

# Cal Poly Report

Vol. 35, No. 11 Thursday, Oct. 25, 1984

## \$700,000 four-color Heidelberg printing press given to Cal Poly

A computerized four-color state-of-the-art printing press has been given to Cal Poly.

The \$700,000 press is a gift from Heidelberg West of Brisbane, Calif., to the university's Graphic Communications Department. It is the largest single gift ever received by the department. Heidelberg West is a wholly owned subsidiary of Heidelberger Druckmaschinen AG of West Germany.

"It is the world's most sophisticated sheet-fed printing press and places us in the forefront of education in a technology that print media will rely on well into the foreseeable future," said Dr. Harvey Levenson, head of the Graphic Communications Department.

Heidelberg West officials noted that Cal Poly is the only university in the United States to possess the Heidelberg CPC-III printing press.

The new piece of high-technology equipment, besides being used for instruction in the Graphic Communications Department's regular classes, will be utilized by University Graphic Systems (UGS).

The new press will also draw professionals in the graphic arts industries to San Luis Obispo for seminars and workshops. In making the announcement of the gift, Heidelberg West officials indicated they plan to upgrade the press when technical improvements become available.

The Heidelberg CPC-III press prints four colors at once and is capable of printing both sides of a sheet simultaneously. Through the use of three computer consoles, it is capable of electronically controlling ink distribution, density, print register or sharpness, and most other aspects of print quality.

All instruction and other projects on the press will be directed by W. Stephen Mott of the graphic communications faculty.

## CAR forms available Oct. 29

CAR forms for Winter Quarter 1985 should be available in the student's major department on Oct. 29. Class schedules should also be on sale at the El Corral Bookstore at this time.

CAR forms for Winter Quarter 1985 are due at the University Cashier's Office by 4 pm on Nov. 14. If you miss the deadline, you must "late register" and pay an additional \$25 fee.

## Interim Information Systems organization announced



An interim Information Systems organization has been announced by Provost Tomlinson Fort, Jr. The action was a response to the resignation of Dr. Emile Attala as interim associate provost.

Brad Terry has been named manager of computer services. He will be responsible for the management of the systems group, operations group, administrative support group, and instructional support group. David Yang will be associate manager with responsibility for budgeting and personnel.

Ralph Nicovich will continue as manager of microcomputers/telecommunications services, and Mark Cooper will continue to direct the Computer-Aided Productivity Center.

Terry, Nicovich and Cooper will report to the Provost via Frank Lebens, director of operations in the Provost's Office, until the associate provost for information systems is named.

## Western Books Exhibition at Cal Poly library

The finest books published in the Western United States last year are on exhibit through Friday, Oct. 26, at the Robert E. Kennedy Library.

The 43rd Western Books Exhibition, sponsored by the Rounce and Coffin Club of Los Angeles, recognizes and rewards those artists who design, print and publish books of outstanding quality.

The traveling exhibition, located on the second floor of the library, encourages the art of fine printing and acquaints the general public with the best books of 1983. Winning entries utilize handmade paper, marbling, woodcuts and unique designs.

## Reception for Fulbright Scholar

The university community is invited to a reception for Dr. Patrick Alila, Cal Poly's first Fulbright Scholar-in-Residence.

The University of Nairobi professor will be feted on Monday, Oct. 29, from 2:30-4 pm in the Faculty/Staff Dining Room. The reception will be co-hosted by President Baker and Provost Fort.

During his stay at Cal Poly Alila will be principal or guest lecturer in a number of agriculture and social sciences courses related to international development in less developed nations. He will also conduct a seminar series for faculty hoping to participate in international development projects.



## New employees, transfers and promotions

Jan Pieper, director of personnel and employee relations, announces the following appointments to new positions, transfers and promotions to the support staff for August and September 1984. A hearty welcome is extended to the new members of the Cal Poly staff and congratulations to those who have been promoted!

### New Employees

Carroll Baker	CA II, Library
Valerie Barboza	CA III, Admissions
Angela Blackstone	Computer Oper., Computer Center
Donna Brown	SAA II, Placement Center
James Carr	Campus Guard, Library
Mary Clevenger	Library Asst. I, AV Services
Joyce Costa	CA I, Financial Operations
Daniel Dickinson	Student Affairs Trainee, Housing
Carole Druey	CA II, Communicative Arts & Humanities
Nora Dyer	Custodian, Plant Operations
Edward Evon	Painter I, Plant Operations
Patricia Fleischauer	Dept. Sec. I, Statistics
Blanche Gomez	CA II, Placement Center
Rick Gomez	Computer Oper., Computer Center
Dorothy Green	CA III, Admissions
Barbara Greenelsh	CA II, Records
Monte Hamilton	CA II, Student Data Systems
Patricia Handshy	Nurse Practitioner, Health Center
Jill Hayden	SAA II, Counseling & Testing
Brenda Hiemstra	SAA II, Counseling & Testing
Bill Hubbard	CA I, Financial Operations
Melchior Immordino	Custodian, Plant Operations
Carol Kavern	CA II, Crop Science
Paula Keisler	CA II, Library Administration
Shauna Keller	Clinical Aide, Health Center
Joan Kennedy	Library Asst. I, Library
Lisa Kistler	Custodian, Plant Operations
Janice Kline	CA II, Library
JoAnn Lingo	Inter. Account Clerk, Financial Oper.
Madeline Lynn	CA II, Admissions
Tresa Macias	CA II, Placement
Barbara Martin	CA I, Financial Operations
Penny Martin	Custodian, Plant Operations
Robert Mininni	Custodian, Plant Operations
Gerry Mueller	Admin. Sec., President's Office
Kim Ohkubo	Data Entry Oper., Financial Operations
Joyce Page	Administrator II, Health Center
Robert Pahlow	Chief Engineer, Plant Operations
Thomas Paulos	SAA I, Housing
Richard Pechon	Registered Nurse I, Health Center
Donna Peterson	Dept. Sec. II, Biological Sciences
Laurie Regan	Registered Nurse I, Health Center
John Sauvadon	Custodian, Plant Operations
Daniel Sardella	Tractor Oper./Laborer, School of Ag
Paula Seitz	CA II, Industrial Technology
Virginia Severa	CA I, Financial Operations
Julie Smith	CA II, Extended Education
Carla Snowden	CA II, Relations with Schools
Spencer Thomas	Custodian, Plant Operations
Greta Swaugher	CA I, Financial Operations
Leslie Theriault	CA II, Music Department
Christopher Watchmaker	SAA I, Housing
Jenny Weaver	CA I, Financial Operations
Susan White	CA II, Records Office
Carol Wills	Custodian, Plant Operations

### Transfers

Mary Lindsay	Dept. Sec. II, Theatre and Dance
Mona Longay	CA I, Exec. Dean's Office
Alicia Peters	Dept. Sec. II, Art

### Promotions

Shirley Goldie	Sr. Data Entry Oper., Financial Oper.
Ellen Notermann	CA III, Architecture & Env. Design
Sally Shaw	Power Keyboard Oper., Housing
Elaine Simer	Power Keyboard Oper., Personnel
Nancy Westbrook	Library Asst. II, Library

## Cal Poly will participate in nuclear emergency drill

Cal Poly emergency response organization managers will get a chance to try their skills when the university joins other San Luis Obispo-area governmental agencies in a nuclear power plant emergency exercise on Tuesday, Oct. 30.

Structured by specialists from the Federal Emergency Management Agency, the drill will be based on an imagined accident at Pacific Gas and Electric Company's Diablo Canyon Power Plant. Once the accident is reported to the San Luis Obispo County Sheriff's Department, emergency management personnel called to the County Emergency Operations Center near Cuesta College will be asked to apply their skills to a scenario of imaginary events that has been designed to test their readiness for a real-life emergency.

Evaluators from FEMA will observe the entire emergency operation and then report their findings to county officials the following day. The verbal reports will be followed by a more detailed written report that will be available several weeks after the exercise.

At Cal Poly, members of the Emergency Response Organization from the Public Safety Department and other departments will be called to the campus Emergency Operations Center in the Administration Building as the county-wide exercise develops. Working in coordination with the County EOC and using the scenario developed for the county-wide drill, they will make the management decisions needed to assure the safety of the campus population in the case of an actual nuclear accident.

Representatives of both the CSU Chancellor's Office and the State Office of Emergency Management will observe the operation of the campus EOC and make recommendations for improving its effectiveness.

Other than tests of the campus-wide public address system and a procedure for telephone notification of various university offices, most people who are on campus during the Oct. 30 drill will not be aware it is in progress.

## Defensive Driver Training

The Defensive Driver Training Program will be held Monday, Nov. 5 through Friday, Nov. 9. The classes will be scheduled for the morning, afternoon, and evening and they will last approximately 3½ hours.

All faculty, staff and students, who have not received Defensive Driver Training cards, must attend a class if they wish to drive state vehicles. These cards should be renewed every five years.

Attendance is by advance reservation, on a first-come first-served basis. Space is limited and may be reserved by completing reservation forms available at the Transportation Services Office. For further information please call ext. 2451.



## Cal Poly professor compiles book on trademarks

A Cal Poly art professor has compiled a distinctive collection of trademarks in a recently published book, "American Trademarks 1930 to 1950."

John Mendenhall, who teaches graphic design and design history at Cal Poly, said, "These symbols reaffirm the importance of individuality and artistic diversity in the design process."

The new book, published by Art Direction Book Company of New York, is the first in a series called "Symbols of Power and Progress." Mendenhall utilized the extensive collection of technical and industrial journals at the Robert E. Kennedy Library as well as the resources of the U.S. Trademark Office.

## Leave deadline Nov. 1

Eligibility lists and deadlines for leaves with pay (sabbatical and difference-in-pay leaves) were distributed to the deans and instructional department heads on Oct. 15. Faculty are reminded that applications for leaves with pay must be submitted to department heads by Nov. 1. Questions regarding leave with pay eligibility and application procedures should be referred to Mike Suess, associate director of personnel and employee relations, ext. 2236.

## Dateline

(\$) - Admission Charged

(!) - Admission Free

### FRIDAY, OCTOBER 26

**Exhibit:** 43rd Western Books Exhibition, Library. (!)

**French Table:** All levels of language ability welcome. Sandwich Plant, noon - 1:30 pm. Sponsored by the Foreign Languages Dept. (!)

**Film Festival:** Alfred Hitchcock's "Rear Window," Chumash, 7 & 9:15 pm. (\$)

**Soccer:** Cal Poly Pomona, Mustang Stadium, 7:30 pm. (\$)

**Mountain Biking:** All you fat-tire enthusiasts get ready for this great weekend of mountain biking down in the Santa Barbara area. Sponsored by ASI Outings. Sign-ups and information in the Escape Route, UU 112 or call ext. 1287. (\$)

**Games Area:** Sign up today to be on the bowling team or participate in the league. Stop by the UU games area or call ext. 1274. (\$)

### SATURDAY, OCTOBER 27

**Film Festival:** Alfred Hitchcock's "The Man Who Knew Too Much," Chumash, 7 pm, followed by "North by Northwest." (\$)

### MONDAY, OCTOBER 29

**Exhibit:** "Directions" features works of 15 Art Dept. faculty. UU Galerie, daily 10 am-4 pm, weekends noon to 4 pm, continuing through Nov. 18. (!)

## 'Taming of the Shrew' to play at Cal Poly Nov. 19-20

Central Coast residents will be able to see one of America's leading repertory theater companies when the Oregon Shakespearean Festival stages "The Taming of the Shrew" in the Cal Poly Theatre Monday and Tuesday, Nov. 19 and 20.

The company will perform Shakespeare's comic version of the battle of the sexes at 8 pm both evenings, plus a special student matinee at 1 pm Nov. 20.

Tickets for the evening performances cost \$14 for preferred seating, \$12 for general seating and \$10 for students. They are available on campus at the UU Ticket Office and in downtown San Luis Obispo at The Dance Shop, Cheap Thrills and Boo Boo Records. For reservations and inquiries call the Theatre Box Office at ext. 1421 between 10 am and 3 pm weekdays.

Tickets for the students-only matinee, available at the University Union, cost \$4.

The Festival company's appearance is sponsored by the Fine Arts Committee of the university's ASI and the School of Communicative Arts and Humanities.

**Spanish Table:** All levels of language ability welcome. Sandwich Plant, noon-1:30 pm. Sponsored by the Foreign Languages Dept. (!)

**Film:** "Psycho," San Luis Lounge, 7:30 pm. (!)

### TUESDAY, OCTOBER 30

**Disabled Awareness Day:** UU Plaza/ Mustang Lounge, 8 am- 4 pm. (!)

**Blood Drive:** Chumash, 9 am-2 pm. Faculty, staff and students invited. No appointment necessary.

**Volleyball:** Fresno State, Main Gym, 7:30 pm. (\$)

**Soccer:** UC Santa Barbara, Mustang Stadium, 7:30 pm. (\$)

### WEDNESDAY, OCTOBER 31

**Halloween Celebration:** Get your face made up for this ghoulish night or carve a pumpkin for the goblins. Sponsored by UU Craft Center. UU Plaza. (\$)

**Books at High Noon:** Charles W. Quinland (Architecture) will review "Arcosanti: An Urban Laboratory?" Staff Dining Room, noon. (!)

**German Table:** All levels of language ability welcome. Sandwich Plant, noon-1:30 pm. Sponsored by the Foreign Languages Dept. (!)

**Winter Quarter C.A.R. materials** distributed to departments.

**Christmas Quarter Break Trips:** Upcoming trips include New York City, New Zealand Bicycle Tour, Puerto Vallarta and Rio Grande Canyon Trip. For more details

stop by the UU Travel Center and Escape Route or call ext. 1127 or 1287. (\$)

**Workshop:** 4th Annual Litton CAD/CAM Workshop. UU 220, 8:30 am-4:30 pm, continuing through Friday, Nov. 2. (!)

### THURSDAY, NOVEMBER 1

**University Club:** Lynn Jamieson (P.E.) will discuss "People at Leisure: Avoiding the High Tech Rut." Staff Dining Room, noon. (!)

**French Table:** All levels of language ability welcome. Sandwich Plant, noon-1:30 pm. Sponsored by Foreign Languages Dept. (!)

**Film:** "Splash," Chumash, 7 & 9:15 pm. (\$)

**Soccer:** Cal State Bakersfield, Mustang Stadium, 7:30 pm. (\$)

### FRIDAY, NOVEMBER 2

**Houseboating:** Join us on the San Joaquin Delta for the weekend. Sponsored by ASI Outings. Sign-ups and information in the Escape Route, UU 112 or call ext. 1287. Continuing through Sunday, Nov. 4. (\$)

**Hiking:** This is the time to explore the fall colors of Yosemite National Park. Sponsored by ASI Outings. Sign-ups and information in the Escape Route or call ext. 1287. Continuing through Sunday, Nov. 4. (\$)

**Payday — Oct. 30**



## Who, What, When, Where

**Lynn M. Jamieson**, *Physical Education and Recreation Administration*, served as representative for the American Alliance of Leisure and Recreation at the International Symposium on Sport for Everyone in Anaheim.

**Gerald Smith**, *Landscape Architecture*, delivered a paper, "Managing Professional Education During Periods of Change," at the annual meeting of the Council of Educators in Landscape Architecture in Guelph, Canada.

**Walter Bremer**, *Landscape Architecture*, presented a paper, "The Computer as a Professional Tool: Its Role in Education," at the annual meeting of the Council of Educators in Landscape Architecture in Guelph, Canada.

**Robert K. Coe**, *Management*, co-authored an article, "Evaluating the Management Journals: A Second Look," for the September 1984 issue of the *Academy of Management Journal*.

**Joanne Beale Ruggles**, *Art*, received the Rembrandt Graphic Arts Purchase Award from The Printmaking Council of New Jersey's National Exhibition for a media work.

**Anthony E. Knable**, *Natural Resources Management*, was recently appointed to three national committees of The American Fisheries Society: Youth Education, Student Awards, and Publications Awards Committees.

**Ken Kohlen** and **Howard Weisenthal**, *Architecture*, were two of 40 faculty in the United States to receive full scholarships to attend the 1st Association of Collegiate Schools of Architecture "Construction Materials and Technology Institute" this summer in Philadelphia.

**Frances Parker**, *Home Economics*, has been appointed to the Chancellor's Office (California Community Colleges) Home Economics Comprehensive Plan Task Force.

**John Marlier**, *Chemistry*, is co-author of an article, "Carbon Kinetic Isotope Effects on the Hydration of Carbon Dioxide and the Dehydration of Bicarbonate," in a recent issue of the *Journal of the American Chemical Society*.

**Steve French** and **William Howard**, both *City and Regional Planning*, recently attended the California Chapter of the American Planning Association Conference in Oakland, where French was a panelist on the topic, "Computer Applications: Soft Swap and File Fest," and Howard was a panelist on the topic, "Jobs for Today's Planning Graduates: Are They Learning the Right Skills?"

**Tomlinson Fort, Jr.**, *Provost*, is co-author of a paper, "Phase Behavior of pH-Dependent Microemulsions," which was published in the September 1984 issue of *The Journal of Colloid and Interface Science*.

## Position Vacancies

Vacant staff positions at Cal Poly State University and the Cal Poly Foundation are announced in this column and are posted outside the respective offices. Contact those offices (State: Adm. 110, 805-546-2236—Foundation: University Dining Complex, 805-546-1121) for applications and additional position details. Both Cal Poly and the Foundation are subject to all laws governing affirmative action and equal employment opportunity. All interested persons are encouraged to apply.

### State

**CLOSING DATE: 11-8-84**

**Departmental Secretary I**, \$1280-\$1511/month, Music Department.

**CLOSING DATE: 11-9-84**

### Readvertisement

**Clerical Assistant II-A**, \$1189-\$1401/month, Student Academic Services.

**Groundsworker**, \$709.50-\$805/month; half-time, 7-11 am, Plant Operations.

**Clerical Assistant II-A**, (temporary; three-quarter time through 12-31-84, full time through 6-30-85), \$891.75-\$1050.75/month (.75); \$1189-\$1401/month (FT), Agricultural Education Department.

Candidates for positions on the faculty of the university are presently being sought, according to Jan Pieper, director of personnel and employee relations. Those interested in learning more about the positions are invited to contact the appropriate dean or department head. This University is subject to all laws governing Affirmative Action and equal employment opportunity including but not limited to Executive Order 11246 and Title IX of the Education Amendments Act and the Rehabilitation Act of 1973. All interested persons are encouraged to apply.

**CLOSING DATE: 11-15-84**

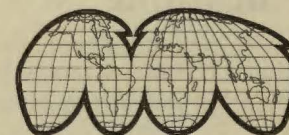
**Lecturers**, part-time, salary commensurate with experience and qualifications, Mathematics Department. Duties include teaching one or more lower division courses in mathematics. Candidates must possess a degree in mathematics or an appropriate field. Concurrent enrollment in the department's Graduate Program required. Part-time positions available 1984-85 academic year including Summer Quarter 1985.

**CLOSING DATE: 1-15-85**

### Readvertisement

**Senior Assistant Librarian**, Reference Department, University Library (12-month position). Works in academic reference department. Plans, coordinates, and provides instruction for automated reference systems (OCLC, RLIN, on-line serials systems, and future on-line catalog) including microcomputer applications for

internal reference use and CAI. Participates in reference desk work, library instruction, general and reference collection development in specific areas, faculty liaison activities, and on-line searching. Qualifications include an MLS from an ALA accredited school, and at least 4 years of experience in academic reference work (a master's degree in a subject field is required for promotion or tenure). Salary dependent upon qualifications (from \$20,800 annually, for 12 months). Letter of application, current resume, and three letters of reference should be sent to David B. Walch, Library Director.



## APPLICATIONS INVITED FOR 1986-87 INTERNATIONAL PROGRAMS RESIDENT DIRECTORS

Applications are invited for assignment as resident directors of the overseas study centers of the International Programs of The California State University for 1986-87. Appointments are made a year in advance so that those selected will have adequate time to plan for a year overseas. The positions of resident director for Germany and Sweden are 12-month appointments. For France, Italy, and Spain the appointment is for an academic year. Part-time (1/5) appointments are made for Israel and Japan.

Qualifications include: Appointment to the faculty or academic administrative staff of a California State University or College; possession of a terminal degree, and some actual overseas experience. Ability to speak and write the relevant language (for France, Germany, or Spain appointments); language ability is desirable for all other countries. Ability to administer and coordinate all aspects of the International Programs at the study center abroad. It is desirable that the applicant have had experience in expending and accounting for state funds.

The deadline for submission of all application materials is Dec. 15. Applicants selected for an interview will be contacted shortly after Feb. 1, 1985, and all applicants will be notified of the final selections no later than May 1985.

Application forms and further information may be obtained from Dr. Fuad Tellew, Economics Department, BA&E Bldg., ext. 2336, or from the Office of International Programs, The California State University, 400 Golden Shore, P.O. Box 1590, Long Beach, Calif. 90801-1590. ATSS 635-5655 or (213) 590-5655.