CHANGE IS BREWING
THE MIGHTY MATÉ
HISPANIC PROFESSIONAL ENGINEERS HONORED

CAL POLY’S SOCIETY of Hispanic Professional Engineers was recognized as the 2006-2007 Region I Chapter of the Year at the SHPE National Conference in Philadelphia. Region I spans San Luis Obispo to Washington State and encompasses 26 universities.

Cal Poly’s SHPE was recognized for its record of service, offering its 156 members academic, social, professional and leadership opportunities.

SHPE recently assisted in two MESA (Math, Engineering, Science and Achievement) Day events at Cal Poly, leading several hundred underrepresented middle and high school students in hands-on engineering activities. SHPE also tutors students at a local elementary and middle school.

On campus, SHPE supports members with study sessions and tutoring, and the group recognizes academic achievement with cash awards and corporate-funded scholarships. SHPE was established at Cal Poly in 1978.

SUPERMILEAGE RACER TAKES THE SILVER

AT A WHOOPING 2,752.3 miles per gallon, Cal Poly’s 2008 ‘Supermileage’ car finished second at this year’s international Shell Eco-Marathon Americas competition.

This year’s vehicle, the Black Widow, sported a new top and hardware for the 2008 competition – a modified version of last year’s 92-pound vehicle, which took first place with an impressive 1,902.7 mpg.

The competition’s test vehicles were powered by fuel cell/ hydrogen technology, diesel fuel, solar power and liquid petroleum gas, which fueled Cal Poly’s vehicle.

The 2008 competition took place in April at the California Speedway track in Fontana. The event brings student teams from around the world to compete in the high-mileage, fuel-saving prototype vehicles they have designed over the past year.

Cal Poly competed this year in a field of 27 teams from 23 universities and four high schools from across the United States, Canada and Mexico.

PROF-AMBASSADOR RELEASES AWARD-WINNING DOCUMENTARY

RECOGNIZED AS “one of the most important films on the Middle East in recent years,” by Harvard University’s Center for Middle Eastern Studies, “Kabul Transit” is now available on DVD.

Co-produced and directed by Maliha Zulfacar, a professor of sociology at Cal Poly, “Kabul Transit” details the uncertain and often tragic lives of Afghans and Westerners trapped in Afghanistan’s virtually forgotten war. The DVD includes over 54 minutes of extra footage, as well as subtitles in English, Spanish and Dari Persian.

Zulfacar, who was born and raised in Afghanistan, has been dedicated to improving her country’s education system since the United States’ occupation began in 2001. In 2002, she began to divide her time between Cal Poly – where she teaches classes on gender, international immigration, and global ethnic conflict – and Kabul, where she teaches at the university.

Zulfacar is the co-founder of the Kabul University Children Center, director of Cal Poly’s Afghan Educational Outreach project, founder of the American Institute of Afghanistan Studies, and liaison to Afghanistan’s Ministry of Higher Education. In 2006, Zulfacar was appointed Afghanistan’s Ambassador to Germany and will likely return to Cal Poly for the fall ’09 quarter.

For more information and an order form, visit http://www.kabultransit.net.

STUDENTS LEARN VALUE OF PHILANTHROPY

AN INVESTMENT IN EDUCATION pays countless dividends in the future. Cal Poly students are now learning this first-hand, thanks to the newly developed Student Philanthropy Council.

The Student Philanthropy Council is the first organization of its kind at Cal Poly’s history, involving student leaders in philanthropic projects, educating students about the benefits of private support and promoting an awareness and appreciation of philanthropy among students.

The Student Philanthropy Council seeks to establish a line of communication between Cal Poly Foundation Board members, alumni and students, according to Foundation Board Chair Gary Bloom.

“This council will develop students’ leadership skills, allowing them to work with a variety of individuals on campus and off, including entrepreneurs and industry leaders,” said Bloom. “It also creates an opportunity for students to see the results of their own fund-raising efforts.”

The six founding members of the Student Philanthropy Council were introduced to the Foundation Board at its April meeting. A booth in the University Union, a donor “Thank-a-Thon,” WOW activities and dorm events are scheduled this fall.
More than 7,000 alumni have logged into PolyLink, Cal Poly’s online community, since it launched in August 2007. New members come from as far back as the class of 1948.

This spring PolyLink added several new features that were an instant hit with members.

PolyLink now offers video sharing, friends lists, blog space, and feeds from other social networks such as Facebook, MySpace, and LinkedIn.

Friends
“Friends lists” are now more welcoming. Invite fellow alumni to join your friends list and browse through other PolyLink members’ lists, just like other social networking sites. Only better. “The search features are extremely helpful, especially compared to other sites,” says alumna Jenny Heckendorf (REC ’04).

Feeds – Including Video
Have a favorite YouTube video – maybe of your baby or grandbaby’s first steps? An amazing CNN or ESPN story you want to share? Google gadget? Alumni can now pull in and display video, Web feeds, widgets, and gadgets from across the Web for display on their PolyLink Personal Profile areas.

Blogs and Bookmarking
Been itching to set up your own blog? Do it in PolyLink. Write posts, automatically notify friends, and subscribe to a blog news feed. Alumni blogs can be accessed only from PolyLink – or be open to the whole Web. Your choice. Like everything else in PolyLink – alumni are always fully in control of their privacy and display settings.

What’s Hot?
The Photo of the Month gallery, Mustang Marriages page, Alumni in the News monthly reports, alumni photo albums and alumni searches. Yes, you can search for all the alumni in your city or county, or all the business alumni who have ever graduated. Look for the “Advanced Search” link at the top of the “Locate a Classmate” search page inside PolyLink.

Career Networking
PolyLink also offers a unique advantage – the strong tradition of alumni hiring Cal Poly grads and interns. It’s the best place to find your next contact, job, mentor or hire.

Log in today at www.calpolylink.com. All you need is your first-time login code. If you’re an alumnus, you’ll find the code on the back of this magazine, next to your address. (If you’re not an alumnus, you won’t have a code.)

Have you taken a look at the Cal Poly Alumni Association lately? Take a peek at just a few snapshots of ways you can stay in the picture.

Alumni Travel Program
See the sights, make new friends, and enjoy cultural experiences. Join us in 2008 as we travel to Sicily, exploring Taormina and Mondello, Sept. 26-Oct. 6. The island of Sicily is the cultural crossroads of Mediterranean civilizations. View breathtaking natural beauty, cobbled medieval towns, craggy cliffs and vineyards.


Homecoming and Reunions
Homecoming 2008 is set for Nov. 6-8. Come back to campus to see the sights and hear the sounds of San Luis Obispo. Enjoy the annual wine tasting, tailgate barbecue and Cal Poly football game. A special invitation for the Cal Poly Grand Reunion will be sent to the classes of 1958 and earlier.

Activities and Events
See fellow alumni in your area. Alumni Chapters sponsor a multitude of events, including golf tournaments, wine and food pairings, professional sports outings, socials, barbecues, local service opportunities, networking breakfasts and more.

Looking for a special keepsake? Check out the beautiful Robert Reynolds book “Quiet Journey” or the spectacular bronze sculpture “Unbridled Spirit.”

Information Flash – Did you know?
Cal Poly alumni programs are open to members and non-members. Membership in the Cal Poly Alumni Association supports all programs and services noted above – and more. More images and detailed information can be found on our Web site at www.alumni.calpoly.edu. We welcome you back into the picture.
WALKING THROUGH A SOUTH AMERICAN rainforest, you would never know one of the continent’s most popular beverages is being grown underneath the emerald canopy, protected from sunlight and thriving in the humid, moist air.

Closer examination reveals a special plant used in a tea-like beverage consumed by indigenous people for centuries for nutrients, antioxidants and flavor.

Until recently yerba maté was nearly unheard of in the United States but now it’s posted on cafe and coffee shop menus right next to espresso and chai tea.

Its rising popularity in the U.S. market is due in large part to two Cal Poly alumni, Alex Pryor (FSN ’98) and David Karr (BUS ’96).

In 1997 the two friends scraped together some cash and launched Guayaki Sustainable Rainforest Products from Pryor’s trailer home on an organic farm outside of Los Osos. The company eventually moved to Karr’s San Luis Obispo apartment, and soon the duo began taking adventurous road trips in a colorfully painted VW van, touring stores and festivals promoting the health benefits of yerba maté.

It was a humble and fun beginning for the now multimillion dollar company, which distributes yerba maté under the Guayaki label to more than 10,000 locations nationwide, including select grocery stores, natural foods stores and coffee shops. The company also distributes the traditional native drinking gourds and other accessories.

How did their idea take root and grow? Shared values and a new concept of profit, according to Karr.

“Our business model is market-driven restoration,” said Karr with enthusiasm. “Our model is unique in that it leverages consumer dollars to directly support reforestation, community development, organic sustainable farming and fair trade.”

Simply put, to prove the rainforest is more valuable standing up than cut down.

The rainforest canopy shelters the yerba maté plants. Nearby native communities are paid a living wage and given health insurance to harvest the plants. As the brand expands in the United States, more dollars flow to the growers in South America, who grow more yerba maté plants and preserve more acres of rainforest. The company’s goal is to eventually preserve one million acres.

Karr points out the company uses the most efficient manufacturing processes available, such as biodegradable packages printed with soy ink. Since maté growing in the forest removes significant amounts of carbon, Karr estimates that in the end, the entire business is carbon negative, even after the process of growing, processing, packaging and transportation. “We figure this is the first certified consumer product in the world to have a negative carbon footprint,” he said.

Pryor, a native of Buenos Aires, Argentina, experienced the causes and consequences of deforestation firsthand. He was inspired to study in California because of its culture of environmental awareness. He is now back in South America, managing the growers while Karr and a team manage operations in North America.

“We named the company to honor the Ache Guayaki, the last hunter-gatherers found in the Mata Atlantic Rain Forest, the native habitat of yerba maté,” said Pryor. The Mata Atlantica, which encompasses areas of Argentina, Brazil and Paraguay has been devastated by deforestation.

Pryor played a key role in bringing yerba mate growers from these three countries together, creating participatory workshops for them to exchange knowledge and ideas. Not an easy task considering the intense nationalism in the region.

“We choose to work in the entire eco-region native to yerba maté, since the deforestation is affecting everyone,” said Pryor.

“Cultural barriers start to become less important with growing yerba maté and preserving the rainforest as common goals.”

According to Pryor, Guayaki will continue to expand in the coming years, step by step, tree by tree, but always 100 percent dependent on how sustainable the supply projects are.

Both agree that the fertile environment for the company’s start was at Cal Poly and in San Luis Obispo – two friends in a colorfully painted VW bus, journeying from place to place, giving people their first sip of yerba maté.

“My greatest times have been with my partners at Guayaki, serving up maté at big events,” said Karr. “It really is a thrill to be with your best friends and business partners, selling a product that changes people’s lives.”
When 14-year-old Mark Barr woke up one morning with an orange-sized lump on his right shin, he knew something was terribly wrong. Osteosarcoma — otherwise known as bone cancer — had invaded the young athlete’s tibia. Weeks later, the leg was gone.

Barr’s first foray into sports came at the age of four, when his excitement for swimming convinced a local coach to let him take lessons a year before the age minimum would allow. His first swim meet took place at age five, and by the time he was 10, Barr had set a National Reportable Times record for the 200-meter individual medley, ranking eighth in the nation in his age class.

While an interest in baseball and soccer diverted his attention from swimming during his preteen years, Barr would eventually return to his aquatic roots. “I’ve always been very athletic and competitive,” he says. “So when I lost my leg, swimming seemed like a great way to become active again.”

Cancer had severely reduced his muscle mass and left him incredibly weak, but two months after his chemotherapy ended, Barr was back in the pool. While his training as a young swimmer had taught him excellent stroke technique, he didn’t have the strength to finish one lap without running out of breath.

“I had to use a buoy to stay afloat,” remembers Barr. “It was very difficult.” But his new disability wasn’t the only thing on his mind. Like a typical teenager, he was very self-conscious. “At first, I didn’t know if I should wear my [prosthetic] leg from the locker room to the pool. I felt very awkward. Eventually, I just said ‘screw it’ and hopped my way around.”

Championships in South Africa earned him a silver medal in the 100-meter butterfly. Now it’s on to the 2008 Beijing Paralympic Games.

“Swimming has really helped me lead a more normal life … it’s the best thing that has ever happened to me.”

Barr went on to join the varsity swim team at Davis High School, and in 2003 he participated in his first Paralympic meet at the University of Minnesota. Confident in his abilities, Barr was surprised and relieved to see how competitive his fellow swimmers were. “That made me really happy,” he says. “It was great to see people just like me, and I learned a great deal from watching more experienced swimmers move in and out of the pool.”

At the Athens Paralympic Games in 2004, Barr scored an American record in the 100-meter butterfly and was one place away from receiving a medal. Participation in the 2006 World Championships in South Africa earned him a silver medal in the 100-meter butterfly. Now it’s on to the 2008 Beijing Paralympic Games.

“I am incredibly excited,” he says. “The opening ceremony is my favorite part of the games. It’s a huge honor to represent your country — especially in front of 50,000 people.”

In the meantime, Barr trains 22 hours a week as part of Cal Poly’s swim team, while balancing his studies as a nutrition science major. He hopes to become a nurse practitioner or physician assistant.

“Swimming has really helped me lead a more normal life and made me mature much faster,” says Barr. “It’s the best thing that has ever happened to me.”
DANGLING PRECARIOUSLY 2,000 FEET above ground with camera in hand, Trevor Povah (REC ’04) captures the dizzying descent of three base jumpers as they step off a rocky cliff.

Without all his usual safety and climbing equipment, Povah admitted to feeling a little anxious that day in central China. But that’s all part of the thrill for the action sports enthusiast and videographer who makes his living photographing daredevils on land, in water, and hurtling through thin air.

continued on next page…

Photo by Trevor Povah (multiple exposure)
When he started at Cal Poly, Povah didn’t have a clear vision about his future and wasn’t eager to begin his studies. “I was anti-school until I was a sophomore,” he said. Then he began to notice what independent filmmakers were doing, and he realized there were opportunities for a career he could get excited about.

When he approached the Recreation, Parks, and Tourism Administration Department about creating a business plan for his own videography company as his senior project, he got the green light. “It was sort of an unusual set-up, but they approved it,” Povah said.

That was the first step in the creation of Red Potion Productions, Povah’s action sports photography company that allows him to work and play at the same time.

His latest venture, “Lost in the Middle,” is a 30-minute film capturing top local surfers riding waves from Point Concepcion to Big Sur. Povah’s love of surfing is evident in the film, which shows the sport and the athletes to great advantage.

Povah is pleased with the way things have come together, and he encourages students to follow his lead. “Tell students to be creative. Do something different. Approach your department with a new plan. That’s what Cal Poly wants – for you to go for it.”

Povah remains true to his philosophy. He is creative. He treats his instincts. He follows a different path. Is there anything this thrill-seeker wouldn’t photograph?

“Weddings,” he said. “I don’t do weddings. They’re too stressful.”

**How Do You Feed 13,000 Animals?**

**WITH CAL POLY’S NEW ANIMAL NUTRITION CENTER**

**BY TERE S A MARIANI HEND R I X**

It’s Chow time. Cal Poly’s College of Agriculture, Food and Environmental Sciences has opened the doors of its brand new Animal Nutrition Center.

That’s good news for Cal Poly’s more than 13,000 farm and ranch animals. The Animal Science Department uses the plant to make all of the feed for the 400 beef cattle, 250 dairy cows, 125 horses, 100 swine, 500 pigs, 350 quail, 5,000 egg-laying hens and 7,000 breeder chickens living on campus.

The Animal Nutrition Center is also used to manufacture specialty feed products that are part of ongoing industry-sponsored research on campus, as well as manufacturing custom products for commercial companies. It will also serve as a teaching and animal nutrition research center, said Animal Science Department Head Andrew Thulin.

Students from majors across the College of Agriculture, Food and Environmental Sciences as well as students from many other majors across campus will take classes and labs in the new facility, focusing on animal food processing and related food safety. The Animal Nutrition Center will also serve as a site for feed industry management training for individuals from across the United States and the world.

With the Animal Nutrition Center and the new Beef Facility both completed and opened, the Animal Science Department is still fund-raising for one last key project: The J and G Lau Family Meat Processing Center. The $5.5 million, 13,500-square-foot Meat Processing Center will include conference rooms, meat harvesting and processing labs, food safety research space and ready-to-eat product and packaging development facilities for Cal Poly and companies in the meat industry.

Cal Poly has so far raised $4 million in private support of the total $5.5 million needed to finish the center. For details on the Meat Processing Center, contact Thulin at 805-756-2419 or Assistant Dean for Advancement Tanyu Kiani at tkiani@ calpoly.edu or 805-756-7579.

**Next Up, Meat:**

With the Animal Nutrition Center and the new Beef Facility both completed and opened, the Animal Science Department is still fund-raising for one last key project: The J and G Lau Family Meat Processing Center. The $5.5 million, 13,500-square-foot Meat Processing Center will include conference rooms, meat harvesting and processing labs, food safety research space and ready-to-eat product and packaging development facilities for Cal Poly and companies in the meat industry.

When he started at Cal Poly, Povah captured the ultimate athletes’ intense, dramatic acrobatics. Video or still, color or black-and-white, aerial or underwater, Povah’s photographs give the more-timid viewer a glimpse of life in the fast lane.

But Povah is not just a man looking for action. He is a thoughtful photographer as well, capturing the natural rugged beauty in landscape photographs of the Central Coast, Yellowstone National Park and the Grand Tetons.

**From surfers in Indonesia to extreme skiers at Lake Tahoe, Povah captures the ultimate athletes’ intense, dramatic acrobatics. Video or still, color or black-and-white, aerial or underwater, Povah’s photographs give the more-timid viewer a glimpse of life in the fast lane.**

When filming white-water kayakers, he uses a waterproof case for his equipment, sets it in his lap, and takes off ahead of the kayakers he wants to photograph. Shooting the rapids and the paddlers that trail him. Simple, right?

But Povah is not just a man looking for action. He is a thoughtful photographer as well, capturing the natural rugged beauty in landscape photographs of the Central Coast, Yellowstone National Park and the Grand Tetons.

An avid surfer, snowboarder, white-water kayaker and rock and ice climber himself, Povah was introduced to sports and ice climbing at 13. In high school, his outdoor education teacher introduced him to rock climbing and kayaking.

As a kid, traveling with his father to Africa and Alaska, he was tagged the designated photographer.

New Animal Nutrition Center

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ONCE UPON A TIME, a mouse and a cricket were worried about what would happen to all the creatures if the forest disappeared.

So they turned to an old friend for help. The kind and gentle man built a beautiful castle in a Magic Kingdom for Mickey and Minnie to live in.

Then he made sure that many of America’s forests and streams were preserved as wildlife habitat, because he loved real animals, too. This part of the story is not a fairy tale.

Although most people think of Walt Disney as a pioneer in the entertainment industry, he was also an early environmentalist. In 1950 he launched a life-long campaign to help Americans understand how “the natural resources of our vast continent are not inexhaustible” – six years ahead of Rachel Carson’s seminal book Silent Spring.

Conservation isn’t just the business of a few people, Walt explained then, expressing a sentiment that was years ahead of its time. “If we protect our wildlife and preserve our lakes and streams, these things will last us for generations to come,” he said 58 years ago.

Walt did more than just wish upon a star, as attested by the many honors he received for his lifetime commitment to the environment from such groups as the National Audubon Society, National Wildlife Federation, Sierra Club, and the American Humane Association.

Walt’s love of nature still influences the company today. One example, the Jimmy Cricket Environmentalism Challenge, encourages students to tackle real-world environmental challenges.

To date, more than 680,000 fifth graders have responded, with projects that range from writing letters to U.S. senators about illegal bush-meat trade to helping victims of the December 2004 tsunami in Southeast Asia.

Last year, Disney formed an environmental council of senior executives to identify ways to minimize Disney’s impact on the environment. The council, which includes scientists and engineers, frequently seeks expert external advice as part of the policy-making process.

This is where Cal Poly enters the picture.

Disney CEO Richard Taggart, whose daughter Chris is a Cal Poly freshman majoring in art and design, is working with University Advancement and the College of Liberal Arts to start a dialog between the campus and the company.

“There are so many possibilities for collaboration between Cal Poly and Disney,” he said. “Take sustainability. We are very interested in what your architecture and other professors are doing in this area. We’re building a new gym at Disney head­quarters and we hope to attain a LEEDS certification.”

Business is another area for potential collaboration. Taggart met recently with College of Business Professor Kathryn Lan­caster to discuss her work in sustainable business practices.

In March, Disney executive Lisa Haines (POL ’89) – who holds degrees in creative writing and film/­broadcast – talked shop with the Cal Poly alumni. She explained his involvement in a project called “Intimate Transactions,” a futuristic interactive electronic art work that will be the only exhibit of its kind featured at the Beijing Olympics this summer.

In return, Gillette was invited to attend a sneak preview of Disney’s new Blu-Ray version of Sleeping Beauty in Los Angeles to mark the 50th Anniversary of the classic Disney film. He is getting a first-hand look at this revolutionary technology before it comes onto the market in October. The new BD Live technol­ogy will enable viewers to chat, video stream, shop online, play games and more from the comfort of their living rooms.

The bond between Disney and Cal Poly was further strengthened with the appointment of alumnus Lisa Haines (POL ’89) as vice president for communications in the Worldwide Public Affairs Department for Walt Disney Parks and Resorts. In this role, she works with Disney parks around the world – from Anaheim and Orlando to Tokyo and Paris – as well as with the cruise line and vacation club businesses.

A political science major at Cal Poly, Haines worked for a Congressman after graduation, which led to an opportunity with a PR agency several years later. “I essentially learned by doing and moved up in my career. I worked hard, made a good name for myself in the communications field, and eventually landed at Disney,” she explained.

With so many alumni and interns working at Disney, as well as numerous areas of mutual interest, the potential for teaming up is limited only by imagination. “Who knows, maybe there’s even an honorary degree in Mickey Mouse’s future!”

Like a bolt out of the blue
Fate steps in and sees you through
When you wish upon a star
Your dreams come true.

— “When You Wish Upon A Star,” Pinocchio, 1940

DOZENS OF CAL POLY ALUMNI are enjoying a career with Disney. Cal Poly Magazine recently asked how their learn-by­doing education prepared them for career challenges and suc­cess, what they enjoy about their jobs, and – in a lighter vein – what their favorite Disney attractions are or what characters they would like to be. Here are reflections on Cal Poly and Disney from some of them:

Eric Merz (ARCE ’97) Project Manager, New Technology Group/Disney Cruise Line: “I learned how to roll up my sleeves at Cal Poly...”

Jim Mayo (CM ’80) Project Manager, New Technology Group/Disney Cruise Line: “... and I love coming up with exciting new ideas to wow our guests...”

Eric Merz: “Disney has the most talented, intelligent, can-do people...”

Janet T. Trumbo (REC ’93) Project Coordinator, Walt Disney Imagineering Resort Development: “... on the hands-on courses and all the speaking/presentations gave me the wherewithal to jump right into my role...”

Jeff Webb (CM ’80) Executive Director for Disney’s 50th Anniversary Celebration was my biggest challenge and my most memorable experience...”

Joseph T. Trumbo (REC ’93) Project Coordinator, Walt Disney Imagi­neering Resort Development: “... on the hands-on courses and all the speaking/presentations gave me the wherewithal to jump right into my role...”

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with that kind of spirit is Cal Poly...”

The Haunted Mansion, as a kid, I never understood how all that stuff fit into that little house...”

I know how it all works and it’s even more impressive.

Joseph T. Trumbo (REC ’93) Project Coordinator, Walt Disney Imagin­ingering Resort Development: “... on the hands-on courses and all the speaking/presentations gave me the wherewithal to jump right into my role...”

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Andrew A. Sanchez (ARCH ’94), Principal Show Set Designer, Walt Disney Imagineering. … best preparation came from group projects at Cal Poly … learning in groups is tantamount to success here at Disney Imagineering. … what makes my job so memorable is seeing my own expressions after they have been on an attraction I worked on.

Kree Lindsay (REC ’94) Stage manager, Guest Talent Programs, Entertainment Operations. … creating a vision and taking it one step beyond, looking for that extra mile … served on the Dream Squad, picking up complete strangers at the gate and helping them experience magic. … “driving” the Mark Twain riverboat … Walt Disney, sometimes slept in the Captain’s Quarters on the boat when he had a late night … I feel his presence there and love it! … I must have Piu Di in my head.

James Klepper (EE ’03), Electronics Engineer, Walt Disney Imagineering: … Luigi from Cars because of the passion he has for his craft.

Nethoria. … had a well-rounded business education at Cal Poly … small classroom environment, senior project, management club activities … most memorable challenge was a Disney enterprise-wide project to convert our finance/payroll/hr systems, which gave me broad exposure to businesses and people I would not have met otherwise … Soarin’ Over California in Disney’s California Adventure Park is a great escape.

Eric L. Jost (ET ’90) Project Planner, Walt Disney Imagineering … Cal Poly drilled problem solving as the engineering fundamental … planning theme parks is a continuous problem-solving exercise … most memorable opportunity was living and working in Hong Kong during development of Hong Kong Disneyland.

Kare Honeycutt (BUS ’05) Senior Financial Analyst, Walt Disney Imagineering … as a business major, I had a lot of group projects which required me to work with people of all back grounds and work styles, exactly what I do every day now … I lead the internship recruitment process and always come to Cal Poly … manager of our Internal Work Site and captain of our softball team. … Flik from a bug’s life because he has such a positive attitude and pushes for change.

Steven Dahl (IE ’92) Senior Financial Analyst, Walt Disney Imagineering: … the most valuable skill learned at Cal Poly was problem solving … now heavily focused on business transformation efforts associated with consolidating our North American and international entertainment divisions … never a dull day, great people, dynamic market to be in right now … most memorable experience was when another employee was killed in a car accident … funeral was incredibly moving, with perhaps 2,000 people, many dressed in their backpack uniforms, as a show of friendship to his family since he was such a well-liked cast member.

Julie M. Bush (NRM ’80) Principal Landscape Architect, Walt Disney Imagineering: … my Cal Poly Natural Resource Management degree gave me a great background working with the environment … later did landscape architecture program at UC Irvine but the NRM makes me a better landscape architect … challenging work now because of the fast pace of our projects … often we build in record time, during nights, when the parks is closed. … the thing I love most is seeing how the guests love the work … very rewarding to see my designs built and appreciated.

Tony Colon (ART ’94) Associate Project Manager, Facility Asset Management, Disneyland Resort … had many opportunities at Cal Poly to develop leadership skills … now I manage a small number of capital improvement projects throughout the resort … assist seasoned project managers but also enjoy running my own projects. Disney has given me a huge amount of responsibility, rare for a recent grad … always wanted to be Ariel (The Little Mermaid), not just because she has red hair like me but she is curious, independent and a little rebellious.

Two centuries ago, the concept of a modern jetliner was only a fantasy in the minds of a few inventors. Unfortunately, you could say that quiet, comfortable and punctual air travel is once again only a dream.

Anyone who has flown recently knows that getting on a plane is the triumph of hope over experience. An aviation renaissance may someday be the answer to a flyer’s misery. Cal Poly Aerospace Engineering Professor Rob McDonald and David Marshall are collaborating with other researchers across the country as part of a multidisciplinary effort aiming to improve air travel by developing a new generation of aircraft.

The effort is being funded by NASA in the form of two separate contracts, one each for McDonald and Marshall, totaling several million dollars.

NASA aims to radically re-design the modern jetliner by improving fuel efficiency, reducing noise and allowing the planes to take-off and land using less runway space, giving them low-speed, high-lift performance.

In addition, the new planes will be quieter and less polluting. According to a NASA report, the agency is striving to have a generation of aircraft by 2012 that will greatly reduce engine noise, lower emissions by 70 percent and burn 13 percent less fuel relative to a standard 737 model. By 2018, those goals increase even more.

McDonald’s team is developing the software to improve the aircraft design process. Marshall’s team is working on the creation of the airplane models, testing them and developing prediction methods for low-speed, high-lift performance. Both professors have teams of Cal Poly students assisting in the research.

What could all of this mean for airline passengers someday? It comes down to the so-called “hub and spoke” system for modern air travel, according to McDonald.

Think of a bicycle wheel, with the hub at the center and the spokes reaching to smaller airports. Passengers flying from a smaller airport will most likely go first to a major hub before continuing to their final destination. “As nearly everyone knows, major hubs are bottle-necks – they become clogged very quickly,” said McDonald.

Modern jetliners have to use these hubs because of the runway length – smaller airport runways are simply not long enough. However, short takeoff and landing designs similar to those being researched by Marshall will give larger aircraft access to smaller airports, allowing many more direct flights and fewer connections. "Think of flying directly from San Luis Obispo to Colorado Springs, completely bypassing such hubs as Los Angeles or Salt Lake City. Both professors are optimistic that the new technology will, literally, take off.

"Along with the benefits of fewer fuel emissions and improved travel convenience, having quieter airplanes will be significant for the thousands of people living near airports," said Marshall. “We are long overdue for new aviation design."
LONGTIME SUNSET MAGAZINE publisher and former United States Ambassador William "Bill" Lane and his wife, Jean, have spent their lives showcasing and preserving the best in the west. Supporting Cal Poly was a natural choice. The couple put down roots at Cal Poly when their daughter, Brenda Lane Munks, came to campus as a freshman — with her horse in tow. She graduated in 1986 with a degree in recreation administration from what is now the College of Agriculture, Food and Environmental Sciences. Brenda’s step-daughter, Cristina Munks, is also a Cal Poly graduate.

In 1980, Jean Lane agreed to serve on the Cal Poly President’s Cabinet, the year it was founded. The 45-member body is an advisory board to President Warren J. Baker. Jean Lane went on to serve in the cabinet for 26 years until stepping down in 2007. Bill and Jean Lane also played pivotal roles in the creation of the Baker Forum in 2002. Held every other year, the Baker Forum gathers top international science and technology leaders from universities and industry to tackle issues and develop creative solutions. The event is financed by the Baker Forum Endowment, created by leaders such as the Lanes.

"It was Warren Baker who really inspired me to get involved at Cal Poly," said Jean Lane. "He and Carly have done so much at Cal Poly to get the community and students involved. I thought his idea of having an advisory President’s Cabinet was great.”

Jean and Bill Lane have taken a particular interest in the Cabinet’s support for Cal Poly initiatives on behalf of science and mathematics education in elementary, middle and high schools across the state. “It is absolutely necessary in order to keep up in this technological world we’re living in, and I think the President’s Cabinet has been instrumental in working for that change,” Jean Lane said.

To highlight their outstanding service to Cal Poly, Calitaria and the nation, Cal Poly and the CSU recognized Bill and Jean with honorary Doctor of Human Letters degrees at this year’s commencement.

“Bill and Jean Lane are truly without peers in the leadership they have provided in public service, and especially on behalf of environmental awareness and conservation. Cal Poly and the CSU are honored to be able to recognize them for this work as well as their support for education and the arts,” Baker said.

The couple is credited with an almost unending list of public service, business and philanthropic accomplishments. Their service to country includes Bill Lane’s time in the U.S. Navy and his appointments as the U.S. Ambassador to Australia and Nauru from 1985-1989, and as ambassador-at-large and commissioner general at the world’s first international ocean exposition held in Japan in 1975. Bill has served with both political parties, “walking both sides of the aisle,” and was elected the first mayor of their home town of Portola Valley.

With his late brother, Mel, Bill Lane shepherded Sunset, “The Magazine of Western Living” and Sunset Books to immense popularity and profitability. The brothers sold the magazine, and the family publishing company, to Time Warner in 1990.

Bill Lane has served on many boards or advisory councils for such organizations as the National Park Conservation Association, the Yosemite Fund, the California State Park Foundation, Stanford University’s Hoover Institution, California Water Service Company, and PG&E.

Jean Lane has served on the boards of the Smithsonian Museum of Natural History, the National Tropical Botanical Garden, and the Filoli Center, a Natural Trust for Historic Preservation site, in addition to the Cal Poly President’s Cabinet. They are both active supporters of Stanford University, Northwestern University, and the Peninsula Open Space Trust.

Among the places they hold most special is Cal Poly’s Learn­ing Pine Arboretum. The quiet five-acre spot includes gardens reflecting the five natural Mediterranean climate zones from across the globe. The Lanes have given generously to the Learn­ing Pine Arboretum over the years.

To Jean Lane, a woman who is able to identify hundreds of plants by both their botanical and common names at a glance, the arboretum exemplifies the best aspects of Cal Poly.

“It really is an example of learn-by-doing at Cal Poly. The stu­dents get hands-on experience here, and they learn so much,” she stressed. “With all the new planting they do, it improves ev­ery year. And, many of the drought resistant plants of the south­ern hemisphere help to conserve water here in the West.”

The Lanes’ interests also extend to the arts and they gave generously to the construction of the Performing Arts Center on the Cal Poly campus. An accomplished musician, Jean has played harpsichord in the baroque Portola Trio since 1976. Their philanthropic support for the arts includes establish­ment of the Jean Gimbel Lane Prize in Piano Performance at Northwestern University’s School of Music. In 1997, North­western University created the Jean Gimbel Lane Humanities Professorship at Northwestern University.
ADAM STEPHENS' OUTLOOK on a favorite pastime changed one day along the slopes of California’s Mt. Diablo.

That’s when the Cal Poly industrial technology professor accidentally plunged his mountain bike off a 12-foot vertical drop, shearing off his bike’s front fork and pulverizing the rear – leaving him sprawled on the ground, writhing in pain.

Stephens was afraid he would never ride a mountain bike again, at least not in comfort, due to a slipped spinal disk.

Two years ago, Stephens began developing a bike designed specifically for back pain sufferers: “The Berserker,” a recumbent, off-road tricycle that minimizes prostate and back pain, as well as palm and foot numbness.

“The bike makes you feel like you’re almost floating above the terrain,” Stephens says. Suspension systems on each wheel absorb shock and prevent body pain, while larger-than-average wheels allow the bike to roll over big objects. It is also very light, with a frame made of aircraft-grade aluminum.

Marketing guidance has been provided by Industrial Technology Professor Jay Singh and students taking his course in advanced packaging dynamics for distribution, who tested the Berserker’s shock and vibration performance.

“The trike has given many Cal Poly students the opportunity to learn by doing,” says Stephens. “This is a real world project. It’s much different than what happens in a traditional classroom.”

RATHER THAN TAKE A RISK IN TODAY’S STOCK MARKET, CHARLES DANA IS INVESTING IN CAL POLY’S FUTURE.

CHARLES, A PROFESSOR EMERITUS OF computer science, has added security to his retirement years and, at the same time, is generously supporting Cal Poly by establishing charitable gift annuities.

In exchange for his gifts, he is guaranteed income for life. And in times of economic uncertainty, he takes comfort in these reliable payments. Deferred gift annuities are also a great option for younger donors who would like their annuity payments to commence during their retirement years.

“It’s another way of adding to things I can’t outlive,” he says. Through his work in the classroom and his charitable commitments, he is investing in our students – now and into the future.

To learn more about how you can join Charles in supporting Cal Poly through charitable gift annuities, and for current gift annuity rates, please visit us on the Web or contact us directly.

Web: www.plannedgiving.calpoly.edu
E-mail: plannedgiving@calpoly.edu
Phone: (805) 756-7125
Toll Free: (800) 549-2666
Fax: (805) 756-2711

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IT’S YOUR LEGACY. EXPLORE IT.
Carol Channing brought down the house at Cal Poly in June. After the performance, the Tony, Golden Globe and Emmy award winner enjoys time with (back row, L-R) Deborah Lagomarsino, Bryan Baldwin, Kerry DiMaggio, Lindsey Geibel and (front, L) her husband Harry Kullijian.