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California Polytechnic State University

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FOR IMMEDIATE RELEASE

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Cal Poly Appoints Former Xerox Corp. Executive Director of Graphic Communication Institute

The newly formed Graphic Communication Institute (GrCI) at Cal Poly has appointed Steve Godin, a Xerox Corp. career executive with more than 30 years of industry experience, as its first director.

The GrCI is the research and industry education arm of the university's Graphic Communication Department. The institute provides research, testing, product evaluation, seminars, workshops and conference services for the printing, publishing, packaging, electronic imaging and related industries, as well as for the equipment and supply manufacturers that serve those industries.

At Cal Poly, Godin will be responsible for directing and coordinating the university's research, testing, consulting and industry education programs in graphic communication.

"Steve Godin brings to the GrCI the experience needed to coordinate the university's services to the graphic communication profession," said Harvey Levenson, head of the Graphic Communication Department. "The printing and packaging equipment and supply vendors have been looking to Cal Poly for such services for many years. Through the GrCI, Cal Poly is addressing the needs of industries vital to the national economy."

During his tenure at Xerox, from 1970 to 2001, Godin held a number of senior positions in worldwide marketing, strategy, consulting, manufacturing, product development and new-business start-ups. His duties focused on increasing sales for new products and solutions.

As general manager of Xerox Global Network Services, he developed new market opportunities for Xerox in the graphic arts industry. He also developed cross-industry marketing strategies for Xerox's commercial printer customers, and managed two Internet publishing software

products.

He founded and chaired the International Commercial Printers Advisory Council, a direct market research forum of commercial printers that tests market and product strategies. Most recently, Godin was involved in the launch of the Xerox Premier Partner Program, identifying Premier Partner candidates all over the world, linking partners to the Xerox private network, and establishing alliances with software and communications suppliers.

Godin earned a Bachelor of Science degree in business from Boston College.

Cal Poly's Graphic Communication Institute, funded initially through industry grants and university matching funds, is involved in several major research and industry education projects.

Cal Poly's Graphic Communication Department was founded in 1946 and is one of the largest departments of its kind in the United States. It offers educational concentrations in technology and management for the graphic arts.

The department receives significant support from some of the nation's largest printing, publishing and packaging companies, as well as from equipment and supply manufacturers.

For more information, write to the Graphic Communication Institute in care of the Graphic Communication Department, Cal Poly, San Luis Obispo, CA 93407, or phone (805) 756-5170, fax (805) 756-2733, e-mail sgodin@calpoly.edu or visit the department Web site at www.grc.calpoly.edu/institute.

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(NOTE TO EDITORS: For an electronic image of Steve Godin, contact Jo Ann Lloyd at Cal Poly's Public Affairs office, (805) 756-1511 or jlloyd@calpoly.edu.)

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