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FOR IMMEDIATE RELEASE

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Endowment Established to Honor Late Viticulture Professor at Cal Poly

SAN LUIS OBISPO – Cal Poly students and alumni have donated \$50,000 to establish a memorial fund in honor of the late Keith Patterson, professor of viticulture from 1997 to 2013 and faculty advisor for the campus Vines to Wines club.

The Patterson Memorial Fund will be used to provide long-term support for wine and viticulture at Cal Poly. The funds were raised by student-organized, off-campus events, including the Cal Poly Wine Festival and the annual Winemakers Dinner.

Patterson was one of the founding fathers of the Wine and Viticulture Program at Cal Poly, where he developed and taught core viticulture classes, carried out a variety of viticulture research projects, and shared his passion for winegrape growing and wine making with thousands of students.

He helped launch the service-based student club Vines to Wines, which has been instrumental in connecting Cal Poly students with wine industry events and professionals, and was a driving force in establishing the Wine and Viticulture Program as a minor and then as a major degree program in the College of Agriculture, Food and Environmental Sciences.

Patterson is also credited with influencing a great many Cal Poly graduates to enter the wine industry. “It’s appropriate that his legend and devotion to the program live on,” said Caroline Shakeshaft, a 2010 wine and viticulture graduate.

Jacqueline Jones, president of Vines to Wines, said, “The club is honored to take part in the initial funding of Dr. Patterson’s memorial endowment, and we hope the industry that has so generously supported the club will follow suit in honoring Dr. Patterson.”

For more information about donating to the Patterson Memorial Fund or for information about Cal Poly Wine and Viticulture, email wwit@calpoly.edu.

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