

## COLLEGE OF AGRICULTURE

## ALLYN ROSETTA



(AGRICULTURAL BUSINESS '68)  
Murietta, Calif.

**Profession:**

Southern California real estate investor

**Greatest accomplishment:**

Surviving in the real estate market. I wanted to be a farmer. When I started farming in the late '60s, I had to transition to real estate because housing developments began to surround my land. Developers were nipping at the edges of the farmland.

**Favorite Cal Poly professor:**

Dr. Edgar Hyer. Dr. Hyer taught me that cash flow was more important than profit. He said if you kept your eye on cash flow, the profits would take care of themselves.

**Fondest Cal Poly memory:**

I guess it was the day I graduated and left the world of academia for the income-generating world.

**Favorite spot on campus:**

The Ag Department. It was open, with lots of acreage, and I felt a real sense of freedom and space.

**Greatest challenge while at Cal Poly:**

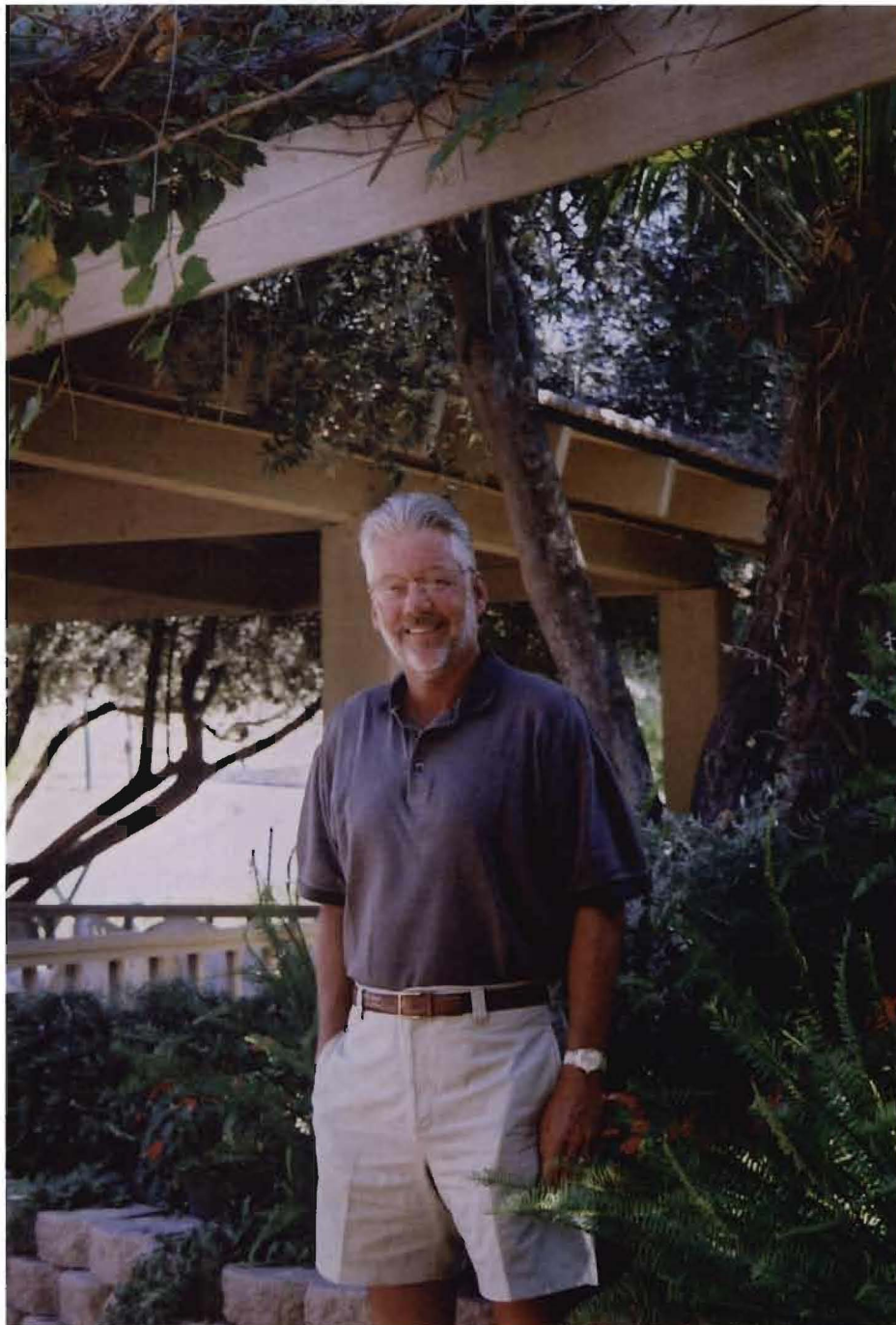
Passing a feeds and feeding class and a soil science class. I had no difficulty in chemistry or math, or in other ag classes where my real interests lay. I was interested in crops, orchards and vineyards.

**Most helpful class:**

All of my classes were helpful. But I especially liked ag mechanics and ag economics. The classes in "meats" were very interesting – we were shown the whole process and helped slaughter animals for market.

**How did you get into your current business?**

I was farming avocados, citrus and vineyards. Because of urban growth, I had to sell out to other developers or become one. After 35 years in real estate, I just



Allyn Rosetta

Photo courtesy Allyn Rosetta

sold my last parcel of farmland, for a single-family, gated community development overlooking a golf course.

**What is your No. 1 reason for giving to Cal Poly?**

I want to give back to the college community that gave me real opportunities – by teaching me how to learn.

**What advice do you have for students who want to enter your field today?**

Bring lots of money. Real estate is like the stock market. You make a mistake and you get hammered. If I were starting in real estate today, I'd associate myself with some real professionals who could guide me.

– Nels Hanson