



CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

# College of Liberal Arts

Fall/Winter 2005

Volume VII, Issue 1



*Inside... KCPR—Station Gets A New Spin  
London Studies—A Love Letter  
Award Recipients  
Honor Roll of Donors  
...and more*





The College of Liberal Arts' newsletter is published annually for alumni, students, their parents and the supporters of the College of Liberal Arts, California Polytechnic State University, San Luis Obispo.

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# College of Liberal Arts

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**4**

Rated one of the top 50 college-format radio stations in the nation, KCPR is also facing challenges with older technology and facilities. See page four.

**7**

Over \$1 million was awarded to students in the CLA last year. Meet a few of the recipients and view the Honor Roll of Donors starting on page seven.



**19**

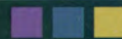
A Cal Poly professor is awarded the Order of Merit by the Federal Republic of Germany. See page 19.



**On the Cover:**

Graphic Arts Building, home of KCPR 91.3 FM, and vintage photos of newscasters and disc jockeys from the '60s and '70s.





*Linda H. Halisky, Interim Dean*

## Dean's Message

As the summer has slowed things down a little and given us time to reflect, I find myself pleased with the CLA's progress this year. With state higher education funding finally stabilizing, we have been able to hire 12 new colleagues, move forward on two exciting new initiatives, and, perhaps most encouraging, to plan in a more predictable way for our future well-being.

Our new hires will strengthen a number of departments hardest hit by the substantial budget reductions of the last several years: Art and Design, English, Graphic Communication, Modern Languages and Literatures, Philosophy, Political Science, Psychology and Child Development, and Social Sciences. And, we look forward to the successful recruitment of at least 18 more new colleagues during the coming academic year. These will address faculty

shortfalls in additional departments: Ethnic Studies, History, Journalism, and Music.

With the welcome support and assistance of Interim Provost Detweiler and President Baker—and through the Herculean efforts of a number of the CLA faculty and staff—we received university-wide approval for a new major in Comparative Ethnic Studies this spring. It has been exceptionally gratifying to watch plans come together for this long-awaited major and to receive such strong and broadly based support from many campus constituencies.

In collaboration with Student Affairs and the University Diversity Enhancement Council, the CLA also moved forward on a First Generation Initiative aimed at developing campus-wide understanding of the particular needs of the increasingly large percentage of our student body, who are the first in their families to attend college. Plans are in place to build upon this good start during the upcoming year.

Additional plans for next year include the start-up of two new programs: our newly approved Institute for Policy Research and the recently approved master's degree program in History. We are also looking forward to planning and inaugurating the first phases of a multifaceted interdisciplinary Center for Latin American Studies.

With the sturdy assistance of our interim associate dean, Debra Valencia-Laver, and the continuing and able support of the CLA staff, I look forward to the challenges and triumphs of the coming year.

My best wishes to all of you.

*Linda H. Halisky*







ON AIR

# KCPR 91.3

KCPR 91.3 FM has ranked with some of the most successful programs endorsed over the years by the university. The station's contributions go far beyond the boundaries of the campus and its potential is ever evolving. Cal Poly Radio boasts famous alumni, is recognized as one of the top 50 college-format radio stations in the nation, and represents the very best of the learn-by-doing philosophy.

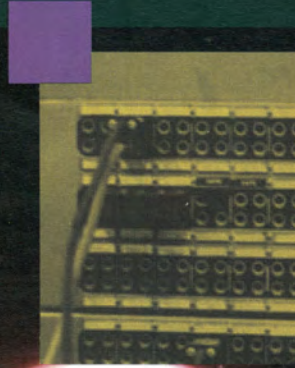
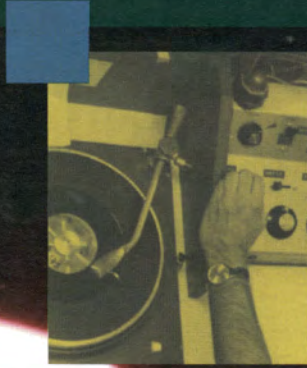
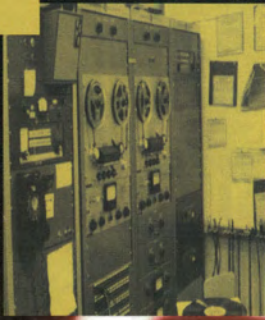
But in recent years the station has fallen into disrepair, as both the facility and the technology have become inadequate for a growing Journalism Department and demanding, more tech-savvy students.

Indeed, KCPR has come to need some C.P.R., but exciting developments have infused it with a new energy and attitude. Capitalizing on a longtime, amicable working relationship with ClearChannel and its local AM affiliate, KCPR's broadcast signal will soon be its strongest ever. Preparations are underway to move the station antenna and transmitter from their current location on nearby Radio Hill to Cuesta Peak (atop Cuesta Grade—perching the tower almost 2,100 feet higher), which will enable KCPR to be heard throughout San Luis Obispo County and into northern Santa Barbara County. The result will certainly expand the station's potential audience. More importantly, it will present an opportunity to expand programming to reflect and serve the diversity of those new communities being reached. KCPR is positioning itself to become a community resource prized for eclectic programming.



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Even more exciting is the bold initiative to build new studios and office space for the station, which is being undertaken by the Journalism Department with generous assistance from the College of Liberal Arts and the Cal Poly Provost's Office. Sometime in 2006, KCPR will move from the second to the third floor of the Graphic Arts Building, to be located adjacent to the recently renovated CPTV television studio. The new location will enable the two broadcasting units to combine efforts to produce compelling, live, broadcast-quality news, and talk and entertainment programs, as well as accommodate the station's growing popularity and contemporary needs. An equally ambitious fund-raising initiative for technology purchases is currently underway, with former deejays and current friends of KCPR coming through in fine style.

Things are literally looking up for KCPR, with the relocation of the antenna to a taller peak and, as the station readies to take itself to a higher level—both physically in terms of a new station on the third floor and programmatically for anyone who makes their way to 91.3 on the FM dial. Stay tuned!



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## Fran Durekas Named 2005 Honored Alumna

The College of Liberal Arts is proud to announce Fran (McIntyre) Durekas as our 2005 Honored Alumna. Durekas completed her coursework in Human Development in 1991. She is the founder and chief executive officer of Children's Creative Learning Centers, a child-care company that has provided early childhood education and quality child care to employers and families nationwide since 1992. Clients include Intel, Yahoo, Oracle, Electronic Arts, Sybase, Stanford University and the University Corporation for Atmospheric Research in Boulder, Colorado. She has also developed programs for several Bay Area cities.

Durekas is the founder and chief executive officer of Children's Creative Learning Centers, a child care company that has provided early childhood education and quality child care ...nationwide since 1992.

Durekas has been in the child-care industry for 19 years and has been active in state and national child-care organizations, including the National Association for the Education of Young Children and the National School-Age Care Alliance. She is also active in several other organizations, serving in a variety of positions, including vice president of membership of both the Young Entrepreneurs Organization and One Small Step, a Work/Life organization; advisor to Stand for Children; and a member of Cal Poly's Psychology and Child Development Department advisory board. She has been a frequent presenter in that department's Annual Career Symposium and has provided generous support to its programs and students.

Durekas will be feted at Cal Poly's annual Homecoming celebration November 4-6. This year's theme is "Homecoming 2005: Forever Green and Gold."

All Honored Alumni are invited back to campus for Homecoming to be recognized by their former departments and colleges, the Alumni Association, and the university.

The celebration will begin at the Honored Alumni Awards Banquet on Friday evening. On Saturday morning the annual Homecoming Parade will be held in downtown San Luis Obispo, followed by the pre-game Mustang Corral Tailgate BBQ and Wine Tasting on the Richard J. O'Neill Green (near the Orfalea College of Business). In the afternoon the Mustangs play the Eastern Washington Eagles in the Homecoming football game at Mustang Stadium. Sunday morning features an all-alumni breakfast in Chumash Auditorium.



2005 CLA Honored Alum Fran (McIntyre) Durekas

## PAST AWARDEES

Gretchen Bataille ENGL '66 (2004)  
 Mary Crebassa SCOM '79 (2003)  
 Lee Sapaden POLS '72 (2002)  
 Peggy Peterson SOCS '59 (2001)  
 Mary LaVenture JOUR '77 (2000)  
 Mark Coudray GRC '77 (1999)  
 Barbara Raines JOUR '93 (1998)  
 Nevada Barr ENGL '74 (1997)  
 Brian Lawler GRC '76 (1996)  
 Mary Harris POLS '80 (1995)  
 Ralph Hinds JOUR '63 (1994)  
 Robert Coltrin ART '86 (1993)  
 Paul Simon JOUR '73 (1992)  
 Dorothy Newell JOUR '77 (1991)  
 Robert Leveque GRC '77 (1991)



# College of Liberal Arts Honor Roll of Donors

Those recorded here have demonstrated their strong support to the College of Liberal Arts. Their contributions show confidence in our programs, faculty, staff, and mission. The college recognizes them for their generosity and thoughtfulness. The Honor Roll is compiled from donations made during fiscal year July 1, 2004, through June 30, 2005. Omissions may be the result of donations being recorded outside this fiscal year.

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## Scholarships Awarded to CLA Students

The Cal Poly Financial Aid Office reported that 340 students from the College of Liberal Arts were awarded \$1,069,526 in scholarships during the 2004-05 academic year.

The CLA expresses its gratitude to the many donors who make these scholarships, awards and endowments a reality. Your contributions show your affirmation of the mission of the college and the university.

Although giving more than \$1 million in scholarships is truly an accomplishment, the number of student recipients represents only about 12 percent of our enrollment. We still have a long way to go to increase and maintain funding options for current and incoming students.

Some of these scholarship winners are featured in this newsletter. We wanted you to have the opportunity to "meet" some of the individuals who benefit from your generosity.

For more information regarding contributing to or establishing an endowed scholarship or award, contact the CLA Advancement Office at (805) 756-5722.



## Cal Poly Scholars Program Rewards Excellence

The Cal Poly Scholars Program was established in 2001 to ensure that the university attracts and retains the most qualified students. The scholarship is granted to outstanding first-time freshmen, giving preference to National Merit Scholars.

Cal Poly's ability to bring these students to campus enables the university to maintain and enhance its reputation. Many of our accepted students have competing admission offers, often from private universities with substantial endowments. By providing merit scholarships to our top applicants, Cal Poly can remain the university of choice for the leaders of tomorrow. In addition to the annual financial award, Cal Poly Scholars receive special presidential recognition as well as individualized attention and support throughout their undergraduate careers.

Each Cal Poly Scholar receives an undergraduate scholarship, renewable for up to four years of continuous enrollment. When fully implemented, each of Cal Poly's six undergraduate colleges will have four Cal Poly Scholars, one each in the freshman, sophomore, junior and senior classes. The annual cost to support one Cal Poly Scholar is \$8,000.

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## CLA English Major Named Cal Poly Scholar

With a passion to help students build the skills needed for future success, Melissa Smuck is currently in the process of establishing a tutoring program that links Cal Poly students with local junior high school students. "My hope is to gather volunteers from all majors who are interested in community service, gaining experience in a classroom, and helping children," says Smuck. The third-year English major is a Cal Poly Scholar in the College of Liberal Arts.

Smuck thoroughly enjoys the opportunities and environment provided on campus. "The atmosphere of Cal Poly truly makes a difference," she says. "I cherish the personal attention I receive from my professors and other university staff."

She is also pursuing a psychology minor. Upon graduation, Smuck wants to continue her education with graduate studies and pursue both multiple-subject and single-subject teaching credentials.

Smuck is thankful for the financial support Cal Poly has provided through the Cal Poly Scholars program. She says, "I hope to continue showing my appreciation by trying my hardest in all of my endeavors and contributing to the university community."

For the past two years, the CLA Cal Poly Scholars program has been generously funded by the Leach Family Foundation, managed by Maggie and Bob Leach.



*Melissa Smuck (ENGL)  
 College of Liberal Arts  
 2003-04/2004-05 Cal Poly Scholar*

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## FANS Scholarship Supports Theatre Student

FANS (Friends and Alumni Network of Supporters of the Cal Poly Theatre Program) created the J. Murray Smith Scholarship in the spring of 2005. The scholarship is named after one of the founding faculty members of the Theatre Program. Smith taught theatre and speech at Cal Poly from 1960 to 1981. This scholarship is administered through the Cal Poly Financial Aid Office and is designated for a lower division student who is committed to promoting all aspects of theatre as art.

The first recipient of this award is Stephanie Agron, a theatre junior from Carmichael. Agron has performed in the Theatre & Dance Department's main stage productions *Macbeth* and *Living Stones*. She is also a member of the Cal Poly improv troupe Smile 'N' Nod, with whom she performed last summer in Scotland.



Stephanie Agron (TH), J. Murray Smith FANS Scholarship recipient, seen here in the Theatre & Dance Department's spring performance, *Macbeth*.

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## Piano Scholarship Awarded for 2004-05



*Alex Kato-Willis (MUSIC), recipient of the Ralph R. Wilmar Classical Piano Scholarship*

The Ralph R. Wilmar Classical Piano Scholarship was established in 1991 for students studying classical piano. A fitting recipient, Alex Kato-Willis, from San Luis

Obispo, has studied piano since he was six years old. "My aspirations fall in the field of a pianist/composer," says Kato-Willis. To date, he has composed more than 40 pieces.

A junior in the Music Department, Kato-Willis says, "My life goals have been greatly shaped by association with Dr. Spiller [W. Terry Spiller, Chair, Music Department]. He has continued to be a mentor who has suited my musical sensibilities to a standard that is unequalled."

Appreciative of the scholarship, Kato-Willis says, "In a world of overpriced music books, the scholarship I received has greatly helped me financially. Monetary support cannot be overestimated when it is given to a university student. But perhaps, more than the financial aspect of these recognitions, the scholarship shows confidence in my artistic endeavors."

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## Doc Stapleton Scholarship Supports Graphic Communication Student

"Doc was the kind of guy you liked the moment you met him. He always had a big, infectious, warm smile," said his friend and co-worker, Jim Wright.

Doc Stapleton was an employee of MacMillan Bloedel Paper Sales (now Norske Canada), when he died unexpectedly in 1995, at the age of 42. The company and his friends joined together to hold a golf tournament to raise money for a scholarship in his honor. They selected the Graphic Communication Department to host the award because of Doc's passion about printing and his belief that "Cal Poly grows upcoming generations of printing students." Nine tournaments later, Norske Canada has raised more than \$115,000 for the fund.

The recipient of the 2004-2005 Doc Stapleton Scholarship is senior Graphic Communication major Adam Toqu from Concord. "For two years, I have been the recipient of the Doc Stapleton Memorial Scholarship, which finances a large part of my education," says Toqu. "I cannot express how grateful I am to know that the financial side of school is taken care of and, at the same time, to be free to take advantage of unique college opportunities such as University Graphic Systems." UGS is a student-run printing enterprise operated through the Graphic Communication Department as a part of the Cal Poly Foundation.

Toqu is currently the pre-press manager for UGS, where he uses what he learns in class to produce printed pieces for the campus and the San Luis Obispo community.

"Through the Doc Stapleton Scholarship, Norske Canada is able to support the future while remembering leaders of the past," Toqu says.



*Adam Toqu (GrC) was awarded the Doc Stapleton Memorial Scholarship.*

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## Ramos Scholarship Supports Journalism Students



Carrie McGourty (JOUR), winner of the George Ramos Scholarship for Journalism Excellence

Thomas Wolfe wrote, *You can't go home again*. Not true for Journalism alumnus George Ramos.

Ramos graduated from Cal Poly in 1969 and went on to a career as a reporter, editor, bureau chief and columnist with the *Los Angeles Times*. By the time he left Los Angeles to return to Cal Poly to head the Journalism Department in April 2003, Ramos was a three-time Pulitzer Prize winner.

In 1998 Ramos established a scholarship to promote journalism excellence. He said, "This is the place that gave me my start in the news business. I want to give back to the department by assisting a student who is interested in investigative reporting."

Ramos added, "I was very pleased when the 2004-2005 scholarship was awarded to Carrie McGourty. Her reporting, editing and producing of the 'Silent Generation' documentary, which doubled as her senior project, was 'learn-by-doing' in the best sense of the Cal Poly educational experience." The 40-minute documentary explored the parallels between student reaction during the Vietnam conflict and the current war in Iraq.

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## John S. Maher Funds CLA Scholarship

Even though John S. Maher didn't attend Cal Poly, his family connections with the university and the College of Liberal Arts are strong and deep. All three of his children, one of his sons-in-law and his daughter-in-law attended Cal Poly.

Their positive educational experiences led Maher to create a permanent award in 2000.

The 2004-2005 recipient of the John S. Maher Scholarship is Konstantin Pletnev-Veller, an English major. Pletnev-Veller grew up in Moscow, immigrating to the United States at the age of 10 with his family.

After graduation from Cal Poly, he plans to continue his education and earn a master's degree in English, then go on to medical school in the San Francisco Bay area. "The financial assistance has allowed me more time to pursue my education," says Pletnev-Veller. "It is truly a gift."



*Konstantin Pletnev-Veller (ENGL), recipient of the John S. Maher Scholarship*

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 Joycelynn Wilcoxson  
 Keith A. and Amy Lyn Wiley  
 Jodi L. and William Wilkie  
 Leighton M. Willard  
 Brent T. and Vicki A. Willey  
 Diane M. and Gary R. Williams  
 James B. Williams  
 Kurt R. Williams  
 Michael E. Williams  
 Willow Ridge Ranch  
 Amanda P. Wilson  
 Heather M. Wilson  
 Tracy Wilson

Billy C. and Jane Wineinger  
 Elizabeth D. Wineman  
 Loa L. and Brian K. Wintz  
 Eldee E. Wittstock  
 Jeana G. and Erik Wolfe  
 Kane C. Wong  
 Charles E. and Susan K. Wood  
 Marcy W. Woolpert and John Rourke  
 Lynda J. Wootan  
 Katherine C. Worsham  
 Joseph N. and Diane D. Wunderlich  
 Kimberly F. Wurster  
 Shelly Wyatt  
 Carol and Charles Yacobian  
 Donald K. and Linda Yamakawa  
 Jacqueline R. and Daniel T. Zaida  
 Liziel L. Zapata  
 Mary F. Zaun  
 Kelly C. Zieger  
 Frederick A. and Janet S. Zietz  
 Monica L. and Pete F. Zucker



## College of Liberal Arts 2004-2005 Endowments

Alice Parks Nelson Orchestral Endowment	Herb Kamm Scholarship Endowment
Alice Parks Nelson Scholarship Endowment	Janet Lee Memorial Award Endowment
Allen and Susan Minker CLA Endowment for Student and Faculty Collaboration	Janet Lee Memorial Scholarship Endowment
Ann and Gordon Getty Award Endowment	Jay Curtis Memorial Program Endowment
Astrid and Craig Russell Scholarship Endowment	Jay Garner Memorial Scholarship Endowment
Beatrice Rice Scholarship Endowment	Jim Hayes Journalism Scholarship Endowment
Bert and Wanda Weeden Graphic Communication Scholarship Endowment	Joan P. Akeyson Theatre Endowment
Brian Dammeyer Pacific Printing Industries Endowment	John H. Lynn Political Science Award Endowment
Byzantium Quasi Endowment	John Mendenhall Scholarship Endowment
CLA Faculty Development Endowment	John S. Maher Scholarship Endowment for College of Liberal Arts
Cal Poly Band Scholarship Endowment	John and Judy Doyle Endowment
Cellular One Scholarship Endowment	Jon M. Ericson Founders Scholarship for London Study Program
Charles L. Massingill Graphic Communication Endowment	Kodak Professional Photo Scholarship Endowment
Class of 1971 Trust Fund Endowment	Kristin King Morana Scholarship Endowment
Clifton Elroy Swanson and Pauline Thompson Swanson Endowment	Carolyn and Larry Voss Music Scholarship Endowment
Collegians' Jazz Scholarship Endowment	London Scholars Quasi Endowment
Dan Krieger History Award Endowment	Loren Russell Scholarship Endowment
Darren E. Loyd Photography Scholarship Endowment	Lucian Morrison Memorial Scholarship Endowment
Denise Waters Art Award Endowment	Margaret & Herman Bender Music Endowment
Doc Stapleton Memorial Scholarship Endowment	Michael Cunningham Graphic Communication Endowment
Arlene and Everett Chandler Ethnic Studies Endowment	Martha Michel Music Scholarship Endowment
Erna T. Knapp Endowment	Mary Lou Hughes English Scholarship Endowment
FANS/Kathleen Fisher Memorial Scholarship Endowment	Michael Koehn London Study Scholarship Endowment
FANS/J. Murray Smith Scholarship Endowment	Moon Ja Minn and Paul T. Suhr Dance and Music Award Endowment
Frank M. Paiva Endowment	Music Department Memorial Award
Graphic Communication Student Enterprise Endowment	Nina and James Mobley Scholarship Endowment
George C. Beatie Memorial Award Endowment	Philip C. and Jean M. Haines Endowment
George Ramos Scholarship for Journalism Excellence Endowment	PrintNation.com Endowment
Gerry and Peggy Peterson Sound Design Endowment	Ralph E. and Florence B. Welles Scholarship Endowment
Graphic Communication Endowment	Robert C. Detweiler History Department Endowment
Graphic Communication Scholarship Endowment Fund	Roger Siminoff Research Professor from Industry Endowment
Graphic Design Endowment in Art & Design	Ronald V. Ratcliffe Award Endowment
Greg and Jane Hind Scholarship Endowment	Russell Cummings Engineering and Music Minor Scholarship Endowment
Gutenberg Society Endowment	Scitex/Adobe Student Scholarship Endowment
Guy H. Thomas Memorial Scholarship Endowment	Sonia Sandoval Memorial Dance Award Endowment
Herold Gregory/Blake Printery Endowment	Sonia Sandoval Memorial Modern Languages & Literatures Award Endowment
Harold P. and Rosalie Davidson Award Endowment	String Music Scholarship Fund Endowment
Hank Apfelberg Graphic Communication Endowment	Terry Bell/ColorGraphics Endowment
Hans Veeder Scholarship Endowment	Tevis Fund for Visiting Artists in Music
Harold and Rosalie Davidson Memorial Music Scholarship Endowment	Tomczak-Carter Dance Scholarship Endowment
Ron and Katherine Harper Flexography Endowment	Virginia Polin Vocal Scholarship Endowment
Professor Harry Sharp, Jr. Forensics and Speech Communication Endowment	Vocal Studies Scholarship Endowment
	Wallace H. & Nina K. Granger Endowment
	Ward J. Estelle Memorial Endowment

## A W A R D S

The College of Liberal Arts

### Richard K. Simon Faculty Awards for 2004-2005

- Outstanding Teaching:  
**Mark Roberts, English**
- Outstanding Scholarship:  
**Michael Miller, Art & Design**
- Outstanding Service:  
**Don Ryujin, Psychology and Child Development**

### Cal Poly Recognition Awards to CLA Faculty

- Cal Poly Distinguished Teacher of the Year: 2004-2005, **John Hampsey, English**
- Cal Poly Faculty Advisor of the Year: **Lorraine Donegan, Graphic Communication**
- Cal Poly Faculty Woman of the Year: **Mary Armstrong, Women's Studies**

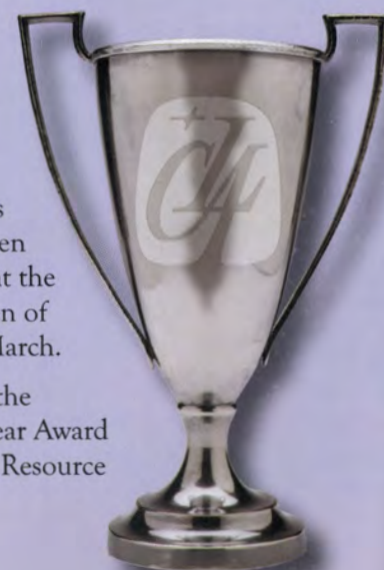
### California Faculty Association Distinguished Lecturer Awards

- **Lewis Call, History**
- **James Cushing, English**

### Other Awards

- **Linda H. Halisky**, Interim Dean of the College of Liberal Arts and English professor, was named as a recipient in the Women in Education category at the Cuesta College "Women of Distinction" event in March.

**Halisky** was also given the Administrator of the Year Award by Cal Poly's Disability Resource Center.





## Graduating Seniors Honored For Their Excellence

One of the highlights of every school year is the opportunity to recognize outstanding students. The College of Liberal Arts honored its outstanding graduating seniors at its year-end reception held in June. Faculty nominated students in each of the CLA Senior Recognition Award categories. Faculty, student representatives and the associate dean made the final selection of the award winners.

- Sarah Grieve (ENGL; PSY Minor) won in the category of Academic Excellence. She placed second this year in the university-wide creative writing contest for her poem "Interested?" and is noted for her community service project, "Reading is a Must-ang!"
- Michelle Griffith-Jones (POLS, International Affairs Concentration; ECON Minor) was recognized for her Contributions to the Objectives and Public Image of the College. She was President Baker's selection as delegate to the Summer 2004 Panetta Institute.
- Dianne Hardcastle (POLS) won for her Contributions to the Objectives and Public Image of the University. Among Hardcastle's achievements considered in choosing her for this honor were the Diversity and Affirmative Action Award in 2003 and the Cal Poly President's Service Award.
- Kathy Anderson (HIST; Minors in Women's Studies and Anthropology-Geography) earned the award for Service to the Community based on her involvement in local and national history. Anderson was also a summer intern with the Smithsonian National Museum of American History in Washington, D.C.
- Also recognized was Ashley Wolf (JOUR, Concentration in Public Relations; PSY Minor) who won the Land Family Quest For the Best Award. Ashley was the student editor of the CLA Journal *Moebius*, a reporter for the *Mustang Daily*, and an intern with the San Diego Museum of Art.

## Bianca Rosenthal Receives the Order of Merit



*Hans J. Wendler, Professor Rosenthal, Interim Dean Linda H. Halisky at the Order of Merit ceremony*

Bianca Rosenthal, Professor of German in the Modern Languages and Literatures Department, received the Cross of the Order of Merit of the Federal Republic of Germany on October 21, 2004. The Order of Merit is awarded to select individuals who support and promote German culture, language, and traditions through distinguished personal achievement. Germany's consul general in Los Angeles, Hans J. Wendler presented the award to Rosenthal during a reception at Cal Poly's President's House.

Rosenthal was being honored for her academic endeavors and enduring contributions in fostering positive relations between Germany and the United States, and for strengthening cultural ties between the two countries.

A native of Munich, Rosenthal earned a Ph.D. in 1970 from the University of Washington, and came to Cal Poly in 1971 to develop and teach the German language curriculum. Through her tutelage, the program has expanded and now enrolls more than 200 students annually in German courses.

Rosenthal has written and edited textbooks for McGraw-Hill, Houghton Mifflin, Random House and California's Department of Education. She has served as associate editor of the modern German literature journal, *Germanic Notes and Reviews*. Rosenthal is also the author of the book, *Pathways to Paul Celan: A Chorus of Discordant Voices*, which examines comparative perspectives and international repercussions of Celan's poetry.

Rosenthal served as resident director of the California State University International Program in Heidelberg and Tübingen, Germany. She has received numerous honors and awards, including grants from the Fulbright Commission and the German Academic Exchange Service to study in Germany. She has made numerous presentations on German literature and language in a variety of countries.



# Dean's Advisory Board

The College of Liberal Arts Dean's Advisory Board was formed in spring 1995 with the goal of advocating the importance of a liberal arts education.

The all-volunteer board members work cooperatively with the dean, associate dean, and college advancement director to provide advice and counsel; to promote the goals and objectives of the CLA to our alumni, parents, industry contacts and local community; to promote an understanding of the distinctive role of the liberal arts at a polytechnic institution; to aid the dean in seeking public and private support for our programs; and to assist in providing a greater breadth of educational opportunities to our students.

If you are interested in learning more about the CLA Dean's Advisory Board, visit the CLA Web site at: <http://cla.calpoly.edu>

## Dean's Advisory Board

### Note from Co-Chairs

Staying active and connected is the biggest reward of our involvement with the CLA Dean's Advisory Board. Following our attendance at Cal Poly, the College of Liberal Arts has continued its mission of providing a top-level education in an extremely interactive and personal setting. Although the campus itself continues to grow and modernize, and the



Mary Crebassa (SCOM '79)



Robert Mayhew (POLS '82)

faculty has changed somewhat, the spirit of learn-by-doing and the enthusiasm of the students and faculty remain strong. What we all loved about our tenure on campus is still alive and flourishing in the environment of the Central Coast.

The advisory board provides a unique opportunity to help guide the learning process as it relates to preparing the students for real world applications. It also raises our awareness of the challenges confronting the college and the university system in general as it prepares students for the demanding and internationally competitive work force that will be required to keep California, as well as U.S., industries competitive. Giving something back in the form of support to the school in the state budget process, participation in an advisory capacity, involvement in alumni groups and/or through direct financial contributions are all fulfilling ways of saying thank you for the positive role Cal Poly has played in our lives.

From the camaraderie with our fellow board members, who are both alumni and industry friends, to our positive interactions with the CLA students and professors, we remain satisfied knowing that we are giving back to an excellent college within an outstanding university. We hope that you feel the same way and that you will join us in becoming more involved with the CLA and Cal Poly this school year.

## College of Liberal Arts Advisory Board 2005-2006

- Linda K. Ashworth, BIO '74  
Music Interest
- Catherine (Cathy) A. Burnell, ART '80
- David B. Camp, POLS '79
- Arlene Chandler
- Everett Chandler, Cal Poly  
Administrator, Emeritus
- Keith E. (Eric) Chavez, SCOM '99
- Mary Aquino Crebassa, SCOM '79
- David G. Curtis, ART '82
- Jeanette M. Duncan, SOCS '91
- Bob L. Garrett
- James G. Gillivan, BIO '63,  
Music Interest
- Mary A. Harris, POLS '80
- Carolyn Johnson
- Leah Kalin
- M. Robert (Bob) Leach
- Robert A. Mayhew, POLS '82
- Steven B. Merrick, POLS '77
- Carl F. Meyer
- Kristin C. Morana, HIST '80
- Philip W. O'Neil, ENGL '82
- Rigoberto J. Pena-Rankin, PHIL '00
- Peggy Peterson, SOCS '59 & ENGL '63
- Dante Quarante, ART '85
- Robin Voss Robinson, IE '85, MU Minor
- Lee Sapaden, POLS '72
- Judy Dolin Shafer, ART '81
- James N. Shelton II, BUS '80
- Kevin J. Smith, POLS '88
- Robert A. Starr, SOCS '80
- Mary Stuart, ART '87
- Bruce W. Thiel
- Bruce L. Tyler, GRC '71
- Adrian Vandenberg, Jr.
- Danielle J. Walters, POLS '87



## London Studies Program Widens Student Experience

Jon Ericson, retired dean of the former School of Communications and Humanities (now the College of Liberal Arts) founded the Cal Poly London Studies Program in the spring of 1984. His intent was to provide a study-abroad program for students of all majors—not just for students of the liberal arts.



*Jon Ericson, founder of the Cal Poly London Study Program*

Now in its 22nd year, more than 2,500 students have participated in the program along with over 150 faculty members. The quarter spent living in London has changed these students' lives, broadened their horizons, become an important part of their maturation process, and—many claim—been the most fun they have ever had.

Miriam Rabban is the London Studies Program coordinator and can be reached at [marabban@calpoly.edu](mailto:marabban@calpoly.edu) or (805) 756-6161.

## A London Studies Love Letter

**M**y first year as part of the London Study Program was 1985; it was the second group that went to London, and I had no idea that my participation in seven more programs would follow. In those first years we were in Kensington Square, near the Kensington Tube Station in the Westminster area of London. We had the use of a small private Catholic College called Maria Assumpta. The school was a beautiful enclave of quiet gardens, ancient oak staircases, nuns in their traditional black habits, and old clumsy classrooms in the center of bustling London. The college had a history of attachment to American students. It had educated some of the Kennedy children during the Second World War, while their father, Joseph Kennedy, was United States Ambassador to Britain.

In the late 1980s the director of the University Choir, Professor Tom Davies, took his singers to London on a regular basis. His presence was crucial to the quality of the early programs, and we sorely missed him when he no longer came to London. He was acutely aware of the city's rich musical offerings and made sure that serious music was a part of the program. More personally, in the late afternoon when my lecturing and student tours were finished, I often went to the dimly lit church at Maria Assumpta to listen to his choir practice. By simply listening, I believe I learned more about music, and choral music in particular, than I had ever gathered from my university courses.

Almost always while in London I have taught a course on the history of the city. As much as I have taught that course, it has never stopped being interesting. I see the city through the eyes of students who are seeing it for the first time, and it is as if each course is being taught anew each time. There is no greater joy for a teacher of history than to see students use the past to understand the world in which they live. In London that gratification is instantaneous.

In 1989 I served as Resident Director in London. I lived in the countryside and commuted on the train daily. Often after going to the theater with a group of students, and joining them in a post-theater pint to discuss the play, I would get to my village at midnight or 1:00 in the morning. I was younger then and could do it, but I would have to be up again at 6:00 a.m. to get the train back to the city. I had thought that living in the country would give me a chance to experience rural England, and, indeed, I was right, but in the end it was exhausting. Students of that year must certainly remember me as a bleary-eyed lecturer.

As I write this, I am looking at a photo that sits above my computer screen of the 1994 group. It is nearly 10 years ago now that we all stood on the steps in front of the University of London Union for that shot. Apparently, there was a "guest" that day. Unbeknownst to me, Prince Charles happened to be in the neighborhood, and, at the last moment, stood in the back row. It is a wonderful photograph, and as I look at it, I can say something I cannot say about my regular classes at Cal Poly: I remember all of you clearly. It is a great pleasure to look at your faces and imagine what your lives are like now and hope that your London experience served to enrich them.

*Tim Barnes*

Cal Poly History Professor  
Longtime Instructor in the London Study Program  
Interim Director of London Study Program 2004-2005



*1994 London Study Program – group photo. Prince Charles, seventh from left, back row.*



## Richard Keller Simon

Richard Keller Simon, English professor since 1988, died at his home in San Luis Obispo on April 4, after a two-year battle with mesothelioma, a cancer caused by exposure to asbestos. He was 60 years old. Simon is survived by his wife, Kathleen Waddell, and their son, Noah Simon Waddell.

Two weeks prior to his death, the CLA outstanding faculty awards were renamed the College of Liberal Arts Richard K. Simon Faculty Awards. Simon had initiated and successfully promoted the idea of the college awards in 1997.

Simon published two books. *The Labyrinth of the Comic: Theory and Practice from Fielding to Freud*, was published in 1986. The University of California Press published Simon's second book, *Trash Culture: Popular Culture and the Great Tradition*, in 1996. That same year, he received the Distinguished Teaching Award, Cal Poly's highest honor.

Simon earned his bachelor's and master's degrees from the University of Michigan in the 1960s, and his Ph.D. in Modern Thought and Literature from Stanford University in 1977.



*Simon, an innovative professor often used hats to prove literature from the past is rewritten for today's pop culture.*



*Smith at the annual Retired Faculty and Staff Luncheon, 2003*

## M.E. "Gene" Smith

M.E. "Gene" Smith passed away in San Luis Obispo, May 8. He was 93. Smith attended UC Berkeley in the late 1920s, where he studied American and East Asian history.

Smith taught in the Social Sciences Department beginning in 1946, and served six years as chair. In 1971, he was appointed chair of the newly formed History Department, where he stayed until his retirement in 1974. While teaching, Smith was also the Cal Poly tennis coach from 1947-1954, and later served a four-year term as faculty athletic advisor.

A world-class tennis player, Smith held many titles and competed in international tournaments, including Wimbledon in 1939, where he reached the quarter-finals in both singles and doubles. Smith was inducted into the UC Berkeley Athletic Hall of Fame in 2001.

A decorated World War II veteran who was awarded both the Bronze Star and the Air Medal, Smith served as the language team leader during the Luzon campaign and, when discharged, had obtained the rank of major.

Smith leaves behind his wife and two step-daughters.





**Sue Childers-Kraft**  
Director of CLA Advancement

## Advancement Director's Message

In 2004 the College of Liberal Arts had a banner year and a successful close to our Centennial Campaign advancement efforts. The seven-year Cal Poly Centennial Campaign ended December 31, and not only did the CLA reach our \$12 million advancement goal, we actually surpassed it by \$6 million, a 150 percent success story!

We had a very successful year in major gifts (\$5,000 and above), and I want to thank all of you who made such generous donations to the college. Many of these gifts were the very first of their size ever made to many of our 17 departments and programs and are critical to enriching the lives of the CLA's students. In fact, during the entire campaign, the CLA received 144 major and planned gifts. We view these—and all donations—as an affirmation of your commitment to our college's mission.

Our campaign accomplishments are in great part the result of hard work by the CLA's dedicated volunteers and personnel: the CLA Campaign Board (led by Bob Leach, parent of Megan Leach [PSY

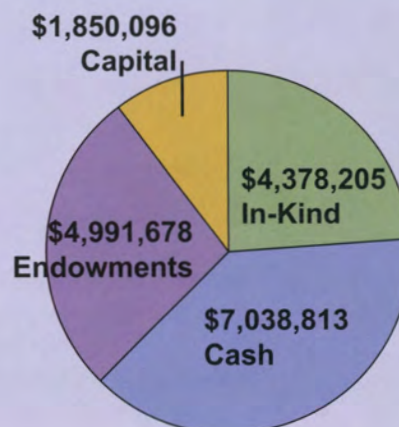
'01]), our Dean's Advisory Board (co-chaired by Mary Crebassa [SCOM '79] and Robert Mayhew [POLS '82]), department chairs, faculty, and staff. I am grateful to all of you, and want to take this opportunity to express my personal appreciation for your constant support and assistance.

Now that we have closed the Centennial Campaign, we have a great opportunity ahead of us. The strategic planning for the college's future and subsequent advancement goals are critical in continuing our momentum while maintaining our strong commitment to our students. Events in 2005-2006 include our annual Valentine's Tea, two advisory board and development subcommittee meetings, a tapas and tango fund-raising event for the Dance Program, the Dean's Donor Recognition Dinner, and a regional event in the Portland area hosted by alumnus John Bartizal (SCOM '90). There are also ongoing individual department events and lectures scheduled throughout the year that showcase our wonderfully talented students and dedicated faculty.

I feel very fortunate to have become acquainted with many of you during my travels and project work, and want to thank you for your generosity, hospitality, and outstanding service to the college. If you have advancement or fund-raising ideas you would like to share with me, please feel free to contact me. I can be reached in the CLA Advancement Office, 805/756-7022, or by e-mail at [schilder@calpoly.edu](mailto:schilder@calpoly.edu).

Note: The CLA Honor Roll of Donors—a complete list of all donations received by the college during the 2004-05 fiscal year—begins on page 7.

### CLA Centennial Campaign Giving (1998-2004)







# CAL POLY HOMECOMING & PARENTS' DAY

NOVEMBER 3-5, 2005

## Friday, November 4

Visit open classes taught by College of Liberal Arts faculty. See the CLA Web site at <http://cla.calpoly.edu> for more information.

- 10:15–11:15 a.m. Tour the Journalism Department's broadcast facilities for KCPR 91.3 FM radio station and CPTV, the television laboratory. (PP)\*
- 11:10–1:00 p.m. "The Greening of Print." Lecture and tour of the Graphic Communication Department labs. (PP)\*
- 11:30–12:30 p.m. Tour the Journalism Department's broadcast facilities for KCPR 91.3 FM radio station and CPTV, the television laboratory. (PP)\*
- 11:30–12:30 p.m. At the Music Department, hear Dr. Paul Rinzler's University Jazz Band I practice, followed by a tour of the music facilities and a sneak preview of the Davidson Music Center renovation plans. (PP)\*

## Saturday, November 5

- 9:00–10:30 a.m. Hike to the "P." Guide is English professor Steven Marx, who teaches the class "Cal Poly Land: Nature, Technology and Society" (PP)\*
- 10:00 a.m. Homecoming Parade in downtown San Luis Obispo.
- 1:00 p.m. Alumni Association 10<sup>th</sup> Annual Wine Tasting—(At the Tailgate BBQ) (AR) \$\*
- 1:00 p.m. Mustang Corral Tailgate BBQ—at the Richard J. O'Neill Green, Cal Poly. Featuring music by the Cal Poly Jazz Band. (AR) \$\*
- 4:00 p.m. Cal Poly vs. Eastern Washington Homecoming Football Game—Mustang Stadium (AR) \$\*

## Sunday, November 6

- 8:30 a.m. All-Alumni Breakfast—Chumash Auditorium (AR) \$\*

\* (PP) = Pre-registration required with Parents Program, (805) 756-6700  
 (AR) = Pre-registration required with Alumni Relations, (805) 756-2586  
 \$ = Payment required

# CAL POLY



College of Liberal Arts  
 Cal Poly  
 San Luis Obispo, CA  
 93407-0320

### Change Service Requested

Please note: If addressee is no longer at this address, please send his or her current address to [alumni-info@calpoly.edu](mailto:alumni-info@calpoly.edu)