

California Polytechnic State University

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Contact: Graphic Communication
(805) 756-1109

Cal Poly Graphic Communication Education Leader To Retire

SAN LUIS OBISPO – Graphic Communication Professor Phil Ruggles, known as a leader in education and author of the book “Printing Estimating,” will retire after 34 years of service to Cal Poly.

“Passionate teaching with a focus on successful student learning has been the hallmark of his career,” said Harvey Levenson, head of the Graphic Communication Department. “He mixed sound business practices and print technology in such courses as estimating and costing, marketing and pricing, print manufacturing systems, continuous improvement, quality systems and business excellence principles, labor relations and human resources.”

In 1985 Ruggles was one of three professors to receive the Cal Poly Distinguished Teaching Award, the university’s highest teaching honor. He also received the Edwin S. Wise Award and the GATF Education Council of the Graphic Arts Industry's Certificate of Recognition.

Ruggles earned a Bachelor of Science degree in printing management from West Virginia University Institute of Technology in 1965 and a master’s degree from South Dakota State University in 1967. His interest in printing began in his youth with a family printing company founded and owned by his parents.

In addition to “Printing Estimating,” now in its fourth edition, Ruggles authored “Computer Dividends: Management Information Systems for the Graphic Arts” and “Desktop Dividends: Managing Electronic Prepress for Profit.” He has presented dozens of seminars and workshops to industry professionals on such topics as estimating and costing, quality systems and business excellence, marketing, sales and pricing.

His consulting services to the printing and allied industries span a range of business and technical areas, including computer management information systems evaluation, selection and implementation; training program development and implementation; evaluation of outsourcing vs. in-plant production; quality system applications; and excellence in

business practices. He is also a sought-after expert witness for matters in arbitration and litigation and is a regular contributor to whattheythink.com.

“Phil Ruggles was a pillar of stability for graphic communication education at Cal Poly,” Levenson said. “His commitment to education and industry is unprecedented, and the influence he had on the success of numerous graduates is significant. Phil literally ‘wrote the book’ on printing estimating, and he has probably influenced business practices in the graphic arts more than any other individual.”

“I am looking forward to retirement so that I will have more time to do things that I have not been able to do while working full time,” Ruggles said. “I know a part of me will miss full-time teaching and the daily interaction with students and colleagues, which I have enjoyed for many years. I plan to continue working on various projects that are of interest, but no longer as a ‘regular job.’ There will be more time for writing, consulting and dedicated projects, as well as traveling, spending time with family and friends and pursuing new interests.”

Cal Poly’s Graphic Communication Department, founded in 1946, is one of the largest programs of its kind in the United States. The department maintains an enrollment of 300 students and has approximately 3,000 alumni. The department has more than 33,000 square feet of modern laboratories and one of the largest industry-supported programs in graphic arts education. The department is accredited by the Accreditation Council for Collegiate Graphic Communications.

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Cal Poly Public Affairs

California Polytechnic State University

San Luis Obispo, CA 93407

805.756.7266

polynews@calpoly.edu