

A Tribute to the Family Farm

Future California farmers benefit from Cal Poly alumni Robert and Susan Pfeiler Brown's planned gift

When Susan Pfeiler Brown's (HE '62) family sold their Ventura County farm, they were saying goodbye to land they had farmed since 1868.

Because the acreage had soared in value over the years, Susan and her husband, Robert (ME '62), were faced with a substantial capital gains tax. Creating a charitable remainder trust with their alma mater not only provided a tax-wise solution, but also honored Susan's heritage. "The property may be paved over," says Susan, "but our gift will continue to help farming families."

At a time when the university depends on private support to supplement state funding, the Browns' planned gift will establish two visiting professorships to bring renowned scholars in crop science and agricultural education to Cal Poly. In addition, a scholarship endowment named in honor of Susan's parents will assist agriculture students.

Susan encourages other alumni to support Cal Poly. "Arranging this gift was one of the happiest things we've done," she says. "Everyone should have the pleasure of generosity."



For more information on how you can invest in Cal Poly's future, contact the Office of Planned Giving and Endowments toll free at 800/549-2666 or via e-mail at taxwisegifts@calpoly.edu. Or visit www.giving.calpoly.edu.



Robert & Susan Pfeiler Brown