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Cal Poly Public Affairs
California Polytechnic State University
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Construction Continues on New Center for Science and Mathematics

By Teresa Maria Hendrix

The walls of Cal Poly’s Center for Science and Mathematics are rising. The $131 million, 187,000-square-foot building was made possible by $110 million in state bonds and $20 million in private donations to Cal Poly. It’s scheduled to be completed in May 2013—but if weather allows, it could be finished by the end of 2012.

The six-story structure will include classrooms, labs and offices for the chemistry and biochemistry, physics, and earth and soil science departments, as well as student gathering and study spaces.

The fifth floor will house two of the college’s applied research centers: the Kenneth N. Edwards Western Coatings Technology Institute and the Environmental Biotechnology Institute. Both were made possible by industry support.

The new center is replacing the north wings of Building 52, the science and math complex affectionately known to generations of alumni as the Spider Building because of its multiple wings.

“Science and mathematics are really the foundation of a polytechnic education, and this center exemplifies that,” said Phil Bailey, dean of Cal Poly’s College of Science and Mathematics. “We want it to be a warm and inviting building, a place where students will want to gather — and a place where people can see art and science intersect. The building’s design brings both together beautifully.”

Cal Poly is hosting two web cameras that show construction live “24-7,” and photo galleries documenting construction from demolition to completion. Find them at www.cosam.calpoly.edu/gallery/csmgallery.html.
EDITORS NOTE: PIONEERING SPIRIT

A Cal Poly education is about more than just academics. We teach students how to apply their knowledge, blend theory and practice, and move beyond the fundamentals of their disciplines to let loose their creative minds.

We instill in our graduates a pioneering spirit that carries them to the leading edge of their chosen fields.

In this online-only edition of Cal Poly Magazine, we highlight just a few of the innovative leaders who’ve moved on from Cal Poly, exercised their creativity and made positive changes in the world.

Take, for example, recent Engineering grads Reed Morse and Grantland Chew, whose clever smartphone app Punchd just sold to Google for several million dollars.

Or there’s Chuck Templeton, a 1994 Economics alum whose Web site aimed at helping neighbors share their goods and cut back on consumerism is just the latest in his long list of cutting-edge Internet ventures.

And there’s Aaron Peckham, the Computer Science grad whose world famous Urban Dictionary web site has changed the way we think about language.

Elsewhere in this edition of Cal Poly Magazine:

- we update you on the construction of the new Center for Science and Mathematics in the heart of the campus;
- we help you experience some of the fun of the Week of Welcome 2011 as Cal Poly welcomes its latest batch of new students; and
- we introduce you to Natural Resources Management grad Lucinda Andreani and Political Science grad Lindsay Daley, who are working to protect Arizona communities hit by wildfires from the problems of ensuing flooding.

As always, we appreciate you reading Cal Poly Magazine. We hope you find it both entertaining and helpful in staying connected to the university and the greater Cal Poly community.

And we welcome your comments, questions and story ideas. Feel free to send them to me at mlazier@calpoly.edu.

MATT LAZIER
(B.S., Journalism, 1997)
COLLABORATION PACKS A PUNCH AT POLY

Google Acquires Punchd, a Cal Poly Senior Project

By Cathy Ems

When you ask about the story behind the creation of Punchd—the now famous Cal Poly senior project Google acquired with fanfare in July—students, faculty and staff who were involved are eager to credit one another for the project’s success. It becomes obvious the key ingredients in creating the smartphone app were collaboration and cross-disciplinary work.

The tale begins with a partnership between Google and Cal Poly. In summer 2009, the tech giant donated two dozen Android phones to David Janzen, associate professor of Computer Science in the College of Engineering, for use in a new mobile application development class slated for winter quarter 2010. As befits an advocate of Learn by Doing, Janzen directed his class to deliver a functional app by the end of the quarter.

Janzen advised his students, including Reed Morse, to think of ways to “turn atoms into bits.” This idea stayed with Morse as he swung by a local convenience store on his bike on the way to class. “I was tired of the ‘buy some, get one free’ card,” he said. “I found the card—when I could find the card—to be annoying and thought how much easier it would be if the information were stored on my phone.”

Morse realized that a virtual card for smart phones was just the kind of app Janzen had in mind. Morse and teammate Grantand Chew began work on the project. In class, Janzen introduced the two to the notion of starting their own business, and he brought in Jon York, Cal Poly’s first professor of entrepreneurship in the College of Business, as a guest lecturer.

At the same time, Janzen petitioned his department to add “Introduction to Entrepreneurship,” one of York’s courses, as an elective for computer science students. Learning from York while they took the Android class turned out to be key for the Punchd team. York taught them to “look for a problem to solve, and look for a big market,” Morse recalled.

Morse and Chew continued to develop Punchd as their senior project. Kareem Nassar, a software engineering major, joined the team as a programmer. Morse recruited Xander Pollock, an art and design student from the College of Liberal Arts, after seeing Pollock’s work in a senior show for graphic design majors. “Professor Mary LaPorte inspired me to think like an entrepreneur,” Pollock said. “Over my four years, she convinced me that a graphic designer could be an important contributor to a project like this.”

Janzen explained that his department keeps senior projects as flexible as possible, so they reflect the multidisciplinary...
As Punchd came together, the team suffered some setbacks. Morse visited restaurants in San Luis Obispo but couldn’t generate much interest. Frontline people he spoke with were excited but had no influence; decision makers were too busy to meet him. Another early disappointment came when the team’s application for a funding opportunity was rejected.

Encouragement—and a dose of reality—came from York at the time. Morse recalled: “He said, ‘So one investor didn’t like you. Get used to it.’”

Then, Yukie Nishinaga, a manager for the Cal Poly Corporation, agreed to give Punchd a try in dining locations on campus—a partnership Morse called the turning point.

As Google completed the acquisition this summer, Morse, Pollock and Nassar went to work for the Bay Area company, along with Cal Poly alums and Punchd employees Matt Joinou and Nat Welch, Niket Desai, a UC Berkeley grad and co-founder, also became part of the Google team in Mountain View. Grantland Chew has since joined another company.

As true collaborators will, all parties point to the others when relating the success of Punchd. Looking back at the extraordinary path he’s traveled in recent months, Morse summed up this way: “It’s cross pollination that really makes things happen at Cal Poly.”
MOVE OVER MERRIAM-WEBSTER

Alum Aaron Peckham's Urban Dictionary Redefines Language

By JoAnn Lloyd

Teachers use it. Parents use it. It has even been referenced by courts and used by the U.S. Patent and Trademark Office to determine the legitimacy of a trademark application. It's the vastly popular Urban Dictionary, created by Aaron Peckham (B.S., M.S., Computer Science, 2005).

The website, Peckham said, is both educational and entertaining. “It is written by the people who use the language,” he said. “It’s rebellious, uncensored, independent and smart.” And although about 30 million people view the site every month, “it doesn’t take itself very seriously.” Here Peckham sheds some light on his creation and its function.

Peckham: I started Urban Dictionary in my first quarter at Cal Poly in 1999, when I was living in Stenner Glen. For a while, the web server was under my bed! I put up Urban Dictionary posters around campus to spread the word, and my friends wrote a lot of really funny definitions. The site spread by word of mouth; I haven’t done any serious advertising for it.

Q: When we wrote about you several years back, the article stated Urban Dictionary had 333,000 words and 600,000 definitions. What are the current statistics?

Peckham: In August, the site received its six millionth definition. About half the submitted definitions have been published on the site; the rest were rejected by Urban Dictionary’s volunteer editors. About 1.3 million unique words are defined. According to Quantcast, a company that ranks websites, Urban Dictionary is the 85th most-visited site in the U.S. About 30 million people visit every month. People submit about 2,000 new definitions to Urban Dictionary every day. That’s about 1.3 new definitions per minute!

Q: We’ve heard Urban Dictionary described as the ultimate pop lexicon website, among other things. How do you describe it?

Peckham: Urban Dictionary is written by the people who use the language – random people on the Internet. Real speakers are the authority on what words mean and when to use them. Reading their opinionated, witty definitions with hilarious examples and creative spelling is the best way to see what a word really means.

Q: How has the site changed since its inception?

Peckham: My interpretation of what it is has changed. It started as a slang dictionary, but the line between slang and not slang is different for every speaker. And some words are defined on the site that no one would say are slang, like “America” and “California.”

The site started as a parody of the ‘real’ dictionary, because real dictionaries can be stuffy and take themselves too seriously. Real dictionaries (and Wikipedia) strive for a neutral point of view, but sometimes there is no objectivity for a particular subject. Urban Dictionary’s distinguishing feature is that all the definitions are written by normal Internet users. Every definition is written by one person, and editors aren’t allowed to change spelling, word choice or punctuation.

Also, when the site started I thought I had some control over it. I thought I could tell people to stop making up crazy sex acts or crazy drug slang and stick to funny definitions of slang words. But the line between slang and regular language, and the line between funny and not funny, is different for everyone. I was outnumbered, and realized I’m not as in control of this thing as I thought. It’s like a living organism, powered by hundreds of thousands of interests and senses of humor, and it can’t.
Q: What role does Urban Dictionary play in our society?
Peeckham: Teachers use it to understand their students. Parents use it to understand their kids. Kids use it to figure out what "sex" means. The U.S. Patent and Trademark Office has used it to determine the legitimacy of a trademark application. It's been referenced in court, and the Department of Motor Vehicles in several states use it to figure out if people are fudging on their personalized license plate applications. Ad agencies should probably use Urban Dictionary more often, I've seen some hilarious mistakes where agencies accidentally make a sexual reference when using a slang word.

Q: Why do you think it has become so popular?
Peeckham: Language is witty, expressive and funny, and everyone who talks has an interest in it. Language changes fast, especially because we're all on the Internet now. Urban Dictionary helps people who aren't hip, to get hip. I'm not sure if there was one particular event that caused it to become popular. Since it started, there have been two periods of big growth, but other than that it's grown slowly. One of those periods was in February 2010. A trend started on Facebook where people were looking up the definition of their first name, then pasting the definition into their status. Tons of people did it — and 10 million people visited the site in about 24 hours.

Q: Do you consider it educational?
Peeckham: Definitely. It teaches you what things really mean, according to a lot of people. Readers can vote "thumbs up" or "thumbs down" on every definition, and multiple definitions for one word are sorted by popularity. For example, the word "emo," which applies to punk music and teen angst, has been defined more than 1,000 times. The definition with the most "thumbs up" is the one that shows up first. Even if people don't agree on what a word means, Urban Dictionary can teach you what they all think.

It's a cool blend of entertainment and education. As an example, we've published some of Urban Dictionary's content in a book. At Borders, it was sold in the Humor section; at Barnes & Noble it was next to the dictionaries in the Reference section.

Q: How many editors do you have?
Peeckham: About 20,000 editors a month read all the new definitions and decide whether they should appear on Urban Dictionary. On average, each editor reviews 20 definitions. They're self-selected volunteers, like with Wikipedia. It doesn't take anything to become an editor — just go to the site, click the "Edit" link, and you'll be presented with the most recently submitted definition. You can decide right there if the definition should be published. If a few other editors agree, it will appear on the site the following day.

Q: Is there anything you won't publish?
Peeckham: Editors are asked to reject definitions containing the full names of non-celebrities, inside jokes aimed at a small audience, and racist and sexist definitions. The guidelines note that just because a word is offensive, that doesn't mean its definition should be rejected. Offensive words exist in the language and should be in Urban Dictionary. When someone hears a racial slur on the street, they should be able to look it up and find out what it means. It's a tough call to decide if something should be published, but editors work hard and do a good job.

Q: Do you see the site changing or evolving in the coming years?
Peeckham: I'd love for Urban Dictionary to maintain its unique voice. It's rebellious, uncensored, independent and smart. It doesn't take itself very seriously, and no subject is off limits. Many definitions are witty and hilarious, and although they're not things you would read in a real dictionary, they're helpful in understanding culture and language.

**Peckham's Picks**

Here are some of Urban Dictionary creator Aaron Peckham's favorite "family friendly" definitions from the site. Visit www.urbandictionary.com to find yours. (Be forewarned: The site can be addictive, and some of its content is decidedly not G-rated.)

**Bad Economy** — An all-purpose excuse people use during a recession to justify doing things that are below their usual standard.

**Cash Pedal** — The accelerator pedal in your car during times of high gasoline prices.

**Joke Insurance** — When two mates have a mutual understanding to laugh at each other's jokes, no matter how lame or awkward said joke is, therefore lessening the social failure of the bad joke.

**Life Password** — The password you use for every web site.

**LOL Theory** — The theory that the internet phrase "lol," meaning "laugh out loud," can be placed at any point in any sentence and make said sentence lose all credibility and seriousness.

**Netflix** — Dream so complex in plot and rich in production value that they seem like feature length films.

**No Offense** — A phrase used to make insults seem socially acceptable.

**Productive Procrastination** — Doing stuff to keep busy while avoiding what really needs doing. When all is said and done, your room is clean, your laundry is folded — but you haven't started your English paper.

**Rescue Chip** — The chip you use to fish out the bits of the first one that broke apart in the dip.

**Soap Grafting** — The act of attaching an almost completely used piece of soap to a new, unused piece because it is now too small to be conveniently used but you also don't want to waste it.
Spot Tease – A parking spot that appears to be open but is actually taken by a small car or motorcycle. Also can refer to a car that takes up to 90 percent of its own spot and 10 percent of the one next to it, leaving no room for another car to park.

That’s Crazy - The perfect response when you haven’t been listening at all. It works whether the other person has been saying something funny, or sad, or infuriating, or boring.

This Guy Knows What I’m Talking About – An expression used to diffuse responsibility for an unpopular statement made in a public setting. Typically used to imply complicity or collusion on the part of an unwilling stranger.
DAMAGE CONTROL: ALUMS WORKING TO MITIGATE FIRE, FLOOD DAMAGE IN ARIZONA

By Jo Ann Lloyd

Lucinda Andrea ni (B.S., Natural Resources Management ’81) and Lindsay Daley (B.A., Political Science ’01) say their Cal Poly education, with its Learn by Doing approach, has brought them recognition as the “get it done” people at Coconino County, Ariz., where they are helping mitigate damage caused by last year’s fire and flood.

And that’s good news to thousands of residents living in north central Arizona.

Andreani and Daley are leading efforts to address the damage resulting from dual disasters that occurred in June and July of 2010: a 15,000-acre wildfire and subsequent flooding.

The fire started June 20 on the San Francisco Peaks, a 13,000-foot volcanic mountain range north of Flagstaff. “It was small in scope, but it occurred on very steep terrain above a rural developed area,” Andrea ni said. “And it burned very hot.”

The fire was out by the beginning of July. A U.S. Forest Service Burned Area Emergency Response Team then surveyed the damage and determined that rains could result in severe flooding to the Timberline, Fernwood and Doney Park neighborhoods, which are below the burned area.

Mother Nature wasted no time testing this theory. “The first storm hit on July 16,” Andrea ni said, “and on July 20, we had a deluge. One and a quarter inches of rain fell in 15 minutes. The water was rushing down at about 7,000 cubic feet per second from just one of the 11 drainages in this area—it flowed like the Colorado River.”

Along with the water came sediment, ash, debris and boulders, creating a massive mess impacting about 1,500 homes, washing out parts of U.S. Highway 89, and threatening a regional landfill. The remainder of the monsoon season brought higher rainfall levels than normal, resulting in 18 flooding events.

Andreani, director of special initiatives for the county manager, and Daley, information coordinator for Public Works, have spent much of their time since then addressing both immediate and future flood issues. They set up and managed a call center, dispensing advice on a wide range of topics, such as how to protect homes with sandbags, and established an online system for tracking the needs of more than 5,000 residents of the flood area. The county installed five miles of Jersey barriers (heavy concrete walls usually used to separate lines of traffic) at 150 homes to protect them from flood waters. But the water was so forceful it knocked the barriers over in some locations.

“We distributed 900,000 sandbags,” Daley said. “We coordinated with the United Way of Northern Arizona, helping organize 800 volunteers. We worked with vendors and contractors to make materials available for home repair. We provided some level of service to every home that was in need.”

The two are preparing for the next flood, considered as inevitable as the next monsoon. They are working with the Public Works director to manage the whole effort, oversee all communications and long-term mitigation efforts, including infrastructure changes such as digging drainage ditches and channels to divert water away from homes and the landfill.

Andreani and Daley have learned a great deal over the last year, and that knowledge will be put to good use. Arizona this year experienced two additional major wildfires, creating flooding challenges for other counties. “We are sharing everything we learned from our experiences,” Andrea ni said. “Last year we had a difficult time finding answers and solutions. We are trying to build lessons learned and sharing that with other counties.”

The biggest challenge facing Coconino County is funding. “We need $20 million to $30 million to implement the mitigation measures,” Andrea ni said. “We are a small county—
Flooding following the 2010 Schultz Fire.

135,000 people with mostly public land that is U.S. Forest Service or Indian reservations. Our tax base is extremely limited.’’

They are working with state and federal agencies to secure funding, and Andreani is confident in that role, thanks to two co-op experiences she had while at Cal Poly. “All the knowledge I gained about regulation, I am putting to use today,” she said. “It became very important with this catastrophe.”

Although Daley said her job can be stressful with long hours, she said it can also be fun. “I never thought I would know so much about civil engineering, hydrology or road maintenance. The ability to learn about subjects I didn’t study in school is great fun.”
Cal Poly kicked off the 2011-12 academic year by welcoming its new crop of freshmen and transfer students in the annual Week of Welcome.

More than 6,000 WOWies took part in several days' worth of activities aimed at getting them acquainted with Cal Poly, each other and the surrounding community. WOW groups heard from university President Jeffrey D. Armstrong, members of the Orientation Programs staff, and motivational speaker Paul Wesselmann. Later, they took part in get-to-know-you games at WOW-a-Rama, learned about serious issues such as suicide and sexual assault in the Awareness Gallery; got acquainted with downtown San Luis Obispo during SLO Bound; and made a difference in the community through service work.

For some sights and sounds from the week (captured by photographer Aaron Lambert), check out the slideshow below.
ALUMNI NEWS

Astronaut Flies on Endeavour’s Final Mission

Gregory Chamitoff (B.S., Electrical Engineering, 1984) recently flew on the 25th and final mission for space shuttle Endeavour. The shuttle completed its 16-day mission and 19-year run as it landed June 1. One of Endeavour’s three spacewalkers, Chamitoff has made one previous spaceflight, which included a six-month stay aboard the International Space Station in 2008.

Read more about Chamitoff and his Cal Poly Connection from Reuters
Read about Chamitoff in USA Today
Read more on Chamitoff at MSNBC
Read about Chamitoff in USA Today
Read more about Chamitoff and his Cal Poly Connection from Reuters

Former Yahoo! CTO Appointed to Board of Directors of NextBio

Farzad (Zod) Nazem (B.S., Computer Science, 1981) has been appointed to the board of directors of NextBio, a platform provider for life science researchers. The platform allows researchers to search, discover and share knowledge locked within public and proprietary data. Using his past experience in growing Yahoo! as chief technology officer, Nazem will help NextBio enter its next stage of growth.

Read more about Nazem in SYS-Con Media
Read more about Swisher in Candy Industry

All-Star Student Entrepreneur Creates iCracked

A.J. Forsythe (B.S., Psychology, 2011) decided after having his iPhone broken twice in a week that he needed an alternative to Apple’s costly cell phone repair service. From that experience, a business idea was born. Forsythe decided to fix his iPhone himself and turned it into the repair service, Cracked, a company with a projected $200,000 annual revenue.

Read more about Forsythe in Forbes
Read more about Swisher in Candy Industry

Food Science Grad Joins Chocolate Company

Kim Swisher (B.S., Food Science, 2011) was hired as a research and development technologists to work on product development for Blommer Chocolate Co. Swisher will focus on generating new products, innovations and technical services. Blommer is a chocolate and cocoa products manufacturer that serves customers around the world.

Read more about Swisher in Candy Industry

Animal Science Grad is Cattliewoman of the Year

Debra Twisselman (B.S., Animal Science, 1986) was named Cattliewoman of the Year by the San Luis Obispo County Cattlewomen. Twisselman was recognized as one of this year’s cattle, agriculture and wine industry leaders during the California Mid-State Fair.

Read more about Twisselman in the Paso Robles Press

New Senior Commander Named at Camp Roberts

Brig. Gen. Keith D. Jones (City and Regional Planning, 1975) has assumed command of Camp Roberts, the California National Guard (CNG) training base located just north of Paso Robles. Jones was previously commander of the CNG’s Joint Forces Training Base, Los Alamitos. He began his military career as an enlisted infantry soldier in 1971 before receiving his commission in 1973 through the California Military Academy.

Read more about Jones in The Tribune

Grad Finds Her Calling at Nonprofit Organization

Candace Milton (B.S., Social Sciences, 2007) spent a year doing volunteer work in England during college before being introduced to the Pregnancy Help Center of Stockton where she has been executive director the past two and a half years. Milton helps women and families facing crisis pregnancies and will help stage Step-N-Truth, a 2.2-mile walk that raises funds for the organization that counsels women and families and offers information on pregnancy and child care.

Read more about Milton on Reconnect.com

Longtime Capitol Reporter Interviewed

Kevin Riggs (B.S., Journalism, 1978) was interviewed by the Capitol Weekly newspaper, talking about his career and covering politics at the capitol. Riggs was a longtime KCRA-TV capitol reporter and has taken the position of senior vice president at Randle Communications, providing consultation to corporate and political clients.

Read more about Riggs in Capitol Weekly

Alum is New Executive Vice President and Chief Financial Officer of Obopay

William Schamminghausen (B.S., Business Administration, 1978) has joined Obopay as executive vice president and chief financial officer. Obopay is a mobile banking and payment provider that transforms mobile phones to send and receive money get paid or pay small businesses, top-up accounts, buy via mobile and pay bills. Schamminghausen will be responsible for the company’s financial operations globally, including the U.S., India and Africa.

Read more about Schamminghausen on Marketers.com
Teacher Earns Presidential Recognition

Anne Marie Bergen (B.S., Biological Sciences, 1985) has earned the Presidential Award for Excellence in Mathematics and Science. She traveled to the White House in May to receive the honor and meet with President Barack Obama. Bergen was one of 85 teachers chosen by President Obama to receive the award.

Read the San Luis Obispo Tribune story on Bergen
See the KCOY News story on Bergen
MORE THAN HIS SHARE

Economics Alum Chuck Templeton Changes the World Via the World Wide Web

By Mary McNally

"How can I build a company that doesn't sell anything?" That's the question that prompted Chuck Templeton (B.S. Economics, 1994) to launch his latest Internet venture, OhSoWe.com — an online community that enables neighbors to loan their belongings, so each household doesn't have to buy the same equipment or gear.

Templeton incubated the idea after leaving the helm of his first Internet start-up, OpenTable.com, a restaurant reservation website that went public in 2009. The successful offering allowed him the flexibility to focus his energies on the new company, while serving on the boards of several start-ups and mentoring budding entrepreneurs.

His interest was shaped, in part, by the birth of his first child. When she was born, he started to wonder what the world would be like when she was older, which caused him to research social and environmental issues.

Part of the problem, he believes, is that we consume too much in the U.S. "Our houses are full of junk we don't need, that we barely use," he said, "that we thought would make us happy but actually frustrates us more than anything."

It's more than just a philosophical concept to Templeton. He and his wife have framed their lives around their beliefs. They bought a house that is 500 feet from their daughters' public school and put back to one car. They compost, raise chickens and have a vegetable garden in their urban-Chicago yard. They also harvest rainwater and use solar panels for heat and air, and they are installing wind turbines for electricity.

Templeton didn't start out with the intent to become an entrepreneur. In 1998, he wanted to go to work for an Internet start-up, but he couldn't get hired because he didn't have any experience with the Internet. "But back then, who did?" he said.

His economics degree taught him about market forces, and he was intensely aware of the business opportunities being created due to the development of less expensive computing equipment and ever-greater connectivity speeds. He knew that he could find a niche in the rapidly-evolving industry, and it came in the form of a network effects business — an Internet middleman that connects buyers and sellers, capitalizing on the basic principle of supply and demand he learned at Cal Poly.

The concept for OpenTable.com came when his wife's parents visited and she spent more than three hours on the phone trying to make dinner reservations. He realized he could create a system to make those reservations through the Internet. He also believed he had the experience to navigate the nuances of restaurant reservations, since he put himself through Cal Poly working as a waiter. He quit his job and started the venture with $50,000 in savings.

He wasn't a techie. "I've written about eight lines of code in my life," he said, "and seven of them are probably broken." But he eventually partnered with the right people to build the website.

Imbued with the concept of Learn by Doing, he was resourceful at handling new circumstances related to the company's growth, whether it had to do with hiring the right people at the right time, building an organizational structure, or leasing office space. When he had questions about how to proceed, he often made unsolicited calls to entrepreneurs he had seen profiled in an industry magazine. Most of the time, they offered guidance.

He admits that he didn't know what venture capital was or have any idea how to raise it, but was successful raising almost $50 million in about two and a half years. After barely surviving the dot-com bust of the early 2000s, the company went on to a market capitalization of more than $689 million on its first day of trading.

Much of his success he attributes to serving several years in the military, participating in sports (he was captain of the rugby team at Cal Poly), and the small class sizes here that helped him take a more active role on campus. He co-founded the Economics Club, for instance, and wrangled a field trip for the group to the Federal Reserve in San Francisco. He said those experiences taught him leadership skills and...
helped him feel comfortable interacting with people in all kinds of situations, whether he was selling his company's service or raising seed money.

"Had I realized how tough it was going to be, I probably wouldn't have done it," he said. "Luckily, I didn't know what I didn't know."

**TEMPLETON'S TIPS**

Here are three pieces of advice from alum Chuck Templeton to those considering an entrepreneurial endeavor:

- Surround yourself with people you trust, who will challenge you, and to whom you will truly listen. "I'm willing to help people if they consider my input," Templeton said. "They don't have to take it, but I have to know they at least consider it."
- Be authentic. Given the Web and the connectivity it offers, there are infinite ways to make money or do good. Pursue the things in which you truly believe.
- Focus on getting it right rather than being right. Everyone makes mistakes. Be accountable, and use them as opportunities to fix things rather than to defend a position or action.
PUTTING THE ‘DO’ IN LEARN BY DOING

Industry Partnerships Help Cal Poly Fulfill Its Academic Aims

By Mary McNa lly

Cal Poly’s Learn by Doing motto is more than just a saying — in large part because of symbiotic relationships the university has forged with industry giants.

These partnerships afford students the chance to learn cutting-edge technology that enables them to make effective contributions even as new hires, while the hands-on training provides industry with a qualified pool of resourceful professionals eager to solve critical production issues and develop innovative processes and products.

“There is such great potential that can be realized when higher education and business form meaningful partnerships,” said Beth Brenner, the university’s director of Corporate and Foundation Relations.

New partnerships are always in the works, such as the recently announced $5 million pledge to the Dairy Science Department by Denver-based Leprino Foods. The investment will fund new teaching facilities and labs, increased faculty and a newly-created master’s degree program.

“The dairy foods industry is growing like crazy, domestically and internationally,” said Dairy Science Department Head Bruce Golden. Creating a qualified workforce to keep up with the demand is a critical mission for the industry, valued at more than $63 billion in economic activity in the state of California alone.

“Processing a biologically active fluid in that kind of volume requires extremely complex processes,” he continued.

“This program will be a whole new resource to fill their management pipeline,” Golden said. Just one of Leprino’s plants processes more than 10 million gallons of milk a day. “Processing a biologically active fluid in that kind of volume requires extremely complex processes,” he continued.

A somewhat unexpected benefit, Cal Poly may also help integrate returning veterans into the workforce through the new master’s program. Junior military officers have been identified as ideal candidates based on the extensive leadership training they’ve received and a proven ability to work well under pressure.

“Leprino recruits from about six campuses across the country,” Golden said. “They made this commitment because they want to give back to the industry that has been so good to them. They chose Cal Poly because of the Learn by Doing focus that produces workforce ready graduates who know how to solve problems.”

Once the university forms an industry partnership, it’s likely to be a lasting association.

Over the last 20 years, the Chemistry and Biochemistry Department has evolved into one of only four universities in the country to offer a specialty in polymers and coatings — more commonly known as paint, primer and other sealants. The development came at the behest of industry leaders who couldn’t find enough qualified candidates to formulate their products.

There wasn’t, and still isn’t, another program of that nature on the West Coast. It was the brainchild of Bill Moore of northern California-based Kelly-Moore and Ken Edwards of southern California-based Dunn-Edwards, who realized they needed a California-based program to fill the demand for scientists with specialized technical training.

Cal Poly was the perfect fit because of its Learn by Doing philosophy, strength in science and math, dedicated faculty, and physical location in the middle of the state.

At the time, then-professor Dane Jones (now assistant dean of the college) didn’t have any particular specialty in the field. In an unprecedented move, multiple paint companies opened their doors, giving Jones unparalleled access to their labs, methods and techniques. Through that process, he became a worldwide expert in the field and helped establish the specialization on campus.

An industry collective has since funded the first endowed chair at Cal Poly, more than half of the support coming from the Dunn-Edwards company. Ken Edwards and the Edwards family, Industry leaders

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Cal Poly students hard at work in the Dairy Products Technology Center have also donated more than $2.5 million for the Western Coatings and Technology Center that will house labs and facilities in the new Center for Science and Mathematics, now under construction on campus.

As part of their curriculum, students benefit from taking part in real-world research and collaboration with working professionals. A project now under way is a cooperative effort involving the California Air Resources Board (CARB), industry experts, faculty and students. The research will determine if there are viable alternatives to stain-blocking primers with high VOC levels (volatile organic compounds, known to cause long-term health effects). "CARB can't institute lower VOC standards in a vacuum," said Ray Fernando, Arthur G. Edwards endowed chair in chemistry and biochemistry. "Practical product alternatives need to be available for them to enforce new standards in the marketplace."

"That's the kind of real-world partnership that allows Cal Poly to foster whole-system thinkers who can make a difference in their industries and in their communities," Brenner said.

And as long as Cal Poly is here to provide qualified employees ready to work on Day One, industry will be there to help foster their educations.

"Jobs are basically guaranteed for these students," Fernando said. "We don't have enough students to fill the demand."

Three members of industry attend a polymers and coatings summer short course on campus.

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Magazine

UNIVERSITY NEWS

Deborah Read Named Vice President for University Advancement and CEO of the Cal Poly Foundation

Deborah Read, who brings nearly three decades of experience in higher education fundraising, has been named Cal Poly’s new vice president for university advancement and CEO of the Cal Poly Foundation. Read is currently vice president for university advancement at the University of Dayton in Ohio. Cal Poly President Jeffrey D. Armstrong cited Read’s breadth and depth as a career fundraiser and administrator: “I am confident,” Armstrong said, “that we are adding a proven leader with deep experience at a time when Cal Poly absolutely must develop more philanthropic support for our Learn by Doing programs.”

More on Read’s appointment
Read’s resume and curriculum vitae
Read’s statement on philanthropy and public higher education

Northern Arizona University Administrator and Civil Engineering Professor Debra Larson Named Dean of Cal Poly Engineering

Cal Poly President Jeffrey D. Armstrong named Debra Larson, a civil engineering professor and Academic Affairs administrator with Northern Arizona University, as the new dean of Cal Poly Engineering. Larson, 54, joined Cal Poly on Aug. 22, taking the reins of the university’s largest college with about 5,600 students, 13 degree programs and more than 80 laboratories. “Debra understands Cal Poly thoroughly and brings an excellent blend of experience as an administrator and faculty member,” Armstrong said. “She knows that our primary mission is undergraduate education, that our highest priority is student success, and that Learn by Doing is an integral part of the Cal Poly experience.”

More about Larson

Cal Poly Housing Collaborative Wins Bank of America Low-Income Housing Challenge

An interdisciplinary team of Cal Poly students took first place in Bank of America’s Low-Income Housing Challenge, beating out master’s degree students from UC Berkeley and UC Irvine in the final round. The team partnered with developer Madonna Enterprises to create “Entrada Ranch.” The proposed site features a 135-unit affordable living community in San Luis Obispo, adjacent to services and transportation. The project design includes a community center, community gardens, recreational and exercise facility, connection to local trails, bike paths, a variety of open spaces, and a daycare center. The project supports healthy living through site design and sustainable building, and programs that foster community, such as a cooperative garden that will produce organic produce and serve as a gathering place for residents. The team was comprised of 10 undergraduate and two graduate students: six from city and regional planning; three from business and finance; two from landscape architecture; and one from construction management.

More on the team’s success

Graphic Communication Students Win Bookbuilders West Awards

Three Cal Poly Graphic Communication students were awarded scholarships at the 2011 Bookbuilders West Scholarship Competition. Christina Dillon, Dania Triassi and Jeerme Nguyen each won $500 for their book design projects. Bookbuilders West focuses on the design, typography, production and manufacture of books. Student competitions were held to select and design a limited-edition book. Submissions are judged on creativity, meeting design objectives, and presentation. Dillon designed and produced “Pride and Prejudice.” Triassi designed and produced “The Hardy Boys, Tower of Treasure,” and Nguyen designed and produced “Elles Minnow Pigeon,” a novel based on a society in which letter writing is the principal form of communication.

More on the students’ projects and awards

Concrete Canoe Team Captures Second Straight National Championship

Cal Poly claimed the “America’s Cup of Civil Engineering” for the second consecutive year in June at the American Society of Civil Engineers National Concrete Canoe Competition. Cal Poly edged out 22 other universities from the U.S. and Canada with the Cetacea—a 208-pound, ocean-themed canoe made from concrete and recycled toilets.

The 24th annual regatta, sponsored by the American Society of Civil Engineers, was hosted by the University of Evansville in Evansville, Ind. The four-part competition included an oral presentation, written report, judging of a canoe’s aesthetics and speed, and endurance races held at Audubon State Park in nearby Henderson, Ky.

The event is designed to challenge students’ knowledge, creativity and stamina, while
showcasing the versatility and durability of concrete as a building material. Competition rules this year required the use of a second aggregate and included a strong focus on sustainability. Cal Poly’s innovative response was to include recycled porcelain from crushed white toilets.

"The toilet aggregate surprised a lot of people," said project Captain Chad Inlow. "We wanted to do something unique.”

Read more on the Concrete Canoe team’s victory.

Wine and Viticulture Program Honored with Lifetime Achievement Award

The Cal Poly Wine and Viticulture program received the California Exposition and State Fair’s 2011 Lifetime Achievement Award for the university’s enduring contributions to the advancement of the California wine industry. Cal Poly joins UC Davis and CSU Fresno as recipients of the prestigious award, presented today at the California State Fair Gala at Cal Expo in Sacramento.

Cal Poly Wine and Viticulture was acknowledged for its unique interdisciplinary learning experience encompassing lessons from three departments – Horticulture and Crop Science, Food Science and Nutrition, and Agribusiness – combining an understanding of grape cultivation, winemaking and wine business. Upon graduation, students are industry-ready, having mastered fundamental and applied sciences, modern agribusiness principles, social science, grape cultivation, enology and wine business principles.

“We are honored to be recognized along with such an impressive group of Lifetime Achievement Award recipients,” said program Director John Peterson. “This is truly a student success story, since it is the students who define us.

More on the Lifetime Achievement Award

Community College Students Spending Summer as Paid Scientists at Cal Poly

Thanks to an $848,000 grant from the National Institutes of Health, 14 students from Allan Hancock College in Santa Maria spent their summer as paid research interns at Cal Poly. This is the third summer Cal Poly has hosted Hancock students through the NIH’s Bridges to the Baccalaureate program. The students are paid $10 an hour for up to 30 hours a week working under the supervision of Cal Poly faculty. The grant also pays for up to $500 in research supplies for the students’ projects. They can also apply for funding to attend national or state conferences with their professors to make presentations on their research findings.

The aim of the grant is to increase the number of underrepresented students who earn degrees in biomedical or behavioral science and go on to successful careers in science-related fields. “We’re hoping they all go on to careers in science once they see how cool research is,” said Emily Taylor, a Cal Poly Biological Sciences professor who coordinates the summer program.

More on Bridges to the Baccalaureate

Education Professor Awarded for Special Education Achievements

Cal Poly School of Education Professor Michael Ruef has received the 2011 Thomas Haring Award in recognition of his efforts on behalf of individuals with developmental disabilities and their families. The award is given annually by the UC Santa Barbara Gervitz School of Education.

In selecting Ruef for the award, The Gervitz School noted that his work "represents the best in leadership, citizen activism and advocacy." He received the award at a ceremony in early June, along with four other recipients.

Ruef is a professor and co-coordinator of Special Education Programs in Cal Poly’s School of Education. He is a founding member of the board of directors for the Central Coast Autism Spectrum Center.

"I’m honored to receive the award and hope that it will raise awareness of the issues dealt with by families touched by autism or other disabilities," Ruef said.

More on Ruef’s award

Passings

George Ramos

Professor George Ramos, 1969 Cal Poly journalism graduate, 1993 College of Liberal Arts/College of Arts and Humanities distinguished alumnus, three-time Pulitzer prize-winning journalist with the Los Angeles Times, and former chair of Cal Poly’s Journalism Department, died in late July at age 63. During his undergraduate days, he was the first Chicano student to serve as editor-in-chief of the Mustang Daily. After working at the L.A. Times from 1978 to 2003, he was appointed to lead the Journalism Department. Ramos served from 2003 to 2008 before moving into the faculty early retirement program. Ramos earned his first Pulitzer – the Pulitzer Prize Gold Medal for Meritorious Public Service – as part of a team in 1984. As a co-editor and reporter, he worked with other Chicano journalists to produce a series “about the roots, lives and aspirations of the 3 million Latinos who lived in California’s 13 southern counties. The Pulitzer was the first ever awarded to Chicano journalists. Later, Ramos earned two Pulitzers for on-the-spot reporting – one in 1993 on the rioting in the aftermath of the Rodney King beating case, and the other in 1995 as part of the team covering the Northridge earthquake.
Every great university benefits from the involvement of its alumni, parents, students 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.

**Volunteer**

**Join a Cal Poly group**
- [Parents Philanthropy Council](#)
- [Student Philanthropy Council](#)
- [CENG Connect](#) for engineering alumni
- [Parent Program Advisory Council](#) Parents helping parents
- [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**
- [Cal Poly on Facebook](#) - Facebook for alumni, and [Facebook for students, parents and friends](#).
- [Alumni events](#) - Check the [Alumni Events Calendar](#) events in your area.
- [Travel](#) around the world with other Mustangs, visit [CPAA Alumni Travel program](#).
- [Take a class](#) - personal and professional development programs offered by [Cal Poly Continuing Education](#)
- [Attend a lecture or performance on campus](#) - [Events & Entertainment](#)
- [Attend athletic events](#) - [www.gopoly.com](#)
Mentor
Alumni:
Mentor a student or young alum

- Alumni: Sign up for PolyLink (www.calpolylink.com), the online community for campus and alumni. Log in, check the "willing to mentor" box on your PolyLink Personal Info Page, and list your work e-mail.
- Then join the PolyLink Mentoring Group - where young alumni and current students in your field can find you for informal online mentoring.
- If you're already part of PolyLink, click here to join the PolyLink Mentor Group (login required). If not, click here for your first-time PolyLink ID code.

Hire Mustangs
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 directory for alumni, faculty, staff and current seniors. Mustang Jobs is a free, private online network for current Cal Poly students and alumni run by the Cal Poly Career Services Office. Any employer can post job openings free on the Mustang Jobs board.

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.

If you're already a member of PolyLink, click here to log in and post job openings or search for jobs on the PolyLink Job Boards (login required).

Join and use the Cal Poly Alumni groups on LinkedIn to recruit alumni for your company. There are regional Cal Poly Alumni groups on LinkedIn, groups by major, and two general groups for Cal Poly Alumni on LinkedIn:

California Polytechnic State University Alumni on LinkedIn
California Polytechnic University San Luis Obispo on LinkedIn