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Cal Poly Endowment Created to Honor Print Industry Executive

SAN LUIS OBISPO -- Cal Poly's Graphic Communication Department has established an endowment in honor of the late Terry Bell and the company he helped build, ColorGraphics Inc.

The endowment will support growth in several areas of the Graphic Communication program. It is part of the Graphic Communication Department's 2006 60th anniversary $2.5 million development program. The endowment will fund professional development activities; support the department's printing and imaging management concentration; support an annual Terry Bell lecture by a prominent industry management professional; and allow for laboratory upgrades and improvements, as well as provide funding for the Terry Bell/ColorGraphics Scholarship, an annual scholarship to be awarded to a student in the department's printing and imaging management concentration.

Bell, former vice president of ColorGraphics, was a nationally recognized leader in print technology and innovation. He played a key role in the growth and development of ColorGraphics since joining the firm in 1978. Bell passed away in May.

Chris Madison, president and CEO of ColorGraphics, made the initial contribution to establish the endowment. "Terry's main objective was to create an environment that all of us in printing could be proud of. For 27 years he and I worked side-by-side to develop and grow ColorGraphics. Over the years we became more like brothers than business partners."

Often quoted by vendors and featured in magazine articles, Bell was a respected resource for clients and even competitors, said Harvey Levenson, head of Cal Poly's Graphic Communication Department.

"Terry Bell was an industry icon in Cal Poly's Graphic Communication Department, and the university is providing a visible and lasting tribute to him and the company he helped build. Terry was always a willing 'visiting professor from industry' whenever called on to give lectures. He served on the department advisory board and helped shape the way we think about educating graphic arts students."

Ray Hartman, senior vice president, Equipment, Technology & Engineering, for R. R. Donnelley, is rallying industry behind the endowment, Levenson said. Hartman is a Cal Poly Graphic Communication alumnus and longtime friend and colleague of Bell. "Terry had patiently executed a long-term strategic manufacturing plan for aggressive growth at ColorGraphics with the manufacturing technology decisions his team made.

"As a fellow printer, I always had great respect for Terry's vision for providing print solutions in the western United States. His passionate commitment to educational support to expand the internal resources at ColorGraphics with talented new graduates from Cal Poly over many years was a key driving force to his success," Hartman said.

Individuals and companies wanting to participate in this education support program at Cal Poly may send contributions to:
The Terry Bell/ColorGraphics Endowment
Graphic Communication Department (Bldg. 26)
Cal Poly
San Luis Obispo, CA 93407

For more information, e-mail Levenson at hlevenso@calpoly.edu or call (805) 756-6151.

About Cal Poly's Graphic Communication Department

Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) will celebrate its 60th anniversary in 2006. It is one of the largest and best-known programs of its kind in the nation. It has more than 33,000 square feet of modern laboratories and over 3,000 Graphic Communication alumni. The department offers concentrations in printing and imaging management, electronic publishing and imaging, design reproduction technology, graphics for packaging, and an individualized course of study. In cooperation with Cal Poly's Orfalea College of Business, the department also offers an MBA with a focus on document systems management. The department is accredited by the Accreditation Council of Collegiate Graphic Communications and houses the Graphic Communication Institute (www.grci.calpoly.edu). The Institute conducts research, testing, product evaluations, seminars, workshops and conferences for industry.

About ColorGraphics Inc.

ColorGraphics, which opened in 1957, is one of the largest privately owned printing companies in the United States, with printing facilities located in Los Angeles, San Francisco, Seattle and Orange County. While each plant preserves its own culture and identity and responds to its customers at the local level, the facilities operate as one company, enjoying the benefits of technological leadership in research and development. The company's high-end commercial printing products include catalogues for such well-known companies as Nissan, Williams-Sonoma, Mondavi and Levi's, among others. Concerned with environmental issues, ColorGraphics strives to exceed environmental regulations, making every effort to do more than required to reduce the impact of pollution.