Editor's Note

As we went to press, Armstrong had just completed his first month on the job—a whirlwind of meetings with students, alumni, faculty and staff. Among the highlights: The Mustang Band's serenade of the president and his wife, Sharon, at the Feb. 3 basketball game against UC Davis.

For an introduction to the new president, please see our cover story on Page 12 and find out why he is optimistic about Cal Poly's future. As Armstrong told us, “No matter where I go or who I talk to, everyone believes that as great as Cal Poly is, we can make it better. That’s very inspiring.” Inspiration bubbles up everywhere on campus. Elsewhere in this edition, we celebrate the importance of innovation in the university’s polytechnic curriculum. On Page 10, we offer you a look at some of the ingenious inventions and clever concepts Cal Poly students are developing through the new Center for Innovation & Entrepreneurship.

And as one would expect, Cal Poly alumni continue this spirit of innovation in their professions. For examples, see the concepts Cal Poly students are developing through the new administration and agricul-

ation, and Membership retention for a larger section. In ad-

dition, current Cal Poly SWe president stephanie smith won NAtIoNAl AWARdS

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NATIONAL AWARDS

CAL POLY SOCIETY OF WOMEN ENGINEERS (SWE) is a perennial winner at the organization’s national conference and did not disappoint at this year’s event Nov. 4-6 in Orlando, Fla.

The group came home with first-place awards for the na-

tional Team Tech design contest, Outreach for a Large Sec-

tion, and Membership Retention for a Larger Section. In ad-

dition, current Cal Poly SWE president Stephanie Smith won the award for Scholarship, while past president lesley Telford and recent graduate Katherine Gage won two of five national Outstanding Collegiate Member awards.

The winning Team Tech project involved designing a small-scale mobile patient monitoring system that sends direct wireless alerts to the emergency team when a patient goes into cardiac arrest or other emergency situation. Developing a successful prototype required that the multidisciplinary team of 12 students focus on electronics, computer-aided drafting and biomedical applications.

SOCIETY OF WOMEN ENGINEERS SCORES NATIONAL AWARDS

CAL POLY RETAINS TOP 50 RANKING ON KIPLINGER’S BEST VALUE LIST 

WASHINGTON, D.C.-BASED business publication Kiplinger’s Personal Finance again named Cal Poly as one of its “100 Best Values in Public Colleges 2010-11.”

Cal Poly retains its spot at No. 50 on the list of 100 pub-

llic universities from around the U.S. for in-state students and

moves up 14 spots to No. 33 for out-of-state students. It joins seven University of California campuses (San Diego, UCCLA, Berkeley, Irvine, Santa Barbara, Davis and Santa Cruz) as well as Cal State Long Beach and San Diego State from the California State University system.

Kiplinger’s develops its list on a combination of academics and affordability, through a mix of its own reporting and ex-

isting data on more than 500 public, four-year colleges and universit-

ies.

GRAPHIC COMMUNICATION PROFESSOR TEACHES IN RUSSIA AND THE UKRAINE

CAL POLY GRAPHIC COMMUNICATION PROFESSOR Ken Macro recently completed a sabbatical in Russia and the Ukraine, teaching at Moscow State University of Print-

ing Arts, St. Petersburg University of Technology and Design and at the Kiev Polytechnic Institute in Ukraine. Macro was accompanied by Regis Delmontagne, formerly CEO of the Washington, D.C.-based Association for Suppliers of Print-

ing, Publishing and Converting Technologies. The two pro-

vided an introduction to American philosophy on conducting

business in the printing sector (both domestic and abroad), and current trends in management principles and production control methods for print and digitally imaged products to students and faculty at the three universities.

Gary Spiroll, associate professor of graphic communication at Cal Poly’s College of Arts and Architecture, accompanied the team to assist in docu-

menting the experience through multimedia storytelling, which he teaches in Cal Poly’s Journalism Department. Teufel also teaches courses in visual communication, multimedia report-

ing, photojournalism and writing for the media, and he is the adviser for Mustang Daily—Cal Poly’s student-run newspaper.

“As part of my contribution to the team,” Teufel said, “I plan on applying the techniques that I teach in my journalism classes to accurately capturing the spirit of the community, its people, the project, and the Cal Poly team’s ongoing efforts.”

For our Spring edition, we appropriately celebrate a new beginning at Cal Poly by welcoming new president Jeffrey D. Armstrong.

Armstrong brings a deep background in university administration and agricult-

ure from his previous posts in Michigan and North Carolina—and he has a keen appreciation for hands-on learning that dates to his upbringing on a Kentucky farm.

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