



CAL POLY ROSE FLOAT WINS VIEWERS' CHOICE AWARD

THE CAL POLY UNIVERSITIES' 2009 Rose Float, "Seaside Amusement," won the inaugural KTLA Viewers' Choice Award for the Tournament of Roses, receiving 3,219 votes out of a total of 10,618 submitted.

The float was built by students at Cal Poly in San Luis Obispo and California State Polytechnic University in Pomona.

Parade fans cast their votes at www.ktla.com/roseparade. At this site, they were able to view video of the Rose Parade, see the floats again, or catch the parade in its entirety for the first time if they missed it on television.

The Cal Poly float is the only entry in the annual Tournament of Roses parade that is designed, built and decorated solely by students and volunteers – a tradition that dates to 1949. Students in the Rose Float programs at each campus build half of the float. Cal Poly, San Luis Obispo's half is trucked to the Pomona campus in November.

Students, parents, alumni and volunteers put the finishing touches – including flowers – on the float in Pasadena during "Deco Week" before the New Year's Day parade.

"Seaside Amusement" featured a working Ferris wheel, a roller coaster and a parachute drop. Cal Poly planted more than 2,000 marigolds and asters to use on the float.

The Cal Poly universities' 2008 float, "Guardians of Harmony," won the parade's Fantasy Trophy. □

CAL POLY ADDRESSES SCIENCE AND MATH TEACHER CRISIS

CAL POLY IS SEEKING to make a strategic impact on science, technology, engineering and mathematics (STEM) education in California with a new model for teacher preparation. The College of Education, the College of Science and Mathematics, and the Liberal Studies Department are joining forces to create a premier program that will attract top students into science and math teaching.

"The nation is facing a crisis," said Cal Poly President Warren J. Baker. "We are not producing or retaining enough science teachers to keep up with national demand. This compromises our nation's scientific infrastructure and severely impacts our economy."

Cal Poly is a national leader in preparing undergraduates for careers in the STEM professions through a learn-by-doing approach that extends inquiry-based, experiential learning to real world problems. "The university can impact this national crisis by expanding our leadership and approach across all levels of the STEM education system," said Provost Robert Koob.

"This new partnership will make Cal Poly one of the top schools in the nation for STEM teacher preparation. This emphasis complements our other excellent credential and graduate programs," said Dean Phil Bailey of the College of Science and Mathematics and Dean Bonnie Konopak of the College of Education. Look for more details in future campus publications. □

$$\begin{aligned} \log(A B) &= \log A + \log B \\ \log(A \div B) &= \log A - \log B \\ \log(A^n) &= n \log A \\ \log_b a &= \frac{\log_c a}{\log_c b} \end{aligned}$$



PROFESSORS AND STUDENT PART OF GATES-FUNDED PROJECT

TWO CAL POLY AGRIBUSINESS PROFESSORS and a student are taking part in a UC Davis research project on improving child nutrition in developing countries and plan to travel to Africa this summer as part of their work.

Jenni James, along with fellow agribusiness Professor Marianne McGarry Wolf and student Morgan Howe-Cobb, will

‘THERE IS SO MUCH HUNGER IN THAT PART OF THE WORLD... I DON'T THINK IT HAS TO BE THAT WAY’

perform market experiments for a cost-effective, fortified peanut butter-like nutritional supplement to improve nutrition for children and women in impoverished nations. The supplement, LNS, is a lipid-based nutrient supplement.

The aim is to determine if the product is priced affordably and whether there are other issues influencing consumers' willingness to buy it.

James, Wolf and Howe-Cobb are just beginning preliminary work on their portion of the project, with a scheduled trip to Africa this summer. There, they will begin to assess market conditions in the study areas and to look for potential retailers with whom to partner for their research.

Visiting Africa will be a dream realized for James, who said she has a keen interest in battling the problem of hunger and malnutrition in impoverished countries there.

“There is so much hunger in that part of the world, and I don't think it has to be that way,” James said. “I want to do anything I can to make a difference. The possibility of my research helping to reduce hunger, even for a few people, is a big motivator for me.” □



CAED PROGRAMS RANK NATIONALLY

TWO PROGRAMS in College of Architecture and Environmental Design placed in the national 2009 DesignIntelligence survey.

The Architecture Department ranked third among undergraduate programs, up from fourth place the previous year. The program has made the nation's Top 20 list since 2003 with a ranking of sixth or better. The Landscape Architecture Department ranked 10th in the list of the nation's Top 20 undergraduate programs. The program has made the list since 2005, ranking as high as fifth in 2007.

The 10th annual survey queried leading practitioners from a cross-section of industries and regions about the programs they considered to be best overall and their satisfaction with new graduates. For more information about programs in the College of Architecture and Environmental Design, go to www.caed.calpoly.edu. □

CAL POLY RESEARCHERS REPORT ON ROBOTICS IN WARFARE

THE ETHICS + EMERGING TECHNOLOGIES GROUP at Cal Poly recently released “Autonomous Military Robots: Risk, Ethics, and Design,” a major report on the ethics of robots in warfare.

The 100-plus page report, funded by the U.S. Department of Navy, Office of Naval Research, addresses a range of issues, including current and predicted states of robotics, different programming approaches (top-down, bottom-up, etc.), just-war challenges, legal responsibilities, and other ethical concerns ranging from accidental deaths to robots' rights.

“The public is generally surprised when they hear how great a role robots are playing in the military,” said Cal Poly Philosophy Professor Patrick Lin, director of the research group and co-author of the report. “But there hasn't been much dialogue about the risks posed by these machines, especially as they are expected to be given more autonomy or a greater ability to make choices on their own, such as attack decisions.”

Additional co-authors of the report are George Bekey, special consultant in Cal Poly's College of Engineering, and Keith Abney of the university's Philosophy Department. Bekey, an emeritus professor at the University of Southern California, is founder of USC's robotics lab and author of the book “Autonomous Robots.”

For more information and to access the report, go online to <http://www.emergingethics.com>. □

CAL POLY NAMED TO PRESIDENT'S HONOR ROLL FOR COMMUNITY SERVICE

CAL POLY AND 15 OTHER California State University campuses were named to the President's Higher Education Community Service Honor Roll.

It's the third straight year Cal Poly has been named to the honor roll, which was created in 2006 to recognize colleges and universities nationwide that support innovative and effective community service and service-learning programs.

Cal Poly and the other CSU campuses are among 635 institutions nationwide named to the 2008 president's honor roll.

'NEARLY 50 PERCENT OF OUR STUDENTS NOW PARTICIPATE IN SERVICE, WHICH EQUATES TO 32 MILLION HOURS OF SERVICE...'

"I am proud of the outstanding service our students provide to their communities on a daily basis," CSU Chancellor Charles B. Reed said. "Nearly 50 percent of our students now participate in service, which equates to 32 million hours of service for an economic impact of \$624 million. Our faculty and staff are equally engaged, providing leadership and innovative teaching practices."

At Cal Poly, 9,500 students performed 223,525 hours of volunteer work in and around San Luis Obispo in the 2007-08 academic year, according to data Cal Poly's Student Community Services program collected for applications for the honor roll.

The state's official estimate for the value of one hour of volunteer work in the community is \$21.97, putting Cal Poly students' 2007-08 efforts at \$4.9 million. □

PUBLIC AFFAIRS WINS TWO GOLD CASE AWARDS

UNIVERSITY ADVANCEMENT and the Public Affairs of office received two gold medals in the annual awards competition sponsored by the Council for the Advancement and Support of Education, District VII.

The successful launch and membership drive of PolyLink, the new online community for Cal Poly alumni, won the top award for Best Social Media Campaign.

The free social and career networking site was jointly developed by Public Affairs, the Cal Poly Alumni Association, and Advancement Services, with support from Information Technology Services. To view PolyLink, go to <http://www.CalPolyLink.com>.

The second award was for Best E-mail Newsletter – for Update, which is edited by Teresa Mariani Hendrix. The monthly online publication goes to alumni, donors and other Cal Poly supporters. This is the second CASE award for Update, which also won a bronze medal in 2005.

"We are proud of this recognition for our efforts to focus on using electronic and new media to directly communicate with Cal Poly graduates, donors and other friends of the school," said Leah Kolt, public affairs director.

During PolyLink's first year of operation, marketing efforts drew more than 10,000 alumni members, she added. And Update reaches some 10,000 readers each month with news about the accomplishments of Cal Poly students, faculty and staff.

CASE District VII represents colleges and universities in the western region of the United States, including Arizona, California, Guam, Hawaii, Nevada and Utah. □



(L-R) Teresa Mariani Hendrix, Matt Lazier, Stacia Momburg, Leah Kolt, Scott Roark, Barbara Brunner and Mary McNally



MEL KAUFMAN

MEL KAUFMAN (SOCS '84), a linebacker on the Mustangs' NCAA Division II national championship team in 1980 and an eight-year veteran of the National Football League's Washington Redskins, passed away recently at home in Santa Margarita, just north of San Luis Obispo. He was 50 years old. No cause of death had been announced at press time.

Kaufman, inducted into the Cal Poly Athletics Hall of Fame in 1993, played in three Super Bowls with the Redskins. Washington won Super Bowl XVII following the 1982 season and Super Bowl XXII after the 1987 campaign. The team lost Super Bowl XVIII following the 1983 season. Kaufman also was a scout for the Redskins in Super Bowl XXVI after the 1991 season.

Kaufman retired from the National Football League in 1989. He started 78 of 91 games since making the team as a rookie free agent in 1981.

He was hired as linebackers coach at Cal Poly last spring and helped guide the Mustangs to an 8-3 record, a Great West Conference title, and their second NCAA Division I Football Championship Subdivision playoff berth.

"It's a tragedy. He was a compassionate man," said former Cal Poly head coach Rich Ellerson, who became head coach at Army in December. "I pray that the stress of the coaching business wasn't a contributing factor. He was just a good guy, a passionate guy, a Mustang." □

EDWARD C. SULLIVAN

EDWARD C. SULLIVAN, assistant dean and professor with the College of Engineering, passed away recently from metastatic melanoma. Surrounded by family, he was 64 years old.

A member of the Civil and Environmental Engineering faculty since 1989, Sullivan taught transportation engineering classes emphasizing traffic analysis and modeling, evaluation methods and traffic collision modeling. He also has been a lecturer at Northern Jiaotong University (also known as Beijing Jiaotong University) and a visiting professor at the Universidad Central de Venezuela.

Sullivan was recently honored by the Transportation Research Board in Washington, D.C., receiving the 2008 Frank M. Masters Transportation Engineering Award from the Transportation and Development Institute for his innovative research on road pricing.

He earned a bachelor's and master's degree in civil engineering from the Massachusetts Institute of Technology and a doctorate in civil engineering from UC Berkeley. Sullivan also earned an MBA from John F. Kennedy University.

While attending school in Boston, he met his wife, Donna. They were married for 43 years.

According to colleagues, Sullivan was a great scholar and true gentleman, always willing to share time and knowledge to help others. □

