

# COLLEGE OF *Liberal Arts*

FALL / WINTER, 2000 • Volume 2, No. 1

## Language Lab Leaps Into 2000

For a decade, the Modern Languages and Literatures Department dreamed of replacing its rusty cassette tape lab with a digital facility. In 2000, that dream became a reality.

Willy and Vreni Borner, parents of Cal Poly student Nicole Borner who minored in German, supplemented Cal Poly funds for the project. "The Borners' donation has enabled us to get the lab up and running as soon as possible," said Bianca Rosenthal, chair of the department.

According to lab project director John Thompson, "It replaces our traditional tape recorder and headphone language laboratory."

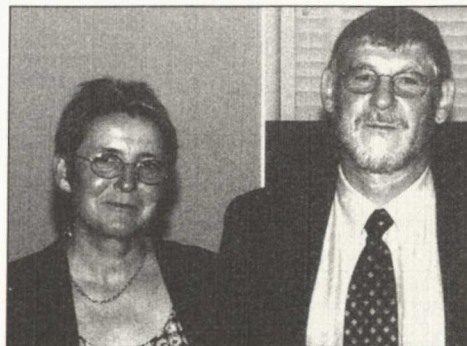
Officially the Poly Lingual International Resource Center (PIRC), the lab is a multimedia teaching and learning facility, complete with a ceiling projector, stereo speakers, and a new Canon digital document camera so instructors can integrate visual and audio aids into their classes.

The PIRC contains 22 Dell PCs in a local area network, powered by a high-end video and audio server for the easy storage and use of digitized versions of films, slides, music, language tapes and other media.

What's next? The department, thanks to yet another Cal Poly Plan grant, will install 15 Apple

G4s in an adjoining room to serve as a Multimedia Development Lab.

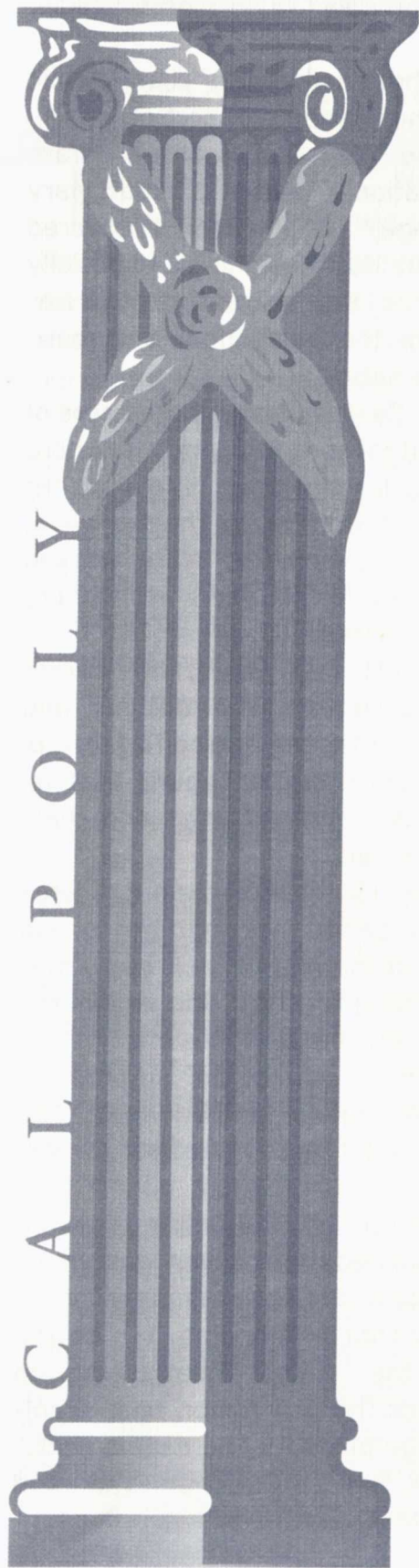
The grant will also make available specialized software packages allowing students to learn several Asian languages. Finally, the facility will be fitted with a satellite dish and will subscribe to the international educational television system SCOLA (which shows news and other copyright-free programming from many countries).



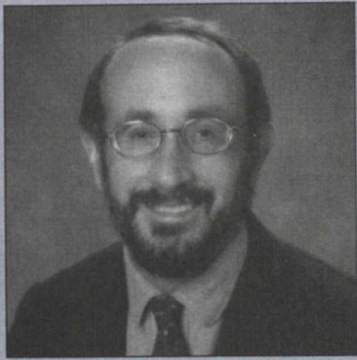
Willy and Vreni Borner

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### Dean's Message

I am often asked why the College needs your support. After all, California pays the bills, right?

Well, not all the bills! This newsletter shows how gifts and endowments enhance learning. Read the story on former dean Jon Ericson's gift to London Study. Or, look over the article on the Borners' assistance to the Modern Language and Literature Department's Poly Lingual International Resource Center.

Without such help, both study abroad and media-rich instruction would be luxuries that only students at selective private schools could enjoy.

Of course, there is much more in this issue. We have also profiled students, graduates, and faculty so we can reflect on how liberal arts leads to an enriched life. Enjoy!

Harry Hellenbrand

## Mary La Venture: Pageant Master

Mary La Venture, CLA's Outstanding Alumna for 2000, began college in Home Economics. One day her teacher stated, "In this class, there is only one way to do a hem." Okay, Mary thought – now what do I do?

She changed her major to Photojournalism, then Public Relations, and finally Speech Communication . . . sort of.

When she attended Cal Poly in the '70s, the Theatre program was housed in Speech Communication. Theatre is what Mary loved. Her first role was in "Front Page," and she soon discovered

a talent for designing, especially costumes. She also did public relations for the productions and managed ticketing.

After Cal Poly, Mary shot photos of off-road races in Baja and elsewhere for sports magazines. She kept her dream of working in theater alive, however. Eventually, Mary worked for Disney for six years in millinery and costumes.

The last four years, her career has blossomed. She designs and crafts headpieces for the Pageant of the Masters in the Laguna Festival




**Mary La Venture  
(JOUR)**

of Arts. In the off-season she works on animatronics and characters for a new Disney project in Japan.

For the Pageant, Mary creates over 150 headpieces out of latex and buckram. After being costumed, performers go to her for wig caps. Then they receive makeup and the rest of their costumes. Finally they return to Mary for finishing touches. She enjoys the challenge of transforming 3-D persons into 2-D illusions.

The Pageant runs for two months during the summer in Laguna next to the Playhouse on Laguna Canyon Road. The theme this year for the tableaux is "California Dreamers: Artists, Innovators, and Explorers."

Mary is a passionate supporter of Cal Poly's Theatre Department. She has frequently lectured there, given workshops and arranged for student internships in the entertainment industry. Ten years ago, she was instrumental in founding Friends and Alumni Network of Supporters for the Cal Poly Theatre Program (FANS). The group helped to develop the new major, raise scholarship funds and develop long-range plans for the department.

It is no wonder that the Theatre, Speech Communication and Journalism Departments all claim Mary as theirs! 



# The Write Way: Faculty and Alumni Talk About Writing

## *Novak Illustrates Technical Writing With Ease*

Professor Matt Novak (English; Technical Communication Certificate director) believes that explaining the inner workings of a computer, creating product ads and writing and illustrating children's books all have something in common.

"They're all forms of technical communication," Novak said. "In each case, you want to show off the best features and benefits of your product."

Novak has led the Technical Communication Program since 1989. Since then, the technical writing profession has exploded, and the program's approximately 120 graduates have reaped its benefits.

"Two-thirds of our graduates are non-English majors, but all who want to work in the field are employed," Novak said. "Companies such as IBM complain that they can't recruit enough people from our program."

Novak himself is the poster boy for technical communication. He started out with a degree in Electrical Engineering, went on to get a bachelor's and master's in English, and finally a Ph.D. in English with a concentration in Technical Communication.

True to his belief that almost everything you communicate is technical communication, Novak applies his theories to what he does for fun — writing and illustrating children's books. "I'm telling a story in a non-intimidating way about real-life situations, and I want the child to enjoy both the story and the illustrations."

**College of Liberal Arts Newsletter**



**Illustrations by  
Matt Novak**



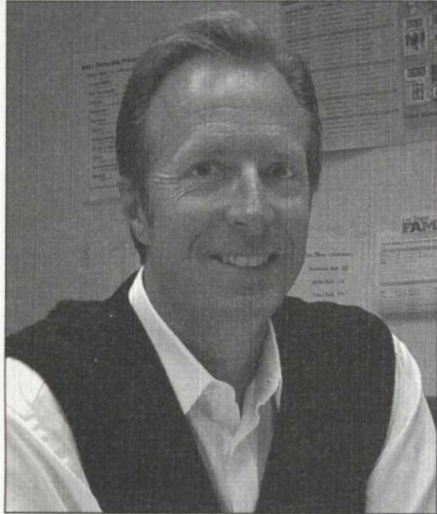
The 20-plus books he has created, are clearly important to thousands of children, mostly ages 4 to 8, who have enjoyed his highly entertaining stories and vivid illustrations, which he created on his computer.

When asked what he wants to accomplish at Cal Poly, Novak answered, "I'd like to teach students that learning in and of itself is fun and rewarding, even without the financial advantages that the Technical Communication Program can offer."



# Steven Churm: From Journalist to Publisher

Ten years ago, former journalism student Steve Churm moved from working in the news to the profit-and-loss side of publishing for a challenge. He purchased *The Metropolitan Journal*, a business publication in Orange County, and quickly trans-



**Steve Churm**  
(JOUR)

formed it. He added glossy color to attract advertisers, beefed up the quality of writing and increased publication to 26 editions a year.

Even though earlier times were tough, often payroll to payroll, he had a vision

and stuck to it. *OC Metro*, with a readership of 500,000, is now the flagship among nine magazines in Churm Publishing, including *OC Family*, *Inland Empire Family*, *Las Vegas Family* and several Southern Californian golf publications.

His success required mastery of all sides of publishing. For this he credits Cal Poly's *Mustang Daily*, where he worked in sports and news and was co-editor in '76-77. He says he doesn't know where he'd be without the mentoring of Jim Hayes and a fantastic peer group that included Jim Sweeney and Kevin Falls.

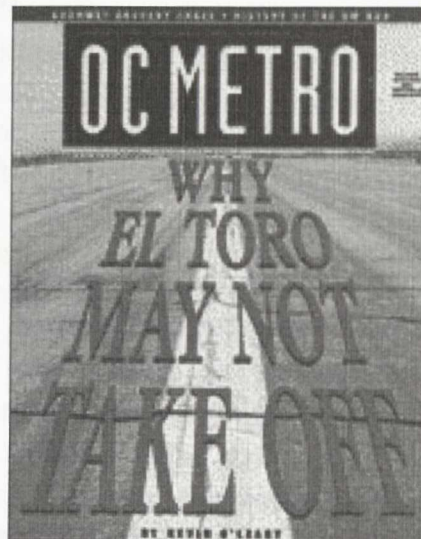
After Cal Poly, Steve worked for *The Telegram-Tribune* in sports and news. In the '80s he did stints at the *Los Angeles Times* and *The Orange County Register*. He

fondly remembers covering the '84 Olympics. Over time he learned the value of close collaboration with photographers since the quality of their work often determined the placement of his story.

One of Churm's most recent innovations is *OC Family*, a parent-oriented publication with social, personal, recreational and psychological features. Its format became the template for his ventures in the Inland Empire and Las Vegas.

"Free publications like these," he said, "live by advertising and the quality of articles." Thus, he holds open houses for writers and meets with universities and community groups to identify issues.

He credits much of his success to his staff's chemistry. They number over 45 and face many challenges from task to task, including deadlines.



**OC Metro has a  
readership of 500,000 in  
the Orange County area**

And for fun, as if work were not so? Steve coaches youth soccer, which his three children enjoy, and he and his family ski and travel. Next, Steve plans to involve Churm Publishing in more reading projects in Orange County. 🏠



# Advancement News

## Thanks From The Director Of CLA Advancement

A special thanks to each of you who have helped advance the vision of liberal arts at Cal Poly. We had a banner year in Advancement. A big thank you goes to our wonderful cadre of Advisory Board members, who are to be commended for their untiring dedication and service to the College. They are the reason that the CLA Advancement program has been so successful this past year. I also want to thank the many other volunteers who helped with events throughout the year. We could not do it without you. I also want to recognize Terry J. San Filippo, who is our public affairs/events coordinator, for her wonderful work. Also a warm welcome goes to Wanda Modisette, our new office assistant. Wanda comes to us from the Texas A&M-Extension Service.

We had a wonderful year in fund-raising. Our Cal Poly Fund for CLA resulted



**Sue Childers-Kraft**

in a 19 percent increase over the previous year, which is terrific. We had a whopping increase in cash gifts of 107 percent over the previous year. Many individuals stepped forward with gifts of stock and securities and gifts of real estate for many of our programs.

We are in the process of recruiting volunteers for the CLA's Centennial Campaign committee and hope to have the members on board for the campaign kick-off when "Open House Presents Poly Royal" in April, 2001.

I have met many of you while on my travels and look forward to meeting more of you. We can be reached by phone at (805) 756-7022 and/or e-mail Wanda:

[wmodiset@calpoly.edu](mailto:wmodiset@calpoly.edu),  
Terry:

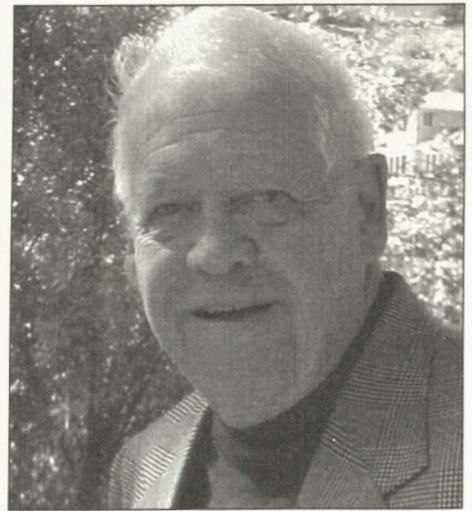
[tsanfili@calpoly.edu](mailto:tsanfili@calpoly.edu), or  
Sue:

[schilder@calpoly.edu](mailto:schilder@calpoly.edu).



## London Study Thrives With Endowment Funds

The College of Liberal Arts-sponsored London Study Program continues to outpace other overseas study options nationally and at Cal Poly. Twenty-three hundred participants have spent a quarter in London since the program began in 1984. This year, 140 students attended either the fall or spring program.



**Jon Ericson has established a London Study Endowment**

One reason for the program's popularity is its emphasis on adapting the courses offered to the city of London itself. For instance, the music course is Musical Theatre in London, which

**London Study  
continued on page 6**



# Wind Orchestra Tours Australia and New Zealand

In late June, the Cal Poly Wind Orchestra, directed by Bill Johnson, completed a whirlwind tour of the lands Down Under. Generous donors, band members and family helped to underwrite the trip to New Zealand and Australia.

Opening the tour in the Symphony of Winds concert in Auckland Town Hall in New Zealand, the orchestra memorialized Larry Voss with a striking performance. Bill Johnson confided, "For 10 years, I have dreamed of having these people hear a live performance of a mature American university wind band. For many I believe it was a life-changing experience."

Next, the group performed in the Michael Fowler Center in Wellington before a crowd of over 1,000 people, including a contingent from the U.S. Embassy.

In Australia, the orchestra did the finale for a youth concert at the Sydney Opera House. Johnson reported that the musicians were "technically flawless." Johnson said that their best



## Wind Band Members Down Under

concert was James Barnes' "Symphony No. 3" in the Sydney Town Hall on June 29.

Between venues, the players petted koalas, faced off with 'roos, goggled a croc', feasted on Maori food and toured the cities and nearby nature reserves. David and Cordelia Rackley, Pamela Johnson, and Paul Rinzler assisted on the trip. 🦘

## London Study, continued from page 5

draws upon the rich tradition and availability of performances in the area.

Shakespeare in London is another popular course. Attending performances of the Bard at night, students study the text by day. All students take a class that examines the history, culture and institutions of London.

Over 130 faculty have taught in the program, the great majority having come from CLA. This past year, eight faculty from Cal Poly taught in either the fall or spring program. Also, four British instructors were added to the London faculty this year.

This year London Study added an advancement program to raise money for student scholarships. Jon Ericson, the former CLA dean who founded London Study in 1984, has endowed one such scholarship. Another of the endowments, the Michael Koehn Memorial Scholarship, honors a 1997 London participant who died the following year.

Anyone interested in assisting with London Study's development program should contact London Study director John Snetsinger by phone at (805) 756-5969. 🦘

## COLLEGE of LIBERAL ARTS Upcoming Events

Homecoming 2000  
October 20-22, 2000  
Honored Alum: Mary La  
Venture (Jour '77)  
Parade, FANS/Honored  
Alum Luncheon,  
CP vs. Davis football

Open House Celebrates  
Poly Royal  
April 20-22, 2001  
and  
CLA Career Forum  
April 21, 2001  
Performing Arts Center



# College of Liberal Arts Honor Roll of Donors

The people recorded here have brought strength 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, 1999 through June 30, 2000. Omissions may be the result of a donation being recorded outside this year.

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# Local Photographer Teams Up with Blake Printery and GrC to Produce Folk Photography Book

Every so often a milestone is reached worthy of attention by all facets of society. Such an achievement has been realized in the soon-to-be-released book, *Folk Photography: Poems I Have Never Written*, by nationally renowned Atascadero photographer Joe Schwartz.

Harvey Levenson, head of the Graphic Communication Department, said, "Those of us who worked on this project see Joe Schwartz as one of the most important humanist artists of the 20th century."

Spanning 1930 through 1980, the book includes 335 images, making it one of the largest collections of social historical photographs to be compiled in one publication by a



Courtesy of Joe Schwartz

single photographer.

The publication was produced in duotones on high quality archival paper at Blake Printery in San Luis Obispo. Levenson said, "The quality of the final product will be superb, reflecting the technical expertise of a number of well known graphic arts organizations that have joined forces."

*Folk Photography: Poems I have Never Written* was produced on an Apple Macintosh G3 computer. Adobe software, including PhotoShop version 5.5, was used for copy preparation, duotone adjustments and overall image manipulation. Creo Inc. provided platemaking consultation for pro-

ducing the plates on Cal Poly's Creo Trendsetter computer-to-plate system. No film was used in production of the book, which adds to its high resolution.

The advanced technology of Blake Printery's Heidelberg Speedmaster 74 made possible the high-quality print reproduction, and the thermal

plates for the book was provided by Kodak Polychrome Graphics. The Xpedex and Potlatch companies provided the archival Mountie Matte, 80# White Text and Mountie Matte 80# White Cover paper. Blake Printery, one of the highest quality printing companies in California, performed all pre-flighting and is printing the book. Cal Poly faculty and students consulted on the project from its inception.

Professor James A. Miller, director of the Africana Studies Program at The George Washington University in Washington, D.C., said, "Joe Schwartz speaks and writes with an unabashed sense of nostalgia for the past, particularly about the streets of urban Brooklyn that he once knew. What makes his images so compelling is his clear-eyed and clear-headed insistence upon the inherent dignity of human beings in spite of their dire economic conditions."

For book availability, contact El Corral Bookstore at 1-800-367-0771.

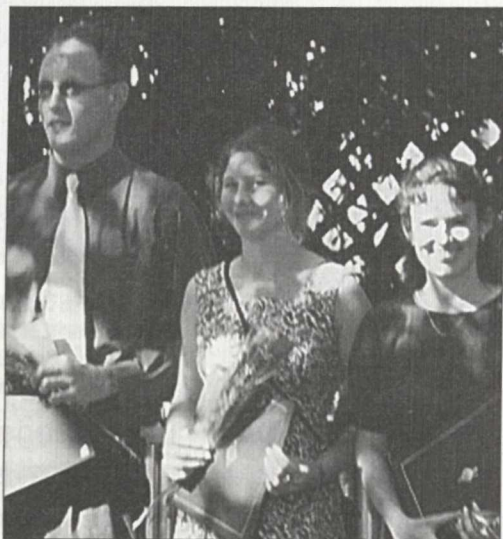


Courtesy of Joe Schwartz



## CLA Students Win System and Campus Honors

One of the purest joys each spring is celebrating the accomplishments of graduating seniors. In May, graduating Music major and pianist Stuart Uyeda garnered first place in the undergraduate Division of Humanities and Letters in California State University's statewide annual student research competition.



**Nicholas Shantar (PHIL),  
Hannah Chase (ENGL),  
and Brandy Wagner (ENGL)**

For his project, titled "The Enigmatic Elegance of Sumaya's Maximus Redemptor: Recovering a Lost American Gem," Stewart reconstructed a musical composition by Manuel de Sumaya from colonial Mexico. Stewart's adviser, Craig Russell is a previous recipient of the CSU Outstanding Professor Award.

The College of Liberal Arts Senior Recognition Awards went to seven outstanding graduates. Three students shared CLA's Academic Excellence Award. Nicholas Shantar is the first philosophy major to receive this prize. His faculty nominator wrote that "Nicholas consistently shows a remarkable ability to focus on the issue at hand." Nicholas is headed east, to Boston University School of Law.

The two other recipients of this award were English majors – Brandy Wagner and Hannah Chase. Brandy co-edited *Byzantium*, the literary annual jointly produced by CLA's Departments of English and Art&Design. Hannah's faculty nominator wrote that, "She had achieved academic excellence not just because she is gifted with a fine mind, but also because of her deep respect for the intellectual." Both graduated summa cum laude.

The awards for Contributions to the Mission and Objectives of the University went to Anne-Marie Devine (SpC) and Lisa Barnicoat (POLS).

A representative sample of Anne-Marie's contributions includes serving as Cal Poly's student representative to the City of San Luis Obispo, as well as serving on the ASI Board of Directors, the ASI Executive President's Staff, the Commencement Committee and the Student Affairs Committee.

Lisa was one of three students nominated in 1999 by the California State Student Association to serve as student trustee on the CSU Board of Trustees. For her senior project, Lisa wrote the strategic plan for the California State Student Association, and in ASI she has served as Director of Special Projects ('96-97) and Director of Legislative Affairs ('97-98).

A parallel award for Contributions to the Mission and Objectives of the College of Liberal Arts went to Sally Lord in Political Science. Sally served as an extraordinarily successful president of the CLA Student Council and as first violinist with the Cal Poly Orchestra. She maintained being on the Dean's List and participated actively in the Political Science club. She also volunteered regularly with the San Luis Obispo Humane Society and Botanical Gardens. After a July wedding, Sally began employment at Los Angeles City Hall.

Another June Political Science graduate, Matia Magoulas, received both the College's Senior Recognition Award and Cal Poly's President's Award for Community Service. A year ago Matia organized Cal Poly's first Hunger and Homelessness Awareness Week. She has also served as co-director of Beyond Shelter, Cal Poly's service club that helps the homeless in San Luis Obispo.



# Outstanding!

## Faculty Honored and Recognized

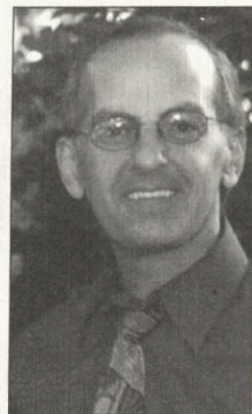
The end of the year college awards ceremony at the Dallidet was bittersweet this May. CLA recognized not only several outstanding achievers but also a critical corps of faculty who are retiring in fall 2000.

Winner of the award for Outstanding Teaching was Associate Professor Paul Hiltbold in History. He came to Cal Poly from Oklahoma State University in 1988, and since then has won four teaching awards. His fields of specialization include Iberian and Spanish History; in fact, he led a group of Cal Poly students to Spain this summer. He also has been active in reforming the campus' General Education program.

Philosophy professor Laurence Houlgate has won the award for Outstanding Scholarship. He arrived at Cal Poly 21 years ago. Since then he has been a force behind the creation of Family Ethics, an important new sub-area in philosophy; he has published several books and articles in this area. He has also developed international interest in an area he calls "the philosophy of family law."



**Dianne Long**  
(POLS)



**Al Schnupp**  
(TH&D)

This year, the College honored two faculty for service, Professors Dianne Long (Political Science) and Al Schnupp (Theatre and Dance). Since Dianne began at Cal Poly in 1982, she has served as chair of Political Science, director of Women's Studies and director of the Center for Practical Politics. Her community service includes serving as project director of the Consortium for Rural and Agricultural Human Service Research, a project that focuses on welfare-to-work programs.

Al came to Cal Poly in 1988 and has served as head of Theatre and Dance since 1993. He has directed over 15 productions at Cal Poly and published several plays.

Through Al's tenacity the Theatre major was created; he actually wrote the proposal himself and carried it through many revisions.

The College also honored these distinguished faculty who are retiring: Robert Christenson, Randal Cruikshanks, David Englund, Robert Gish, Russell Lascola, Carroll McKibbin, Steve Mott, Max Riedlsperger, Marilyn Rice, John Russell, Harry Sharp and George Suchan. 🏆

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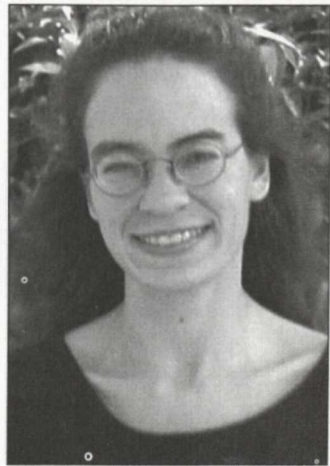
### CLA Student Awards, continued from page 16

This year Matia served as Coordinator of Special Events for Student Community Services. Like Lisa, Matia designed a senior project to hone her practical political skills. She created a summit meeting for City of San Luis Obispo department heads and Cal Poly vice-presidents to identify more service and service-learning opportunities for Cal Poly students in the local community.

Each year Cal Poly Arts recognizes achievements in the arts by students. This year's Achievement in the Arts Award went to Mark Sitko for his performances in several leading roles in main-stage productions and his creation

of "Smile and Nod," a popular improvisational group that plays every weekend in San Luis Obispo. Mark has also served as president for Alpha Psi Omega, the Theatre Department's club. Cal Poly Arts' Service to the Arts Award went to Stuart Uyeda for his participation in nine Music Department ensembles, his leadership of the Music Department club, and his service to the Music Department's recruiting and advising programs, the Cal Poly Plan Music Advisory Board and Theatre productions. 🏆





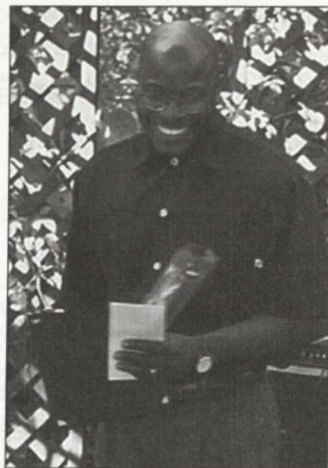
**Michele Abba**  
(MU)

**O**n May 30, at the College's end-of-year reception, Michele Abba from the Music Department was honored with the College of Liberal Arts Staff Award for Outstanding Achievement.

Michele has become highly skilled at creating the department's

Web page, student recruiting materials, the department newsletter "Soundboard," recital programs, press releases and even CD covers.

Kurt Brown from Art&Design received the Staff Award for Continuing Excellence. A technician in Art&Design, Kurt not only maintains inventory and repairs equipment for the 100-plus students enrolled in scheduled labs each quarter, he also helps students skillfully and patiently as they complete projects in open hours.



**Kurt Brown**  
(Art&Design)

Kurt also successfully maintains a strong relationship with Art&Design alumni, often connecting them with current students in search of internships. 🐸

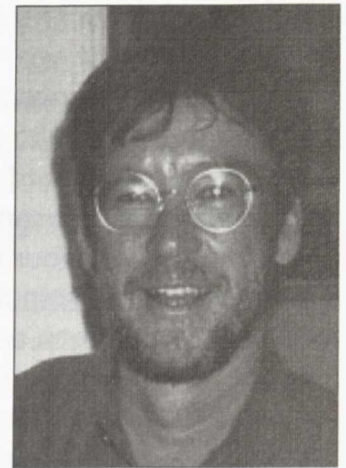
**D**oug Smith taught in the English Department at Cal Poly, from 1977 until his death. He is remembered here for his professional work as teacher, scholar, administrator, innovator and guide.

His teaching fostered creativity, initiative, collaboration and practical application. Some of his stu-

dents' projects, like programs teaching children about sickle cell anemia and AIDS, have been used in hospitals and social welfare agencies all over the world.

Doug Smith's approach to technology, though scientifically informed and always current, was profoundly humanistic. He regarded hypertext and multimedia as new forms of communication that could be understood and controlled with the traditional concepts of rhetoric. His pioneering extension of technology was accompanied by a healthy scepticism and a critical awareness of its dangers.

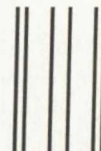
Doug Smith devoted great effort to awakening his colleagues to the promises and threats of the computer revolution as well as to mentoring those who wished to participate in it. He coached Professor Kathleen Lant, who in turn trained and inspired many people in the English department and the College of Liberal Arts and went on to a post as Instructional Computing dean at CSU Hayward. 🐸



**Doug Smith**  
**March 25, 1947 -**  
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# CLA Alumni, Parent & Friend Update

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Degree \_\_\_\_\_ Department \_\_\_\_\_

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Professional News (i.e., promotions, publications, work, awards) \_\_\_\_\_

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