

The cover features a large, vibrant photograph of a cherry blossom tree in full bloom, with pink flowers cascading over a white building with arched windows and a green lawn. The foreground is covered in fallen pink petals. A black and yellow banner is overlaid across the middle of the image, containing the text 'ANNUAL REPORT' and the year '2015-2016'.

**ANNUAL REPORT** 2015-2016

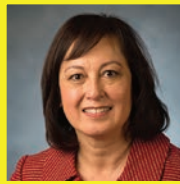
**A sunflower blooms at  
the John T. Lyle Center  
for Regenerative Studies.**



# LEADERSHIP



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# PRESIDENT'S MESSAGE

In my nearly two years at Cal Poly Pomona, I have met with hundreds, if not thousands, of people — students, alumni, faculty, staff, donors, friends and community members. I have visited classrooms and residence halls, churches and community groups, local schools and businesses.

What I heard inspires and motivates me.

Most people spoke about their passion and commitment to this university. Many told stories of their personal success and challenges.

I've heard our alumni recall their college years, both the fun adventures with friends and the stressful moments during finals. In meeting with employers, they speak highly of our graduates' ability to adapt, collaborate and solve problems. Our donors have affirmed their commitment to students and education and, often, remembered how one caring faculty member opened the door to new possibilities and gave them confidence in their abilities.

Your support is essential as we move forward to become the preeminent metro-urban polytechnic university with a global reach and the epicenter for creativity, discovery and innovation.

This fall, our leadership team introduced a theme that summarizes who we are and what we do: One Goal/One Team: Student Success!

Student success is measured not only in our graduation rates, but in what



has long been a hallmark of this distinguished university: preparing students for a lifetime of success in the workplace and inspiring engagement in their communities. As a public university, our mission extends beyond the campus boundaries, and we aim to instill in our students the principles of innovation, collaboration, opportunity, community engagement and philanthropy.

I am deeply grateful for the gifts you have provided to Cal Poly Pomona. You understand — perhaps have even experienced — how one person can make a difference in the lives of our students.

In that very spirit of giving and support, my husband Ron and I are humbled to join you this year as supporters of student success, establishing the Ron and Soraya Coley Endowment Fund for the benefit of our students, faculty and staff.

I am proud to be a member of the Cal Poly Pomona community. Thank you for your continued and generous support.

**Soraya M. Coley**  
President

# CAMPUS PROFILE



## OUR STUDENTS

Hispanic	39%
Asian	24%
White	20%
Other	8%
International Students	6%
Black/African American	3%
American Indian/Native Alaskan	0.2%
Hawaiian/Pacific Islander	0.1%

<b>3.5</b> Entering freshman average GPA	<b>25,326</b> Total number of students
<b>8</b> Academic colleges	<b>96</b> Degree programs
<b>\$7,053</b> Annual undergraduate tuition	<b>25:1</b> Student-faculty ratio
Ranked <b>4<sup>th</sup></b> among non-doctorate public universities in the West	<b>#69</b> On PayScale's list of 962 best college investments for 2016
<b>6,281</b> Graduates in Class of 2016	<b>136,901</b> Alumni

# HIGHLIGHTS

### University Receives High Marks for Value and Scholarships

In the 2016 PayScale College Return on Investment rankings, Cal Poly Pomona alumni shine when it comes to their pay in the workforce. The report compares the salaries of college graduates 20 years after they earn their degree.

Cal Poly Pomona ranks No. 88 among public universities nationwide for awarding scholarships and fellowships, according to The GoodCall 2016 Best Schools for Scholarships Report. The survey, which shows that the university is playing a key role in offsetting tuition costs, found that Cal Poly Pomona awarded an average of \$4,495 to students.

### Campus Making Progress in Black Students' Academic Success

A recent study by the Education Trust highlights the university's significant strides in improving academic success among black students. Cal Poly Pomona ranked ninth best at improving the graduation rates of its African American students out of the 232 institutions examined in the study, "Rising Tide II: Do Black Students Benefit as Grad Rates Increase?"

At Cal Poly Pomona, the gap in graduation rates between white and black students was reduced by almost 11 points, placing it just ahead of Cal State Fullerton and just behind Miami University-Oxford

in Ohio. That's significant progress, but there remains a graduation gap of about 8 percentage points.

In all, eight of the CSUs made it into the top rankings. They are: San Diego State (No. 1), Chico State (No. 4), Cal Poly Pomona (No. 9), Cal State Fullerton (No. 10), Cal State Long Beach (No. 25), San Francisco State (No. 42), San Jose State (No. 48) and Cal State Northridge (No. 52).

### Collins College Celebrates \$10-Million Expansion

The Collins College of Hospitality Management's \$10-million expansion opened for classes in spring 2016. The 12,000-square-foot building was entirely funded by donors and earned LEED Gold Certification from the U.S. Green Building Council. The designation recognizes best-in-class practices for sustainable building design and construction.

"This new building will serve as a centerpiece of excellence for undergraduate and graduate education, and is a beacon for future leaders in the industry," President Soraya M. Coley says. "If our graduates are to continue to be in high demand — and they are — they need to have access to the best learning environment we can offer."

Building 80 is made possible through the generosity of distinguished donors Jim and Carol Collins, Andrew and Peggy Cherng, the J. Willard and Alice S.

Marriott Foundation, and Hae and Shina Park. The expansion includes classrooms, a grab-n-go cafe and student commons, faculty offices, a conference room, and work stations for teacher's assistants.

### Historic Investiture for President Coley

Soraya M. Coley was officially conferred as Cal Poly Pomona's sixth president at the Investiture ceremony on Feb. 5. An audience of more than 1,000 packed Kellogg Gym to witness the event, which included a processional that featured university leaders from across the country, campus representatives, civic leaders and colleagues from other academic institutions.

The president and her

husband, Ron Coley, cemented their lifelong commitment to Cal Poly Pomona's mission by establishing the Ron and Soraya Coley Endowment Fund, pledging \$100,000 to it.

### Rose Float Continues Award-Winning Tradition

Sweet Shenanigans, the 2016 Cal Poly Universities Rose Float, won the Lathrop K. Leishman Award for Most Beautiful Non-Commercial Float in the 127<sup>th</sup> Rose Parade.

Covered in more than 46,000 flowers, the float featured eight giant gummy bears playing among super-sized scoops of ice cream and giant lollipops. The 68-year partnership between Cal Poly Pomona and Cal Poly San Luis Obispo has yielded 56 awards.



President Soraya M. Coley is flanked by CSU Chancellor Timothy White, left, and Presidents Emeriti J. Michael Ortiz and Bob Suzuki at the Investiture.

# FUNDING

Cal Poly Pomona prides itself on providing a quality education that is distinguished by its learn-by-doing approach. However, excellence comes at a price. The university relies on outside support to ensure it can deliver on its academic mission.

The charts on these pages outline where Cal Poly Pomona received its funding in 2015-16 and how that money was applied.

**\$19.9**  
MILLION  
*Total gift commitments to the university*

**\$196**  
MILLION  
*Financial aid awarded to students*

**71%**  
*Student body (17,927) who received financial aid*

## BUDGET EXPENDITURES FOR 2015-16

State General Fund.....	\$131,369,342
Student Tuition and Fees .....	\$152,686,300
Investment Income (State) .....	\$1,114,388
Lottery.....	\$1,720,000
Research Contracts and Grants .....	\$13,885,011
Philanthropic Contributions and Auxiliary Support.....	\$14,586,244
<b>Total.....</b>	<b>\$315,361,285</b>



# GIFTS BY PURPOSE

**CAPITAL AND ENDOWMENT PURPOSES**  
Donors gave **\$819,000** to expand educational outreach programs at AGRIsclapes, as well as to support plant science and agribusiness students.



**ACADEMIC SUPPORT**  
Students and faculty in the College of Engineering, College of Business Administration and College of Science are engaged in cybersecurity and unmanned aerial vehicle systems research, which received **\$235,000**.

**STUDENT FINANCIAL AID**  
Corporate partner Avanade donates **\$78,000** annually for the largest individual scholarships given at the university to support women in technology. The individual awards are **\$15,000** each for five students.



**OPERATIONS AND MAINTENANCE**  
**\$100,000** was received to refurbish the university's Pine Tree Ranch in Ventura County. The property is used for student internships and experiential learning in orchard management.

**OTHER**  
The Native American pipeline project received **\$10,000** to support its efforts in encouraging higher education to middle and high school students.



*These figures include total gift commitments in 2015-16, including cash and non-cash donations, pledges, bequest intentions and certain gifts. The information is based on the university's Philanthropic Productivity Report to the California State University.*



## RAISING THE STAKES

**AGRIscapes Teaches Schoolchildren the Importance of Agriculture and Cultivates Future Leaders**

**By Dan Lee**

A school bus rolls to a stop in the AGRIsclapes parking lot at Cal Poly Pomona. The doors hiss open, and a horde of schoolchildren eagerly scramble off the bus and scamper to a barn where sheep and goats greet them.

It's the first stop on a field trip that will take them to a children's garden to learn about where fruits and vegetables come from, and then to a display of farm equipment that ranges from antique tractors to the latest drones.

This is the vision for AGRIsclapes Center: A place where children and their parents discover agriculture and its connection to food and nutrition.

"There's a huge demand in the Los Angeles urban area for learning about and experiencing country life and agriculture," says AGRIsclapes Director Craig Walters (78, plant and soil science). "We want to reach out and tap that interest, creating the next generation of College of Agriculture students and the leaders of the agricultural industry."

It's also a vision that Jim and Neta Hicks heartily support. Last spring, the couple generously donated \$800,000 to expand educational outreach programs at AGRIsclapes, as well as to establish an endowment to support plant science and agribusiness students. At the time, it was the largest single outright gift to the College of Agriculture.

"We're pleased to be able to help the College of Agriculture. We depend on agriculture to provide our food, and we must not take that for granted," says Jim Hicks, a businessman and longtime supporter of the university and agricultural education. "We must continue

to educate the public on the importance of agriculture so that future generations will continue to have stable and sufficient food supplies."

The university created the 40-acre AGRIsclapes in 2001 as a center to promote agricultural and environmental awareness through demonstrations of alternative methods to grow food, conserve water, reduce energy needs, and recycle agricultural and urban waste. It includes the Farm Store, greenhouses, hydroponic facilities, a children's garden, a petting farm and a 3,000-square-foot visitor center that is available for events.

"Research shows that if children get involved in a backyard garden, they're more likely to eat more fruits and vegetables," Walters says. "It's a critical habit to begin at a young age."

But AGRIsclapes has reached the limits of its capacity, and the petting farm area can only accommodate 40 children at a time. Last year, more than 4,000 schoolchildren visited in October before and after the annual Pumpkin Festival. In all, about 6,000 children visit the center on field trips annually and learn about farming and food through hands-on demonstrations.

Walters and the College of Agriculture are reviewing the plans for AGRIsclapes with an eye for using the Hicks' gift to expand the center's capacity and celebrate Southern California agriculture.

Among the ideas are building a barn for petting

farm animals, displays of antique and modern farm equipment, space for other exhibits and demonstrations, and upgrades to lighting, utilities and parking.

"With these additions, we can not only accommodate more people, but greatly enhance their experience," Walters says.

The vision includes promoting AGRIsclapes as a facility that can accommodate not just school field trips, but also as a venue to host workshops and conferences for the public.

Part of the Hicks' gift also will create a student assistance endowment to provide financial support to plant science and agricultural business students for tuition, books housing and travel to internships.

"We're grateful for the Hicks' passion for agricultural education and their generosity for supporting our programs," says Mary Holz-Clause, dean of the College of Agriculture. "Their donation will go a long way toward raising up the next generations of leaders in agriculture."

Jim Hicks is the retired president and CEO of Jim Hicks & Co. in Brea, a wholesale distributor of commercial fertilizers for the Western United States and Mexico. He has served on the board of the California Ag in the Classroom program and was honored with the organization's Legacy Award.

Since 2009, Jim Hicks has donated to scholarships in the College of Agriculture and helped fund other improvements at AGRIsclapes. Last year, he created the Jim Hicks International

Scholarship program, which has provided College of Agriculture students with internships in Asia and Africa.

"The Hicks' passion for bringing agriculture education to children is inspirational," Holz-Clause says. "This gift will significantly enhance AGRIsclapes' ability to be a leader for outreach in Southern California."

*Dan Lee is the communications specialist in the Huntley College of Agriculture.*



*A group from the Cal Poly Pomona Children's Center touches worms in a composting box during a visit to AGRIsclapes.*

# A BRONCO FOREVER

## SANDI DAVIS

**Arrived as a Student in 1968 and Worked at the University for 46 Years**



### By Melanie Johnson

Sandi Davis ('72, office management) still dreams about Cal Poly Pomona.

Most of those dreams take place in Building 1, which once housed the President's Office where she worked for decades.

"I wake up in a cold sweat thinking that I haven't gotten something for a trustee, or the chancellor is coming and I don't have his itinerary," Davis says.

Davis called the university home for 46 years – starting as an incoming freshman and student assistant in the College of Business Administration in 1968 to working in the President's Office until 2014 – so it makes sense to her that Cal Poly Pomona would be as much a part of her dreams as it was in reality.

It's that deep connection with Cal Poly Pomona that has kept her giving back. With 32 years of consecutive giving, Davis, who is also the mother of two alumni sons, is the university's longest-giving alumni donor.

"I would give to the athletic program or wherever it's needed most," Davis says of

her contributions. "I can't give a whole lot, but I give what I can."

Davis understands that every gift can make an impact on students.

"When they call me for the Annual Fund, I say, 'Sign me up,'" she says. "I am so proud of the university and its accomplishments."

That Bronco pride started in 1967 when Davis visited the campus as a wide-eyed Upland High School senior who had never heard of Cal Poly Pomona. The university hosted an open house, Poly Vue, for students from high schools in the area. Each college put on a different exhibit or event. Davis, who could type 120 words per minute on a manual typewriter back then, competed in the typing and shorthand contest staged by the College of Business Administration.

"When I came on campus for that Poly Vue and saw all the balloons, the kids and the excitement, I thought this is where I want to come to school," she says.

Davis, then known as Sandi Beletrutti, didn't just attend Cal Poly Pomona. She became

part of the fabric of life in the campus community, joining the Lambda Chi sorority, serving as the recording secretary for Associated Students Inc. and earning the Poly Vue queen crown in 1970.

"Being named the Poly Vue queen was the highlight of my academic career," Davis says.

In 1972, she earned a bachelor of science degree in business management from the College of Business Administration, with an option in secretarial science. Davis received the Business Management Student of the Year award. That same year, she began working full time as the department secretary at the College of Business Administration.

Davis planned to work on campus only until she found "a real job," but the years just kept rolling along. Two years later, she joined the staff of the President's Office.

Her career includes working for four Cal Poly Pomona presidents: Robert Kramer, whom she describes as "a large, terrifying man, especially for a newbie";

*(Continued on page 15)*



*Sandi Beletrutti (Davis) is crowned the 1970 Poly Vue Queen by outgoing queen Barbara Di George and Ron Simons at the Fourth Annual Queen's Pageant.*

# FRIENDS IN DEED

## Donors Make a Vital Impact on Cal Poly Pomona Students and Programs

By Gary Fong

*Friends of the university make things happen — they open doors to prized internships, advocate for the university and sponsor valuable programs on campus.*

*John Tush, Lee Cole and Bruce Jewett are not graduates of Cal Poly Pomona. But as friends of the university — in some cases by happenstance — they have made an indelible impact on the lives and success of students, and enhanced educational opportunities. The common thread is a belief in the transformative power of a Cal Poly Pomona education.*

*"Friends of the university are more than donors. They are loyal and committed partners who have a passion for Cal Poly Pomona and what it stands for," says Rick Nordin, interim associate vice president for University Development. "Without these kinds of friends and what they bring to the table, some of the vibrant learning opportunities for our students would not exist."*



John Tush is the senior partner at Access Partners in Azusa.

## BUYING IN

John Tush practices what he preaches: Take the initiative.

The senior partner at Access Partners, a sales agency that pairs food container manufacturers with restaurant chains and suppliers, approached Cal Poly Pomona in 2014 about creating a scholarship for students in the College of Business Administration.

"I always said that when I retired I was going to do it," says Tush, who lives in Pasadena. "The scholarship part of it, as it turns out, was secondary. I started to see what the kids really needed."

At that initial meeting two years ago, he pledged \$136,500 through the Access Partners Foundation to fund scholarships. He also became the college's executive-in-residence in 2014, and he says it's not uncommon to see students lined up outside his office seeking his counsel. He has much insight to share from a nearly 40-year career in sales.

Tush has become a conduit for sales internships and jobs. He helps students refine their resumes and teaches them how to interview for jobs, and says his track record for helping students

land internships and jobs is "close to 100 percent."

Shortly after he arrived on campus as the executive-in-residence, Tush sat in on a marketing class and students were asked to introduce themselves. One student said that he worked 32 hours a week as the overnight manager at a fast-food restaurant while carrying 16 units and relying on copious amounts of coffee to help him get through the day.

That story of working and going to school resonated with Tush, and a few weeks later he contacted Nick Gable ('16, marketing) to interview for an internship at Access Partners. That yearlong internship would be the springboard for Gable, who also took a full course load during those quarters. Gable is now an outside sales representative for Los Angeles-based Trade Supplies, which specializes in disposable food-service packaging.

"When I wake up in the morning, I don't see it as work. Sales is all about making relationships with people and it's something I enjoy and want to do for a very long time," Gable says. "I'm really thankful for John helping me to realize that this is what I was meant to do and really pushing me along that path to get me to where I am."



Pine Tree Ranch in Santa Paula was deeded to Cal Poly Pomona in 1976.

## DEEP ROOTS

Long before Pine Tree Ranch was deeded to Cal Poly Pomona in 1976, Lee Cole worked its 53 acres in Santa Paula when he was in high school, oversaw farming operations for owner Carlton Wasmandorff and later lived in the ranch house.

Cole recalled that he and Wasmandorff would ride tractors to clear boulders so that avocado and citrus groves could be planted. Over the years, Cole would become a good friend and confidante of Wasmandorff.

In the mid-1970s, Wasmandorff wanted to give his ranch to an institution that would educate and train agriculture students. Eventually, he decided to will his ranch to Cal Poly Pomona.

Internships at the ranch started in 1977 and lasted until 2003, when the effects of a deep recession were felt. Last year, Mary Holz-Clause, dean of the College of Agriculture, approached Cole about helping to restore the ranch house. Although Cole had not been involved with the ranch for some time, he didn't hesitate.

Cole's life and success as an avocado grower are intertwined with the ranch. As the CEO of Calavo Growers, Cole asked the board of directors for approval for a \$100,000 gift to refurbish the house.

"I have a deep connection to the ranch and I was more than happy to help," says Cole, who owns property nearby. "Anything that has to do with agriculture I am definitely a supporter, and that's what Cal Poly Pomona represents."

Pine Tree Ranch will again host internships for Cal Poly Pomona agriculture students, giving them hands-on learning experiences.

"We will bring plant science and agribusiness students

back here again to learn how to manage our citrus and avocado orchards," Holz-Clause says. "Together with our industry partners, our faculty and staff will help Pine Tree Ranch thrive again and become a valuable cornerstone to the learn-by-doing philosophy at Cal Poly Pomona."

As a CEO, Cole also knows that brand awareness is vital. He wants to see agriculture and Cal Poly Pomona go hand in hand in Ventura County.

"I can't say strongly enough how important it is to have the Cal Poly Pomona brand back up here," Cole says. "Kids go by and see the Cal Poly Pomona name on the house. Right away that's where they're going to check first about going to college."





*Established in 1971, Ink & Clay is a national competition that features works that incorporate "any variety of ink or clay as a material."*

## THE ART OF GIVING

Bruce Jewett feels at home when he's at Cal Poly Pomona, especially when it's time for the annual Ink & Clay art exhibition.

His partner, the late Lt. Col. James "Jim" H. Jones ('51, citrus fruit production), funded an endowment in 1971 for the initial Ink & Clay exhibitions. Jones was a U.S. Air Force officer who was stationed at posts across the Middle East during the Cold War.

"Every time Jim changed stations, he would buy some new art to decorate his quarters," Jewett says. "When he changed stations on several tours, he would take all the old artwork to Cal Poly Pomona and started a collection."

Jewett's own passion for art blossomed through association. "I hadn't really been into visual art until sort of by osmosis from

Jim's interest and activities," recalls Jewett, who also is a devotee of the performing arts.

Jewett has seen the exhibition grow from a small show of works by art department faculty members to a regional showcase to a juried competition that attracts artists from across the nation. He began providing support to the exhibition after witnessing

the passion of those who have made the show a success year after year.

"I was really impressed by the staff and faculty. Everyone seemed to be enjoying their job," says Jewett. "The whole atmosphere at Cal Poly Pomona is like a family. They enjoy what they are doing."

Affirming his belief in the university, Jewett has issued a bequest to Cal Poly Pomona. He gives annually to Ink & Clay and the James H. Jones Memorial Purchase for the exhibition, and has supported other art-related programs in the College of Environmental Design.

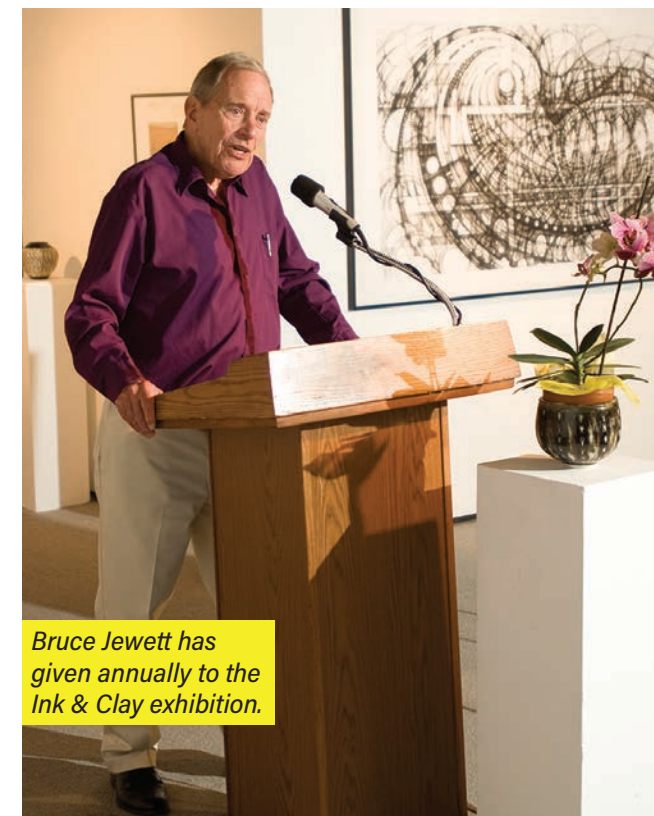
"Bruce Jewett's generous support is essential to the running of Ink & Clay. His contributions, as well as the endowments set up by himself

and the late great Col. James Jones, make this campus tradition happen," says Michele Cairella Fillmore, curator of the W. Keith and Janet Kellogg University Art Gallery and the Huntley Art Gallery. "Ink & Clay gives national recognition and notoriety to Cal Poly Pomona."

Aside from being a showcase for intriguing art, the Ink & Clay exhibition and other forms of art offer a different yet equally valuable dimension to academics.

"It is very important to support the arts," Jewett says. "Anything students can do outside of their specific major makes them a broader person."

*Gary Fong is a senior communications specialist in the Office of Public Affairs.*



*Bruce Jewett has given annually to the Ink & Clay exhibition.*

*Sandi Davis ('72, office management) and Ron Simons ('64, agronomy; '69, food, marketing and agribusiness management) re-enact the 1970 Poly Vue Queen crowning at her retirement in 2014.*



*(DAVIS continued from page 11)*

Hugh La Bounty, who gave her sage advice and taught her how to develop as a staff member; Bob Suzuki, whom she calls "brilliant, kind and caring"; and Michael Ortiz, the "amazing, cool, awesome boss" who treated her and everyone on campus like family.

Ortiz describes Davis as "positive" and a "joy to work with." Her dedication to Cal Poly Pomona is part of her "lifelong mission."

"We had a conversation once where Sandi said that when she left home to go to work, she felt like she was leaving home to go home," he says. "It became such a part of her life."

After more than four decades on campus, Davis has collected fond memories, like the time La Bounty disbanded the football program and some of the players demanded to see him. When the president's assistant blocked their path, "they just picked her up and put her to the side," Davis recalls.

Then there was the time when students demonstrated in President Suzuki's office.

"The students got food out of our kitchen and started eating it," Davis says. "I told one guy that he was eating my lunch. He said that he thought the state paid for it, so the kids took up a collection and gave us money for our food!"

Although no longer working on campus, the university always will remain a part of her.

"I loved being on a college campus with so many bright, engaging and dedicated students. It kept me young. I miss my many friends and colleagues since my retirement, but I visit often and continue to keep up to date on the changing campus landscape and new and exciting activities. I will be a Cal Poly Pomona Bronco forever."

*Melanie Johnson ('97, English) is a communications specialist in the Office of Public Affairs.*

# FACULTY DONORS



**RHONDA RHODES**  
**PROFESSOR OF TECHNOLOGY & OPERATIONS MANAGEMENT**  
 College of Business Administration

**What motivates you to work with students?**

Brains and energy. I can't think of a better way to spend a career than with young people who have brains and energy and will become our future leaders. I love to challenge students to think differently. Cal Poly Pomona students are an exceptional bunch. Most work at least part time, and many are the first

in their family to get a college degree. They are exceptionally motivated to excel, which in turn motivates me. Seeing brains and energy in action has motivated me for 33 years.

**Tell me about an experience that inspires you.**

An MBA alumnus once told me about his experience in working with other MBA graduates from Harvard, Wharton, UCLA and Berkeley. At first he was intimidated by their degrees, but that changed. He said, "They knew how to talk theoretically about a project. As a Cal Poly Pomona graduate, I knew how to do the project – to plan, implement

and complete a project, not just talk about it."

I believe a university education should make you a better person and not be strictly vocational. But let's be realistic. Unless one is independently wealthy, one must earn a living. A four-year college degree should prepare you for the future, and the future includes working.

**Why donate to the university?**

Our educational system must change. It can no longer be "business as usual" because the state just can't pay for everything. Donating to Cal Poly Pomona provides extras for the students that the state

just can't provide. Also, it makes me feel good to give back. And, as a business person, I must mention, it is tax deductible.

**What is Cal Poly Pomona's role in Southern California?**

No other university in Southern California has 1,400 acres of beautiful land, Arabian horses, livestock, a student-run restaurant, a Farm Store and opportunities for students to work in a hotel or to get funding for a new product they developed. We are a polytechnic university and we should not lose sight of this fact.

**ABDUL RASHIDI**  
**CIVIL ENGINEERING PROFESSOR**  
 College of Engineering

**Why do you donate to Cal Poly Pomona?**

My contribution is to provide students and educators the resources needed to excel in their educational program. I have chosen Cal Poly Pomona because it has been providing the technical and leadership needs primarily in Southern California, a place I call home.

**What motivates you to teach students?**

I did my undergraduate work at the University of Cincinnati, which had a co-op program, requiring one year of practical training or internship. The internship helped me to become a better student and

also introduced me to another dimension of engineering work: the invaluable mentorship I received from my superiors and colleagues. I too wanted to bring my real-life engineering knowledge into the classroom and share it with students who may not have the opportunities I had.

**How did scholarships support your education?**

I was fortunate to have scholarships to pursue both undergraduate and graduate work. It contributed enormously to my professional and personal success. Without it, life may have taken a less successful route.

**What's the benefit of donating to the university?**

Today's students will be tomorrow's leaders! The role of a university is to educate and prepare students for such future challenges. This is the ultimate benefit.



**JUANITA ROXAS**  
**PROFESSOR OF INTERNATIONAL BUSINESS & MARKETING**  
 College of Business Administration

**What do you teach?**

International business and different courses in marketing. I have taught the gamut of our marketing classes except for sales and promotion.

**What motivates you to teach?**

Watching them blossom from insecure first-time freshmen or transfer students to the confident seniors when they graduate. Some graduate with trepidation. But at times, they come back as professionals and surprise me even more. I barely

recognize the quiet student in the corner when he/she comes back for alumni panels or alumni events.

**What do you enjoy about working with students?**

I have the opportunity to point out possibilities that students never considered or knew existed. I can almost see a lightbulb over their heads. As a student who was chronically academically in trouble and graduated with a decent GPA, it is gratifying to see that.

**Any specific stories that come to mind?**

After 27 years, there have been so many different instances that I don't have exactly one that stands out. I have had close mentoring relationships with students early in my career. They have moved on to find employment and careers.

# FACULTY DONORS



**IRIS LEVINE**  
MUSIC PROFESSOR  
AND INTERIM  
ASSOCIATE DEAN  
College of Letters,  
Arts & Social Sciences

**Why do you donate to Cal Poly Pomona?**

When I became department chair, Barbara Way was the dean and talked about the importance of giving back to the college. She said, "I don't care what you decide to give, but give something." Her words were very meaningful to me and I did what she suggested. I continue to donate directly to CLASS because of that.

When we were planning the Steinway Initiative in the music department, I knew that we needed donations from a variety of sources, big and small. I also knew that before I could walk up to a donor and comfortably ask him or her to give, I had to give at the highest level possible. So, I did. I also repeated Barbara Way's words to my faculty: "I don't care what you give, but I would like to see 100 percent participation from faculty and staff. It's about you participating in this group initiative so that we can move things forward." I'm proud to say that they responded.

**Tell me about a particular student who inspires you.**

I had a student who came from a difficult home situation. She didn't have family support, was living in her car and wasn't emotionally prepared to start school. In the second week of her freshman year, her father died. We became her home, and every one of us held on to her to make sure she was going to be OK. We supported her with scholarship money, on-campus housing and in every possible manner. She became an extraordinary graduate. She taught in local schools, got her master's degree

and is now in a doctoral program at a prestigious school in the Midwest. We still communicate on a weekly basis. She talks about how her Cal Poly Pomona family saved her.

**What is Cal Poly Pomona's role in Southern California?**

We need to produce the leaders of tomorrow: strong citizens, people who are able to do innovative work and to be big thinkers and big dreamers. We have a responsibility to develop good citizens who care about making the world a better place.

**DOROTHY MACNEVIN**  
EDUCATION  
PROFESSOR AND  
COORDINATOR OF  
GRADUATE STUDIES  
College of Education &  
Integrative Studies

**Tell me about a student who inspires you.**

I recently served as a dissertation chair for a student teaching in an alternative high school setting. Her research focused on former gang-affiliated students who had completed their high school diploma. Her extraordinary dedication to working with this at-risk population is a remarkable story. She's earned the hard-won respect from her flock for the caring, tireless, rigorous way that she transforms the lives of resistant, recalcitrant youth inspired to follow in her footsteps.

**Why do you donate to Cal Poly Pomona?**

Headlines herald dramatic things that are accomplished through the generosity of rich, famous, mega-donors. Although it sounds trite, the

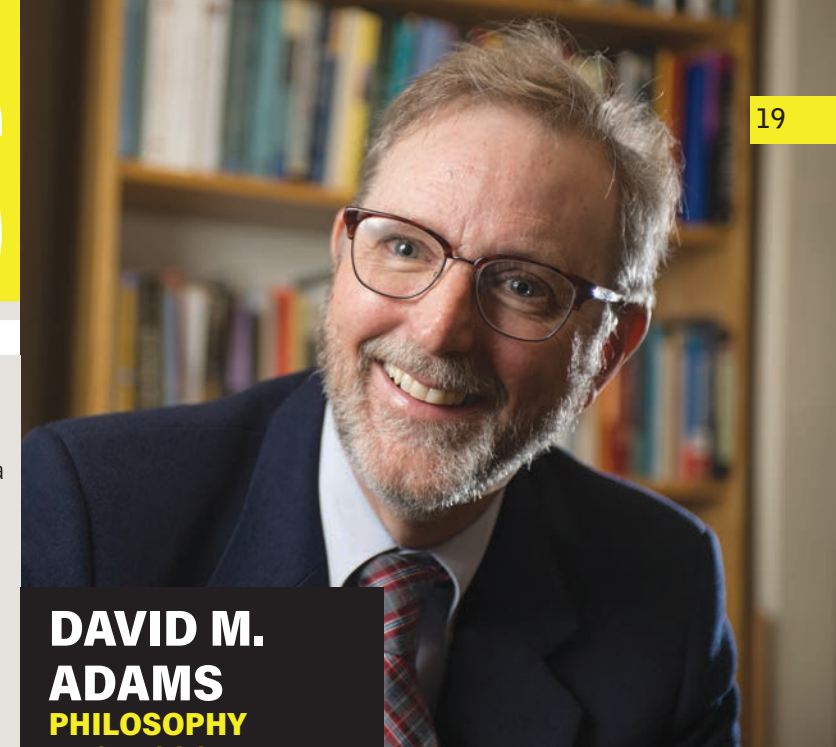
truth is that miracles are possible if enough ordinary people make ordinary giving a regular habit.

**What is Cal Poly Pomona's role in Southern California?**

The real challenge is to conceptualize a vision of excellence that is fueled by dedicated leadership and the human and fiscal resources necessary to sustain profound levels of innovative change by investing in human dreams and human talent to elevate the human condition. We should exemplify what it means to make higher education "higher," as well as deeper and broader so that dreamers and doers work together to engineer how to put wings on dreams. We should honor the poet, as well as the physicist, the veterinarian, violinist, accountant and artist. We should celebrate the ties that bind us and bond us as we seek to shape the future in a world that sorely needs the best that we have to offer.

**Final thoughts**

I wish I had \$1 million to donate to Cal Poly Pomona. Maybe someday!



**DAVID M. ADAMS**  
PHILOSOPHY  
PROFESSOR  
College of Letters,  
Arts & Social Sciences

**Why do you donate to Cal Poly Pomona?**

I began donating years ago as part of the project to renovate the Kellogg House mansion. Going back at least 25 years, my department has held our annual end-of-the-year banquet at the mansion. Over the years, numerous alumni have returned for these events. These gatherings are special for me as a source of connection with and pride in our students and their success.

**Tell me about a particular student who inspires you to give back.**

Several years ago, I taught a transfer student who was eager to learn but lacked self-confidence and seemed to struggle in class. I subsequently learned that because one of her parents was disabled, she supported herself and paid for her education by working long nights in the office of a large hotel. I watched her grow in poise and discipline, taking on challenging internships and

finding time for community service. She graduated and is now in law school, fulfilling a deep ambition. I am immensely proud of her. She typifies for me the kind of transformation that Cal Poly Pomona can help to produce.

**What is the university's role in Southern California?**

I think Cal Poly Pomona's role is to afford an opportunity for those who would not be able to attend a private college or university to obtain a solid technical and humanistic education. On our campus, it is still possible to develop one-on-one relationships with faculty mentors.

**What other types of philanthropy are you engaged with?**

I try to give small amounts to a variety of charitable causes, including the Foothill Family Center, the Los Angeles Mission, the Friends of the Pomona Library, the Upland Police Foundation, the Library Fund at UC Berkeley and the Mother's Club Preschool in Pasadena, which provides assistance to low-income parents.

# SENIOR CLASS GIFT

## New Type of Philanthropy

More Than 400 Student Donors Helped Make Much-Needed Printers the 2016 Senior Class Gift



A total of 422 students donated \$12,600 to make the 2016 senior class gift a reality.

By Andres Cardenas

The college term paper is as old as college itself. Like institutions of higher learning, it has evolved: A document written by hand gave way to the typewriter and now is printed from a computer.

Technology allows students to give their professor a polished product with the modern conveniences of spellcheck and automatic footnotes. That is, of course, unless their home printer is out of ink, there's no paper or it's broken.

Fortunately, Cal Poly Pomona has printers for students to use. Unfortunately, the University Library, where most of the printers are located, is usually packed with students trying to print out their papers as well.

The 2016 Senior Class Gift Committee decided to help by raising money for additional printers placed throughout campus. The first has been installed in a study room on the first floor of the Bronco Student Center. The next printer was stationed in the College of Business Administration complex.

"I heard responses about the gift almost immediately," says Marcela Moreno ('16, liberal studies), past president of the Student Philanthropy Club. "A very exciting moment for me was to see the first printer get installed in the BSC. One student told me that it will now be easier for him to print papers than having to go all the way to the library or computer lab."

A total of 422 students donated more than \$12,600, mainly through the efforts of the Senior Class Gift Committee and the Cal Poly Pomona Annual Fund.

Tiffany Richardson ('16, finance, real estate and law) was one of the seniors who donated because she wanted to help students who will walk the same path as she did.

"I am glad I donated," Richardson says. "I know too many people who drop out for all different reasons. If this could help in any way to alleviate some stress or continue their education, then I only wish that I could give more."

Kathy Byrum ('16, communication), assistant to the dean in the College of Business Administration, graduated this spring with



Carly Owens ('16, communication) presents the senior class gift at the College of Letters, Arts & Social Sciences Commencement in June.

her son, Jeremy ('16, English). Kathy says she was motivated to give back to a school that had given her so much.

"I had been working on my undergraduate degree for a long time and am extremely delighted about what I've accomplished," she says. "Being a single mom and a full-time employee, it was difficult taking one class per quarter, but it was worth the wait. I'm proud to now be an alumna. That's why I donated."

Moreno says the idea for purchasing printers came from the graduating seniors. The senior gift committee, a voluntary group, had considered other ideas. One was to install bike rental stations on campus.

"The 2016 Senior Class Gift

Committee chose to add more printers to campus because they found that many students fell between the cracks in terms of what has been available, convenient and accessible," says Kayhan Ahmadi, director of Leadership Annual Giving. "We used a combination of student feedback through social media and IT's expertise to identify new printer locations that will benefit the greatest number of students."

The printers operate like any other student-use printer on campus, according to Ahmadi. "Students simply load up their Bronco ID cards with Bronco Bucks or add cash to their account, and then use that to pay for their print jobs. So it's the same system, but it just got a bit bigger and more convenient."

Moreno says she's proud that many graduating seniors rallied for a philanthropic cause.

"It was a heartwarming experience to see that the Class of 2016 was able to give back to Cal Poly Pomona," Moreno says. "I also got to meet a lot of my fellow peers in the process. I got to see the beauty that is the Bronco family. This is a gift that will be helpful to many future Broncos to come. I look forward to coming back as an alumna and seeing where the other printers have been installed and how the gift has come to life."

Andres Cardenas is a freelance writer based in Orange County.

# SUPPLY AND DEMAND

**Employers Gravitate to Cal Poly Pomona Graduates**

By Emily Velasco

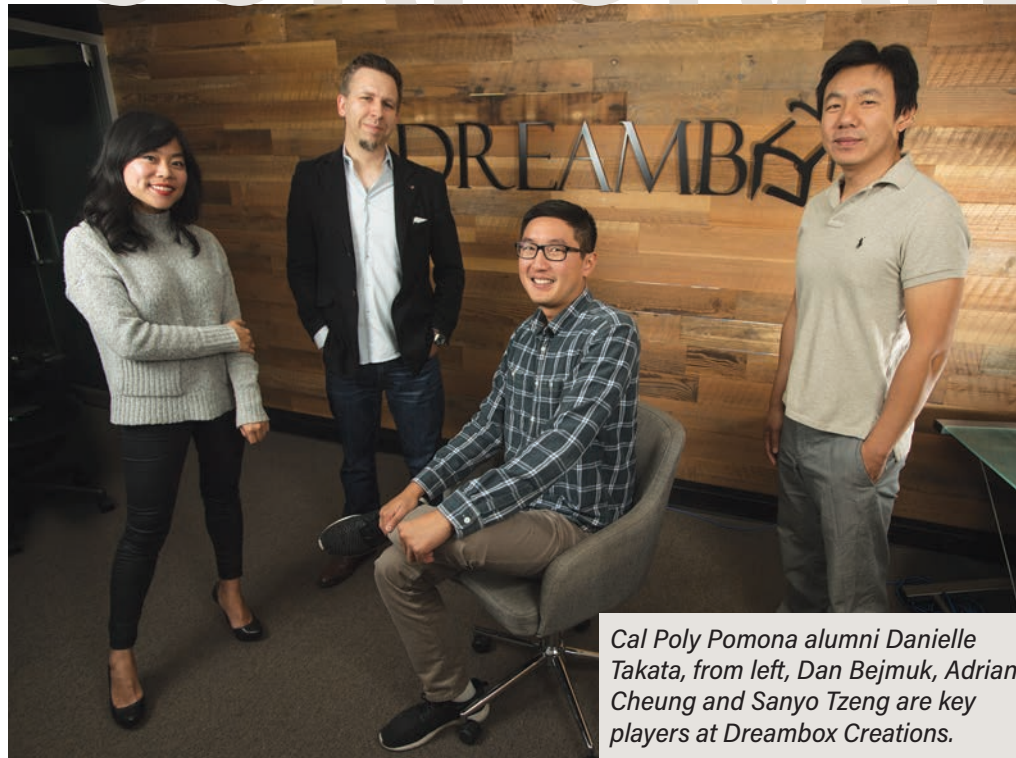
Nearly all graduating college students need to find a way to set themselves apart as they transition from the classroom to the workplace — something that screams to employers, “Hire me!” Fortunately for Cal Poly Pomona graduates, they have that something: a Cal Poly Pomona degree.

The university’s polytechnic approach to problem solving, its learn-by-doing ethos of gaining experience and the grit that its students bring to the table create an environment that cultivates out-the-box thinkers who aren’t afraid to get their hands dirty. It’s a potent combination that employers notice.

“They know the caliber of our students, the courses that our students are taking, the senior projects they work on,” says Tom Munnerlyn, director of the Cal Poly Pomona Career Center. “About 55 percent of our students work and go to school, and employers like that maturity level. Our students are showing that they’re ready on the first day to go to work.”

Melissa Riordan, executive director of alumni and external relations for the university, agrees.

“The polytechnic model provides our students with a unique experience,” Riordan says. “Our alumni are prepared for the workforce. They have the tools to succeed, and I think that speaks for itself.”



Cal Poly Pomona alumni Danielle Takata, from left, Dan Bejmuk, Adrian Cheung and Sanyo Tzeng are key players at Dreambox Creations.

## ALL IN THE FAMILY

One employer that’s taking notice is Diamond Bar-based Dreambox Creations, which describes itself as a “digitally inspired full-service ad agency.”

It didn’t start out as an ad agency, though, says CEO Dan Bejmuk (’00, computer information systems), who co-founded the company with six friends while they were students at Cal Poly Pomona.

Bejmuk says the company originally focused on building websites for clients, but it quickly grew into its current incarnation to meet demand.

“What we found over time was that we built long-lasting relationships with our customers, and they wanted to see us do more. They realized

we had a level of creative, technology and business acumen,” he says. “Without really intending to, we became an ad agency.”

Since 1999, Dreambox grew from six to 23 employees, with over a quarter coming from Cal Poly Pomona. The company has also diversified its expertise, from hiring mostly workers with digital savvy to bringing in employees with backgrounds that include accounting, English, film and journalism.

Bejmuk credits Cal Poly Pomona with giving him the educational foundation he needed to keep his company nimble.

“Admittedly for many years, I was not a fan of the learn-by-doing description of

the university. It smelled like we were becoming a trade school,” he says. “But I realized there’s more to it. The Cal Poly Pomona way isn’t, ‘Here’s a problem. Here’s how to solve it.’ It’s ‘Here’s how to solve problems! So five years later when you have a different problem, you already have the mental tools.’”

Bejmuk says Cal Poly Pomona’s educational philosophy is also the reason he stays connected to the university, participating in alumni events and making donations.

“What happens at Cal Poly Pomona doesn’t just happen, it takes money to make it happen,” he says. “One of the things my co-founder Danielle Takata (’01, graphic design) and I have been so proud of is doing our part to give back to the university.”

## INDUSTRY LEADER

Compared to Dreambox — or compared to just about any other employer — Northrop Grumman is massive in scale. The defense contractor has approximately 65,000 employees in operations across the globe. But like Dreambox, its executives have taken notice of Cal Poly Pomona. The corporation ranks as the second largest private employer of the university’s alumni.

In Diane Miller’s (’81, information systems) 32

years of working for defense companies, she has risen from a senior systems analyst to director of Infosec operations and identity management. Like Bejmuk, she says her education taught her to be a problem solver. As a high school student, she knew that Cal Poly Pomona’s curriculum offered something extra.

“Cal Poly Pomona had the model curriculum that was exactly what I was looking for — somewhere with a strong technical foundation,

but with practical applications for business,” she says. “It meant we used a diverse set of analytical styles, different kinds of resources, different kinds of information.”

Miller visits the campus often to participate in Career Center events, job fairs and club meetings, and she says she’s continually impressed by the caliber of the students she encounters.

“They’re really motivated to put their best foot forward. They want to be of great value. They want to present themselves well,” she says.

That’s why Northrop

Aerospace industry giants such as Northrop Grumman have long taken notice of Cal Poly Pomona graduates.



Grumman hires so many Cal Poly Pomona graduates, she says.

“I know when I’m getting a Cal Poly Pomona grad, I’m getting a phenomenal new hire,” she says. “Every single alum who now works for the operation will tell you they had the right academic experience to meet what the industry needs.”

Emily Velasco (’10, communication) writes about science, technology and engineering for the Office of Public Affairs.

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