

CAL POLY KICKS OFF THE CENTENNIAL CAMPAIGN

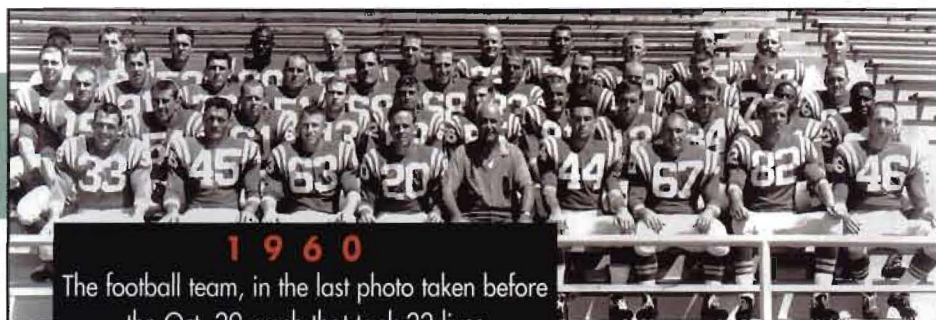
A

t a glittering black-tie gala on April 21, President Warren J. Baker publicly launched Cal Poly's \$225 million fund-raising Centennial

Campaign. The Campaign's theme is "Strengthening Our Advantage." Its funding goal is unprecedented in the 23-campus California State University system. To date more than \$135 million has already been raised toward the total.

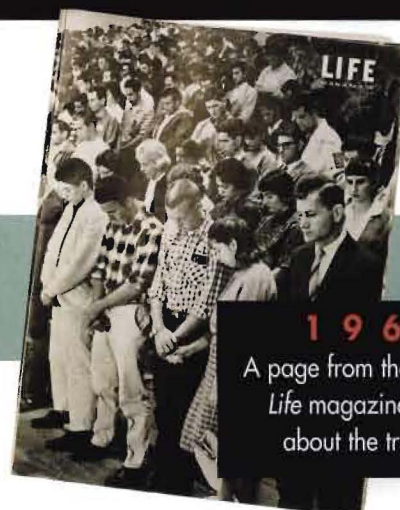
"For more than 100 years, Cal Poly's 'learn-by-doing' philosophy has defined how we teach, learn, and live as a polytechnic university community," said Baker. "More than 100,000 alumni and students have benefited from a Cal Poly education. Their leadership is increasing the state's and the nation's intellectual wealth and

Television newsman and author Tom Brokaw serves as keynote speaker for the Centennial Campaign Kick-Off Dinner on April 21.



1960

The football team, in the last photo taken before the Oct. 29 crash that took 22 lives



1960

A page from the Nov. 14 Life magazine article about the tragedy

fueling society's economic engines. Secured by private support, Cal Poly's advantage will be strengthened into the new century and beyond."

The Centennial Campaign is a universitywide effort that focuses on raising private support for five areas:

SUPPORTING STUDENTS:

\$32 MILLION

Additional funds are needed to strengthen the scholarship endowment and increase learn-by-doing activities such as laboratory research, fieldwork, internships, cooperative education, and service learning.

SUPPORTING FACULTY AND STAFF:

\$40 MILLION

Over the next 10 years, one-third of Cal Poly's faculty members will retire. Private resources will help the university recruit and retain high-quality faculty and staff members as well as provide funds for professional development programs.

ENHANCING LEARNING:

\$32 MILLION

To continue to offer cutting-edge education, new academic programs will be developed. They include biomedical engineering,

a marine science initiative, a business finance institute, an expanded viticulture program, and an applied research and learning center in architecture.

ENHANCING AND DEVELOPING CAMPUS FACILITIES:

\$81 MILLION

Private resources will be combined with state capital funds to develop new facilities and renovate current ones. Capital development priorities include a center for science and mathematics, engineering buildings, architecture studios, a music and theater teaching facility, and new business buildings.

DEVELOPING STATE-OF-THE-ART INSTRUCTIONAL TECHNOLOGY AND STRENGTHENING THE LIBRARY:

\$40 MILLION

Campaign contributions will be invested in the renewal of instructional and applied research laboratories, equipment, computing technology, and multimedia instructional resources. The university's Robert E. Kennedy Library will receive additional resources to keep pace with the increasing demand for global knowledge.

Volunteer efforts are extremely important to the success of the Centennial Campaign. Cal Poly alumni Robert J. Cardoza (AGB '65) and R. James Considine Jr. (BUS '68) are co-chairing the all-volunteer Centennial Campaign Support Committee, which comprises more than 15 alumni,



Congresswoman Lois Capps reads the commendation she entered into the Congressional Record recognizing Carly Baker for her years of service to Cal Poly and the community.



1960s

Students scramble up the steep hillside from campus to re-lime the Poly P.

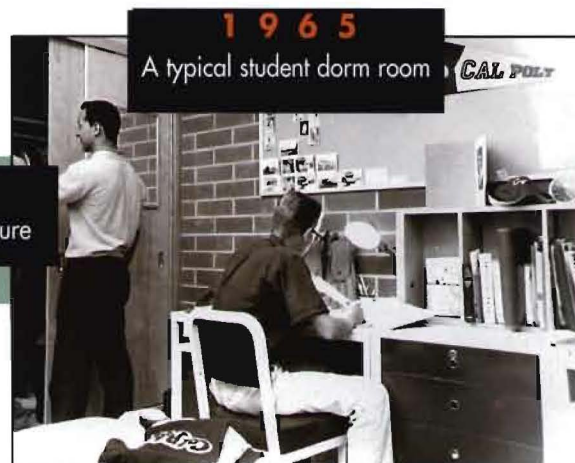
CALIFORNIA STATE POLYTECHNIC COLLEGE
ALUMNI ASSOCIATION
SAN LUIS OBISPO
POMONA
65th ANNUAL HOMECOMING
HONORING



President John A. McPherson
"REFLECTIONS OF A PRESIDENT"
HOMECOMING - NOV. 19-20 - '65
SAN LUIS OBISPO

1965

Homecoming brochure



1965

A typical student dorm room

CAL POLY

GALA DINNER SHINES FOR CENTENNIAL CAMPAIGN KICK-OFF

On the evening of April 21 Cal Poly President and Mrs. Warren J. Baker hosted more than 450 alumni and friends at a black-tie gala to kick off the university's Centennial Campaign. "In my more than two decades as president, I cannot remember a university event as exhilarating. It brought Cal Poly and its benefactors together for a common cause to support teaching and learning in a very special environment," Baker said.

Special guests included keynote speaker and NBC news anchor Tom Brokaw, U.S. Congresswoman Lois Capps, California State University Trustees Martha Fallgatter and Larry Gould (chair of the board), and student trustee and recent Cal Poly graduate Neel "Bubba" Murarka (CSC '00).

Centennial Campaign co-chairs Robert J. Cardoza (AGB '65) and R. James Considine Jr. (BUS '68) welcomed the attendees. Cal Poly alumnus Robert L. "Hoot" Gibson (AERO '69), former astronaut and commander of five space-shuttle flights, took the stage and reminisced about his student years at Cal Poly and the meaningful effect of the university's "learn-by-doing" approach in his life.

Cal Poly parent Marie Gallo spoke on behalf of herself and her husband, Robert J. Gallo, and their son, Tom Gallo (GrC '88). She introduced the campaign video, which included remarks by President Baker, scenes of faculty, staff, and students engaged in learning by doing, and interviews with Cal Poly alumni and students describing the value of their Cal Poly education.

President Baker then announced the \$225 million fund-raising goal for the Centennial Campaign, stating that more than \$134 million had already been raised. Major donors attending the dinner were asked to stand and be recognized by their peers.

Newsman Tom Brokaw presented remarks on the state of American education, ranging from the personal to the philosophic, and discussed the interaction between the liberal arts and the technical professions.

Congresswoman Lois Capps recognized the work of Carly Baker as a host for university guests, a tireless volunteer for the university and community, and a gracious planner of university events.

Videos of the event can be viewed on Cal Poly's Centennial Campaign Web site at www.giving.calpoly.edu. The site will continue to be updated throughout the campaign.

parents, industry representatives, and friends of the university. Cardoza is president of The Cardoza Company and a Cal Poly parent of three children: Carrie Cardoza, (JOUR '98), Catherine C. Connor (AGB '94), and Bowen J. Cardoza, a current Cal Poly student. Considine is a principal and president of Ryder Stilwell Inc. His wife, Sally, is an alumna (SOCS '68), as are two of their three daughters: Molly M. Considine (BIO '95) and Margaret I. Considine (BUS '99).

In addition to the Campaign Support Committee, each college and unit is guided by an all-volunteer campaign committee. In total, these committees involve more than 70 alumni and friends as volunteers in the Cal Poly Centennial Campaign effort.

The Centennial Campaign is comprehensive, and donors will receive campaign credit for all qualifying gifts and commitments—including annual, capital, and estate gifts—received during the campaign period Jan. 1, 1998, through Dec. 31, 2004.



(Photos by Patrick Swadener)



1965

Pasadena crowds cheer Cal Poly's rose float. Cal Poly rose floats are produced each year as joint projects by students from the San Luis Obispo and Pomona campuses.