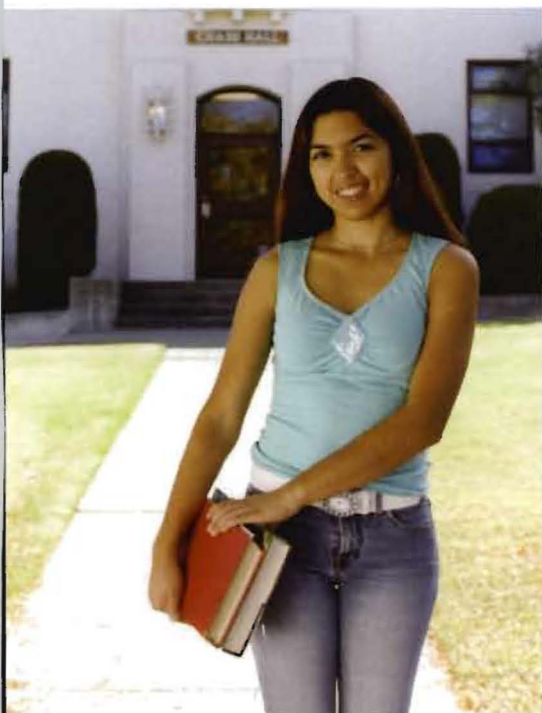


What Drives Miss Daisy?

For this business student, it's accounting and taxes

BY STACIA MOMBURG



Business senior Daisy Cisneros

Cal Poly business senior Daisy Cisneros is putting her knowledge of accounting to work, and it's paying major dividends.

Early this year, Cisneros won a fund-raising competition at her local church for raising \$34,000 in three months to build new classrooms. She attributes the win to her business education.

"I looked at the types of fund-raisers I could host that would provide the best return on investment," she said. She held chicken barbecues, dances and car washes – all with low overhead and high profit margins.

She also sold raffle tickets for a Ford Ranger and solicited local businesses for donations. The raffle tickets and going door-to-door to local businesses turned out to be the most profitable fund-raising tactics, she said.

Cisneros's competitive spirit and community-service work were recognized during her first year at Cal Poly. Because of her excellent grades in high school – she had a grade point average of 4.16 – the Orfalea College of Business awarded her a Partner Program scholarship. The program provides the Santa Maria native with an annual scholarship of \$2,000 per year for three years.

In 2003 the Orfalea College of Business began offering four \$8,000 scholarships with funds provided by the \$15-million Orfalea Family Endowment. The scholarships are awarded to the brightest students from high schools in low-income areas that typically send fewer graduates to four-year colleges.

"The variety of social and economic backgrounds that these students bring to the Orfalea College of Business lends to the diversity of the college and helps create a diverse academic experience," said Dean Dave Christy. "This broad range of backgrounds helps produce graduates well prepared to enter the global work force."

Cisneros, who just turned 21, mentors new Partner Program students, sharing her experiences and recommending clubs, classes and professors.

Cisneros plans to keep up the good work. For her senior project, she will participate in Cal Poly's annual VITA (Volunteer Income Tax Assistance) program, preparing taxes for underserved community members.

VITA prepares taxes for low-income individuals and families, including senior citizens and military personnel. "I'm really excited about participating in the program. I know it sounds weird, but I just love doing taxes," she said. ■

ALUM MIKE MANTLE CREATES SCHOLARSHIP



Mike Mantle

Mantle is once again stepping up to the plate. **Mike Mantle (BUS '79)**, that is, a distant relative to baseball legend Mickey. He is the current chair of the Fund-raising and Advancement Committee of the Orfalea College of Business Dean's Advisory Council. He and his wife, Dolores, recently created the Theresa Marquez Endowed Scholarship, named after Mike's sister-in-law. "I wanted to create a lasting legacy for Theresa. She embodied the spirit of Cal Poly – people who are enthusiastic about what they do, excited about the future, and willing to contribute to their communities," Mantle said. The scholarship, specifically for freshmen, challenges donors to give a minimum of \$12,500 outright, or over five years. The gifts are matched dollar-for-dollar with proceeds from the Orfalea Family Endowment. (See page 35.) The first Marquez Scholarship is scheduled to be awarded in fall 2008. ■