

The Link - Fall 2013

THE LINK

connecting the college of liberal arts to alumni and friends



news



CENTER FOR EXPRESSIVE TECHNOLOGIES: PAVING THE WAY FOR INTERDISCIPLINARY COLLABORATION

Earlier this year, President Jeffrey D. Armstrong approved a proposal to establish the Cal Poly Center for Expressive Technologies (CET) — a site where faculty, staff and students research and develop new ways of incorporating technology into artistic expression across the arts.

[Read about the new Center for Expressive Technologies](#)

JOURNALISM LEADS TRANSITION TO DIGITAL-FIRST MEDIA

Change is in the air for Cal Poly's Journalism Department. It takes

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the form of the new Mustang News, an integrated, digital-first student news organization. The department is one of the first in the California State University system to combine print, broadcast and digital operations, and this move is quickly altering the manner in which student journalists deliver news to the Cal Poly community.

[*Read about Mustang News' new integrated approach*](#)



MLL SENIOR HELPS RAISE HEART HEALTH AWARENESS IN ARGENTINA

Cal Poly Modern Languages and Literatures (MLL) senior Daniel Brosnahan has already been to Argentina and back, helping to raise awareness for heart health in connection with Corazonada, an international branch of the British-based organization Arrhythmia Alliance.

[*Read about Daniel Brosnahan's internship*](#)



CAL POLY BAND SHARES ITS MUSIC ABROAD IN TOUR ACROSS THE BRITISH ISLES

The Cal Poly Band Program was out to prove the inclusivity of music this summer on a tour across Ireland, England and Scotland. Taking place June 17-30, the tour included approximately 65 students from the Wind Ensemble, Wind Orchestra, and the Mustang Marching Band. Together, the group performed at various European venues such as Gleeson Hall in Dublin, the Royal Northern College of Music's theater in Manchester, and St. John's Smith Square in London.

[*Read more about the Cal Poly Band's tour of the British Isles*](#)



INVESTIGATING THE ETHICS OF CYBERWARFARE

At Cal Poly, cyberwarfare scholarship concerns itself not only with how to combat increasingly exceptional technology, but the ethics involved with this new method of war. Earlier this year, Cal Poly Philosophy Professor Patrick Lin received a grant of nearly \$500,000 from the National Science Foundation for "Safeguarding Cyberspace with Ethical Rules for Cyberwarfare," a collaborative project with the Naval Postgraduate School and Western Michigan University.

[*Read more about Patrick Lin's work*](#)



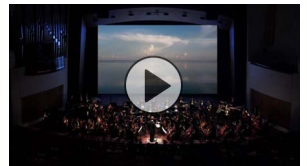
TOM GALLO NAMED 2013 CLA HONORED ALUMNUS

A 1988 graduate of the Graphic Communication Department, Gallo was recently selected as the 2013 Honored Alumnus for the College of Liberal Arts (CLA). He is vice president of strategic business development for the Modesto-based company, G3 Enterprises. The business is a part of the Gallo Winery enterprise and is one of the nation's largest packaging companies within the wine and spirits industry.

[*Read more about Tom Gallo's award*](#)



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STUDY

25-35

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Dean's Letter



Dear Cal Poly College of Liberal Arts Alumni,

This e-publication is the first of what will be quarterly updates on selected achievements of Cal Poly's College of Liberal Arts students, faculty and alumni.

From talking with many of you, I know that you greatly appreciated the sense of community you experienced as students in the College of Liberal Arts at Cal Poly, and you continue to view yourselves as extended members of that community. So do we, and we want to do a better job of staying connected with you and more actively involving you in that community!

The College of Liberal Arts remains strong and is growing in size, quality, visibility and leadership on campus and in the community. Our faculty members continue to be among the best teachers and scholars at Cal Poly. Our students continue to be some of the most visible leaders on campus while distinguishing themselves academically and through their accomplishments in local and global communities.

I am pleased to announce the [new Center for Expressive Technologies \(CET\)](#) — a hub for faculty, staff and students from across disciplines to collaborate on various projects. This is a

fine example of how the college is becoming active at the intersection of Science, Technology and Society. Similarly, Philosophy Professor Patrick Lin, Philosophy Department, is currently [investigating the ethics behind emerging technologies such as robotics and cyberwarfare](#). In this way, the college is providing key leadership at the intersection of Science, Technology and Society (STS) while sustaining excellence in traditional liberal arts disciplines.

At the curricular level, we have proposed four new interdisciplinary STS minors that will further foster our interdisciplinary goals: ethics, public policy, science and technology; gender, race, culture, science and technology; media arts, society and technology; and science and risk communication.

All of this is being done with the success of our students in mind. The resulting classroom and project-based learning experiences for our students will ensure that they graduate with strong knowledge in their respective disciplines and experience working on interdisciplinary teams. Such experiences are embodied in each department throughout the college, [including the transition in the Journalism Department to become an integrated, digital-first student news organization](#). These experiences continue the tradition of Cal Poly graduates being ready on day one to contribute to the workplace, community and/or graduate school.

I hope that you enjoy reading about the achievements highlighted in this issue of The Link. I also encourage you to visit our [Facebook page](#) and to [update your contact information](#).

We appreciate all that you have done and continue to do, directly and indirectly, that so strongly associates Cal Poly and the College of Liberal Arts with excellence.

Best Wishes,

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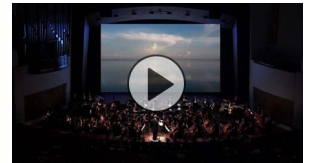
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Center for Expressive Technologies: Paving the Way for Interdisciplinary Collaboration



At the center of Cal Poly's polytechnic identity is the desire to infuse every department with the tools needed to stay true to the university's Learn by Doing philosophy. In an increasingly technology-oriented world, the manner in which students learn and apply new skills is through the very use of technology.

Consistently working to bridge the divide between science/technology and the liberal arts disciplines, the CLA is closing the gap, offering the technological world new avenues of relevant and successful innovation through the integration of creativity and humanistic approach — cultural relevance, social acceptability, policy issues and limitations, attitude formation, communication, etc.

Earlier this year, President Jeffrey D. Armstrong approved a proposal to establish the Cal Poly Center for Expressive

Technologies (CET) — a site where faculty, staff and students research and develop new ways of incorporating technology into artistic expression across the arts.

CET tasks require interdisciplinary collaboration, uniting students and faculty on projects from inception through completion. CLA's own dedication to fostering the center's growth results from the desire to encourage collaboration across campus. Starting with the college's own cross-section of programs, the goal is to make the CET a center where the various talents across campus are brought together.

"My vision is for the center to be a central location where people who are interested in this sort of interdisciplinary work can come for support," said Elizabeth Lowham, CET director. "The center is about community support and learning how to become a leader in these sorts of projects and expanding people's understanding of how technology and expression interact and build off each other."

Started as a small unofficial grassroots organization by passionate faculty in the Liberal Arts and Engineering Studies (LAES) Program — with a mission to engage students and faculty in the areas of research, technology, expression and communication — the new center is leveraging the projects developed by the founding group. Among these inherited ventures are PolyXpress, Los Osos Middle School Area 55 and "Re/Collecting" projects.

As the center becomes a permanent part of the Cal Poly campus, Lowham hopes that it will serve as an informative tool that explores new ways of looking at technology and its connection to the arts — a relationship she believes is more symbiotic than separate. The focus is not only about how technology can improve creative expression, but how the liberal arts can inspire the future of technology

CET's goal of converging technical innovation with creative expression and entertainment is possible because of Cal Poly's polytechnic identity and experience with engineering, mechatronics, commercial design and imaging. But CET also utilizes the CLA's expertise in literature, music, theatre, dance and the visual arts.

"In terms of this sort of work," Lowham said, "I think there's a push and a focus on the idea of storytelling, and storytelling (itself) has lots of different meanings and it happens in a lot of different ways."

"And we've always used technology, although we didn't always call it that, as a way of implementing storytelling. From the beginning we have always intermeshed technology with what we might call the liberal arts, so I think that effort is just expanding what we mean by technology and how we use and integrate it.

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Through its projects, the CET strives to develop new methods to tell the stories of individuals, groups and environments.

In that vein, CET has been supporting the work of Ethnic Studies Professor Grace Yeh and her students for the “Re/Collecting” project that outlines the history of Japanese and Filipino-American communities from the region. The work consists of digitizing interview and archive materials into searchable databases. This is only one of many examples of how the Center for Expressive Technologies is incorporating an interdisciplinary approach to tell stories that, up until now, have remained untold or neglected.

With this in mind, Lowham notes that, “The goal is to make CET sort of the *center* of interdisciplinary work that is at the intersection of the creative and technical human interactions with each other and the world around us.”

Gathering students and faculty from different disciplines has resulted in several other projects that demonstrate CET’s growing presence on campus.

“The breadth of the center’s mission is pretty broad and it encompasses a lot of different activities — everything from the development of computer games and storytelling applications to the creation of expressive environments and interactive theater work,” Lowham said.

“I think the advantage of that breadth is it allows us to connect across those mediums and those ideas and build off those relationships.”

In spring 2012, CET partnered with Computer Science Professor [Michael Haungs](#) and his students to create PolyXpress, an app that allows users to create location-specific multimedia stories that can be shared instantly worldwide.

CET faculty and students also combined the app with this fall’s Los Osos Middle School Area 55 project, a fundraiser event that benefitted the school. The venture included students from the Liberal Arts and Engineering Studies Program as well as from the Architecture Department.

CET’s facilitation of the project allowed Cal Poly and middle school students to come together to solve the intricate problems that require skills from science, technology, engineering, arts and mathematics.

As CET begins to transition from a smaller, grassroots group to a larger center with a pivotal role on campus, Lowham said that the original mission that was the impetus for the center in the first place will not be lost.

“Our goal is to expand the scope of projects we work on while still being true to who we are and what we want,” Lowham said.

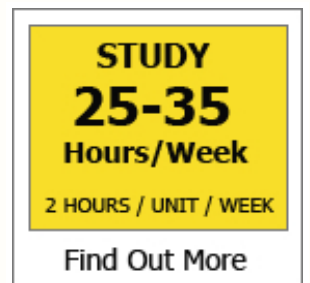
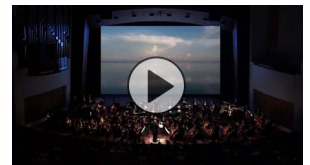
As director, Lowham is working to garner support for present and future projects that can contribute to the development of interdisciplinary work. Upcoming projects include the SLO Mini Maker Faire, and proposed activities include an artist-in-residence program and summer workshops.

Furthering this enterprise, Lowham and her team are currently seeking to develop relationships with industry and commercial partners to widen the resources available through the center.

Pushing the CET forward is representative of CLA’s efforts to advocate for the effective presence of the liberal arts in the 21st century and beyond.



PICTURES AT AN EXHIBITION





Journalism Leads Transition to Digital-First Media



MustangNews.net is now the portal for all news produced by journalism students.

engagement on [Twitter](#) and [Facebook](#). The portal for all news produced by journalism students is now [MustangNews.net](#).

Mustang News is also collaborating with public relations and marketing students to help promote events and news content. Public relations efforts are focused on addressing today's audiences, which expect the news to come to them. So the launch of Mustang News has propelled a wave of social media and outreach projects to connect with the campus and beyond.

The business operation that supports the Mustang News enterprise has undergone change as well. Mustang Media Group is the new umbrella organization that provides financial support for print, broadcast and digital production and is working with the student-run public relations agency, CCPR, to monetize its services where appropriate.

The staff and students who work behind the scenes have traditionally sold advertising in the newspaper. Now they are also selling digital and broadcast ad packages, producing numerous special sections and events, and providing marketing and video services — capitalizing on key skills to expand revenue opportunities.

MMG provides students from across Cal Poly practical experience in running the business end of a modern media organization, while the multiple platforms of Mustang News function like laboratories for students to practice their reporting and writing skills and acquire proficiency with a variety of technologies. Both experiences result in students developing skills required for success in a profession that is undergoing monumental change.

As a whole, the integration has cultivated an environment of cooperation that encourages all media platforms to supplement one another, breaking down the “silos” that have traditionally separated print journalism, broadcast and public relations.

Change is in the air for Cal Poly's [Journalism Department](#). It takes the form of the new Mustang News, an integrated, digital-first student news organization. The department is one of the first in the California State University system to combine print, broadcast and digital operations, and this move is quickly altering the manner in which student journalists deliver news to the Cal Poly community.

As part of the integrated news approach, Mustang News now reaches across platforms, going beyond a traditional twice-weekly print edition (formerly Mustang Daily) to also include a weekly 30-minute news broadcast on CPTV, daily five-minute audio news updates on KCPR-FM, a daily five-minute TV show online, multimedia packages online, stories on the Mustang News mobile app, live video streaming on YouTube, and breaking news and community



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J.J. Jenkins, editor-in-chief of Mustang News, notes that recent coverage of Cal Poly athletics provides “the perfect example of each platform enhancing one another.” During October’s important Cal Poly vs. UCSB soccer match, six reporters were on the scene to relate the story from different angles, photographers quickly submitted their game shots for instant posting on the website, videos were uploaded, and the social media team promoted the hashtag #BlueGreen to unite the coverage on social media platforms.

“The result was a multimedia story we produced the following week that was unlike anything Mustang News had attempted before,” Jenkins said.

With the merging of platforms, Mustang News reporters and staff are adapting to a professional media environment that is increasingly turning to digital formats to expand news content. As part of the new curriculum this fall, the department launched JOUR 462, a course taught by Professor Brady Teufel to support students’ proficiency in multimedia journalism.

The course, titled “Advanced Media Practicum,” works with Mustang News to help students get comfortable delivering news in print, broadcast, online, mobile and social platforms.

As campus media complete the transition, audiences may be worried about digital or broadcast getting priority over print, but they can rest easy, because as Jenna Watson, student manager and Mustang News public relations director, notes, Mustang News actually encourages users to access the news in multiple ways. Mustang News plays to each platform’s strengths, allowing each to focus on what it does best.

“We will still do the traditional media through the print edition. But we’re breaking news 24/7 on the website, and we’re going back to the roots of long-form journalism,” Watson said.

The print edition's gradual return to long-form journalism will provide readers with more developed stories and more content. Additionally, the use of digital platforms will allow print reporters the time they need to develop longer articles.



As the quarter winds down to a swift close, faculty and students are discussing ways to improve and expand in the new year. High on the list is finding ways to expand news and public affairs programming on KCPR, which is currently devoted to playing alternative music. “We haven’t really capitalized on KCPR and all the potential that it has,” Watson said.

In addition, Watson said that student leaders are continually engaged in conversation to increase communication between all platforms to avoid story overlap and form a more cohesive news group.

“Our duty as journalists is to inform the public, and with the explosion of multimedia and the evolution of the Internet, we had to find a way to capture our audience’s attention,” said Jenkins. “The new Mustang News is telling stories in more diverse ways than ever.”

Only in its first quarter of existence, Mustang News is already changing the way the community thinks of its news in a dynamic world.

“The organization we’ve put together is on the cutting edge of journalism, not just student journalism,” Jenkins noted, “and we’re not done progressing yet.”

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Commencement
Information



2013 Student
Awards Reception



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2 HOURS / UNIT / WEEK

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MLL Senior Helps Raise Heart Health Awareness in Argentina



Cal Poly [Modern Languages and Literatures](#) (MLL) senior Daniel Brosnahan has already been to Argentina and back, helping to raise awareness for heart health in connection with Corazonada, an international branch of the British-based organization Arrhythmia Alliance.

Brosnahan spent six weeks this summer in Buenos Aires, Argentina, working to not only build awareness of the nonprofit but also to teach locals how to help themselves and others suffering from cardiac arrest or related diseases.

“The organization is run by a cardiologist (and) it’s all about educating the public on what they can do to improve their heart health,” Brosnahan said.

His interest in the medical aspects of the position contributed to his decision to participate in the internship. As an EMT with ambitions to become a firefighter or paramedic, his time in Latin America could only prove beneficial. Brosnahan also wanted to improve his Spanish-speaking skills.

“I’ve always wanted to travel abroad; but I didn’t know if I wanted to *study* abroad so much as just be abroad. So I thought an internship would be a good medium,” Brosnahan said.

Brosnahan notes that his time as an MLL major fueled and informed the decisions he made upon arriving in Argentina. The MLL program at Cal Poly requires that students emerge from their undergraduate careers proficient in two languages besides English, with the choice of a third language as an elective. Not only do students develop beneficial linguistic skills but also awareness of issues permeating the international and cultural landscapes.

“I like the versatility of the program,” Brosnahan said. “I feel like MLL allows you to have life skills in three languages.”

Brosnahan’s time in Argentina not only allowed him to develop his Spanish-speaking abilities but also enabled him to develop proficiency in navigating difficult situations using Spanish as a tool.

“The internship made me more confident in my language abilities, but also my abilities in general. I always felt pretty comfortable speaking Spanish but going to Argentina and having to speak the language every day — at first it was really tough.”

Brosnahan added that he believes his informal and formal Spanish conversational skills eventually improved because he was confronted with different settings in which to speak the language, each setting requiring a different tone and vocabulary.

For example, while on internship duties, he spent his time translating various publicity materials that used medical jargon, which made translation a taxing experience. Additionally, as he adjusted to formal Spanish in the classroom and the informal vocabulary used frequently in casual settings, Brosnahan had to find a way to transition between these various environments.



Brosnahan and fellow internship participants in Argentina.

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Throughout his six weeks in Buenos Aires, Brosnahan not only worked to further Corazonada's presence at the forefront of heart health awareness but also to teach strategies to people from all age groups.

Among his campaign projects was helping college-age students become more aware of heart health issues.

"For a couple of days we went to classes at a local college to tell people about our program and encourage them to sign up for the course," Brosnahan said. "We also showed them how to take their pulse and explained why this was important."

Currently, Brosnahan is learning Chinese in addition to French and Spanish. He is planning to continue working with Corazonada if possible.

MLL has given Brosnahan the luxury of versatility and the competence to communicate with different cultures in their own terms. Through his education in the department he has also developed awareness of global issues.

"Languages prepare you for different things in different fields," Brosnahan said.

Putting these assets to good use, Brosnahan is considering several options for his future after graduating in June, including work as firefighter/paramedic or a career in business.

Regardless of the route Brosnahan chooses to take, though, he is confident that the MLL program prepared him to interact with the world in a sensitive, responsible manner.

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Cal Poly Band Shares Its Music Abroad in Tour Across the British Isles



Cal Poly Band Program concert in Manchester, England.

Music is simultaneously a domestic and international language — it bridges the divide between audiences across various cultures and age groups — it's a universal mode of communication that encompasses a versatility of sounds and traditions dating back to the earliest periods of history.

The Cal Poly Band Program was out to prove the inclusivity of music this summer on a tour across Ireland, England and Scotland. Taking place June 17-30, the tour included approximately 65 students from the Wind Ensemble, Wind Orchestra, and the Mustang Marching Band. Together, the group performed at various European venues such as Gleeson Hall in Dublin, the Royal Northern College of Music's theater in Manchester, and St. John's Smith Square in London. The groups were under the direction of Andrew McMahan, director of bands.

Musicians were also given the opportunity to learn about the areas in which they were performing by exploring the location on their own or through guided tours and lectures. Students visited such high-profile locations as Stonehenge; Christ Church College, a filming location for the Harry Potter films; and St. Paul's Cathedral, the location of Prince Charles and the late Princess Diana's wedding.

Not only do trips of this scale benefit the campus community by building recognition for the university abroad, but they are also a part of the Music Department's tradition. Since 1975, the Cal Poly band has traveled to various locales as guest performers: Japan in 1988, Australia in 2000, New York City in 2003, and Eastern Europe in 2006. Each trip equips students with experiences that contribute to their understanding of multiculturalism and a developing global perspective.

Combining U.S. culture with that of the trip's destinations, the group performed musical pieces from both American and British composers. Selections by Gustav Holst, John Philip Sousa, Gordon Jacob, and Julie Giroux were featured.

For the Cal Poly Band Program, the music never stops, no matter where they are. The department hopes to continue the traveling tradition for years to come, introducing many more students to the potential music holds.

If you would like to help support opportunities like this, visit the [Music Department website](#) for more information.

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Investigating the Ethics of Cyberwarfare



With the ever-growing presence of social networking sites — like Facebook, Twitter, LinkedIn, YouTube and Instagram — the world as generations before us knew and understood it is quickly disappearing. New versions of privacy invasion and threats not present in pre-World Wide Web societies are continuously emerging alongside each new technology.

Problems associated with an online footprint range from images “stolen” from a Facebook profile, email hacking and identity theft to the international dangers of cyber attacks — or cyberwarfare.

As the world develops better technologies and a deeper reliance on them, cyber attacks are also becoming more sophisticated and threatening to individuals and nations.

At Cal Poly, cyberwarfare scholarship concerns itself not only with how to combat increasingly exceptional technology, but the ethics involved with this new method of war. Earlier this year, Cal Poly Philosophy Professor Patrick Lin received a grant of nearly \$500,000 from the National Science Foundation (NSF) for “Safeguarding Cyberspace with Ethical Rules for Cyberwarfare,” a collaborative project with the Naval Postgraduate School and Western Michigan University.

Through the project, Lin and his team are seeking to address the ethics of cyberwarfare, an issue Lin said is not directly explored by policymakers and defense organizations. He points out that despite the growing amount of literature on cyberspace technology and strategy there is a noticeable gap in the study of ethics of cyberwarfare.

Lin describes the role of ethics in the emerging technologies, especially cyberspace innovations, as the foundation that guides law and policy.

“Cyberweapons are a technology that have advanced quickly in recent years,” Lin said. “Since much of it is covert work, there hasn’t been a lot of public discussion about how responsible nation-states should conduct cyberwar in a way that respects existing international law and ethical norms.”

Cyberwarfare, according to Lin, challenges existing frameworks governing armed conflict, including the assumption that war must require kinetic or physical attacks. Because military assets are difficult to penetrate, cyberwarfare poses a potential risk to civilian infrastructure.

“Clear international law and policy can help limit the impact of cyberwar on civilians and safeguard cyberspace itself,” Lin said. The project, thus, is seeking to discover how cyberwarfare conforms, or can be made to conform, to war principles such as discrimination and deception.

Among Lin’s collaborators on this project was Keith Abney, a senior lecturer for Cal Poly’s [Philosophy Department](#).

The team will release their research findings through a university-level course on cyberspace ethics, media outreach, workshops, and a comprehensive report.

In line with Lin’s work, Cal Poly’s College of Engineering has [recently established a Cybersecurity Center](#) and has plans to open a new cyber lab in January 2014, positioning the university at the forefront of cybersecurity scholarship and as a leading supplier of cybersecurity experts and professionals.

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Lin's ethics-driven analysis of the realities of cyberwarfare, coupled with the engineering and scientific research being pursued on campus, is an example of Cal Poly's mission to address issues impacting the technologies and human activities of our present and our future.

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Tom Gallo Named 2013 CLA Honored Alumnus



Alumnus Tom Gallo has been applying the graphic communication skills he acquired at Cal Poly to the wine and spirits industry, showcasing the versatility of a liberal arts education.

A 1988 graduate of the Graphic Communication Department, Gallo was recently selected as the 2013 Honored Alumnus for the College of Liberal Arts (CLA). He is vice president of strategic business development for the Modesto-based company, [G3 Enterprises](#). The business is a part of the [Gallo Winery](#) enterprise and is one of the nation's largest packaging companies within the wine and spirits industry.

Gallo's expertise revolves around design of wine packaging from start to finish. G3 Enterprises provides services in wine packaging, bottling, label design, bottle decorating, and global

transportation.

The Gallo family has been in the wine industry for decades. Tom Gallo started working at his grandfather's winery in 1976, and worked in the business from junior high school through his collegiate years.

Gallo himself built and developed Grand Street Printing Technologies in 1993 as part of the Gallo enterprises, eventually moving the business away from a traditional commercial printing operation to a label printing-focused operation. In 2001, Gallo transformed his company into the G3 Enterprises Label Division.

He served as the vice president of sales in 2007 and moved to his current position as vice president of strategic business development in 2009.

Gallo was honored during Cal Poly's Homecoming Weekend and delivered a presentation titled, "Striving for Excellence in Wine Packaging," in November.

[Watch a short video](#) in which Gallo reflects on his time at Cal Poly and his career path since graduating.

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