

Wind orchestra raises funds for tour Down Under

If the dream of the Cal Poly Wind Orchestra's 65 student musicians comes true, they will be performing in Australia's famous Sydney Opera House this June.



The Wind Orchestra's French horn section

Performances there and at the Sydney Town Hall would be in response to an invitation received by Cal Poly Music Professor William Johnson from Henryk Pisarek, artistic director of the 11th annual International Music Festival Sydney, who wrote, "The [Cal Poly] Wind Ensemble has an international reputation and is considered one of the best wind ensembles on the West Coast."

Johnson hopes to lead the group in a tour of world-class concert halls in both Australia and New Zealand. The latter itinerary includes the Auckland Town Hall, The Michael Fowler Center in Wellington, and the municipal theatres in Hastings and Hamilton.

The musicians will stay in private homes on several nights

during the two-week trip to reduce its cost to approximately \$2,600 per student, or \$169,000 total. But as of *Cal Poly Magazine* press time, only about \$99,000 had been raised, with \$70,000 to go.

"We have an aggressive fund-raising plan," Johnson said. "But its success depends in great part on the continuing graciousness of our alumni."

Supporters are asked to consider sponsoring, or partially sponsoring, one or more members

of the ensemble, and if possible seek matching corporate funds. Donors at any giving level are welcome to travel with the orchestra at a cost of about \$3,200 (including hotel, breakfast, and dinner expenses).

Johnson sees such sponsorship as a positive thing for donors and students alike.

"A lot of people make donations to the university," said Johnson, "but they don't have that one-on-one contact with students. And for Cal Poly students to be performing in the Sydney Opera House is extraordinary — it's the concert venue of the world.

"In 1975, then-Cal Poly President Robert E. Kennedy saw fund-raising for what was

then known as the Cal Poly Symphonic Band as one of the university's first efforts to seek private funds," recalled Johnson. A considerable amount of money was raised for the first music tour to Vienna, with subsequent tours following in 1983 and 1988 to Geneva and Japan, respectively.

On one blue-painted wall of Johnson's office hang three framed resolutions issued by the California Legislature, commending the band for those three tours.

Johnson is keeping space open for a fourth resolution. **CP**

Note: To contribute, call Johnson at 805/756-2556 or contact him via e-mail at wjohnson@calpoly.edu.



The Auckland, New Zealand Town Hall (Photos provided by William Johnson)

Experts give "one thumb up" to movie industry

The cast was impressive.

A legendary film director, award-winning screenwriters and producers, an entertainment journalist, a ratings systems expert, an anti-censorship advocate, and a government attorney looking into the state of today's movies.



Director John Frankenheimer assesses Hollywood today. (Photo by Tony Hertz)

This panel of Hollywood insiders and an audience of several hundred movie buffs gathered at Cal Poly in the fall for the film forum, "The Good, the Bad, and the Movies."

Topping the list of experts was John Frankenheimer, director of films such as "The Manchurian Candidate," "Seven Days in May," and "Ronin." He was joined by screenwriters Nicholas Kazan ("Reversal of Fortune" and "Bicentennial Man") and Robin Swicord ("Matilda"); *Variety* editor Peter Bart; Joan Bertin, executive director of the National Coalition Against Censorship; Elayne Blythe, founder of the Film Advisory Board Inc.; Federal Trade Commission attorney Linda Stock; film producer Lawrence Turman ("American History X"); and Bernard Weinraub, *New York Times* entertainment

reporter. The forum was moderated by Cal Poly film professor John Harrington.

The panelists' review of the current state of the multi-billion-dollar movie industry was, at best, one thumb up.

Most agreed that the financial side of the film business has too much control over the movie-making process.

"Creating innovative films is difficult because studios would rather rely on tried-and-true formulas expected to score big at the box office," Frankenheimer said. "There are so many forces working to bring whatever idea you started out with down to a common denominator that will open big the first weekend."

Screenwriter

Kazan said audiences ultimately dictate the type of movies that will be made because they "vote with

their money." Weinraub agreed that where film quality and moral content is concerned, the audiences have the final say in a film's or star's success or failure.

"The Good, the Bad, and the Movies" was sponsored by Cal Poly as the second of its ongoing series of public forums discussing topical issues.

Forum director Herb Kamm said the forums "are essentially a means of improving communication between the university and the community and world beyond."

Plans are under way for a forum featuring newspaper and television columnists and pundits this spring and one in the fall focusing on elections. **CP**

Cameras and action

"The Good, the Bad, and the Movies" followed on the heels of the seventh San Luis Obispo International Film Festival, directed by local attorney Mary Harris.

An international film festival in small-town San Luis Obispo? An attorney?

That's right. The annual 10-day festival, which draws hundreds of people and Hollywood cast and crew members, is produced by Cal Poly alumna **Mary Harris (POLS '80)**.

In 1993, Harris turned a lifelong fascination with movies into a yearly celebration of the best and most interesting



Mary Harris (Photo by Laura Dickinson)

films of the past. She manages to pull off a success each year while maintaining her thriving practice as an attorney specializing in intellectual property.

"I wanted to help bring to San Luis Obispo the movies I loved watching while I was growing up," Harris said. "It's been both challenging and very rewarding."

Over the years, film luminaries such as directors Delbert Mann ("Marty"), Robert Wise ("The Sound of Music"), actors Ernest Borgnine and Jonathan Winters, and cinematographer Vittorio Storaro have attended the festival to talk with audiences about their work.

Harris expects the film festival to continue into the next century, bringing the magic of movies to future audiences. **CP**





Biosphere 2 Center Enables Environmental Studies

Last fall, seven Cal Poly students studied the Earth's ecosystems in a 3.1-acre greenhouse in Arizona's Sonoran desert. The Biosphere 2 Center, operated by Columbia University, offers a textbook example of Cal Poly's "hands-on" experience for students. That educational philosophy is why Columbia University invited Cal Poly to become a partner institution. The Center's purpose is researching the impact of humans on the planet and the Earth's changing environment. Biochemistry student Becky Sweeney (left foreground) studied ways to preserve private land that is home to important species such as black bears, jaguars, and prairie dogs. The other Cal Poly students were (left to right) Greg Tamblyn (Biology), Julie Hopper (Biology), Chris Schmauch (Art and Design), Travis Mann (Biology), and Shelly Shaul (Biology). Not shown is Shelly Lapcevic (Biology). CP

Learn while having fun at April's Open House

Student organizers promise there will be something for everyone at "Discover the Power of Poly," the seventh annual Open House on April 14-16.

Activities on Friday, April 14, will focus on prospective students who have been accepted for fall quarter. These students and their families will see and hear firsthand what the university, the individual colleges, and the faculty and staff have to offer them.

A must-see on Friday is the resource fair, where attendees can pick up information about almost every aspect of campus life, such as financial aid, health and psychological services, athletics, and many others.

Saturday is the day the campus and its students will showcase their excellence to the general public. Educational displays, student club booths, a rodeo, a tractor pull, music, and stage shows are there for the looking and learning. And remember to come hungry so you can sample the food, representing many cultures, that student clubs sell.

Some alumni-related activities, including the second annual Open House Alumni Golf Tournament, are being planned for Sunday.

For additional information, contact the Open House Hotline at 805/756-2764. CP

Vision for future campus is goal of Master Plan Update

What will the Cal Poly campus look like in 2021?

A team of planners, with input from the campus and community, is working to answer that question during a three-year Master Plan Update process.

"Balancing land uses with enrollment demands is our key challenge," according to Linda Dalton, vice provost for institutional planning, who is leading the Master Plan effort.

"The guiding principles of the Master Plan are drawn from Cal Poly's mission as a polytechnic university with a residential campus," said Paul Zingg, provost and vice president for academic affairs. "We must plan for facilities and

spaces that support the social and physical developmental needs of our students as well as their intellectual growth. Coupled with that is the need to help meet the state's expected Tidal Wave II of students."

In mapping out future land uses, the Master Plan team is exploring some of the 500 recommendations made by 10 task forces, including:

- Developing a student-friendly/learner-centered instructional core that would be compact, use the land more effectively, and increase open space
- Maintaining outdoor teaching and learning laboratories
- Protecting environmentally sensitive areas

- Increasing the student residential community to minimize community impact and providing services for those students
- Improving circulation and access to the university.

"The Master Plan will be designed to meet emerging needs of our academic programs," Dalton said. "Colleges and departments have identified areas for program growth so the Master Plan can include appropriate buildings, laboratories, and technology to meet those needs."

The revised Master Plan will be presented to the CSU Board of Trustees for approval in spring 2001. **CP**



New Lab Center Opens for College of Engineering

Dean Peter Lee hosted more than 100 donors, faculty, staff, and students at the fall grand opening of the College of Engineering's Advanced Technology Laboratories (ATL) building. The \$4 million laboratory complex is the first academic facility on campus funded entirely without state funds. The 17,000-square-foot ATL includes applied research and interdisciplinary lab space, computer workstations, multimedia innovations, and the latest technological equipment. Funding was provided by the National Science Foundation, the W.M. Keck Foundation, Litton Industries, St. Jude Pacesetter, Northrop Grumman, Parsons, IBM, Fluor Daniel, Tandem Computers and Hewlett-Packard. (Photo by Laura Dickinson) **CP**

Lessons for Life Offered by Respected Journalist at December Commencement



Learning, living, and loving well are what life is all about, according to Herb Kamm, San Luis Obispo Tribune editorial writer and special assistant in Cal Poly's University Advancement division.

Almost 1,100 graduates were moved by his keynote Dec. 11 commencement speech, "My Gifts for the Millennium," a personal account of his life and times as a 65-year career journalist. Kamm served as writer and editor in New York for 25 years, and was managing editor of New York's World Telegram and executive editor of the World Journal Tribune. Later he became editor of the Cleveland Press, editorial director of the city's CBS-TV affiliate, was elected to the Cleveland Journalism Hall of Fame, and was hailed as "Mr. Cleveland" for his civic involvement. At Cal Poly he has been adviser to the Mustang Daily and the driving force behind public forums on the media and film (see story on page 14) that have drawn national figures as panelists.

(Photo by Tony Hertz) CP

EXTRA CREDIT

CAL POLY• **We're #1 again . . .**

U.S. News and World Report has named Cal Poly the best public undergraduate university in the West for the seventh consecutive year, and again calls the College of Engineering the top engineering school in the country among those that don't have doctoral programs.

• **Perfect score . . .**

Meeting all 52 criteria for accreditation, the professional Bachelor of Architecture program was re-accredited for a full five-year term by the National Architectural Accrediting Board.

• **Isn't technology wonderful? . . .**

Computers, and the people programming them, are simplifying students' lives. Students are now able to create class schedules via the Web 24 hours a day, seven days a week, through POWER (POLY WEB Registration), and then register online as well . . . More than 1,600 new students last fall took advantage of an online book-ordering system, allowing them to order their books prior to arriving on campus. Returning students can also order books online.

• **Award-winning market . . .**

The Campus Market (formerly the Campus Store) was renovated last year, and its re-design earned a 1999 Commendation Award from the Obispo Beautiful Association.

• **No waste here . . .**

Campus Dining, an entity of the Cal Poly Foundation, was a winner in the state's 1999 Waste Reduction Awards Program for the fifth straight year.

• **One more award . . .**

A videotape of a Community Safety Fair, organized by Cal Poly, won a 1999 Crime Prevention of the Year Award from the Governor's office.

STUDENTS• **Shining stars . . .**

Architecture seniors won four of six scholarships awarded for academic achievement and financial need by the California Architectural Foundation . . . Business administration seniors in a marketing class developed and carried out a plan to increase awareness of a local auto dealership and to raise money for community child abuse programs. Their efforts won them the distinction of Best Four-Year College and \$3,500 in scholarships in General Motors' Marketing Institute's annual competition . . . The student chapter of the Society of Automotive Engineers received a \$500 Allied Signal Outstanding SAE Student Branch Award for outstanding management and activities.

FACULTY AND STAFF• **Faculty are tops also . . .**

Joseph J. Jen, College of Agriculture dean, was honored as the Distinguished Educator of the Year by the National Association of Colleges and Teachers of Agriculture . . . The 1999 International Conference on Engineering Education recognized Peter Lee, College of Engineering dean, for his efforts in improving engineering education in the global environment . . . Music professor and conductor David Rackley received a Telly Award for the music he composed for the television program "Masters and Madmen." Part one of the series, "The Mystery of Genius," aired December 1998 on the A&E Network.

ALUMNI• **She deserves an apple . . .**

Nancy Thompson (PE '72, CRED '74), who teaches multiple subjects at Coast Union High School in Cambria, received the University Center for Teacher Education's inaugural Outstanding Teacher Award honoring K-12 instructors.

• **Twice the honor . . .**

Don Borges (AGSC '85, M.S. AGRI '88), manager of the Stanislaus County Office of Education's agricultural education and tech prep program, was honored for his work with students by both the Association of California School Administrators and the national Future Farmers of America organization. 