

[Skip to Content](#)[Cal Poly](#)[News](#)

Search Cal Poly News

 Go

California Polytechnic State University

Sept. 27, 2002

Contact: Jeff Bliss

(805) 756-1511

Robert J. Cardoza, 59, Modesto Businessman, AAA Chairman, Cal Poly Campaign Co-Chair

SAN LUIS OBISPO -- Robert J. "Bob" Cardoza, Modesto businessman, chair of the American Automobile Association and co-chair of Cal Poly's Centennial Campaign, died Friday in Modesto of cancer. He was 59.

Under Cardoza's leadership -- he served with co-chair Jim Considine -- the university's Centennial Campaign has passed the three-quarter mark on the way to its 2004 goal of \$225 million. Cardoza was appointed campaign co-chair in 1999. The campaign is raising funds to aid students, professors and the full range of Cal Poly programs.

"Cal Poly will always be grateful for Bob Cardoza's leadership and support," said university President Warren Baker. "Bob was certainly one of our most distinguished alumni, and his service as a Centennial co-chair was invaluable. I will miss his sage counsel and friendship."

A 1965 Cal Poly agricultural business graduate, Cardoza began his career with the Modesto Production Credit Association, becoming president and CEO in 1972. In 1982 he helped found Pacific Valley National Bank and PV Financial in Modesto, where he served as president and CEO. In 1995 he sold that company and retired, but later that year he formed The Cardoza Company, a consulting and investment firm, where he was serving as president.

Long active in community service work, in 1998 he became president of The Cardoza Foundation, a non-profit public benefit corporation that makes contributions to charities especially in the Modesto area. His volunteer work also included a seat on the board of the California State Automobile Association before he was elected AAA national chairman in 2001. He received numerous awards for his volunteer service with community organizations in Stanislaus County.

Cardoza's two daughters also are Cal Poly graduates, and his son is at Cal Poly majoring in fruit science.

- 30 -

[CP Home](#) • [CP Find It](#) [Get Adobe Reader](#) • [Microsoft Viewers](#)

[Events](#) • [Recent Releases](#) • [Cal Poly Magazine](#) •

[Cal Poly Update E-newsletter](#) • [Contact](#) [Public Affairs](#) • [Alumni](#) • [Giving](#) • [Athletics](#)

Cal Poly Public Affairs

California Polytechnic State University

San Luis Obispo, CA 93407

805.756.7266

polynews@calpoly.edu