Showroom meeting linked Paul Orfalea to Cal Poly

No one thought a chance meeting in an auto-mobile dealership would actually lead anywhere. But, one year later, the Col­lege of Business was $15 million richer.

It all started in Santa Barbara in Sep­tember 1999. By November of 2000, Cal Poly's College of Business came into the largest cash or stock gift in California State University history.

Tom Dalton, a researcher on early child development, said it was an unusual circumstance when he first met Paul Orfalea, founder of Kinko's and donor of the $15 million.

Dalton was speaking with an auto­me­chanic about some of his research when Orfalea walked up and proceeded to ask his own questions.

"He was making observations about the brain, asking really specific ques­tions," Dalton said.

After he learned who Orfalea was, and after he returned to San Luis Obispo, Dalton wrote and invited Orfalea to come up and look at the campus.

"Basically the content of the letter was to come and look at the school," Dalton said. "We wanted him to meet the pres­ident and get acquainted with Cal Poly." Orfalea and Linda Kristenson, director of corporate and foundation relations, gave Orfalea a sort of the campus when he made his first visit in March 2000, spoke with the College of Business and the Graphic Communication Department.

Orfalea made his second visit to the campus in October 2000. This time he had the opportunity to visit the campus's ASI Children's Center and learn in some business classes.

It was Cal Poly's combination of mentoring and honest, caring relation­ships between the students and faculty that most impressed him, Orfalea said. He said Cal Poly is about learning, "said Kinko's founder, "and that's what I like. We hope to help students take on new challenges and the faculty to develop even closer mentoring relationships. You've go to make students more in­quisitive and learning more fun."

In recognition of Orfalea's $15 million gift, the college was dedicated last week as the Orfalea College of Business. To recognize a $1 million contribu­tion to the children's center, it is now the Orfalea Family and ASI Children's Center.

'Tomato Mania' returns to Poly Plant Shop

More than 85 varieties of tomato plants will be on sale at Tomato Mania, 10 a.m.-5 p.m. Friday and Saturday (April 27-28), at the Poly Plant Shop.

Varieties for sale this year include hy­brids and heirlooms with fruits in red, white, pink, black, green, yellow and striped in sizes ranging from pea-size to approximately 5 lbs.

The tomatoes can be planted in both cool and hot areas. Dwarf plants for large pots will also be available.

In addition, several types of basil plants and berry plants will be on sale. The Poly Plant Shop is at the top of Via Maria. Carts and can be reached at ext. 6-1106,
P.S.

South County, Los Osos van pools have openings

Commuters are needed to fill spots in two van-pool service areas: The Santa Maria-Nipomo route is looking for com­muters working 8 a.m.-5 p.m. and a van traveling from Los Osos-Morro Bay area needs riders working 7:30 a.m.-4 p.m.

For more information, contact Deby Anderson, coordinator of commuter and access services with the University Police Department, at ext. 6-6848 or debyanderson@ calpoly.edu.

Dateline . . .

Continued from page 1

Saturday, April 28

Annual Spring Plant Sale: Talks, demonstrations, tours, Leaning Pine Arboretum, 8 a.m.

Baseball: Sac State, Baggett Stadium, 1 p.m.

Music: A cappella sextet Beachfront Property, Cohon Center Harman Hall, 8 p.m.

Sunday, April 29

Baseball: Sac State, Baggett Stadium, 1 p.m. ($)

Monday, April 30

Speaker: Ted Low (Cornell University), "Bush vs. Gore: The Fracas Over Florida," Chumash, 11 a.m.

Tuesday, May 1

Books at High Noon: Mary Kay Harrington (Writing Skills), "Hiller's Niece" by Ron Hansen, Library 510, noon.

P.S.

April 30 is faculty-staff payday

Paul Orfalea

College of Business has new name: Orfalea

The College of Business was dedicated last week as the Orfalea College of Business – the university's first named college – in recognition of a $15 million gift announced in November from Kinko's founder Paul Orfalea.

"It is my privilege to be able to thank Paul Orfalea for a gift that will enable our business school to improve its programs and engage students in the advancement of knowledge," President Baker said.

"By investing our business programs in honor of Paul's parents, we hope we are fully expressing our appreciation for the gift and our excitement over the possibilities it creates."

The Orfalea gift will transform the College of Business as it faces the challenges of higher education in the 21st century," said Dean of Busi­ness Bill Pendragon. "At a time of the impending retirement of many faculty members, the college will

Continued on page 2

Dean Jen up for national appointment

The White House and U.S. Agriculture Secretary Dan Glickman announced recently that President Bush intends to nomi­nate Joseph J. Jen, dean of the Col­lege of Agriculture since 1992, to be the U.S. Department of Agriculture's Undersecretary of Agriculture for Re­search, Education and Economics.

"This is a tremendous honor for Dean Jen, the College of Agriculture and the entire university," President Baker said. "His impending nomination is an acknowledgement of his lifetime contribu­tion to education and research. "Furthermore, it serves to recognize the key role he has played in the growth of our College of Agriculture and the vital function the college has in agricultural education in the United States."

Jen, who was born in China and grew up in Taiwan, earned his B.S. degree in agricultural chemistry from National Tai­wan University. He later came to the United States and earned a master's de­gree in food science from Washington State University and a doctorate in com­parative biochemistry from UC Berkeley. He also earned an MBA from Southern Methodist University.

After 11 years of teaching, research and public service experience at Clemson University and Michigan State University, Jen worked at Campbell Soup Co. for six years. He then became division chairman and head of Food Science and Technology at the University of Georgia.

Jen is a recognized expert in the areas of post-harvest handling of fruits and vegetables, pectin chemistry and food enzymology. He has published more than 60 scientific articles, edited two books and worked as a consultant to the United Nations, American food companies and foreign governments. Jen serves on sev­eral boards of directors and executive committees for national- and inter­national boards and organizations, and he is a member of the California State Board of Food and Agriculture.
Business renamed...

From little acorns...

Faculty, staff surveys due to Stover May 4

The Administration and Finance division asks faculty and staff members to please complete and return the CSU Spring Faculty/Staff Satisfaction Surveys that were distributed during the first week of spring quarter.

The names of those employees completing the survey will be entered in a drawing for donated prizes. The May 4 deadline for completing the surveys will be covered, including bookkeeping, inventory, budgeting, storing, customer data and product information, and charting data. Students will learn to apply the top 75 Excel functions and formulas, build and apply templates, and incorporate common Excel features like AutoSum, AutoComplete, AutoFill, AutoFilter, and AutoPilot. It features illustrative charts and more, plus learn to generate macros to automate work, edit pivot tables, use outlet lines, filter and apply subtotals, set up range names and run a mail merge with Word and Access. The $199 fee includes course materials."Beginning Excel for Your Business" and "Intermediate Excel for Your Business:"—Ecological Garden, Saturday, April 28, 9 a.m.-1 p.m. This workshop deals with soil and plant care and features planting, soil restoration, watering and plants nurseries. It offers a broad understanding of the connections of plants to soil ecosystems. Students will learn to match plants to climate, soils, composts and mulches, as well as how plants interact with "helpers" such as birds, insects, fungi and bacteria. Participants will also plant annuals and perennials. The fee is $40.

• How to Build Your Dream House for a Song: May 5, 10 a.m.-1 p.m. Students will learn an alternative to conventional house building by collecting materials first, then having the architect design your house around those materials. Learn how to own an elegant home without being tied to a 30-year mortgage. Topics to be covered include finding and buying land, financing, selecting materials and design. The $65 fee includes the text "Build Your Dream House for a Song and Own It Free and Clear in Five Years." For complete course descriptions, more information and to register online, go to Extended Education's Web site at: www.ExtendedEducation.calpoly.edu or call ext. 6-2053.

An extended ed offers April, May classes

Golden Key chapter contributes most books

The Cal Poly Chapter of the Golden Key National Honor Society contributed the most books this spring to United Farm Workers for their National Literacy Project Foster a Palette of Primary Colours...A multimedia exhibit of paintings, sculptures by Jeff Theis. Theis created metal stands for 12 sculptures by Jeff Theis. Freear, a local artist recently recognized for Community Volunteerism and Service (the society's recent regional conference in Long Beach.

Suffit appointed head

Dale Suffit, a member of the Landscape Architecture Department faculty since 1975, has been appointed head of the department. Suffit's office is in Room 213 in the Drexler Bearing. He can be reached at ext. 6-1139.

Cornell professor to talk on Bush vs. Gore

Ted Low, the John I. Senior Professor of American Institutions at Cornell University and former president of the American Political Science Association, will speak on "Bush vs. Gore: The Florida Over Florida," at 11 a.m. Monday (April 30) in Chumash Auditorium. Low is considered one of the most influential political scientists teaching and writing today. He has won numerous awards and written many books, among them "The End of Liberalism," considered to be one of the most influential books in political science. The talk is sponsored by the Political Science Department. For more information, call ext. 6-2985.

Summer quarter fee waiver schedule

Employes are reminded of the following summer quarter fee waiver deadlines:

• May 7 - POWER/CAPE: scheduled registration period begins (see "Priority and Graduate Students" in class schedule).

• May 18 - Last day to pay fees to avoid $24 late fee.

• June 1 - Last day to submit CSU admission application (undecided/ non-matriculated status only)

• July 3 - Last day to submit fee waiver form to Human Resources and Employment Equity, Adm. 110. Fee waiver guidelines, procedures and forms are available on the Human Resources and Employment Equity Web site (see Employee Fee Waiver Program).

For more information, call Joan Lund at ext. 6-6563.

Art exhibit celebrates Chavez, farm workers

A multimedia exhibit of paintings, photographs and sculpture in a tribute to United Farm Workers' founder Cesar Chavez and the history of California's farm workers will be on display noon-4 p.m. Saturday and Sunday (April 28-29) in County Historical Museum, 696 Monterey St. in San Luis Obispo. The exhibit, titled "El Cortijo" (the short one), features the paintings of Mark Freear, a local artist recently recognized by the Economic Opportunity Commission and the United Farm Workers. The photographs by Manuel Echevarria; and sculptures by Jeff Thies. The exhibit is open to the public seven days a week from 10 a.m. - 5 p.m. Freear's short one refers to the short-handed farm workers used by Chavez and the United Farm Workers who had to work four to five hours without a break, their left arm and leg injuries and disfigurement in the workers who used the crops.

A multi-media exhibit of paintings, photographs and sculpture in a tribute to United Farm Workers' founder Cesar Chavez and the history of California's farm workers. The paintings are on exhibit at the Kennedy Library and the San Luis Obispo County Arts Council. For more information, call the Center for Community Volunteerism and Service Learning at ext. 6-5834.

Ticket information

Ticket to the performances listed in today's Cal Poly Report are free on a foundation for global education. Tickets are available via Tickets.com. Visit the Performance Center, Talley Student Union or pacolo.ucsd.edu and click on "Event Calendar."
Counselor Conference to be Friday at Cal Poly

Cal Poly's 24th annual Counselor Conference, set for Friday (April 27), is expected to attract approximately 175 high school and community college counselors from throughout the state.

The event, from 7:30 a.m. to 3:30 p.m. in the Performing Arts Center and Cal Poly Theatre, will provide attendees with an opportunity to meet with administrators, faculty and staff members and students.

Denise Campbell, special assistant to the provost for university initiatives, will open the conference with a presentation on Cal Poly's Centennial Celebration titled "Cal Poly Diversity: Our Past, Our Present, Our Future."

During the conference, counselors will learn about the various policies and preparatory guidelines for university admissions. Counselors will also be given free time to visit colleges and departments.

For details of the conference and program agenda go to http://esswww2.ess.calpoly.edu/admiss/counconf, or from the Cal Poly Admissions Office's homepage, click on the Counselor Conference 2001 link.

For more information, call conference Chair Tony Domingues in Admissions and Recruitment at ext. 6-5477 or Julia Waller, Financial Aid, ext. 6-5889.

Reception set for Ciano

A retirement reception is planned for Dave Ciano in Financial Aid from 2 to 4 p.m. May 3 in the Veranda Cafe. Ciano, who has also worked in Judicial Affairs and Rec Sports, has been at Cal Poly 28 years. His last day on campus will be May 3.

Softball teams forming

ASI Recreational Sports will offer an informal softball program for faculty and staff members beginning Friday (April 27) at the Sports Complex, Field 4. No sign-ups are necessary and individuals are welcome. Players will be divided into teams each week. Game time will be 5:30 to 7:30 p.m. An end-of-the-season tournament is planned for June 1 and 8.

For more information, call ext. 6-1366.

Heavenly harmonies

Vocal harmony group Beachfront Property will perform at 8 p.m. April 28 in the Cohan Center's Harman Hall. Cuesta College Voce and the Cal Poly Vocal Jazz will appear as special guests.

Moody Blues to play at Cal Poly Aug. 8

Tickets for the newly added Cal Poly Arts Moody Blues concerts on Aug. 8 are now on sale.

The Moody Blues, featuring the band's original members, will play at 6:30 and 9 p.m. in the Cohan Center's Harman Hall. The Moody Blues' career has spanned more than three decades since its debut album, "Days of Future Passed." The album, considered by many to be the best classic rock album of all time, contains the hit "Nights in White Satin."

Tickets are $55 and $65.

May 2 is screening day for anxiety disorders

Employees, students and family members will be given an opportunity to learn about the signs and symptoms of anxiety disorders and to participate in a free, confidential screening 10 a.m.-2 p.m. May 2 in the UU Plaza area.

Participants will have an opportunity to watch a video, complete a screening questionnaire, and meet privately with Counseling Services staff members to review the questionnaire and receive information about anxiety disorders.

The event, part of National Anxiety Disorders Screening Day, is designed to increase awareness about the most common mental illness in the United States and help increase the number of people who seek treatment for their anxieties.

According to the National College Mental Health Program, more individuals suffer from anxiety disorders than from any other group of mental disorders. Anxiety disorders can include panic disorder, generalized anxiety disorder and obsessive-compulsive disorder.

Anxiety symptoms include excessive worrying, feeling keyed up or restless, phobias, anxiety attacks, obsessions...
Faculty invited to job fair May 3-4 in Chumash

Career Services encourages faculty members to meet with company representatives at this year’s Springboard Job Fair 9 a.m.-1 p.m. May 3-4 in Chumash Auditorium.

This year’s event, the largest ever, has expanded to two days. On May 3 employers with co-op, summer and career opportunities will meet with students from the colleges of Agriculture, Business, Engineering, Liberal Arts, and Science and Mathematics. May 4 is targeted for employers seeking applicants from the College of Architecture and Environmental Design.

More than 95 companies are expected on campus Thursday, and more than 80 companies will be represented Friday. For each day’s complete list of participants, visit Career Services’ Web page at www.careerservices.calpoly.edu.

Students are invited to the event to distribute resumes and make contacts for specific career, summer and co-op employment opportunities from 9 a.m. to 1 p.m. in Chumash Auditorium.

The afternoon is reserved for interviews scheduled during the morning’s open forum contacts.

Details about company participants and their available positions and requirements can be found in a bulletin posted on the Career Services home page, which also provides links to each company’s Web site.

Many company representatives are Cal Poly alumni and have expressed an interest in reconnecting with former professors and learning about updates and changes in curricula and programs and about ways in which companies and academic programs can collaborate.

For more information, call Associate Director of Career Services Shelly Burrell at ext. 6-5974.

*Corporatization, Technology* to be discussed Thursday

Imagine walking into a Catholic church where the Jesus on the cross is decked out in suggestive Calvin Klein underwear or a synagogue in which the Torah bears the Apple logo and the words "Think Different." Nobel says it isn’t too hard to imagine how most people would respond: They would be outraged.

"Whatever the economic advantages offered for these arrangements," Noble said, "they would be seen as a desecration of these spaces because it is understood that these houses of worship are not intended to be vehicles of commercial enterprise. It is understood that the misuse of these sacred spaces, however much it might generate needed revenues, would destroy these spaces.

Yet why are so few alarmed when a corporation pays for the kind of research results it wants or sells a university’s curriculum via the Internet without paying royalties to the professors who created the courses?" he asks. "Why are so few alarmed that our public universities are being re-invented as job training centers that treat the pursuit of knowledge as a silly indulgence?"

"In other words, why have we let the glorification of technology and market thinking colonize those places consecrated for public pursuits?"

"Dr. Noble’s talk is very timely for the university’s California Faculty Association chapter, sponsor of the event.

"We are indeed facing a CSU administration that appears to be committed to transforming the university from a public place of learning into one more institution dominated by corporate values," Fetzer said.

Noble, a history professor at Toronto’s York University, is the author of a series of articles on the digitalization and corporatization of the university titled "Digital Diploma Mills." He has also authored five books, including "Religion of Technology," published in 1997. He has taught at MIT and Drexel University and was the curator of the Smithsonian Institution.

He and Ralph Nadler co-founded the National Coalition for Universities in the Public Interest. He is currently organizing the Open University Institute, which seeks to defend the intellectual property rights of university faculty members.
From little acorns ... Continued from page 1

need to attract many young, new professo­

rals who face a higher cost of living in San

Luis Obispo that is most of the rest of the

country, and the Orfalea gift will allow us
to offer greater incentives to those potential
new hires.

“The College will also use the gift to pro­

vide scholarships to augment the di­

mony and diversity of its students and 

and for faculty members to renew their

knowledge and skills,” Pendergast said. “Distinguished execu­

tives will visit campus to provide an

experience, practical dimension to classes. The college will support hands­

ont students experiences such as participation in international competitions

and business plan contests.

“International partnerships with busi­

ness schools around the world will provide a foundation for globalization

of the educational experience,” Pendergast added. “The gift also provides matching

funds to attract outstanding faculty mem­

bers to endowed chairs.”

The gift will establish the Orfalea

Family Endowment for Excellence, with a focus on the college’s strategic initia­

tives in entrepreneurship, globalization and technology through scholarships,

faculty development and program en­
hancements. The contribution also includes a $1 million challenge gift to

leverage additional private support for the college and the establishment of en­
nanced professional programs in critical areas.

The $15 million contribution is the larg­
est individual gift of cash or securi­
ties ever made to a public university’s 23 campuses. (See related story on

day 6.)

Ticket information

Tickets to the performances listed in today’s Cal Poly Report are free, but first day due to Stover Wednesday, April 4.

Ticket Office 10 a.m.-6 p.m. week­
days and 10 a.m.-4 p.m. Saturdays.

Call ext. 6-2053, or fax your order to

ext. 6-6008. Tickets can also be bought online via Tickets.com. Visit the Performance Office’s Web site at pacinobi.org and click on

“Event Calendar.”

CPR schedule

The Cal Poly Report is published every

Tuesday during the academic year.

Articles are due to Public Affairs by

10 a.m. Wednesday for the following

week’s edition.

Items can be e-mailed to polynews@ polyomail (note: calpoly.edu if needed), faxed to ext. 6-6513, or mailed to

Public Affairs, Herron Hall.

For more information, call ext. 6-2985.

Summer quarter fee waiver schedule

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Fee waiver guidelines, procedures and forms are available on the Human Resources and Employment Equity Web site (see Employee Fee Waiver Program).

For more information, call Joan Land at ext. 6-6433.

Art exhibit celebrates Chavez, farm workers

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4 p.m. Saturday and Sunday (April 28-29) in the County Historical Museum, 506 Monterey St. in San Luis Obispo.

The exhibit, titled “El Corrido” (the short story), features the paintings of Mark

Freear, a local artist recently recognized by the Economic Opportunity Commissi­
on and the United Farm Workers; photographs by Manuel Echevarria; and sculptures by Jeff Thiss.

Chavez, who is short story one” refers to the short­
hand crowd of farm workers used before

the United Farm Workers and the United Farm Workers had them outlawed. Approximately one­

three of them were killed, the rest injured and dis­

aged in the workers who used them.”

Freear’s paintings have been recog­
nized for their vivid beauty and celeb­

tration of farm workers in the fields, according to Andal.

 coordinator for community volun­
teerism for Cal Poly’s Center for Community Volunteerism and Service Learning, who organizes the exhibits.

“Freeear borrows a pa­
tegory of primary color schemes reminiscent of Latino and Hispanic mural art and imagery that is simpli­

y and almost geometric,” Andal said.

The paintings are on show in the Kenneth Library and the San Luis Obispo County Arts Council.

For more information, call the Center for Community Volunteerism and Service Learning at ext. 6-5834.

Anxiety disorders ... Continued from page 2

or compulsions, muscle tension, unex­

plained heart palpitations, nervousness in

social situations, problems concentrating,

sleeplessness.

For more information, call Counseling 

Services at ext. 6-2511.

Golden Key chapter contributes most books

The Cal Poly Chapter of the Golden

Key National Honor Society contribu­
ted more books to the society’s recent regional conference in Long Beach.

The books, contributed by Cal Poly staff and faculty members and students, will be donated to both school and public libraries.

April 25, 2001

PAGE 2

Student Grade Easter Easter Conference participants lined up in front of a pre­

pared pastel-colored oak seedling near “Aero Hanger.” Grange participants

helped Ambassadors plant about 50

trees. They were also given a mini­

lesson on transplanting, early care and native
tree growth. During the conference, held in San Luis Obispo nearly every year for the past 20 years, participants visited Cal Poly to study agriculture and learn

about the university’s programs.

Celebration planned for UU

A 30th “birthday” celebration for the McPherson University Union is planned

10:45-11:15 a.m. Thursday (April 26) in the UU Plaza.

Safford’s office is in Room 213 in the Dexter Building. He can be reached at ext. 6-1319.

Sutliff appointed head

Dale Sutliff, a member of the Land­
scape Architecture Department faculty

since 1973, has been appointed head of the department. Sutliff’s office is in

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For more information, call Ext. 6-2831.

PAGE 5
For a listing of new openings, check The Tribune's Sunday edition.

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Showroom meeting linked Paul Orfalea to Cal Poly

March 30 is faculty-staff payday

Dateline

Dateline (3) – Admission charged Exhibits:

Admin, Building, Third Floor
Student designs for a Centennial time capsule. Through summer.

Club 223 (UU): "Bodyworks," sculpture, photographs and drawings based on the human figure. Through May 11. Hours: Monday-Friday, 9 a.m.-4 p.m. "Surf Culture Show," May 18-26. Reception May 18, 7-9 p.m. University Art Gallery (Dexter); "Eyegams," annual judging show, including graphic design, packaging, photography, two and three-dimensional art. Through May 26. Hours: 11 a.m.-4 p.m., plus Wednesday, 7-9 p.m.

Wednesday, April 25
Music: John Beakton, BackStage Pizza, noon.
Music: Kristen Batterby Band, UU Club 221, 6:30 p.m.
Rel/Ember Week: Take Back the Night with speaker Tracy Phifer on surviving sexual assault; microphone session. Chumash, 7 p.m.

Thursday, April 26
Music: The Spies, UU Plaza, 11 a.m.
Speaker: David Noble (York University), "Corporate and The Religion of Technology." Business Building Rotunda (Room 213), 11 a.m.
Rel/Ember Week: "A night of creative handling walk," Mission Plaza, San Luis Obispo, 7 p.m.
Ballet: "Swan Lake," Moscow Festival Ballet, Cohan Center Harman Hall, 8 p.m.

Friday, April 27
Computer Science Colloquium: Dennis Butler, "Data, Data Everywhere... But What's It All Mean?" Pilling Computer Science 246, noon.
Music: Karaoke Night, Backstage Pizza, noon.
Baseball: Sac State, Baggett Stadium, 6 p.m.

Tom Orfalea

College of Business has new name: Orfalea

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"The Orfalea gift will transform the College of Business as it faces the challenges of higher education in the 21st century," said Dean of Business Bill Pendragon. "At a time of the impending retirement of many faculty members, the college will