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FOR IMMEDIATE RELEASE

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Cal Poly Student-run Printing Company Receives Sustainability Re-certification

SAN LUIS OBISPO — Cal Poly's student-run printing, publishing and imaging company, University Graphic Systems (UGS), received Forest Stewardship Council (FSC) sustainability re-certification. UGS has held this certification for five years and is the only student organization of its kind in the nation to hold it.

UGS, which employs 14 student managers (including a sustainability manager) and approximately 75 interns, undergoes a yearly audit to maintain certification and ensure it abides by the standards provided by the Rain Forest Alliance, the FSC's certification body. An audit report documented that UGS is in compliance on all 18 FSC standards.

UGS is a class and part of the Cal Poly Graphic Communication Department curriculum. It is an example of Cal Poly's Learn by Doing teaching philosophy. Students do it all from beginning to end: costing, pricing, estimating, budgeting and marketing, selling, producing, distributing, providing customer service, quality control and lean manufacturing, all while employing sustainable practices.

"The renewal process this year was a great learning experience and challenge for me," said Kendra Jaqua, UGS's sustainability manager. "I learned more about the certification process and how FSC works. FSC is valuable to UGS because, as future industry leaders, it is our responsibility to learn and spread responsible production practices."

Harvey Levenson, professor and head of Cal Poly's Graphic Communication Department, said, "I continue to marvel at our students' sensitivity to issues of sustainability and overall environmental protection. When they graduate and enter the graphic communication field, it will be Cal Poly students who make the industry a better place and more responsive to protecting the environment. Having received the prestigious FSC certification as a student organization says a lot about our students and the values being taught at Cal Poly."

About Cal Poly, San Luis Obispo, and the Graphic Communication Department

Named the West's best public master-level university for two decades running by U.S. News and World Report, Cal Poly is a comprehensive polytechnic campus of about 18,000 mostly undergraduate students on California's Central Coast. One of the most selective of the California State University's 23 campuses, Cal Poly provides a renowned Learn by Doing education aimed at producing innovative professionals and future industry leaders literate in science and technology as well as the liberal arts (www.calpoly.edu).

The Graphic Communication Department (www.grc.calpoly.edu) was founded in 1946 and is one of the largest and best-known programs of its kind in the U.S. It includes concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with grants and endowments and with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The department is nationally accredited by the Accrediting Council for Collegiate Graphic Communications. The Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops, conferences and publishing.

About the Forest Stewardship Council

The nonprofit Forest Stewardship Council promotes environmentally sound, socially beneficial and economically prosperous management of the world's forests. Its vision is that companies can meet their current needs for forest products, such as printed goods, without compromising the health of the world's forests for future generations.

