



CAL POLY POMONA



DEAN'S MESSAGE

A Year of Growth and Change

The college continues to grow reaching 1370 students this year; a gain of 500 students in the last decade. Women continue to make up 82% of our student population. In the past, our entering students were comprised of a large percentage of transfer students, accounting for a disproportionately high percentage of seniors (34%). This year, however, first time freshmen increased dramatically, making up 31% of the college student population. The student distribution will change further with the implementation of an improved program that will shorten the time to graduation.

Two academic programs demonstrating significant continued growth are Apparel Merchandising & Management (AMM) and the Animal Health Science (AHS) programs. Dr. Peter Kilduff became chair of AMM during the summer and is very excited about the curriculum, student enthusiasm, and the compliments already received from industry on the quality of our graduates. The accreditation site team from the American Veterinary Medical Association complimented the quality of the AHS degree program; we look forward to the final report which is due in November. Dr. James Alderson has done an exceptional job as Director of the program and, with his faculty, has proven very entrepreneurial in generating resources for equipment and supplies used in teaching.

About seven years ago the CSU created the Agricultural Research Initiative, which stimulated total research and provided seed money for small grants and start up funds for new faculty. Our faculty have also been successful in attracting NIH, USDA, NSF, specialty grant funds, and numerous industry projects. In the last six years, our total ARI funding has totaled \$4.166 million and we have produced \$4.014 million in cash match, and \$0.65 million in in-kind match. This has also led to partnerships between the CAG and the Colleges of Science and CLASS on campus, and with UCLA, UI, UCR, UC Davis, as well as many corporations and agencies.

Cal Poly Pomona hosted the 6th Annual ARI Showcase on Thursday, October 26th, 2007. This year's Showcase included all four of the CSU agricultural programs (CSU Fresno, CSU Chico, CPSU, SLO and CSPU, Pomona), featuring ARI-sponsored scientists and research projects.

I commend our faculty and staff for their hard work; it is their passion and commitment to our students that make our college grow. Our faculty are dedicated to creative scholarship (grants, contracts and publications) while maintaining a strong teaching commitment to our students and to developing working relations with the community. The faculty-student interactions occur in class, in internship/externships, in special learning activities, in clubs, in national and regional competitions, and in scholarship including research, professional presentations and publications. These experiences build better prepared graduates and stimulate many to continue on to graduate or professional schools.

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AgriColumn is an award winning publication of the College of Agriculture at Cal Poly Pomona.

*Winner of the 2006 APEX Award for Publication Excellence

Thank you to the J. G. Boswell Foundation for the Boswell Grant which covers the cost of this publication.



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SPOTLIGHT . . .

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An ambitious youngster is proud of his find at the 14th Annual Pumpkin Festival held this past October.



Rebecca Tribble, an animal health science student, shows off a piglet to middle school students on a tour of the Swine Unit at Cal Poly Pomona.

Jean Gipe Appointed Interim Associate Dean

Jean Gipe thought she had the future planned. A member of the College of Agriculture since 1975, Jean was all set to retire in December 2006. After all, she had served her College well over the years, first, as a popular professor in the Home Economics/Foods & Nutrition and Apparel Merchandising & Management Departments and then as Director of the College's Apparel Technology and Research Center. Most recently, she served as Interim Chair of the Department when the former chair retired in June 2004, vowing to stay through the search for a new chair. When Dr. Peter Kilduff was appointed to lead the department in July, Jean was ready to transfer the reins. She planned to stay on through the Fall quarter to help teach classes and guide the new chair as he became acquainted with the campus and his responsibilities.

Well, you know what they say about "best laid plans." During the summer, Associate Dean, Lester Young accepted an Interim Associate Vice

President position in Student Services, opening up a position critical to the success of the College. Proving, once again, her loyalty and dedication to the College, Jean accepted the appointment of Interim Associate Dean, delaying her retirement plans yet one more time. Her responsibilities will include oversight of the College's educational programs, learning centered activities, curriculum and college committees.



CPP to Host 20th Annual Southern California Food Industry Conference

"Emerging Trends: Opportunities for Tomorrow" will be the theme of Southern California Institute of Food Technologists' (SCIFTS) 20th annual Southern California Food Industry Conference (SCFIC07) to be held at Cal Poly Pomona on Feb. 13, 2007.

A major event which draws participants from industry and from the scientific and academic communities, this year's conference will feature nationally-renowned speakers who will address current trends in the food industry including functional foods and nutrigenetics. A must-see event is the Student Product Development Competition where student teams will focus on childhood obesity by developing a new healthy food alternative for school-age children, grades K-12.

The Conference will be held at the Kellogg West Conference Center. For accommodations call 1-800-KWEST-76 or go online at www.kelloggwest.org. Sponsorship opportunities are available for interested companies or organizations. Visit the SCFIC website www.scifts.net to register as a sponsor. For more information about the conference, check the SCFIC website or contact Dr. Martin Sancho-Madriz in the Human Nutrition & Food Science Department, Cal Poly Pomona, at 909-869-2164 or by e-mail at mfsancho@csupomona.edu.



Retirement Claims One of the College's Best Loved Teachers

On June 1, 2006, students, faculty and staff gathered to pay homage to one of the College of Agriculture's most talented and popular teachers. For 28 years, Prof. Freeman taught in the agricultural education program, challenging, cajoling and encouraging his students to achieve more than they believed possible. For much of that time, he was a one-man show, serving as the sole professor in the Agricultural Education and Single Subject Credential Program. A majority of the agriculture teachers in Southern California are graduates of the program which, according to Dean Bidlack, "... has been recognized statewide and received plaudits during the accreditation review."

A recipient of the College of Agriculture's Teacher and Advisor of the Year Awards and the Calif. Agriculture Teachers Association (CATA) Teacher of Teachers Award (1981-2004), Flint is an amazing instructor whose persona changes instantly the minute he steps in front of a classroom full of students. He is teacher and entertainer extraordinaire, who is able to engage each student in subject matter discussions by means of his charm and wit. He worked very hard at bringing enthusiasm and creativity to every course and challenged himself to take risks and try new things to keep the classroom alive and interesting. As anyone in the college will tell you, this effort included his style of dress. "You always knew immediately if Flint was teaching on any given day by observing the style of his professorial attire. If it was bright enough to stop traffic, then it was a teaching day," explained Dean Wayne Bidlack.

In an academic world where most instructors have turned to technology to make their jobs easier, Flint believed he would shortchange his students if he made things easier on himself. "I believe that I have a professional responsibility to be their teacher and not just a person who dispenses information." He corrected every paper and provided each student with individually written notes regardless of his workload.

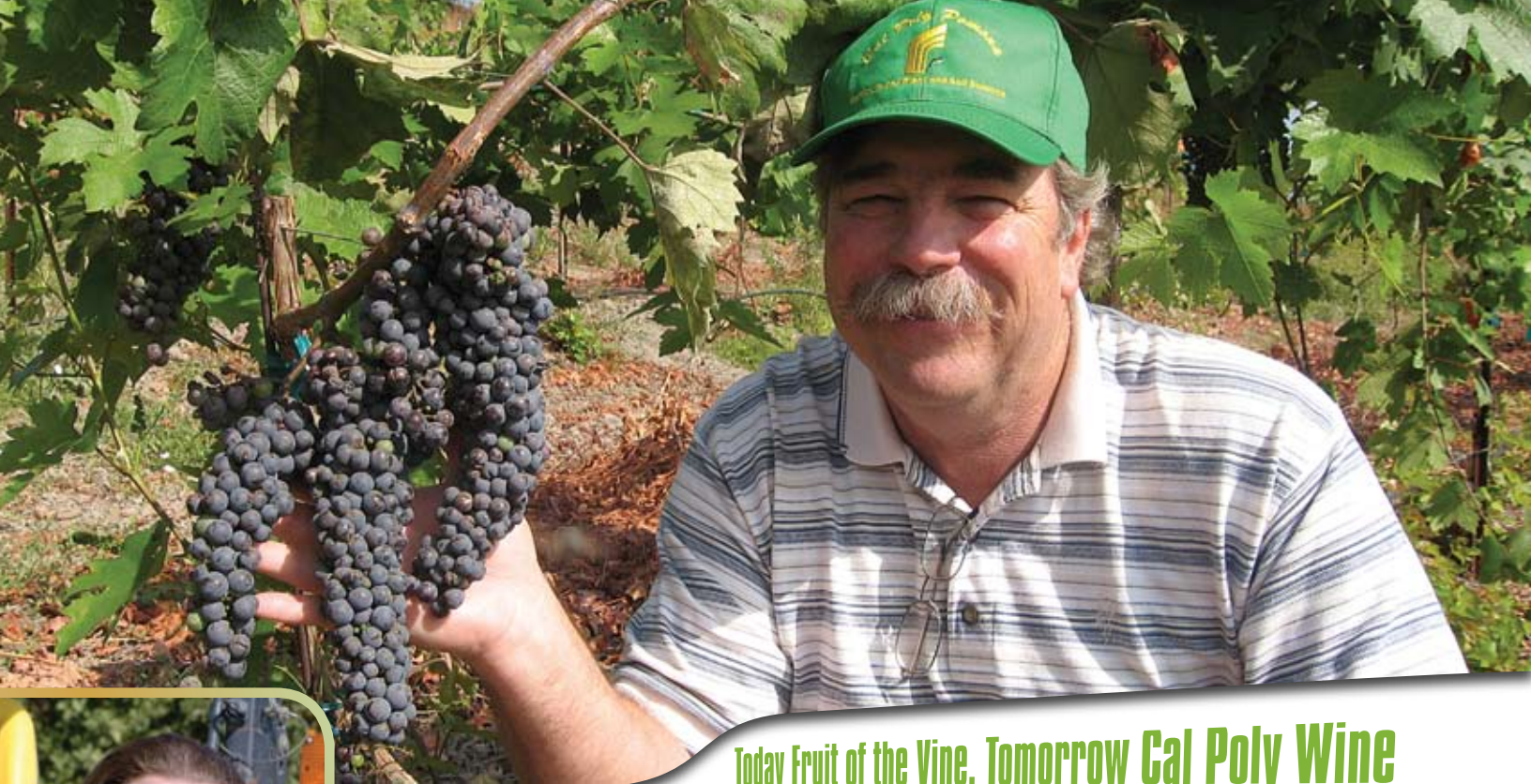
Flint remained actively involved in the Future Farmers of America (FFA) statewide organization hosting, judging and chairing a variety of activities and contests. For over 20 years he hosted the Southern Region FFA contests here at Cal Poly Pomona. Other contributions to FFA include serving as State Consultant to the State FFA Judging finals and as a member of the Calif. Dept. of Education's Ag. Education Advisory Committee. He worked with high school agriculture teachers in Southern California and as liaison between the College and the teachers, thereby serving an average of 12,000 high school agriculture students each year.

Never to be accused of performing a given task in an ordinary fashion, Flint served as the College's Mace Bearer during the 2006



Photo by Tom Zasadzinski

commencement ceremony—and did so with the greatest panache (and in a tuxedo!). Although we know he will enjoy the slower pace and more time to raise and show his mules (and learning how to use a cell phone), we will all suffer from his absence. The College is proud to have had a faculty member with Professor Freeman's personal integrity and his commitment and dedication to students. We wish him the best!



Today Fruit of the Vine, Tomorrow Cal Poly Wine

Prof. Dan Hostetler (above), Chair of the Plant Science Department, shows off the first crop of Zinfandel grapes from Cal Poly Pomona's vineyards. With plenty of TLC, these vines should start producing a harvestable crop next year which, with the help of both Geyser Peak and Don Galleano Wineries, will be processed into wine. The 400 cuttings of this 100-year old variety were taken from D'Ambrosia Vineyard that operated in Rancho Cucamonga for several years and was lost to urban development approximately four years ago. The introduction of the vineyard has added a new dimension to the academic program and an opportunity for students to experience viticulture. This past year, for example, a group of students led by agronomy major, Paul Nurre (left), spent four weeks training and doing trelliswork on the vines. Paul, a senior majoring in agronomy and a President's Council Scholar, hopes to become a vineyard manager someday.



Photo by Tom Zasadzinski

Best Selling Author, Temple Grandin Uses Autism to Relate to Animals

Last March, students in the Animal & Veterinary Sciences Department had an opportunity to hear Dr. Temple Grandin, author of the national bestseller, *Animals in Translation: Using the Mysteries of Autism to Decode Animal Behavior*. Dr. Grandin, an Associate Professor at Colorado State University, is well known for her numerous books on autism and animal behaviors and has designed livestock handling facilities throughout the world. A victim of the disorder herself, she has used it "... to relate and cross over into an animal's life" resulting in "... a wealth of understanding of how an animal feels and views the world," explained staff member and autism activist, Penne Fode.

Addressing the students in Dr. Cedric Matsushima's Principles of Market Animal and Carcass Evaluation class, Dr. Grandin described the humane way to handle and slaughter cattle and other livestock. Later in the day she spoke before a college-wide audience and shared with them how living with autism can be similar to an animal's view and how it may help explain an animal's response to its environment. "... the most interesting thing I learned was that while you can't erase a bad memory from an animal's mind, you can get an animal to tolerate certain situations," said animal science major, Sarah Rios. Ag Ambassador Michael Siegel felt that Dr. Grandin "... has given animal science students something new to think about..." and that "... her presentation opened up a new area of animal science many students might not have known existed."

Human Nutrition & Food Science Department Turns 40!

Students, faculty, and alumni gathered at the Bronco Student Center last April to celebrate the birth of the Human Nutrition & Food Science Department and achievements over the last 40 years. Students Sheila Ho and Walter Valdez took the lead in planning the event "... which included a birthday cake, punch, balloon animals and a little magic," said Dawn Rentch, President of FN Forum. "This event," explained Walter, "will hopefully mark the beginning of a new era where the ties between alumni and current students continue to strengthen through the active participation of both groups."



Guests reminisced with one another as they leafed through a collection of photo albums that were on display. The highlight of the evening, however, was the keynote speaker, Dr. Ray Dutra, who is credited with founding the department. Guests were treated to a trip back in time as Ray colorfully described the challenges he faced in creating the department and major.....

In the early days when Cal Poly Pomona was still an arm of Cal Poly, San Luis Obispo, President Julian McPhee "... wanted pioneers who would do whatever needed to be done without asking for guidance, a budget or release time," explained Ray. Initially appointed as a member of the Physical Sciences Dept in 1959, Ray "... toyed with the notion of creating my own department" after attending a professional meeting where he learned there was a need for personnel in the area of dietetics. "That," he said, "would certainly impress the old man." Because of a moratorium on such programs at that time, however, Ray decided to package dietetics with nutrition and food analysis courses he had already created and "... promote them as a food and nutrition option within the chemistry major, thus by-passing the moratorium." In spite of some resistance, Ray's determination and persistence paid off and the FN program and department became a reality in 1965.

Today, the department serves approximately 200 students, has an accredited dietetics program, and offers a Food Science & Technology major along with the Foods & Nutrition major. On-going research is attracting grant funds and the attention of industry, and our student teams are proving to be formidable opponents at regional, state and national competitions. I think Julian McPhee would be proud!



Photo by Tom Zasadzinski

Farmer's Market at Kaiser Marks 1st Anniversary

Dan Hostetler, Chair of Plant Science, was taken by surprise when presented an award recognizing his dedication and commitment to the Farmer's Market at Kaiser Permanente in Baldwin Park. As part of a campaign to encourage healthy eating, Prof. Hostetler and his students began taking Cal Poly Pomona's Farmstore to the Kaiser facility every other Friday so employees and members of the community could purchase fresh fruits and

vegetables. On May 5, 2006, Kaiser and Cal Poly Pomona celebrated the one-year anniversary of this program. Presenting the award to Prof. Hostetler, is John Bigley, M.D., Chief of Staff of Medical Services. Dr. Bigley's sister, Susan McGinley, is also an alumna of the Plant Science Department.



◀ *Participants consume specially prepared meals and supplements as part of the folate intake study.*

Customizing Dietary Needs by Genotype

Scientists have long been interested in why people are different. A percentage of our population may become afflicted with cancer while others catch nary a cold. Most of our adult population is above their recommended weight while others are enviously thin. All humans, no matter how they appear on the outside are overwhelming alike. In fact, humans share over 99.99% of their genome with each other. Why then, do we appear to be so different?

The answer began to be unraveled with the sequencing of the human genome. We now have the complete DNA sequence of the “average” human – which is good information. Even more useful are the single DNA nucleotide differences between individuals that seem to be involved in influencing person-to-person variation. Scientists using this information have been associating specific nuances in the genetic code with meaningful consequences. One such application is the ability to take a person’s genetic information and custom design a drug therapy. One example of how this information will likely be used in the future is to custom design a diet for your particular genotype.

At Cal Poly Pomona, Dr. Marie Caudill is starting to make connections between a person’s particular genotype and their dietary needs. Dr. Caudill has been studying folate, an essential B-vitamin that plays a part in preventing chronic developmental diseases. Her research has found that genetic variations reduce the ability of the body to effectively use folate. If a person were to know their genetic variation for this particular gene, they could alter the amount of folate in their diet. This genetic knowledge could be of particular importance to women during pregnancy as folate deficiencies have been associated with birth defects. In related work, Dr. Caudill has found that folate appears to affect choline status as well, which provides an example of the inter-relationships among different pathways in our metabolism. Her research provides concrete examples of how single nucleotide differences in critical genes can have profound affects on human health. The folate study is an example of a single gene variant. Scientists know that each individual is likely to contain dozens or even hundreds of variations which may influence how a diet may affect their health and susceptibility to the environment.

Dr. Marie Caudill is an associate professor in the Department of Human Nutrition and Food Science. Her expertise is in nutrient metabolism and nutritional genomics.

Research Project Seeks to Develop Influenza Vaccine

Currently, a virulent avian influenza A (H5N1) virus (similar to the 1918 virus that killed 50 million people worldwide) has killed millions of birds worldwide. According to the Center for Disease Control in Atlanta, thus far the spread of the H5N1 virus from person to person has been “rare, limited and unsustainable”. Most H5N1 infections have passed from birds to humans, and since 2004, over 200 cases have been reported by the World Health Organization. As influenza viruses are known to mutate over time, any mutation that facilitates human-to-human transmission could result in very high rates of illness and death.

Unfortunately there is little natural immunity to H5N1 infection in humans, and recent tests have shown resistance to two commonly used antiviral drugs. A much more effective strategy is to develop vaccines against the influenza virus. The Agriculture Research Initiative is helping to fund the research of Dr. Jill Adler-Moore as she seeks to develop an influenza vaccine that is effective against a broad range of viruses. The challenge of developing a successful vaccine is several-fold. First and foremost, the cell-surface proteins of viruses change over time so vaccine makers must guess what the predominant strain will be previous to the upcoming flu season. If they guess wrong, the vaccine will have limited or no protective benefit.

If the H5N1 mutates to facilitate human-to-human transmission, the enabling mutation will not be known until after the fact, which may be in the midst of a pandemic. A second challenge is that the combined global manufacturing capacity could provide at best vaccinations for 450 million people, far short of the number needed to prevent a pandemic.

Dr. Adler-Moore’s research addresses both of these issues. First, her vaccine targets a cell-surface protein that is conserved across several strains of influenza viruses. Using molecular techniques, she has combined several proteins in a single fusion protein. This she believes, will make the vaccine effective against a broad range of viruses and minimizes the risk of making the “wrong” vaccine ahead of the flu season. Her research, and that by the major pharmaceutical manufacturer Novartis, shows that introducing the protein with an adjuvant will make them more effective at lower doses. Adler-Moore’s vaccine is introduced to the immune system via an injection containing a 200 nm liposome with the fused protein in the center of it. Tests are ongoing, but she hopes to find evidence that the fused proteins are effective against a broad range of influenza viruses. If the liposome adjuvant proves more effective in stimulating antibody production than the fused protein alone, this would have the effect of providing vaccinations for hundreds of millions more people with the same amount of starting material. If her strategy works, then she has addressed two critical issues that will go far in protecting the world’s population in the face of a pandemic.



Dr. Jill Adler-Moore demonstrates the FACS Caliber machine to students Juan Romero (left) and David Constable (right). The FACS machine detects and separates cell populations, among many other things.

Dr. Jill Adler-Moore is a professor in Biological Sciences in the College of Science at Cal Poly Pomona. Her expertise is in immunology. She was honored at the annual ARI Showcase for her contribution to research.

Student Heidi Schroer sterilizes a wire loop used to transfer microbial cultures from test tubes to petri dishes. She assisted Dr. Murinda in the isolation and characterization of potential foodborne pathogens such as E. coli and Listeria monocytogenes.



Food Safety Research to Benefit CPP's Meats Lab

Food borne illnesses are surprisingly common and are estimated by the Center for Disease Control (CDC) to affect 76 million people each year in the United States. Numerous pathogens are transmitted through food, and these include Campylobacter, Escherichia coli (STEC) 0157, Listeria, Salmonella and Yersinia. The recent outbreak of E. coli in spinach is a reminder that fruits, vegetables and meat can become contaminated and the consequences to human health are quite significant.

These disease-causing pathogens may enter the food supply in the field, during processing, or in the home by consumers. During food processing, microbiologists monitor pathogens in processing plants in order to maintain a safe food supply. They must be able to detect and identify a pathogen and determine its abundance in order to control and prevent food borne illnesses. Dr. Shelton Murinda, Assistant Professor in the Animal and Veterinary Science program, is involved in research that will establish protocols and guidelines for the meat processing plant at Cal Poly Pomona. The plant would like to establish safety protocols that would allow for the processing of deli meats, sausages, and barbecued meats to supply the on-campus diners and sales through the farm store. In addition to classical microbiological methods, Dr. Shelton employs molecular biology methods to identify the pathogen's DNA fingerprint. These techniques use PCR- (polymerase chain reaction) based techniques that identify not only the species of pathogen, but also provide enough detailed information that the strain of pathogen is determined as well. This information is crucial in tracking down the source of contamination, and the use of this PCR-based technique is how food borne disease outbreaks are traced back to their origin.

Monitoring methods such as those utilized by Dr. Murinda helps ensure our food supply is safe. However, the consumer must take care that proper food handling and storage techniques are followed at home. Information on consumer food safety can be found on the Food and Drug Administration's web site: (<http://www.fda.gov/fdac/reprints/dinguest.html>). Included at the bottom of the web page are the informative "How Long Will it Keep" storage guidelines.



Dr. Shelton Murinda joined Cal Poly Pomona as an Assistant Professor in the Department of Animal and Veterinary Sciences in September 2005. His expertise is in food chemistry, processing technology, microbiology and molecular biology.

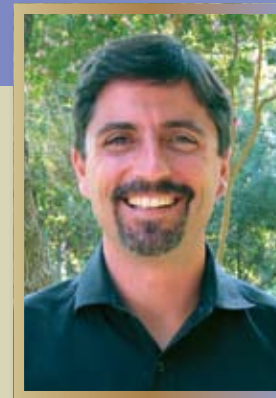
NEW FACES >>>

Dr. Peter Kilduff to Lead Apparel Merchandising and Management Department



On July 1, 2006, Dr. Peter Kilduff joined the College of Agriculture as the new chair of the Apparel Merchandising & Management Department (AMM). Dr. Kilduff, who hails from the United Kingdom, earned his Ph.D. at the University of Leeds in March 1990. Prior to entering the world of academia, he worked in the industry as a marketing assistant for Carpets International, a management consultant for London Business Consultants, and then as a Unit Director/Principal for Textile Intelligence Centre in Leeds. His academic experience includes serving as an associate professor at North Carolina State University and, more recently, at the University of North Carolina, Greensboro. His field of expertise—textiles—compliments the existing knowledge base of the department.

"AMM has come a long way in just 10 years" said Peter. "As chair, I have inherited a vibrant program that has established its credentials, not only in California, but also nationally. Our challenge is to build on this momentum to move to the next level."



Alexander Hess Appointed Coordinator, Ag. Education Program

After developing and coordinating an outstanding agricultural education program for over 20 years, Prof. Flint Freeman passed the baton to Alexander Hess who joined the College on July 1. Alex came to us highly recommended and all are confident that his enthusiasm, background and experience will result in a further expansion of the program.

Alex earned his B.S. and M.S. degrees at Cal Poly, San Luis Obispo, and will complete his Ph.D. at the University of California, Davis in

June 2007. He has twelve years of teaching experience including seven years teaching secondary vocational agriculture and advising chapter FFA members. Importantly, he has taught in areas outside of agricultural education; namely, general agricultural literacy, basic animal sciences, and agricultural mechanics. He has experience supervising vocational agricultural students, has a clear understanding of agriculture teacher credential procedures here in California, and is very familiar with the state program on Agricultural Education and how it works. In addition, he contributed to three successful grant proposals totaling over \$100,000 while a graduate research assistant at U. C., Davis and has earned numerous teaching awards.

Danilo Franco Joins the Faculty in Animal & Veterinary Sciences



A few years after obtaining his D.V.M. degree from the Central University of Venezuela, Dr. Danilo Franco came to the United States to study avian physiology at the University of Arkansas, Fayetteville. An increasing interest in poultry physiology eventually led to a Ph.D. in Animal Physiology from the University of Nebraska-Lincoln in 2004. Before joining Cal Poly Pomona in November, Danilo served as a postdoctoral fellow at the University of Alberta.

Danilo not only filled a need for a physiologist in the Animal & Veterinary Sciences Department, but, according to former chair, Dr. Edward Fonda, "... he possesses biotechnology skills. . .; has a strong background in the area of animal immunology; . . . and has the ability to teach endocrinology courses as well." He has had extensive teaching experience and has a strong interest in research. In fact, explained Dr. Fonda, "... his poultry contacts in Alberta have offered him viable and immediate research collaboration possibilities to significantly jump start his research at Cal Poly Pomona and cooperate with the California Poultry Association."

Dr. Franco's broad background and wealth of experiences will add a new and exciting dimension to the animal science program.

2005-2006

AMM'S 10TH ANNIVERSARY YEAR

Look how far we've come in 10 years!

by Jean Gipe

History

In response to the tremendous growth of the apparel industry in California coupled with the need to change focus and provide new opportunities for students, Profs. Betty Tracy and Jean Gipe created the Apparel Merchandising and Management (AMM) program. Following final approval in the Fall of 1995, Prof. Tracy devoted her efforts to launching the new degree while Prof. Gipe moved over to government contract work of the new Apparel Technology and Research Center (ATRC). Since then, the program has grown by leaps and bounds with 242 majors enrolled as of Fall 2006 and our facilities are much improved including new computers and industry-related software. In July 2006 Dr. Peter Kilduff was chosen to lead the Department. His great leadership and vision will take AMM to the next 10 years and beyond.

Reflections on our 10th Anniversary Year

We started the year with a "Happy 10th Birthday Party for AMM". This kicked off student events and activities which included multiple quarterly scholarship competitions including "AMM Project Runway" and the "AMM Merchandising Apprentice." Our student clubs—AMMA and Phi Upsilon Omicron Honor Society--were involved in campus and community service activities including the Pumpkin Festival, assisting a local Girl Scout troop with their "fashion" badges, sewing "gators" and writing letters for our military servicemen in Iraq through www.anysolider.com. Students interacted with business leaders through career presentations by industry and AMM Advisory Board representatives, the first on-campus AMM Career Day, working on Visual Merchandising assignments at a local Target store, and "Mock Interviews" with a Target, Inc. recruiter. Students attended the MAGIC tradeshow in Las Vegas in February, participated in the Study Tour to Europe in June, and assisted at Market Week at the Los Angeles California Market Center during Spring break.

Our AM2 and ApparelScapes students were very busy this year. The senior production students had their first trunk show of the new AM2 line of clothing at the Bronco Bookstore in a "Meet the Designer" event. The senior retail students had a very successful selling season at the Cal Poly Farmstore in the ApparelScapes area but additionally created their own showroom in Bldg. 45 to work with campus customers on private label merchandise orders.

We're very proud of how far we've come in 10 years and the chance to share these highlights with you!



Eighteen AMM students spent a day with Mary Jane McClellan and Dr. Cindy Regan constructing 180 "gators" (a face and neck warmer) for California servicemen deployed in Iraq. Mary Jane is pictured in the colorful vest with Rhea Fontanilla. Pictured above are Kathy Yoo and Kristiana Tho.

Color is an extremely important element in Visual Merchandising. Students develop color recognition and acuity through a color wheel project. ▼



AMM Class of 2006

Take it from the students!

Walter Dinsay:

"The best thing about AMM is the close relationships between students and professors. Professors are there to make sure that students are set up for success in the work place."

Christina DeNino:

"I believe one of the most enjoyable and memorable aspects about the AMM Department is our involvement in the Pumpkin Festival. We promote our growing 10 year program and it's really worth seeing families getting together and having fun for this fall event."

Lauren Cuen:

"In the AMM program I really like the projects we do in AMM 270 and 355. They encourage the use of creativity and retail knowledge two fundamentals for our industry."

Ali Flanagan:

"What I like most about the AMM program is that we're never just learning facts out of a book. We're always doing projects, going on field trips, and using other learning outlets to further our knowledge. It makes it that much easier to learn and have fun while doing it, as well as getting experience in the real world."



▲ AMM students travel to Europe every other year as part of a Study Tour class to help develop an understanding of the global nature of the fashion industry and observe similarities and differences. The students visited the Chanel boutique and shows at the Galeries Lafayette in Paris, a silk factory at Lake Cuomo in Italy, the Swarovski factory as well as many cultural sites.

◀ AMM's first ever Career Day was quite successful. Many of the companies who have already hired AMM interns and graduates attended including Target, Inc., BCBG, Anchor Blue and Montclair Plaza.





Photo by Tom Zasadzinski

Cal Poly Pomona and the Turf Industry Pay A Final Tribute to Kent “Doc” Kurtz

On June 11, Dr. Kent Kurtz was recognized posthumously for 35 years of outstanding teaching with the College of Agriculture’s Teacher of the Year award. A recognized leader in the turfgrass and golf course management industry, both here and abroad, Kent lost his battle with cancer on Saturday, February 18, 2006.

When Dr. Kurtz joined the Department, the turfgrass program did not exist. By the time he retired from the University in June 2004, it was one of the best programs in the western United

States and he had become one of Southern California’s leading experts in the management of turfgrass for the golf course, sports turf, and landscape industries. His numerous awards and accomplishments include a renovation of Cal Poly Pomona’s Scolinos field, with assistance from his students. He was a founding member of the Southern California Turfgrass Council and recipient of their Distinguished Service Award. Kent was an active member of the Sports Turf Managers Association and recognized as Sport Turf Magazine’s “Man of the Year” (1993). He was called upon to help prepare stadiums for the Super Bowl, Rose Bowl, Fiesta Bowl, Freedom Bowl as well as for two major league All Star games.

Of all the honors he received, Kent was probably most proud of being an active advisor, mentor, and father figure to all of his students. “He was so devoted to students. . . that he’d take a contingent to the National Golf Course Superintendent’s Conference on an annual basis,” explained Dr. Fred Roth, a colleague in the Plant Science Department. To them he was “Doc,” a man who guided them into careers which were beyond even their scope of imagination. Affectionately dubbed “Der Fuhrer” in more recent times, he was also a demanding taskmaster, making sure these young people developed a strong work ethic and were actively engaged in a variety of activities in the College and University. According to Dr. Terry Fujimoto, “Kent upheld and instilled values in our students that are hard to teach in the classroom. As an advisor, he was a strong advocate of developing and building character in students. . . so that they’d be able to perform in industry.” Over the years, Kent placed as many as 200 graduates at local courses and major stadiums. If you golf anywhere in Southern California, there is an excellent chance that the superintendent of the course is a Cal Poly Pomona graduate. Thanks

to Kent, Cal Poly Pomona alumni now hold leadership positions in the U.S. Golf Association, Golf Course Superintendents Association of America, and in the industry.

Dr. Kurtz was buried in Durrand, Illinois. A memorial service was held on campus in April; those in attendance (approximately 200) included family members, representatives from the campus, and the turf industry. “Doc” is survived by his wife Marilyn; a daughter, Heather; a son, Todd; and brother, Kerry. Kent’s Teacher of the Year Award was presented to Marilyn, Heather, and Todd during the 2006 graduation ceremony.

Dr. Kent Kurtz (2007) up close and personal with his favorite substance: turf.

Photo by Tom Zasadzinski

Dean Bidlack Appointed to State Board of Food and Agriculture



In October it was announced that Gov. Arnold Schwarzenegger appointed Wayne Bidlack, Dean of the College of Agriculture, to the State Board of Food and Agriculture. Dr. Bidlack will represent the California State University on the 15-member board which advises the governor and the Secretary of Food and Agriculture on agricultural issues and consumer needs. All members serve four-year terms and do not receive a salary. The board meets about once a month, and its meetings are open to the public. Following his first meeting with the Board, Dr. Bidlack stated: “I am impressed by the breadth of interests of those serving on the Board and how eager they are to solve important agricultural issues to benefit the people of California.”

Dr. Bidlack served as Chair of the Food Science & Human Nutrition Department and Director of the Center for Designing Foods to Improve Nutrition at Iowa State University prior to his appointment as Dean in 1995. He began his academic career in 1974 as an assistant professor of pharmacology and nutrition at the USC School of Medicine. His nearly 18 years there included administrative positions as assistant dean of Student Affairs and Vice Chair and Interim Chair of the Department of Pharmacology and Nutrition. He has published more than 50 research papers, review articles and book chapters; is currently a book editor for the Journal of the American College of Nutrition; and has co-edited five books on phytochemicals published by Technomics and CRC Publications. He is an active member of the Institute of Food Technologists and has served on the International Life Sciences Institute Committee on Nutrition and Food Safety.

Penne Fode – Staff of the Year

Hired in July 2001 to assist the Associate Dean and serve as receptionist in the Dean’s Office, it did not take long to realize that Penne is an amazing—and very special—human being. She quickly grasped her duties and responsibilities which include processing student petitions, ordering supplies, screening calls, making appointments and preparing correspondence and reports. Ever the problem-solver, she also finds appropriate classrooms for faculty at a moment’s notice, “. . . unjams t he copy machines when a faculty member is minutes from giving a test and needs 50 copies, and knows the ins and outs of the technology classrooms so Power Point lectures and presentations can be given without a hitch. . .” said co-worker and former Staff of the Year, Sharon Roth.

The last few years Penne has served as a co-advisor to Ag Council and is a key player in the College of Agriculture’s annual Pumpkin Festival. She has endeared herself to the students and they look to her for advice on a variety of problems and concerns. “She has a wonderful sense of humor, compassion, and understanding for those seeking her help,” confirms Nicole Souza, a ‘05/06 Ag Council officer. This year’s Ag Council President, Dana Tanaka, agrees, “Penne has been there for me non-stop personally, emotionally, and mentally.” According to Dr. Les Young the former Associate Dean. “She has also been an inspiration due to the personal challenges she has had to face in raising a child with autism.”

At the June commencement ceremony, Penne was honored for her caring, hard work, initiative, and doing so much more than asked. On behalf of the College, Dean Bidlack thanked her for contributions and presented her with a plaque and monetary award.



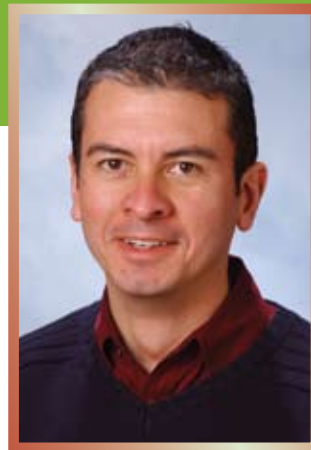
Two Faculty Honored for **OUTSTANDING** Advising

Martin Sancho-Madriz, *Professor of Food Science & Technology*: Known for being tough but fair, Dr. Sancho-Madriz, helps students succeed on their own while providing the necessary mentoring and encouragement. As student Elizabeth Costanzo explains, meeting his high standards gave her the confidence to "...apply for internships and jobs" and "...to converse with people in the industry."

According to Dr. Bonny Burns-Whitmore, former office mate and colleague, "Even though Martin drives a great distance to Cal Poly, I frequently noticed that he would meet with students outside of his normal office hours to accommodate their schedules rather than his own." He has built an advising system for the FST students which has contributed to their success, a system which requires active involvement in professional organizations and access to a web site he developed which created an "online community" benefiting students, professors and alumni.

Martin has also been consistent in directing students toward graduate work. Imelda Ryona credits him for her selection as a participant in the 2006 Cornell University Summer Scholarship program and said "This opportunity has boosted my confidence toward my academic achievement up to another level."

With Martin's assistance, the Society of Food Science student club was recently accepted as a chapter of the Institute of Food Technologists (IFT) Student organization. As a result, CPP students now can compete with other universities in the IFT sponsored college bowl and can participate in a national newsletter allowing the food science program to be recognized at the national level. This would not have occurred without Martin's advising efforts.



"She understands her students and relates to the many situations we go through."

Michele Rash, *Asst. Professor of Animal Health Sciences*:

"One of the best things about her is that she is so great at motivating her advisees. Her words of wisdom and inspirational stories keep students enthused. ..." said AHS major Alexandra Bodan. Fellow student Maria Torres agreed, "She understands her students and relates to the many situations we go through." Colleagues confirmed Michele Rash's dedication to students. Dr. James Alderson, director of the AHS program, said her "...compassionate and ardent approach to her advising duties greatly augments the students' experience and helps to direct both their college and professional careers."

In order to enhance classroom instruction and provide opportunities for students to serve the community, Michele developed a course based on pet therapy for disabled patients in assisted living facilities. She also "involved her students in developing interesting ways to bring agricultural education into the elementary classroom," a project funded by the 48th Ag District, explained former department chair, Dr. Ed Fonda. As an advisor for the AHSTA student club, she can be credited in large part for the students' success at raising funds to cover their attendance at the Western States Regional Veterinary Conference meetings. Concerning involvement in professional organizations, Michele says she "...has tried to instill the seriousness of attending the seminars and the importance of life-long professional learning experiences. ..." Her efforts in this regard include annual field trips to "behind the scenes" preparation areas for the Long Beach Aquarium and the San Diego Zoo Wildlife Park to observe real world situations.

Michele believes that "the whole student must be tended to" which means "helping them to achieve career, educational and personal goals. ..." After all she says, "...our youth will be taking care of us soon. We need to take care of them now."

Both Martin Sancho-Madriz and Michele Rash, along with advisors from the other colleges, were honored at a University-wide ceremony held on May 25. In addition, they were recognized at the College of Agriculture's commencement ceremony, June 11.

STUDENT ACHIEVEMENTS



Photo by Tom Zasadzinski

Student Leader Awards are funded by an endowment established by alumnus John E. Andrews (ABM '92). Each recipient receives a \$500 cash award and plaque during commencement.

Dustin Tatsumi – Undergraduate Student Leader of the Year

"A leadership dynamo" is how Dr. Fred Roth described Dustin Tatsumi, a Landscape Irrigation Science major who graduated in June. Dustin set a record by holding a board position on three different clubs simultaneously last year: Vice President of Los Robles, Treasurer of the Turfgrass Club, and President, Irrigation Club. In addition, he "...was a spark plug on two PLANET Student Career Day teams. ..." winning 2nd place awards at the national level both times.

"Dustin exemplifies the epitome of selflessness, generosity, kindness and consideration of others," said staff member Anna-Marie Barlet. "If Dustin commits to a project, even though his plate is overflowing, he will deliver."

Dustin also helped write a successful grant proposal to the Metropolitan Water District of Southern California. The project, "Water Efficient Landscape" was funded (\$8,500) and included several innovative features for regional as well as international consideration. As a member of this project team, Dustin was invited to the World Water Forum in Mexico City in March 2006, a trip funded by the MWD.

Russell Plumb - Graduate Student Leader of the Year

Dr. Sowmya Mitra can't say enough about graduate student, Russell Plumb: "Russell is one of the brightest students I have come across in my professional life and would place him in the top 1% of all students I have advised or interacted with." When Dr. Mitra, Plant Science Department, was awarded three national research trials, Russell provided much-needed assistance. "I have been impressed with his analytical skills and his problem solving ability. ..." said Dr. Mitra. "Russell has also been involved with several herbicide and fertilizer product development research trials with Monsanto, Syngenta, Bayer Environmental Sciences, BASF, Dow AgroChemicals, The Scotts Co., and The Andersons." In fact, his research projects allowed Dr. Mitra to attract a three-year grant, hire a post doctoral candidate, and led to a collaborative relationship with the Statistical Consulting Collaboratory at the University of California, Riverside.

Based on evaluations of students who have attended his classes in the Plant Science Department, Russell has the potential to be an excellent teacher. He has proven to be a good mentor and role model for undergraduate students,



Photo by Tom Zasadzinski

Plumb (cont'd)

guiding them on various turfgrass research and senior projects. He organized an international trip to Belize with the Los Robles student club. Russell and Dr. Mitra's post doc were successful in obtaining a three-year, \$188,870 Agricultural Research Initiative grant to study heavy metal levels in soils in an urban setting in the greater Los Angeles area. Under his guidance, turf club students constructed research plots which helped establish the Department's turfgrass research program. Last but not least, Russell was one of 14 students selected (and the only graduate student) for a national scholarship by the USDA's Natural Resource Conservation Service.

Valedictorian Will Jolley Shares Unusual Metaphor for College Experience

When Will's mother, Susan, delivered a copy of his commencement address to the Dean's Office, it was clear that she was more than a little apprehensive. She wasn't sure that what he planned to say was appropriate for the occasion. After everyone in the Dean's Office reviewed Will's speech, however, we all agreed that it was perfect.

As Will explained to his fellow graduates, "My stay at Cal Poly Pomona was very nearly a brief one. It was my first morning as a Cal Poly student, employed on the Santa Paula Pine Tree Ranch, and I stood, slack jawed, staring at what seemed to be the world's largest pile of . . . manure. The pile would be my first 'learn by doing' experience . . . but I had my reservations. Dr. Partida, manager of Pine Tree at the time, handed me a shovel, grinned, and yelled, "Good luck, young man," as he drove away in his faithful, brown pickup."

"I couldn't help but wonder," Will continued, ". . . as I stared at the still steaming pile, if agriculture was where I really belonged. But as the sun began to break, I grabbed the nearest shovel and dug in. It was, at first, just an overwhelming pile of stuff. . . But shovel by shovel, day by day, and week by week, I began to understand and finally appreciate what I was involved in. Eventually, what had once seemed an unknown and insurmountable mass had become, not only manageable and comprehensible, but . . . interesting."

". . . that pile really was a metaphor for my college experience . . . but not in the way you might think. For the initially overwhelming task of moving it, shovelful by shovelful, ultimately did resemble the task of attending each lecture and lab, completing each assignment, and fulfilling each internship. At the end of each day that summer, and at the end of each day at Cal Poly, my understanding of agriculture and its interrelated disciplines would develop further, until that mountain disappeared, leaving a vista of new challenges ahead."

Will expressed his gratitude to faculty, administrators and staff, with sincere appreciation to Dr. Greg Partida in particular, for his support, guidance, and friendship over the last four years. Will also admitted to an "intense feeling of pride," not only for his accomplishments but for ". . . being able to participate in something that has a long and respected history in our state. . . the tradition of agriculture." As he told his colleagues, "No matter what branch of agriculture we enter . . . , our lives will enrich our planet."

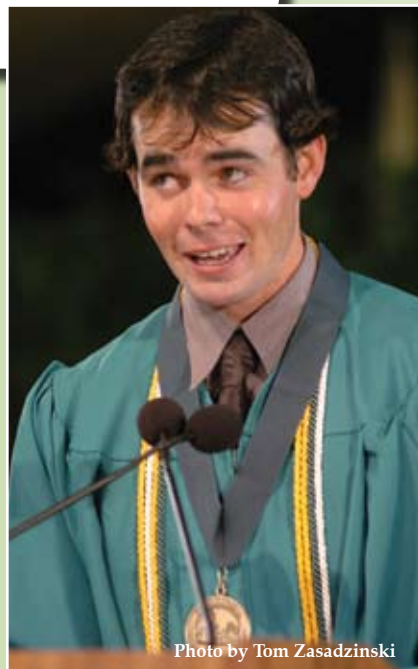


Photo by Tom Zasadzinski

Will Jolley

TEAM SPIRIT: Team Pride!

Proves there is more to a college education than just taking classes.

Becoming a member of a competitive team offers students opportunities to apply knowledge, network with the industry, develop confidence, self-esteem, and skills critical to their success. Just as important, it's fun and instills a sense of community and camaraderie.



Photo by Tom Zasadzinski

F.I.T. Team
Sees Fit to
Take 3rd
in National
Competition

In January 2006, a team of five students from the College of Agriculture captured 1st place at the Southern California Institute of Food Technologist (SCIFT) Product Development Competition. An outstanding accomplishment, as it was only the second time that a team from Cal Poly Pomona had participated in this event. Not long after, the students learned they had been selected from among 23 entries as one of 6 team finalists to participate in the national competition held in Orlando, Florida, June 24-28 during the IFT 2006 Annual Meeting and Food Expo.

To prepare for the June contest, the Cal Poly Food Innovation Team (F.I.T.) not only had to submit a written report, polish their presentation, prepare a poster and bake the product on-site, but also had to conduct additional formulation work, shelf-life studies, surveys and consumer testing among school-age children in addition to raising funds to cover their travel expenses. They completed their tasks successfully, garnering support from a variety of companies and organizations: National Starch, SCIFTS, Decagon, Rheon, Kroger, Texture

Technologies, Caldwell & Sons, Florida Crystals, Van Drunen Farms, Schuster Flexible Packaging, Mintel, Bunge Foods, Lundberg Family Farms, Fortitech, and Specialty Minerals. On-campus support was received from the College, the Human Nutrition & Food Science Department, and the Center for Community Service Learning.

Competing against five other top-ranked universities, the Cal Poly Pomona team introduced Mega-Bites—a gluten- and allergen-free, bite-sized snack food—at the national competition and captured 3rd place. Perhaps even more impressive than the win, however, was the development of a gluten-free product. (Gluten, an elastic protein substance that gives cohesiveness to dough, can trigger allergic reactions in some people.) According to Dean Bidlack who was present in Orlando for the competition, Mega-Bites made a significant impression on one of the judges as his company had been trying to produce snack bars for years and our students had developed a marketable product in only 8 months. The team received additional kudos from the event

F.I.T. Team (cont'd)

organizers for their excellent written proposal and oral presentation; good poster session, product sample, and overall product proposition; and the product delivering on promise.

Dr. Maria Botero-Omary served as advisor and coach to team members Monica Benyamin, graduate student, Food Mktg. & Agribus. Mgmt.; Food Science & Technology majors Greg de la Cruz, Hortensia Martinez, and Imelda Ryona; and Jamie Peguero, Foods & Nutrition-Dietetics.



Cal Poly Pomona's Food Marketing Team: Top Row from left: Monica Benyamin, Mary Kate Francesco, Michael Johnston, Elise Peterson, Prof. Nancy Merlino, Advisor, Michelle Thomer, Shawna Winfrey, Brianna Vermeulen, Alondra Luna. Bottom Row from Left: Karla Wong, Esmeralda Aguilera, Salome Ruedas, Tri Nguyen, Belinda Lesage



2nd Annual Western Collegiate Food Marketing Competition

The College of Agriculture's 2nd annual Western Collegiate Food Marketing Competition proved to be twice as much fun and a huge success. Held in conjunction with the Southern California Institute of Food Technologists' (SCIFTS) Suppliers' Night, this year's event doubled in size with two additional divisions: In the 2-Year College Division, students were required to select an existing food product and design a new, one-year promotional campaign with a \$3 million budget. For the 4-Year International Division, students had to design a campaign around exporting a food product going to a foreign market. The competition was also expanded to include colleges and universities from four western states – California, Colorado, New Mexico and Nevada.

Student teams presented comprehensive business/marketing plans for an array of food products—from caviar to yogurt-covered bananas. An added bonus, participants also had an opportunity to network with over 400 industry representatives during Suppliers' Night and to take part in an information "scavenger hunt" for which they could win additional prizes.

An impressive corporate panel of judges from local companies evaluated each team's 20-minute business plan presentation. In the 2-Year College Division, Cosumnes River College received the first place award for marketing Sterling Cavier. Rio Hondo College went home with the second place award for Tecate's Best Salsa.

Colorado State University was awarded first place in the International Division for their campaign on exporting Mi Goodness, a millet bar, exported to Japan. Cal Poly Pomona received a second place award for exporting dried onions to Sweden.

In the 4 Year College Western Division, Cal Poly Pomona, with their product Atomic Duo – Atomic Cannonballs (packaged fresh fruit) and Atomic Splash (a sports drink) was awarded first place. University of La Verne's product, yogurt covered bananas called "Grananas", took second place. The remaining Top Five winners were New Mexico State, California State University, Chico and University of Nevada, Reno.

A popular component of the competition is the working luncheon sponsored by Hidden Villa Ranch. Lunch was abuzz with activity as twelve teams—each comprised of students and advisors from different universities—worked on a new advertising piece for two new Hidden Villa Ranch egg products. The two winning teams were announced during the evening awards ceremony and each member received a \$25 dollar Starbucks gift certificate. Hidden Villa will use the posters and logos for the development of future advertising campaigns.

Special thanks goes to Carole Christianson, who was instrumental in developing industry sponsors and regional attention, and to

all those who worked behind the scenes to make WCFMC a success. According to Mr. Michael Sencer, Executive Vice President of Hidden Villa Ranch, however, Coordinator Nancy Merlino "...really deserves all the credit for getting this program off the ground." He strongly feels that she "... has only scratched the surface. ..." and that the **WCFMC "... could become the feeding ground of graduating students into the food sector of the industry ... as well as the premier food marketing program of the country."**

The competition could not have taken place without the following sponsors: Illuminators, WAFC, Hidden Villa Ranch, Minute Maid, Crossmark and NuCal Foods. Kroger sponsored the breakfast while Colorado State University sponsored the afternoon break with appetizers, pizza and refreshments.

For information on next year's competition which takes place March 2, 2007, contact Professor Merlino (714) 401-6399 or namerlino@csupomona.edu; you can also visit the department web site at www.csupomona.edu/~fmamanged.



A popular component of the competition is the working luncheon sponsored by Hidden Villa Ranch. Lunch was a buzz with activity from all the students working on a new advertising piece for two new Hidden Villa Ranch egg products.



Cal Poly Pomona's winning ALCA Team poses in front of the BYU stadium. (Top row, l to r: Amy Martel, Michael Swan, Angelic Rael, Matt Chen, Josh Duncon; bottom row: Prof. Eudell Vis, Zach Reish, Prof. Fred Roth, Dustin Tatsumi, Kevin White, Rene Bettancourt, Peter Zendeas, Priscilla Du; seated is Bryce Carnehl. Not pictured – Luis Sierra

ALCA Team's Star Shines at PLANET

Competing against 52 universities, the College of Agriculture's ALCA (Associate of Landscape Contractors of America) Team captured 4th place at the Professional Landcare Network (PLANET) competition held at Brigham Young University in Provo, Utah, last March. Coached by Prof. Fred Roth and Prof. Emeritus Eudell Vis, the 13-member team participated in a variety of landcare-related contests including Interior Landscape Design, Irrigation Design, Pest Management, Construction Estimating, Business Management, Turf and Turf Pest ID, Arboriculture Techniques, and Personnel Management. Josh Duncan placed 1st in Construction Estimating; Bryce Carnehl and Dustin Tatsumi took 2nd place in Irrigation Assembly; 2nd place in Pest Management went to Angelic Rael; and Kevin White placed 1st in Turf and Turf Pest ID.



5th Place Win in Nationals for Western Horse Show Team

L - R: Shawna Winfrey, Alexis Speath, Brianna Vermeulen, Alice Gifford, Lauren Erk, Jen Earles, and Robert Cacchione, Executive Director & Founder of the IHSA

A year of hard work paid off for Cal Poly Pomona's Western Horse Show Team which took 5th place at the Intercollegiate Horse Show Association National Championships held in Harrisburg, Pennsylvania, May 4-7, 2006. The team had to earn the right to compete at the national level by earning points at local and regional contests throughout the preceding academic year. Pitting their skills against 10 other universities from Southern California and Arizona, Cal Poly's team accumulated the most points in the region. Then, "the first weekend of April, we traveled to Sacramento with 11 riders for the Zones competition, where all the top schools and riders in IHSA's Zone 8 meet to try to qualify for Nationals," explained Jen Earles, who coaches Cal Poly Pomona's team. Our students finished 3rd overall to win a spot at the Nationals along with 16 other western teams from across the country.

Contributing to the 5th place finish in Pennsylvania were 3rd place awards by

Shawna Winfrey in the Novice Western Horsemanship category and Alexis Speath in the Beginning Western Horsemanship division. In addition, Brianna Vermeulen was 6th in Open Western Horsemanship and Alice Gifford placed fifth in the Intermediate Western Horsemanship category. Although our English team did not make it to the nationals, Dara Sheinman competed as an individual and was 10th in the Novice Hunt Seat Equitation on the Flat.

Cal Poly Pomona's team is one of the only highly-ranked teams in competition that does not employ several full-time coaches and trainers. Instead, under the supervision of trainer Jen Earles, experienced riders help bring novice riders up to national standards. An additional challenge is raising the funds to cover travel expenses.

Try-outs for next year's team take place each fall. Says Jen, "... it's important for people to know that you don't need to own a horse or have previous horse experience to join." An opportunity that is open to all majors, this is a perfect example of Cal Poly's "Learn by Doing" philosophy.

Students interested in becoming involved with our horse show teams should stop by the W. K. Kellogg Arabian Horse Center or call the main office at (909) 869-4988.



Food Science Students Test Their Knowledge at IFTSA College Bowl



The College of Ag's IFTSA College Bowl Team modeling the tie-dyed shirts they designed (l-r): Elyse Petersen, Elizabeth Costanzo, Imelda Ryona, Vanessa Vlahovic, Misty Dunston, Sutida Chongcham, Ayako Toma, and Prof. Bonny Burns-Whitmore.

Since 1985, the Institute of Food Technologists Student Association (IFTSA) College Bowl Competition has tested the knowledge of student teams from across the United States in the areas of food science and technology, history of food and food processing, food laws and regulations, and general Institute of Food Technologists (IFT)/food-related trivia. The College Bowl, sponsored by the IFTSA and General Mills, Inc., is designed to facilitate interaction among students from different universities, stimulate the students' desire to accumulate and retain knowledge, and provide a forum for students to engage in friendly competition.

This year's Western Area College Bowl Competition was held April 08, 2006 at the Aspen Grove Conference Center in beautiful Provo, Utah. Aspen Grove is owned by the Brigham Young University Alumni Association and is located about 2.5 miles from the Sundance Ski Resort on Mount Timpanogos.

This was the first year Cal Poly Pomona has competed in the Western Area College Bowl. Food Science students Elizabeth Costanzo, Elyse Petersen, Misty Dunston, Vanessa Vlahovic, Imelda Ryona, Sutida Chongcham, and Ayako Toma, from the Department of Human Nutrition and Food Science competed with seven other teams for the opportunity to represent the Western Area at the National College Bowl held at the IFT Annual Meeting and Food Expo in Orlando, Florida in June 2006. Even though Cal Poly Pomona was not the Western Area representative this year, the experiences they learned at this year's College Bowl



were invaluable. The Food Science students sought travel donations from private industry and Southern California IFT, and raised the travel funds for the trip. They also designed and tie-dyed this year's team shirts, established many future professional contacts at the competition, achieved a very respectable finish in the competition, and had a great time. With plenty of food for thought, Ayako and Misty have already begun organizing practice sessions and preparing for next year's competition.

Ag Ambassadors Reach Out



Ag Ambassadors are the College of Agriculture's "face" to the many California high school and community college students with whom they interact. They represent the College at a variety of events both on and off-campus, promoting college attendance, the College of Agriculture, Cal Poly Pomona, and California agriculture. In 2005-06, our fourteen Ag Ambassadors participated in 91 different activities, visited 33 schools, volunteered 1012 hours, and reached over 3900 students.

Two of the Ag Ambassadors' favorite events were the World Ag Expo and the FFA State Leadership Conference. At the three-day World Ag Expo, the "Disneyland" of the California agricultural community, the Ag Ambassadors encountered hundreds, if not thousands, of people. The Cal Poly Pomona booth was located on "college row," and along with student representatives from other agriculture

colleges, the Ag Ambassadors talked to kids, students, parents, and grandparents, networked with industry representatives, encountered visitors from other countries, and got to be a part of the largest event of its kind.

The state FFA Leadership Conference, held in Fresno, was an opportunity for the Ag Ambassadors to interact with 3000+ of the "best and brightest" FFA members in California. This was a two-day event where they conducted six educational workshops on Sunday and hosted a half-day information booth at a college and career fair on Monday.

In addition to these two events, the Ag Ambassadors conducted campus tours, connected with prospective students during Open House, presented power-point presentations in many classrooms, were active members of Ag Council, and sponsored the annual College of Agriculture sweatshirt sale.

AG AMBASSADOR ANNUAL ACTIVITIES:

AG 100 Presentations
Ag Career Day
Ag Field Day
Apparel Focus Days
BroncoFusion
College of Ag Open House
College Tours
Counselor Day
Email to Prospective Students
Farm Show
FARMS Tour
Feeder Calf Sale
FFA Leadership Summit
FFA State Conference
Graduation Fair
Greenhand Conference
HortFest '05
Horticulture Day
Preview Day
School Visits
Showcase of Excellence

ALUMNI PRIDE ▶▶▶

Terry L. Noriega – 2006 Distinguished Alumnus

Seven years after starting his garage-based landscape construction and maintenance business, Terry Noriega ('79, ornamental horticulture), relocated his expanding company and added a nursery operation. Its success led to the formation of a second company - El Nativo Growers, Inc, a wholesale nursery operation, with three growing grounds - and a 65 acre facility in Ventura County currently in the development stage. Terry hopes his business will become the premier provider of high quality native and drought tolerant plants in Southern California.

Mariposa, his award-winning landscape construction maintenance company, employs more than 300 people and has an impressive client list, including the Norton Simon Museum, USC, Knott's Berry Farm, UCLA and Pomona College. Mariposa is the back-to-back California Landscape Contractor's Association sweepstakes award winner for landscape construction at the City of Arcadia Police Station in 2004 and the Burbank Department of Water and Power Facility in 2005.

"The most important thing I learned at Cal Poly Pomona is how incredibly important and effective the 'learn by doing' philosophy is at providing a quality education," said Terry. He gives back to his alma mater by offering internships to our students and contributing to the scholarship program for outstanding incoming freshmen pursuing degrees in plant science. Terry stays involved with current students, supporting the American Landscape Contractors Association (ALCA) student team with both funds and training. In addition, he has served as director of the Irwindale Educational Foundation and the Irwindale Chamber of Commerce.

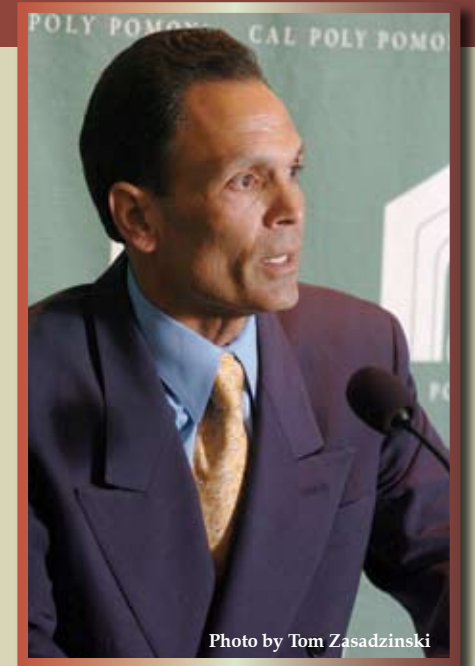


Photo by Tom Zasadzinski



Former Dean Appointed by President Bush to BIFAD

Last spring, Allen C. Christensen, former Dean of the College, was appointed to the Board for International Food and Agricultural Development by President George Bush. Dr. Christensen, who retired from CPP in 1994, will serve a two-year term as one of seven board members. "BIFAD advises the U. S. Agency for International Development on agricultural development priorities and issues and monitors activities undertaken under Title XII ("Famine Prevention and Freedom from Hunger") of the Foreign Assistance Act." (BYU News web site at <http://byunews.byu.edu>) Dr. Christensen served on the board previously while at CPP as member of BIFAD's Joint Committee on Agricultural Research and Development and as chairman of the Inter-University Consortium for International Development (CID).

Dr. Christensen currently serves as Director of Brigham Young University's Benson Institute, a division of the College of Biology and Agriculture that encourages self-sufficiency among impoverished rural families through research and improvement efforts.



Jodi Woods (right) talks to a student attending the college Career Day Fair.

Cal Poly Alumna Returns to Recruit Students for Vet School

As we sat and listened to Jodi Woods ('01, animal science) address our pre-veterinary students during Ag Council's annual Career Day, it was clear that she had not lost the passion and zest for life that she had while a student here at Cal Poly Pomona. A multi-talented individual who was able to juggle a number of extracurricular activities in addition to maintaining a high academic standard, she was

now an impassioned spokesperson for the School of Veterinary Medicine at the University of Wisconsin-Madison, where she is now a student.

Accepted at four different veterinary schools, Jodi selected the University of Wisconsin after they presented her with a highly competitive offer. More importantly, however, it provided a supportive, enthusiastic and nurturing environment and a program that is challenging, yet non-competitive, and known for producing quality veterinarians. As Jodi explained, she was given the flexibility to explore different career paths and encouraged to do everything she wanted to do. As she puts it, "I'm on the Woods Trail!"

After a false start and a lot of advice and guidance from her new friends at UW, this California girl adjusted to her new environment and designed a career path to meet her specific needs. With the long-term goal of securing "...an academic appointment that allows me to practice clinical veterinary medicine, conduct research, and teach," Jodi plans to complete her master's degree in Comparative Biomedical Sciences this year. She will graduate with a D.V.M. in 2008 and, after completing a small animal internship elsewhere, she hopes to return to the UW-SVM to complete a five-year combined small animal surgery residency/Ph.D. program.

Along the way, Jodi has packed a wealth of activities and experiences into her old kit bag. She has traveled extensively throughout the U.S. as an officer and delegate of the Student American Veterinary Medical Association (SAVMA), as a student liaison on the AVMA Member Services Committee, and as a student representative for both the North American Veterinary Conference and Nestlé Purina. She also attended the World Small Animal Veterinary Conference in Mexico City and hopes to attend an upcoming conference in Prague, Czech Republic. Her research experience includes being selected as one of ten national Pfizer Animal Health Veterinary Scientist Scholars, working as a research intern under a NIH funded research training grant program, completing a Merck-Merial Summer Research Fellowship, and summer field experiences in Ecuador and Peru. All this would not have been possible, said Jodi, without the support of the folks at Wisconsin's School of Veterinary Medicine.

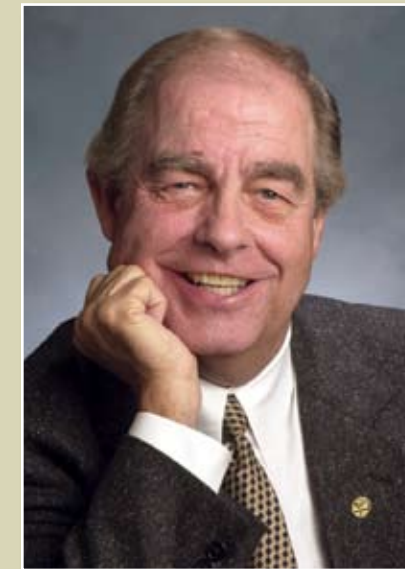
Invited to participate in our Career Day, Jodi informed pre-vet students that the School of Veterinary Medicine at UW would like to increase the number of students from Cal Poly Pomona.



The competition is stiff--out of 870 applications they received during the last process, 702 were from non-residents and only 20 non-residents were invited to attend. Because UW does not interview, Jodi advised them to make sure their application reflects who they are. This includes having at least a 3.5 GPA; "... good, solid letters of recommendation, and a stellar essay" which should not only demonstrate good communication skills and critical thinking, but personality, passion, and commitment. Jodi also advised students to call before submitting their application in order to get pre-application counseling. Tuition is lower than many of the top schools and the veterinary school boasts a 95-97% first-time pass rate for the National Boards (national average is 88%) and 100% internship placement for 4th year students.

Addressing faculty and staff later in the day, Jodi said students should recognize what an extraordinary school this is and take advantage of every opportunity to learn and grow professionally. Practicing what she preaches, Jodi is leaving the door open to other possibilities while pursuing her initial goal of becoming a small animal surgeon. When asked what she did for fun, Jodi quickly responded, "What I'm doing IS fun!"

Ron Simons, Mr. Cal Poly Pomona, Takes His Last Bow



It's no wonder, Ron Simons knows so much about Cal Poly Pomona. He first set foot on the campus in 1959--when our university was in its infancy and still an all-male campus,--and never left (unless you count a three-year stint in the service). With few resources, he created the campus' first alumni office and, since then, has held numerous leadership positions in the University, the most recent being Associate Vice President for University Development. Over the years, he has helped the University raise millions of dollars for a variety of improvement projects and will forever be associated with CPP's Rose Float, an effort he supported as a student and throughout his career at this institution.



Photos by Tom Zasadzinski

Ron ('64, agronomy; '69, ag. business mgmt.) was honored for his lifelong dedication to the University during the University's Founder's Celebration, an annual event which raises funds for scholarships and academic enhancement. The evening's activities included a special rendition of the song, "My Way," sung by Mr. Paul Anka. In addition, it was announced during the evening that \$135,000 had been raised for the Ronald R. Simons Scholarship Endowment.

Throughout his career, Ron has been a loyal, dedicated and enthusiastic ambassador for Cal Poly Pomona as well as its "unofficial" historian who can relay the colorful history of CPP at a moment's notice. He will continue to serve the University as a retired annuitant in the position of associate vice president for special projects. He will also continue to delight the College of Agriculture's new crop of Ag Ambassadors each year with his history of the campus, helping to prepare them to carry on his work of promoting Cal Poly Pomona to future generations.

Development Office Year in Review

Another fantastic year in the College of Agriculture as individuals, corporations and the community show their enthusiasm for and commitment to our programs through financial and volunteer support. Nearly \$400,000 was received in cash donations and \$95,500 in gifts-in-kind toward College of Agriculture programs.

Agriscapes Phase II, a \$1.9 million greenhouse project, will break ground in the early spring. Partnerships with several businesses and community members have helped to catapult this project toward completion. Community partners who provided financial support include; Conley's Greenhouse Manufacturers, Norman's Orchids, Hidden Villa Ranch and Week's Wholesale Rose Growers.

After 68 years at their Upland location, **Weeks Roses** moved their administration offices to the Cal Poly Pomona campus, utilizing space formerly occupied by the Land Lab. Weeks will also occupy 8,000 square feet of space in the new greenhouse range for propagation and research and a few acres of open land on Spadra Ranch. In return, Cal Poly Pomona Horticulture, Plant and Soil Science students will have the opportunity to apply for internships and potential employment with Weeks Roses as well as participate in new research opportunities created by the partnership.

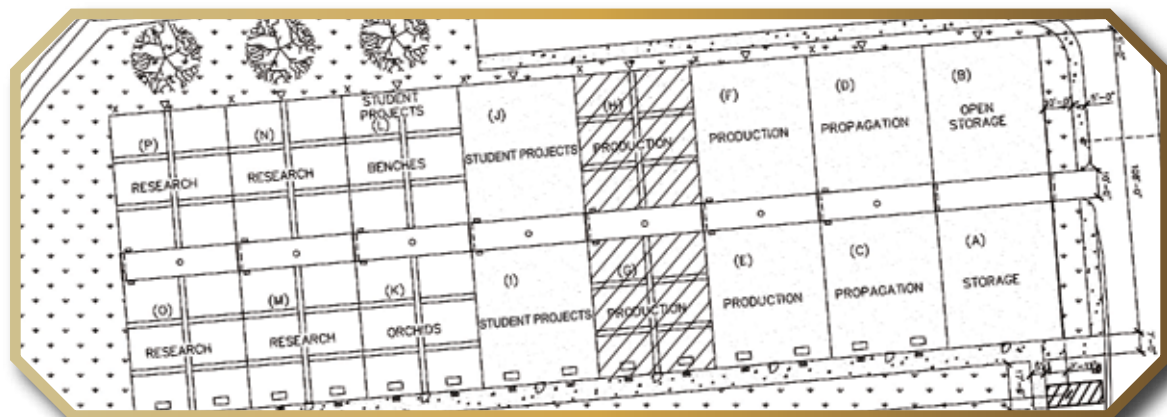
Norman Fang of Norman's Orchids, in addition to his generous donation, will help to bring the **Raymond Burr Orchid collection** back into the public eye. Upon completion of the range, the Burr collection will be moved to the new greenhouse from the old Ornamental Horticulture unit. Mr. Fang is committed to enhancing the collection and educating the public about this beautiful flower. Students will

benefit from Mr. Fang's expertise and willingness to engage them in research projects and internships.

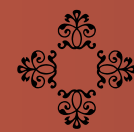
The College received \$100,000 in support of the Plant Improvement and Medicinal Plant Program under the supervision of Dr. David Still in the Horticulture, Plant and Soil Science Department. The donation was a gift from a former distinguished alumnus, **Mr. Don Huntley**, who, with an affinity toward bio-tech, found Dr. Still's work so fascinating he wanted to provide funding for Dr. Still to use at his discretion to enhance his research.

The W.K. Kellogg Foundation granted \$5 million for the W.K. Kellogg Arabian Horse Center. The first \$2 million is the lead gift for the new W.K. Kellogg Arabian Horse Library and the additional \$3 million will be endowed for the care of the Center. The Library will secure the wonderful W.K. Kellogg Arabian Horse collection, currently housed in the Bronco Student Center. **Quatro Design Group partner Ricardo Rodriguez Y.**, '89, alumnus of the College of Environmental Design Architecture program, provided the architectural drawings and plans for the library. The Kellogg gift will be used as matching money to inspire others to contribute to the construction of the new library which will provide a safe and environmentally sound place for this world renowned collection of books and publications on the Arabian breed as well as the W.K. Kellogg Arabian Horse Ranch Papers.

These are a few examples of how constituents support the College of Agriculture throughout the year. If you would like to know how you can support the College of Agriculture, besides your personal gift, please consider sponsorship from your employer, an internship or employment opportunity for students, or a planned gift. For more information about advancing the mission of the College of Agriculture, please contact Michelle Moyer at (909) 869-2728 or mlmoyer@csupomona.edu.



The new greenhouse range includes space for production, propagation, student projects and research.



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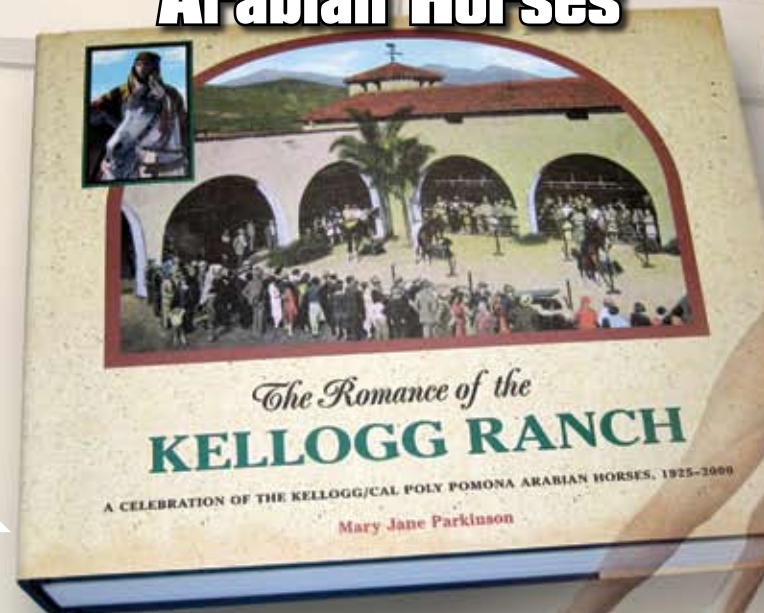
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College of Agriculture website:
www.csupomona.edu/agri

Farm Store at Kellogg Ranch:
www.csupomona.edu/farmstore

AGRIscapes:
www.csupomona.edu/agriscapes

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www.csupomona.edu/ari

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ari.calstate.edu

College of Ag Meat Lab
www.csupomona.edu/meatlab

Ag Events . . .

October Every Year

* Annual Pumpkin Festival – 3rd weekend in October
(909) 869-2215; or www.csupomona.edu/agri and click on "Events"

November Every Year

* Annual Feeder Calf Auction where feeder steers are sold to 4-H and FFA members throughout the State of California. Educational seminars and a barbecue are held prior to the auction. Visit our website at www.csupomona.edu/agri and click on "Events".

February '07

Feb. 13 - 20th Southern Calif. Food Industry Conference, "Emerging Trends: Opportunities for Tomorrow"; Opportunities for sponsorships and exhibit tables; Student Product Development Competition. Kellogg West Conference Center & Lodge, Cal Poly Pomona. For accommodations, call 1-800-KWEST-76 or 909-869-2222 or on-line at www.kelloggwest.org. Companies contact Dr. Martin Sancho-Madriz at 909-869-2164 or at mfsancho@csupomona.edu.

April '07

* April 26 - Ag Council's Annual Career Day

Ongoing Events

Kaiser/Cal Poly Pomona Farmer's Market in Baldwin Park – every other Friday: contact (909) 869-2214

* Sunday Horse Shows at the W. K. Kellogg Arabian Horse Center—the 1st Sunday of every month October through June

* For more information visit our website at www.csupomona.edu/agri and click on "Events".



Photos by Tom Zasadzinski

HEY MACARENA!

Pictured is Marissa Tabke-Shotwell, a senior majoring in animal science, riding Hey Macarena, an 8 year old Arabian mare who resides at the W. K. Kellogg Arabian Horse Center. Both are wearing native Arabian costumes. Marissa is one of many students who have participated in the Center's Barn Rider Program in which each student is assigned a horse and held responsible for its care. Marissa and Hey Macarena can also be seen in the Center's Thursday (for organized groups) and Sunday horse shows.



Photo by Penne Fode

The Annual Pumpkin Festival is held every October. The event entertained and fed over 20,000 people this year.

**We want to
keep in touch!**

If you are planning
a move, please let
us know.

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