three strokes hit in August 2007, Block’s vision was distorted so severely she could barely read.

At that point, she said, her doctors began mentioning the word “stroke.” But there was no resolution to her health problem. And two months later, the third and most significant stroke hit, leaving Block weak on her left side, impacting her blood pressure and digestion, and causing her gait to become jerky and uncoordinated.

At Cal Poly’s Health Services Center, Dr. David Ralston told Emily he thought she’d had a stroke – and that she might have patent foramen ovale, in which a flap-like opening between the heart’s right and left upper chambers fails to close in infancy. Tests confirmed the diagnosis. Block withdrew from school and, on Halloween 2007, had corrective surgery.

Already an honors student, Block refused to give up on her academic excellence. She stayed out of school for the rest of the fall...
2007 quarter but returned for winter 2008. “I probably shouldn’t have come back that soon. My doctors weren’t crazy about it,” she said. “But I wanted to be back at school. I thought it would be good therapy, and it was.”

Physical therapy helped her regain her balance and relearn to walk straight. She hasn’t had any strokes since her surgery. But the trauma of the first three triggered an incurable neurological condition called dysautonomia that gives her problems such as low blood pressure, a constantly rapid heart rate, fatigue and light-headedness.

Though these health problems might be uncommon for someone her age, Block tries not to focus her attention on the negative aspects.

“Everyone has their challenges,” she said. “This is just my obstacle.”

Looking ahead

Block has long been interested in a career in health care, but she wasn’t sure in exactly which area. “Now,” she said, “I’m fairly sure that I want to become a physician’s assistant and specialize in pediatric cardiology.”

That will mean finishing her bachelor’s degree in biology at Cal Poly, hopefully in 2011 (she takes no more than three classes a quarter while her recovery continues), then moving on to graduate school.

Block also will continue to work with the American Heart Association. Next up for her is the annual Heart Walk in San Luis Obispo County. It will be her second year in the event after participating in and helping plan the 2008 edition.

The 5K fundraiser walk takes place Oct. 3 in Avila Beach. It’s a chance for anyone in the community to learn more about heart disease and strokes. And Block said it’s inspiring to be with others who’ve shared her experience, raising money to help themselves and others who will face the same battle in the future.

She can’t imagine not getting involved in fighting heart disease in a broader way. “I’ve always been interested in public service,” she said. “After I had my last stroke, the first thing I did was get on the computer and find out how I could help.”

Megan Lara, a grassroots advocacy director for the American Heart Association in Sacramento, said survivors such as Emily are crucial to the group’s efforts.

“It is imperative that our volunteers share their personal stories with their legislators,” Lara said. “Emily’s story is touching. There are millions of Americans affected by heart disease and stroke, and when they are willing to take the stand like Emily, to meet with their legislator and share their stories, this is when change is made.”

Block is looking ahead to next year and hopes for a chance to lobby in D.C. again.

“I definitely hope to go back,” she said. “In the future, with more research, maybe someone like me wouldn’t even have any strokes. Maybe they would see and know the warning signs right away.”
Emily Block (left, front row, seated) and the American Heart Association’s California lobby group poses outside one of the U.S. Senate office buildings at the April “You’re the Cure On the Hill” lobby event.

For more details about the American Heart Association’s upcoming Heart Walk in San Luis Obispo County, visit www.sloheartwalk.com.

For more on the American Heart Association, visit www.americanheart.org.
University News - Fall 2009

Cal Poly on Forbes Magazine’s List of America’s Best Colleges

Cal Poly has been named one of America’s top colleges and universities by Forbes magazine. The list puts Cal Poly at No. 201 on a list of 600 colleges and universities. Cal Poly is the highest-ranked California State University campus on the list. It is the second year Forbes has produced the list. Cal Poly jumped up from No. 369 on last year’s list.

“It’s always good to be recognized as one of the best. Of course, the real evidence of Cal Poly’s strength lies in what our alumni accomplish in their professional lives,” said Cal Poly President Warren J. Baker. “This list affirms what we hear over and over from business and industry leaders: They like to hire our graduates, because Cal Poly’s "learn by doing" experience prepares them to contribute on day one.”

More on the Forbes rankings

Cal Poly Ice Cream Featured at Annual Capitol Hill Social

Ice cream made by Cal Poly’s Dairy Products Technology Center was featured June 18 at the International Dairy Foods Association’s 27th annual Capitol Hill Ice Cream Party. About 8,000 people – most of them members of Congress and their family and friends – attended the event at Upper Senate Park, across the street from the Capitol. Cal Poly’s English Toffee Reduced-Fat Ice Cream with Probiotics was served at the VIP tent, where most of the senators and representatives gathered. The prototype ice cream has about 27 percent less fat than normal ice cream and was made with probiotics, beneficial bacteria linked to digestive health and immunity.

More on Cal Poly Ice Cream on Capitol Hill

Rep. Robert Aderholt (R-AL), left enjoys Cal Poly-made ice cream at the International Dairy Foods Association’s 27th annual Capitol Hill Ice Cream Party in June. Aderholt speaks with IDFA Chairman Paul Kruse (right) and an unidentified woman.

Photo courtesy International Dairy Foods Association

Three Chosen to Receive Outstanding Staff Award

Cal Poly 2008-09 Outstanding Staff Award recipients are Vera Gee, administrative analyst/specialist in Admissions, Recruitment and Financial Aid; George Leone, equipment technician II in Mechanical Engineering; and Colleen Rodriguez, administrative support assistant in Fiscal Services-Payroll Services. The President recognized the honorees at Fall Conference on Sept. 14.

More on the Outstanding Staff Award winners

Cal Poly Professor Emeritus Receives 2009 Accounting Exemplar Award

Cal Poly Professor Emeritus Mary Beth Armstrong received the Accounting Exemplar Award for 2009 on Aug. 2. The Public Interest Section Accounting Exemplar Award is given to either an accounting educator or an accounting practitioner who has made notable contributions to professionalism and ethics in accounting education and/or practice, by serving as a role model and/or by making significant contributions to the profession in a manner which serves the public interest. Armstrong, a certified public accountant, began her career at Cal Poly in 1984 as an associate professor in the College of Business.

More on Armstrong’s Accounting Exemplar Award
Cal Poly Wines Capture Medals at San Francisco Competition and Mid-State Fair

Cal Poly captured medals with each of the four 2007 wines it entered in this year’s San Francisco International Wine Competition. Judges at the prestigious event awarded a double-gold medal to the Mustang Red wine (a blend of Paso Robles Zinfandel and Edna Valley Syrah). Cal Poly also captured a gold medal for its Syrah and silver medals for its Chardonnay and Pinot Noir. Meanwhile, the 2007 Pinot Noir and Chardonnay also each won a gold medal in the wine competition for the California Mid-State Fair in Paso Robles.

More on the Cal Poly Wines Medals

College of Science and Mathematics Adopts College of Education, Liberal Studies

Cal Poly’s College of Education and Liberal Studies Department merged with the College of Science and Mathematics on July 1. The move will help address the state and national issue of preparing K-12 teachers to teach science and mathematics and will provide cost savings for the university. Phil Bailey, dean of the College of Science and Mathematics, believes Cal Poly can help address the state’s teacher shortage by continuing to graduate highly qualified teachers – more specifically highly qualified science, technology, engineering and mathematics (STEM) teachers.

More on the merger

Cal Poly Graphic Communication Institute Publishes Book on Princess in SLO

The Cal Poly Graphic Communication Institute (GrCI) is publishing a new book about a real-life princess who lived in San Luis Obispo. “She Cried for Mother Russia: A Princess in San Luis Obispo” tells the story of Tatiana Volkonsky, a Russian princess and longtime San Luis Obispo resident who died in 1988, never publicly revealing the secrets of her past.

Author Friedl E. Semans Bell, a close friend and neighbor of Tatiana, chronicles the princess’s harrowing escape from the brutal Bolsheviks after the 1917 revolution and her subsequent life in Central California. The book and story have ties to Cal Poly. The princess’s younger son, Alec Kelley, graduated from Cal Poly. And the author’s father, Hubert Semans, was the first dean of humanities on campus. The 200-page book includes 21 photographs. An initial limited edition run of 1,500 copies is being printed.

Sale proceeds will benefit the San Luis Obispo Historical Society and the Graphic Communication and English departments’ educational programs at Cal Poly. Cost is $21.95 plus tax and shipping. To reserve a copy, contact GrCI Program Manager Lyndee Sing at (805) 756-2645 or lising@calpoly.edu. More information on the book can be found at http://grci.calpoly.edu/projects/friedl-bell.html.

IN MEMORIAM

ROBERT L. CLEATH – Longtime Speech Communications professor Robert L. Cleath died July 6, 2009, at age 80. Cleath, who came to Cal Poly in 1965, was one of the founding members of the original Speech and Drama Department and was a university Distinguished Teacher. He retired from full-time teaching in 1980, although he continued to teach part-time in the Faculty Early Retirement Program through 2002.

GEORGE GORDON CLUCAS – George Clucas – a former political science professor, research director and dean of Finance and Development – died July 11, 2009 at age 88. Clucas worked as dean of Cal Poly’s Finance and Development Department from 1956 to 1962, when left to work in the CSU Chancellor’s office and later earn a doctorate in public administration. He returned to Cal Poly first as director of Research and Development and then to become the first acting dean of the school of Business and Social Sciences. He later joined the faculty of the Political Science department to teach public administration. He retired in 1982.

WILLIAM W. ARMENTROUT – William W. Armentrout, a former professor of education at Cal Poly, died July 21, 2009 at age 90. Armentrout was a member of the Cal Poly faculty from 1953 until his retirement as professor emeritus in 1980. He served in various capacities on campus, including as coordinator of Teacher Education and Licensing. He also was a past president of the Cal Poly Faculty Council.

RICHARD VANE JONES – Former Cal Poly professor Richard Vane Jones, 89, died July 28, 2009 in San Luis Obispo. Jones served in both World War II and the Korean War. He earned a doctorate in education at UC Berkeley then went on to become a high school principal, a superintendent of schools, and finally a professor of education at Cal Poly, where he retired.

Alumni: We want YOU to vote in the 2009 PolyLink Photo of the Year competition. Cast your ballot by midnight Oct. 16 - all ballots entered in a drawing for a $25 El Corral gift card for Cal Poly gear.

Details

Win a $25 Gift Card
Help us plan future editions of Cal Poly Magazine; Take our Reader Survey.

Complete the survey by Oct. 20 and you're automatically entered in a drawing for one of four $25 gift cards good for Cal Poly Gear. Take the survey now
Where's Musty?

How well do you know the Cal Poly campus?

Our mini-mascot, Musty the Mustang, went exploring recently and came back with photos from his adventure. Can you tell where on campus he’s been?

We’ll run one of Musty’s photos in each edition of Cal Poly Magazine and let you tell us where Musty is.

Send your responses to mlazier@calpoly.edu. Be very specific in your answer.

The correct answer and the name of the first person who submitted it will be printed in this space in the next edition, along with Musty’s next photo.
Cutting Her Own Trail

TiVo CFO and Cal Poly grad Anna Brunelle sets the course for her success

By Stacia Momburg

TiVo Chief Financial Officer Anna Brunelle (B.S., Business Administration, 1996) has risen quickly in her career by identifying gaps wherever she’s worked and quickly stepping in to fill them.

From her first job while she was still a Cal Poly student to her current role with the nation’s largest digital video recording company, the 41-year-old has met every challenge and capitalized on every opportunity for professional advancement.

“I’ve never been afraid to take on more responsibility,” she said, “and that’s netted me some success.”

She traces the roots of her work ethic to her father, who sold shampoos and conditioners to health food stores in the U.S. and Canada in the 1970s.

“His entrepreneurial spirit generated creative ideas,” she said, “so I learned to be creative. I also learned that if you want something, you have to be willing to do the work to get it.”

Brunelle began her career while still taking business courses at Cal Poly. She started as a bookkeeper for $7 an hour with Complete Development Services, Inc., a $50 million company in San Luis Obispo. Immediately, she began expanding her job duties — securing insurance, bonding, personnel and working with city, county and state agencies on public works projects.

“The owners were out in the field a lot, so I was given more responsibility” she said. When she left, she was making around $30,000 a year — “a lucrative job by a 26-year-old’s standard,” she said, “considering I was still a college student and considering what wages were at that time in SLO.”

Deloitte and Touche recruited Brunelle for an audit staff position during her senior year, and she joined the Bay Area company after graduating. She often worked seven days a week, carrying three IPO clients back-to-back that first summer.

“The experience led to a promotion and increased my knowledge and skill set very quickly,” Brunelle said. “It was also why the work hours tended to be long.

“My goal was to earn my CPA, and Deloitte was the best company to train with to get my license.”

Brunelle moved on to P-Com, also in the Bay Area. The long hours continued as she traveled frequently to Italy.

“I learned a lot about time management,” she said, “because I was traveling, working 14-hour days and sleeping on planes. I think I spent more time in Italy than at home.”

The company was changing rapidly. Turnover was high, and as a senior staff member Brunelle was responsible for raising extra capital. As opportunities for growth presented themselves, Brunelle took them.

“Employees would leave, and positions weren’t always filled,” she said. “So I took on more and more responsibility.”

Brunelle eventually moved on to Roxio – a CD-burning software company. She was on the senior team that negotiated a $5 million buyout of file sharing company Napster in 2002. At the
time, Roxio was in the process of acquiring online music store Press Play. Roxio joined Napster and Press Play and re-launched Napster as a pay service.

As Roxio’s vice president and corporate controller, Brunelle was responsible for the due diligence and prep work on the buyout and for integration of the re-launched Napster.

Brunelle joined TiVo in 2005. As CFO, she is responsible for the company’s financial operations including accounting, tax, treasury, purchasing, internal audit, financial reporting and planning.

She served as its vice president, controller and treasurer before becoming CFO in September 2008. When the position came open, TiVo CEO Tom Rogers hired an interim person, and Brunelle saw another opportunity.

“I was responsible for assisting the interim CFO and showing him TiVo processes,” she said. “This gave me several opportunities to work directly with Tom and give him enough confidence in me that he eventually offered me the position.”

Along the way, Brunelle’s talent for seeing holes and filling them has translated into her personal life. At 23, while still in school and working for Complete Development Services, she took over mortgage on a house. To make the payments, she rented three rooms and became a landlord. Later, she sold the property for a $175,000 profit and then re-invested the money in an apartment complex in Sunnyvale that she still owns.

Brunelle’s work ethic and business-like approach are also evidenced in how she met the man she married. When she decided she was ready to embark on a long-term relationship, she mapped out several social activities that would expose her to a broader network of people. The payoff was immediate: At her first activity, ballroom dancing, she met David Johnson, another newcomer.

“It was actually his first and last attempt at ballroom,” Brunelle said, laughing.

They struck an immediate partnership, stumbling and laughing their way through the class. Both of them were so bad at it, she admits, that “we left early and had coffee nearby. Over coffee we made plans for a first date. That first meeting led to marriage.”

Brunelle recalls that she sought out academic challenges as far back as her Cal Poly days. Her favorite class was a senior accounting course with Earl Keller that focused on mergers and acquisitions.

There was no text book, Brunelle said. Keller created his own teaching materials, which included a four-ring binder of photocopied material.

“He’d put a problem on the board and expect us to know the answer from having read ahead,” she said. “If we read ahead and finished the problem, we got out of class 10 to 15 minutes early, and I read ahead as much as possible so we could get out early.

“I loved Dr. Keller’s class. I actually took all of his classes that I could fit into my schedule - I think three or four total – because he pushed his students hard, and I learned more from him as a result.”
Making a Difference, Half a World Away

Alum Forrest Lanning puts his Cal Poly degree to work in Afghanistan and Indonesia

By Matt Lazier

Forrest Lanning, while hiking in the hills near Banda Aceh, Indonesia.
All photos courtesy Forrest Lanning

A massive earthquake strikes seismically unstable Afghanistan, and thousands of children are killed when their school buildings crumble around them.

Officials with the U.S. government worry this scenario could become reality.

Cal Poly grad Forrest Lanning has devoted himself to making sure it doesn’t.

Lanning (B.S., Architectural Engineering, 2002), a structural engineer, has put his hands-on education to work for the last year in Afghanistan – away from family in the Bay Area, risking his safety in a war-torn nation – inspecting buildings the U.S. Agency for International Development believes may be at risk of collapse in a quake. He recently signed on to stay longer.

“There are all these school buildings and hospitals in the country – about 1,700 buildings – that aren’t earthquake safe,” he said. “It’s great to be involved in trying to fix that.”

Lanning is familiar with overseas aid work. He spent more than a year in Banda Aceh, Indonesia, designing new schools as part of the recovery effort after the 2004 tsunami in the Indian Ocean.

He wants to come back to the U.S. at some point. But he said that, even though aid work is a career path he happened upon almost by accident, he’s both challenged and fulfilled by what he’s doing now.

“It’s important work,” he said. “It’s important to people in the U.S. I’ve had reports on my work read by senators, and Hillary Clinton has been briefed on the project.

“Even deeper than that, though, it’s important to the people in Afghanistan and Indonesia. It’s positively impacting their lives.”
Working in a war zone

There’s little doubt Lanning is working in a war zone. He visits Afghani schools and hospitals for seismic inspections. But security officers for the US Agency for International Development organization (the federal organization for which Lanning has been working as a contractor) dictate which provinces and areas are okay to visit and which are off limits because of safety concerns.

Lanning travels to far-flung areas by helicopter, often joined by security agents with armored vests and AK-47s. He is accompanied throughout each inspection by a bodyguard carrying a concealed weapon.

The buildings are always simple and often in poor condition. But Lanning finds a stark contrast to the bleak atmosphere when he speaks to the people at the sites.

“The schools have absolutely no money, and they’re teaching in really appalling buildings,” Lanning said. “But the headmasters are always so friendly. They’re very optimistic and warm. They care about their students and the condition of their schools.”

Lanning gathers as much information as he can about the buildings through a quick visual inspection. From there, he makes information for his supervisors with USAID to use in deciding which schools will be retrofitted, which require further investigation, and which should be replaced.

Reminders of Afghanistan’s instability are constant. While on site visit missions, Lanning’s crew sometimes sleep overnight in nearby military bases or on the dirt floors of mud-and-straw huts. And Lanning and his coworkers are limited in their travel outside the housing compound where they live and work in Kabul. They work a six-day week and have Fridays off. They can go out for food and entertainment Thursday nights – but only to locations that USAID security has cleared as safe.

“They have certain places they’ve approved for us,” Lanning said. “The team will drop us off, and you will go through a series of doors where you knock, and they look at you through a peephole, then let you through and frisk you. But then you make it into a restaurant courtyard, and it feels like you’re in San Francisco.”

Disaster’s aftermath

Indonesia did not present Lanning with the same security-related constraints. But what it lacked in risk, it made up for in human drama as Lanning worked among a population recovering from one of the worst natural disasters in history.

Lanning moved to Banda Aceh, Indonesia, in November 2006 for a job designing earthquake-safe buildings for the rebuilding. Nearly two years after the massive quake and its deadly tidal waves, the wounds left by the disaster were still raw.

“It was shocking, the magnitude of it,” he said. “The water line was five meters high on some of the trees. The whole city was underwater. You speak with the locals, and everybody has a horrible story. This person lost his wife. That person lost her kids.”

Lanning was designing schools and hospitals for a Bay Area company when the quake hit in...
Lanning inspects a public auditorium for seismic safety in Herat City, western Afghanistan.

2004. Shortly after, a professional engineers group to which he belonged asked its members to volunteer their time from home looking at building designs and developing new, seismically safer plans for a San Francisco nonprofit group called Build Change operating in Indonesia.

After a year, Build Change invited Lanning and other volunteers to visit Banda Aceh for a month and see the results of their work up close. When the trip was over, Build Change offered Lanning a job working on seismic safety for houses in Banda Aceh.

"That was my first taste of working in the aid industry," he said. "I just fell into it. I never thought about it as a career when I was studying it at Cal Poly."

Lanning worked for six months for Build Change, then spent another eight months in Banda Aceh with the United Nations ensuring school designs met seismic safety standards.

Lanning spent more of his time in an office in Indonesia than he does in Afghanistan. In Banda Aceh, his job was to make sure design plans for buildings conformed to U.S. codes.

Indonesia offered Lanning much more freedom to explore than he has now. Though he wasn't allowed to drive, he could go where he wanted on his mountain bike. So he spent his weekends exploring the coast and riding into the mountains.

But Lanning said he feels more connected to home in Afghanistan.

"In Indonesia, I didn't have Internet at my house, and we only had it sporadically at the office. So I felt very isolated," he said. "We have satellite Internet in Kabul. So I can e-mail when I want and use Skype to call home. Also, I'm around more Americans here."

And in spite of the restrictions and precautions, Lanning said he enjoys the field work in Afghanistan more than his work in Banda Aceh.

"The social life is difficult; I miss the outdoorsy stuff," he said. "But I love getting out in the field. And I'm the only person doing what I'm doing here. I feel like I'm making a huge impact."

Finishing the job

Lanning enjoys the challenge of retrofitting a building – trying to make it safer in an earthquake but staying within the constraints of the existing structure. And he likes how working overseas forces him to think harder about his building designs.

"You have to be more creative," he said, "when you design a building that's earthquake safe and affordable in a third-world economy and that can be built where the workforce doesn't have the skills to repair more complicated construction."

Lanning thanks Cal Poly's hands-on focus for his ability to be more creative on the job. His professors' knowledge of what the industry needs and what's expected of engineers put him a step ahead and prepared him to do the work right away, he said.

"Most of my coworkers in San Francisco were Berkeley graduates with master's degrees," he said. "It took a lot of them a year to get up to speed. With a bachelor's degree, I already knew how a building comes together. That has let me be more creative about how I approach obstacles – exploring other methods and being open-minded.

He's not sure what lies ahead in his career. He knows his family would like him back in the U.S. In the longer term, he'd like to find a job based here that allows him to do some work overseas.
For now, he’s agreed to return to Afghanistan with USAID – this time as a direct employee rather than a contractor. That will mean more restrictions on his personal life; he’ll be required, for example, to live at the U.S. Embassy in Kabul and can’t leave except for work.

It’s a fair trade, he said, so that he can see his work through.

“If I were to quit and leave because of the safety issues,” he said, “it feels like all of my work would have been for nothing.”
Alumni Voice Their Passion for Cal Poly

By Matt Lazier

Attending Cal Poly was a “great decision” according to almost 90 percent of the 2,663 alumni who answered a survey from the university’s Alumni Association last fall.

The poll aimed to measure how alumni feel about their education and whether they think they received a good return on their investment. It is administered by the Texas-based Alumni Attitude Study, which also surveyed more than 100 universities and alumni associations around the country, including several CSU campuses.

Cal Poly earned glowing marks from its alumni in many categories and, in many cases, received responses that were significantly more positive than averages for CSU campuses and universities nationwide. For example, less than 60 percent of alumni from the other schools said studying at their respective campuses was a “great decision.”

Cal Poly alumni credited their “learn by doing” education with preparing them for success most strongly in the following areas:
• current work status and ability to respond to new career opportunities;
• commitment to graduate education and/or continuous learning;
• commitment to personal development; and
• contributing to their communities.

“These results are nice to hear but not surprising,” said John Sweeney, president of Cal Poly’s Alumni Association. “Cal Poly alumni are usually more successful than the average college graduate. The learn-by-doing experience makes Cal Poly graduates exceptionally well prepared when they hit the work force.”

“As an employer, I always prefer to hire Cal Poly graduates, who are ready to hit the ground running. They frequently are much better prepared for the actual work they will be doing than graduates from some of the more expensive schools. For my money, the return on investment of a Cal Poly degree can’t be beat anywhere.”

Cal Poly alumni also like to brag about their alma mater. About 75 said they talk up the university to others “regularly” or “all the time.” About the same number of CSU and national alumni said they brag about their schools “regularly” or only “occasionally.”

Nearly 80 percent of Cal Poly alumni said their current opinion of the university is “excellent” (compared to 50 percent for all schools and just less than that for the CSU). And almost 20 percent of Cal Poly respondents said their opinion is “good.”

And as time goes by, an alum’s opinion of Cal Poly is likely to stay positive. More than half of Cal Poly respondents said their impression of the university has improved since they graduated, while more than 40 percent said it had not changed.

The survey also asked a range of questions about how well Cal Poly communicates and connects with alumni. In general, alumni said Cal Poly does well at reaching out through important communication vehicles such as e-mails, electronic newsletters, the university and
alumni Web sites and the quarterly Cal Poly Magazine. The survey also identified areas where alumni hope to see Cal Poly grow and improve. Respondents overall ranked “identifying job opportunities for graduates” and “providing feedback to Cal Poly about how it is perceived” as “very important” for alumni to do. But they said Cal Poly is between “fair” and “good” at supporting alumni in those efforts.

They also want the university to do better at helping alumni mentor current students.

**Here’s what some alumni had to say about Cal Poly in their survey responses:**

* While I was there, I only thought of it as a state school. I didn't realize until I was in job interviews that companies view Cal Poly with the likes of MIT.

* People from other schools, even Berkeley and Stanford, can't compete with us in the field.

* Always had a great impression of Cal Poly. My experience at Cal Poly is on par with my experience at Cornell ... a very good one.

* I continue to be impressed with the things Poly students accomplish in their lifetime. Olympic athletes, innovative ideas ... it's all awesome! I hope to contribute.

* Still believe it's the best school in California hands down. Great people, great location, great academics for the cost of attending.

* I can say that I use what I learned at Cal Poly every day at work! Not many people seem to feel that way about their college experience.

* I had no idea how much my industry respected Cal Poly grads until I was looking for a job.

* Once working full-time you realize what hands-on learning is all about. And Cal Poly grads run circles around other professional in my field of engineering.

* I understand the name that Cal Poly has in the business world, which has made my degree so much more valuable and makes me want to further support Cal Poly.

* Photos courtesy Cal Poly College of Architecture and Environmental Design and Cal Poly College of Engineering.*
Alumni in the News: Summer & Fall 2009

Headliners | Career Moves | Serving the World | Passings

Headliners

Sturckow Has a Blast as Shuttle Commander

Colonel Rick Sturckow (B.S., Mechanical Engineering, 1984) commanded the Space Shuttle Discovery on his fourth trip to space. The Discovery blasted off Aug. 29 on a mission to dock with the International Space Station, and returned to Earth safely Sept. 11. Sturckow, 48, flew combat missions during Operation Desert Storm in 1991 and then went on to become a test pilot. He became an astronaut in 1994 and made his first space shuttle flight four years later on the first assembly mission for the International Space Station. He credits one of his Cal Poly professors for encouraging him to join the Marines and become a pilot – instead of a race car mechanic. Photo courtesy NASA.

Chamitoff Selected for Future Space Mission

Cal Poly alum Gregg Chamitoff (B.S., Electrical Engineering, 1984) is heading to the International Space Station for the second time. Chamitoff will be a mission specialist on the crew for space shuttle mission STS-134, headed for the International Space Station in summer or fall 2010. NASA announced the crew assignments for the mission in early August. In addition to his Cal Poly degree, Chamitoff earned a master's degree from the California Institute of Technology, a second master's degree from University of Houston Clear Lake and a doctorate from MIT. He served aboard the International Space Station for six months in 2008 and came to Cal Poly to talk about his experiences in spring 2009. Photo courtesy NASA.

52 Alum Receives Award at National Intercollegiate Rodeo Association Roundup

Alum Cotton Rosser (B.S., Animal Science, 1952) was honored this summer at the National Intercollegiate Rodeo Association (NIRA) Finals Rodeo in Casper, Wyo. Rosser, of Marysville, Calif., was on the Cal Poly Rodeo Team during his time on campus. He won Reserve All Around Cowboy at the first NIRA Championship Rodeo. He had transferred to Cal Poly in 1950 and went on to win the 1950 Reserve National Finals NIRA Championship in Bull Riding that year, too. Read the full story in the Gridley Herald.

Chuck Liddell is UFC, Cal Poly Hall of Fame Honoree - and Dancer

Former UFC champ Chuck Liddell (B.S.,
Business Administration, 1995) was inducted into the Ultimate Fighting Championship Hall of Fame in July. In August, Liddell and alums John Wood and Alex Spanos were among Cal Poly Hall of Fame honorees announced by Cal Poly Athletics. Liddell, Alex G. Spanos (Aeronautical Engineering, 1942, Honorary Doctorate, 2004), former Mustang wrestler John Wood (B.S., Political Science, 1970) are among this year’s Cal Poly Athletics Hall of Fame class. Photo Courtesy ABC.

As if being a UFC and Mustang Athletics Hall-of-Famer wasn't enough, Liddell will is now facing a whole new kind of competition — on the hit ABC TV show “Dancing with the Stars.” The show pairs celebrities with professional dancers in a weekly dance-off to the ultimate title of DWTS champs. Liddell made his dance debut Sept. 21.

See the KSBY News interview with Liddell about “Dancing with the Stars”
Read the UFC blog about Liddell's entry to the “Dancing with the Stars” arena
See the YouTube Video of Liddell's Dancing with the Stars Debut Sept. 21

Urban Dictionary and the Cal Poly Grad Who Started It Going Strong

Aaron Peckham (B.S., M.S., Computer Science, 2005), who founded the Urban Dictionary Web site as a Cal Poly undergrad, has been all over the news this summer — on two coasts. The New York Times did a feature story on Urban Dictionary and the mega-hit it's become. The Web site now lists some 4 million words and gets about 2,000 new submissions per day. An army of volunteer editors sorts through it all. "Unlike most media (it's) made and used by actual young people — in droves,” notes the Times story.

Peckham was interviewed by the Boston Globe for a feature on how his site and its users are defining towns and their images. Many of the most-read entries on Urban Dictionary are about cities and towns around the world, written with emotions that run deep, Peckham told the Globe. Out West, the Pasadena Weekly wrote about how Peckham filed a friend of the court brief in a lawsuit that won a recent victory for online freedom of speech. Photo courtesy UrbanDictionary.com.

Read the Boston Globe story - if you want some insight into Meffa and Swellesley and how cross-town rivalries and community reputations are showing up on Urban Dictionary
Read the New York Times story - for its interview with Peckham and observation on how the site is both a reflection and an influencer of pop culture

Math Alum is Now a Scientist On the Cutting Edge of Cancer Research

Eric Schadt (B.S., Mathematics, 1991) is one of the nation's leading scientists researching new ways to battle cancer and other complex diseases. In the world of science, he's now as famous for his brilliant new takes on the causes of disease as he is for his Silicon-Valley fashion style (rumpled polos and khakis). He credits the Air Force with sending him to Cal Poly after a shoulder injury bounced him from an elite rescue squad. Because his scores in an aptitude and an intelligence test were off the charts, the Air Force sent him to Cal Poly. He credits his time on campus with helping him to discover mathematics and genetics. In addition to his Cal Poly degree, he earned a doctorate in biomathematics from UCLA.

Read the New York Times profile on Schadt and his work

Career Moves

Alum is Named Director of Caltrans

Cal Poly alum Randell H. Iwasaki (B.S., Civil Engineering, 1982) took the reins of the California Department of Transportation on July 31. Iwasaki, 49, of Elk Grove was selected as one of Government Technology's "Doers, Dreamers and Drivers" for 2009. "Randy brings a tremendous amount of knowledge and practical experience at Caltrans to this position," said Gov. Arnold Schwarzenegger, "and I am confident he will be an effective director. He shares my commitment to updating and investing in our state's infrastructure to
meet California’s growing needs and to create jobs at a time when we need them most.” In addition to his Cal Poly degree, Iwasaki earned a master’s in Civil Engineering from Fresno State. *Photo courtesy Caltrans.*

Read the story on GovTech.com

**Alum Elected to California State Bar Board of Governors**

Cal Poly alum Clark Gehlbach (B.S., Mechanical Engineering, 1989) of Roseville was among five attorneys chosen to serve three-year terms on the State Bar’s Board of Governors. Gehlbach, 43, won the District 1 seat. He is a Placer County deputy district attorney and a board member of both the Auburn Union Elementary School District and the Placer Public Employees Organization. In addition to his Cal Poly degree, he earned his law degree at the UC Hastings College of the Law.

Read more on the State Bar Web site

**Alumna’s Firm Makes the Cover of Landscape Architecture Magazine**

Arterra, a landscape architecture firm co-owned by alumna Vera Gates (B.S., Landscape Architecture, 1984), was featured on the cover of the January 2009 issue of Landscape Architecture magazine. Gates founded Arterra, a San Francisco-based design studio, in 2003 with business partner Kate Stickley. Arterra designs contemporary, resource-efficient residential gardens. Gates aims to preserve and restore native habitat; provide food, passive heating and cooling; and manage site water. *Photo Courtesy Landscape Architecture Magazine.*

Go to the January edition of the magazine

**Alum Named One of Alabama’s ‘Super Lawyers’**

F. Lane Finch, Jr. (B.S., Business Administration, 1984) was recently named to the list of 2009 Alabama Super Lawyers. The designation places him among the top 5 percent of Alabama’s practicing lawyers. Finch specializes in business litigation and works in the Birmingham offices of Haskell Slaughter Young & Rediker. In addition to his Cal Poly degree, he earned his law degree at Hastings in 1987.

See more in the Birmingham News

**Business Alum Named One of NorCal’s ‘Superlawyers’**

L. Stuart List (B.S., Business Administration, 1984) made the Law & Politics 2009 list of Northern California’s “Superlawyers.” List is with the firm of McDonough Holland & Allen in Sacramento. The Superlawyers list is compiled through peer nomination and research. Only 5 percent of the Northern California Bar received the distinction. List practices estate planning and probate law, focusing on complex estate issues, preparing revocable and irrevocable trusts, assisting in formation and succession planning of family owned business entities, post-death administration of complex trusts and estates, and preparing estate and gift tax returns.

Read the story on Sacramento Business News

**Bio Alum is Assistant Director at Santa Barbara Zoo**

Alan Varsik (B.S., Environmental and Systematic Biology, 1984) became the Santa Barbara Zoo’s assistant director at the beginning of the year. While a student at Cal Poly, Varsik took a class in ornithology and has been inspired by condors ever since.

More on Varsik in the Santa Maria Times

**New NanoLogix Science Advisory Board Includes Engineering Alum**

NanoLogix, Inc. has announced the creation of its Science Advisory Board to help evaluate and target research and development efforts for products. The new NanoLogix Science Advisory Board Members include Chris Novak (M.S., Electronic and Electrical Engineering, 1998), NanoLogix director of Intellectual Property. He is a registered patent attorney and is licensed to practice law in several states. He earned his law degree from Marquette University, where he also earned a bachelor’s in mechanical engineering. Novak is currently working toward a degree in biotechnical science.

Read the story on NanoWerk

**Flowserve Names Ag Business Alum Vice President**
Flowserve Corporation, a leading provider of flow control products and services for the global infrastructure markets, has named Paul W. Fehlman (B.S., Business Administration, 1988) vice president for financial planning and analysis and investor relations. Fehlman has served as Flowserve’s treasurer since 2005. In addition to his Cal Poly degree, Fehlman earned an MBA from Cornell University.
Read the story on Globe Investor

Alum Named Managing Partner of International Law Firm's Silicon Valley Office

International law firm Nixon Peabody LLP has named Gregory P. O’Hara (B.S., Business Administration, 1984) managing partner of the firm’s Silicon Valley office. He is a partner in the firm's energy and environmental practice, focusing on cleantech startups, project development, corporate counseling and finance, and permitting. He has extensive transactional and energy regulatory experience. He also represents companies in the energy, chemical, and manufacturing markets in complex litigation and disputes.
Read more on O’Hara

Alum is Central Coast Winemaker of the Year

Alum Austin Hope (B.S., Fruit Science, 1996) was named the Central Coast’s Winemaker of the Year at the California Mid-State Fair in Paso Robles. After earning his degree from Cal Poly, Hope joined the family business as assistant winemaker. Earlier this year he launched his own new label called Candor. He also announced the new name and identity of the parent company — Hope Family Wines — that includes his labels Treana, Liberty School, Westside and Austin Hope. In March he opened his first tasting room to the public. His Candor merlot also won Best Red Wine in the California Mid-State Fair wine competition.
Read The SLO Tribune story on Hope

Alumna is Cattlewoman of the Year on the Central Coast

Chris Jennings (B.S., Animal Science, 1992) of Paso Robles was presented the Cattlewoman of the Year award at the California Mid-State Fair. Jennings is an active volunteer in many areas. She chairs the Beef Ambassador contest and the Environment and Animal Care committee. She is now chairwoman of the Cattlewomen’s grants and scholarships committee.
More on Jennings in the SLO Tribune

Saving the World

June Grad Biking from Alaska to Argentina for Charity

A recent Cal Poly graduate is embarking on a 15,000-mile solo bicycle ride from the northern tip of Alaska to the southernmost point of South America. David Sacher (B.S., Business, 2009) is setting out on a 10-month bike trip that starts in the Alaskan wilderness and goes through tundra, deserts, jungles and across plenty of borders to reach his final destination in Tierra del Fuego.
Read the full story on Sacher in The San Luis Obispo Tribune
See the KCOY News story

Passings

Well-Known San Diego Architect Homer Delawie

Influential architect Homer Delawie died June 26 of complications from Parkinson's disease at San Diego Hospice — a building he designed. He was 81. Delawie attended the (then) newly-created school of architecture at Cal Poly and graduated in 1951. He became Cal Poly's first licensed architect and went on to design many well-known spots in San Diego, including the fountain plaza at Balboa Park and portions of SeaWorld and the San Diego Zoo. His family has suggested memorial donations go to Cal Poly's College of Architecture and Environmental Design.
Read the news obituary in the San Diego Union-Tribune

LA Times Obituary: Navy Commander Duane Wolf

Engineering alum and Navy Reserve Cmdr. Duane Wolfe (B.S., Construction Management, 1980) was killed by a roadside blast on duty in Iraq in May. He had signed up for a tour of duty in Iraq after more than 30 years of service in various reserve units in the Navy and a career as a civilian deputy commander at Vandenberg Air Force Base. His memorial services, held at Vandenberg on June 2, were attended by hundreds and covered extensively by Central Coast
media. The Los Angeles Times ran a lengthy obituary on Wolf in June. Read the full LA Times obituary

Search and Rescue Team Leader Meadows Killed in the Line of Duty

Central Coast Search and Rescue Team leader Christopher Meadows (B.S., Business Administration, 2007) was a Cal Poly graduate, a Central Coast paramedic and search and rescue volunteer. Meadows, 24, was killed in an ATV roll-over while responding to a call for medical help on the Oceano Dunes during Memorial Day weekend. KSBY story on Meadows’ funeral

Want More Alumni In the News?

Subscribe to Cal Poly Update, the monthly e-newsletter for alumni, parents, and friends -- and read the Alumni in the News column every month. If you do not already receive Cal Poly Update, it is most likely because the university does not have your current e-mail address. Click here to subscribe to Update.
Polylink: Get a Mentor, Be a Mentor

By Teresa Mariani Hendrix

Angie Roldan (B.S., Business Administration, 1992) is a taxation division accountant in the San Jose office of PriceWaterhouseCoopers. Christine Chau (B.S., Computer Science, 1995) is a tech veteran with experience at Deloitte & Touche, Excite! and EHealth.com who is now heading her own startup in San Mateo.

Roldan and Chau are just two of the many established alumni who have signed up to informally mentor recent grads and current students online via PolyLink, Cal Poly’s free private social network.

"I’m a huge proponent of mentoring," Chau said. "I think it’s really important for everyone to have a mentor outside of your workplace – someone you can go to for advice, knowing that person has no other motive for the advice they give you."

She still keeps in touch with her first mentor: Cal Poly Computer Science Professor Brad Terry.

Roldan is a mentor to several employees at PriceWaterhouseCoopers through the company’s internal program. PWC offers formal and informal mentoring to its employees. Roldan didn’t have a mentor when she started her career. Now, she believes everyone should have one.

“It’s just good to have someone there who’s been through it all before – someone you can bounce ideas off of,” Roldan said. "A lot of times when people graduate, they don’t know their way around in a corporate environment. There are things they don’t know about corporate culture. It’s easy to get lost – especially if your company is global."

Mentors help new employees learn nuances and etiquette that aren’t covered in any class curriculum, she said.

In addition to accountants like Roldan and information technology gurus like Chau, alumni signed up as informal e-mentors so far include architects, corporate food purchasing brokers, organic produce company CEOs, banking executives, advertising and marketing managers, biotech company leaders, network TV web developers.

Those are just a handful of the career fields represented by the 116 alumni in The PolyLink Mentoring Group this month. The group (www.calpolylink.com/mentoring - login required) is the quickest and easiest place to browse for mentors (and mentees) for informal online e-mentoring.
The group is open to all alumni in PolyLink – currently 13,600 and growing (www.calpolylink.com).

Right now, the PolyLink Mentoring Group includes only alumni. But that’s about to change. This fall, all current Cal Poly seniors will be invited into PolyLink for the first time.

From now on, every crop of Cal Poly seniors will be invited into PolyLink each fall. And plenty of them will be looking for mentors.

Alumni mentors who join the PolyLink Mentoring Group can expect to provide advice and career tips to fellow Mustangs.

Mentees who join the group can expect to ask for (and get) advice and career tips on things like career field culture, resume writing, successful interviewing and job hunting strategies. They shouldn’t ask for or expect direct job offers. (Mentees: Ask your mentor about protocol on that.)

PolyLink Mentoring Group members will also receive e-mails on related Cal Poly events. Right now, that includes the first-ever Engineering Mentoring Day on campus Nov. 14.

The Cal Poly Alumni Association and the Cal Poly College of Engineering are teaming up that day to bring alumni to campus and meet with current students for “speed mentoring.” Interested engineering alumni who want to come to campus for the event can RSVP through the PolyLink Mentoring Group events calendar. Chau, a CPAA board member and engineering alumna, is one of the organizers.

How to Get Into PolyLink & the New PolyLink Mentoring Group

Alumni: if you’re already in PolyLink, visit www.calpolylink.com/mentoring today (login required) to see who’s a member and to join the group.

If you have forgotten your PolyLink Username, click here to have your Username sent to your e-mail address.

If you have forgotten your PolyLink password, click here to reset your password. You will receive an e-mail at this address with a link to reset your password.

If you have forgotten BOTH your PolyLink password and your Username, click the resend Username link first to have your Username sent to this e-mail address.

Once you have your PolyLink Username in hand, click the 'reset password' link and use it to reset your password.

These steps protect your security and your alumni information.

Not in PolyLink yet? Non-PolyLink alumni should have received their First Time Login ID in the e-mail announcing the September 2009 edition of Cal Poly Update. Check the message to look for your code, then visit www.calpolylink.com and click the “1st Time Login Button” up top to get in.

Reading this issue after you deleted that e-mail? Click here to request your First Time Login ID code.

We'll check that you are a Cal Poly alum and send you your code.
Get Involved at Cal Poly - Here's How

Every great university benefits from the involvement of its alumni and friends. Cal Poly greatly values your support, and we hope the following opportunities allow you to identify ways to become engaged that are personally meaningful to you.

Stay Informed | Participate | Volunteer | Join | Donate

Stay Informed

Read Cal Poly Update, the monthly e-newsletter for alumni and friends. Browse the archives anytime, and be sure to subscribe to Update to receive it via e-mail every month. (If you do not receive Update via e-mail, it’s most likely because Cal Poly does not have your current e-mail address).

Become a Fan of Cal Poly on Facebook - www.facebook.com/calpoly

Watch Cal Poly videos on YouTube - www.YouTube.com/calpoly. Subscribe to the Cal Poly YouTube channel for notice of new videos the same day they are added.

Get Cal Poly News RSS: Sign up for daily automatic Cal Poly News feeds. The "RSS" feeds are automatically downloaded to your computer or your e-mail and can be viewed in Internet Explorer, Firefox and other programs. Get the daily Cal Poly News feed (RSS).


Become a Cal Poly Advocate. You'll get e-mail information on important legislative issues affecting Cal Poly and/or the CSU, and we'll ask you to let your elected officials know you support Cal Poly.

Participate


Attend Alumni Events - Network face to face at Cal Poly Alumni Association events and other alumni events on campus and in your area. Check the Alumni Events Calendar anytime for dates, places and times. Parents and university friends are always welcome.

Come to Campus - Attend a lecture or performance on campus. Check the Cal Poly News Events & Entertainment calendar anytime for event details.

Attend Athletic Events - Find out more on the Cal Poly Athletics Web, www.gopoly.com

Take a Class - Take advantage of personal and professional development programs offered by Cal Poly Continuing Education. Find details at www.continuing-ed.calpoly.edu.

Travel to fabulous destinations with other Mustangs through the CPAA Alumni Travel program.

Volunteer

Mentor a Student or Young Alumni - Alumni can sign up for PolyLink, the online community for campus and alumni, at www.calpolylink.com. Log in, check the "willing to mentor" box on your PolyLink Personal Info Page, and list your work e-mail. Take the next step and join the PolyLink Mentoring Group (PolyLink login required).

Post jobs and internships for students and alumni in PolyLink, Mustang Jobs
Cal Poly alumni can post job openings and search for job openings for free in the PolyLink and Mustang Jobs networks. PolyLink is a free, private online community for alumni, faculty, staff and - coming in fall 2009 - current seniors. Mustang Jobs is a private network for current Cal Poly students run by the Cal Poly Career Services Office. Mustang Jobs is free for alumni and students seeking jobs - and for all employers looking to hire alumni and students.

Visit the Career Services Web at www.careerservices.calpoly.edu to find out about posting job, co-op and internship openings for free on Mustang Jobs.

PolyLink alumni: Post or search for a job for free at www.calpolylink.com/jobs (login required)

Join a Cal Poly group

Cal Poly Alumni Association - Find a chapter near you
CENG Connect for engineering alumni
Parents for Philanthropy
Student Philanthropy Council
Parent Ambassador Program: Parents helping parents

Donate

Make a Donation on the Cal Poly Giving Web site, and bookmark www.giving.calpoly.edu.

Your support is important, now more than ever.
Watch the slideshow below for a look at construction work on the Cal Poly campus over the summer and a glimpse of more to come this fall. Requires Flash player. Download Flash player here free.
Alumni: We want YOU to vote in the 2009 PolyLink Photo of the Year competition. Cast your ballot by midnight Oct. 16 - all ballots entered in a drawing for a $25 El Corral gift card for Cal Poly gear.

Details

Win a $25 Gift Card
Help us plan future editions of Cal Poly Magazine: Take our Reader Survey.

Complete the survey by Oct. 20 and you're automatically entered in a drawing for one of four $25 gift cards good for Cal Poly Gear. Take the survey now.
The Class of 2013 Arrives

It's a rite of fall - new students become Mustangs. See the photo slideshow of the new Class of 2013. Requires Flash player. Download Flash player here free.
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Fish, Flowers, Mountains and More

Vote for the 2009 PolyLink Alumni Photo of the Year

Alumni: We want YOU to cast a ballot and pick the 2009 PolyLink Alumni Photo of the Year winner.

In the running are the 12 PolyLink Alumni Photo of the Month winners from the past year. PolyLink editors select the monthly winners from among hundreds uploaded by alumni to their PolyLink Personal Page albums.

The 2008 Photo of the Year winner was engineering alum Matt DuPuy for a shot of him climbing on The Matterhorn -- the real one. This year's entries include whopper fish, an alumna on Everest, cute future mustangs, alumni in various exotic places around the world, and more.

The 2009 Alumni Photo of the Year winner will receive a $50 El Corral gift card good for Cal Poly gear. One lucky voter will receive a $25 El Corral gift card.

Click here to see a slideshow of all of the 2009 PolyLink Alumni Photo of the Year contenders.

Cast your ballot online by midnight Friday, Oct. 16!

Click Here to Vote Now - (login required)

You must be an alumni member of the PolyLink social network to vote. Not in yet? Look in the e-mail that sent you to this magazine and you should find your First Time Login ID code, or look on the postcard that announced this magazine. Go to www.calpolylink.com, click on the big green "1st Login" button up top, follow the instructions and enter the code when prompted. Set up your personal page in PolyLink and then you can vote.

Can't find the e-mail or the postcard? Go to www.calpolylink.com and click on the big yellow "I Need My Code" button up top.

See the 2007-08 Photo of the Month Winners and the 2008-09 Photo of the Month winners anytime on PolyLink in the University Photos Gallery - no login required.

All voters will be entered into a drawing for the gift card. All voting is by e-mail and winners will be notified by e-mail.

Alumni: We want YOU to vote in the 2009 PolyLink Photo of the Year competition. Cast your ballot by midnight Oct. 16 - all ballots entered in a drawing for a $25 El Corral gift card for Cal Poly gear.

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