

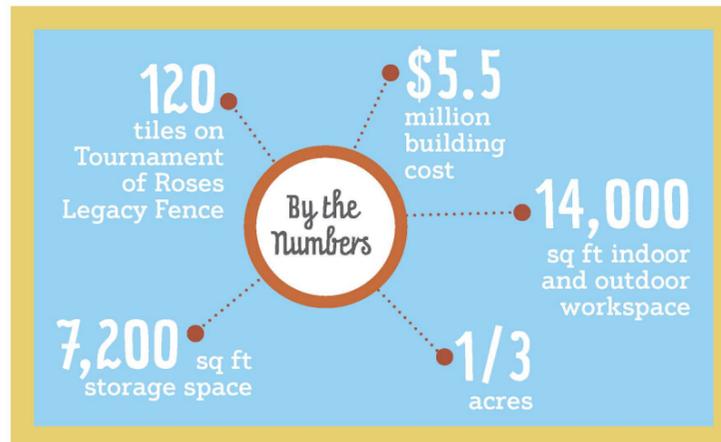


Rylian M. Bralcy

BY THE NUMBERS

Rose Float Lab and Design Complex

The new Rose Float Lab named in honor of alumni **Don Miller** and **Ron Simons** had its grand opening on May 7. The new lab gives Rose Float students a space to build beautiful, creative and innovative floats. It includes a fully enclosed float construction bay, design workspace, storage facilities and a massive courtyard to host large numbers of volunteers.



A BRIEF HISTORY

The Restaurant at Kellogg Ranch



The food and beverage operations course at **The Restaurant at Kellogg Ranch** epitomizes the learn-by-doing experience at The Collins College of Hospitality Management. Students learn how to provide excellent guest service, execute strategic restaurant management plans and prepare quality food. RKR's menu is always evolving, but their hamburgers and famous "Apple Crisp with Dr. Bob's Tahitian Vanilla Ice Cream" were the all-time favorite dishes.

Lecturer Emeritus **Barbara Jean Bruin**, who taught the course from 1992 to 2016, delightfully recalls students training to serve by carrying trays of tennis balls. Witnessing her students develop into Michelin star chefs and go on to successful careers in the hospitality industry warms her heart, she says.



1989

The RKR opens its doors. Philanthropist and the college's namesake **James A. Collins** proposed and donated \$10 million to build a student-operated restaurant to provide the hands-on experience needed in the industry.

2007

The RKR becomes the first restaurant at a university to use OpenTable.com.

2015

A \$500,000 major renovation includes new flooring, tables and chairs, and also new industry standard culinary kitchen equipment, new and upgraded audio-visual technology, and mechanical, electrical and plumbing upgrades. Renovations were funded primarily by **The Gettys Group** and **R.D. Olson Development**.

2021

The restaurant reopens for to-go orders after closing in March 2020 due to COVID-19.

2022

The RKR reopens for indoor dining in early March.

EXPERT Q & A

Valuation of the Ephemeral: NFTs and the Art Marketplace

Bought and sold online, non-fungible tokens (NFTs) are a crypto asset that represents digital and real-world objects. Think physical and digital art, music and media, and internet and pop-culture artifacts.

The NFT market is valued around \$41 billion, nipping at the heels of the \$50 billion fine-art market. Because the value of cryptocurrency is fungible (mutually interchangeable with other digital currency) valuation of NFTs is beyond economic. With NFTs — crypto art, in particular — value is in the eye of the owner.

Art historian, professor and cultural critic **Alison Pearlman** says NFTs offer some new and not-so-new ways to buy, own and sell artworks.

In the digital age, what does it mean to own or claim a piece of art?

Ownership of art in digital forms is not so different from ownership of some emergent art forms since the 1960s. As more works became ephemeral or open-series — not unique or limited-edition objects traditionally commoditized — art dealers developed contracts that, like NFTs, turned the seemingly unpossessable into unique commodities. They defined ownership in new ways, such as having the right to reconstruct or iterate a work. Owning the 1975 work by Sol LeWitt titled "Wall Drawing #260: On black walls, all two-part combinations of white arcs from corners and sides, and white straight, not-straight, and broken lines" means not having a physical drawing but rather the instructions and the right to generate their permutations — another unique asset.

The crypto-culture that spawned NFT artworks has offered new terms of sale that may be more favorable to artists. Some NFT marketplaces provide royalties to artists on re-sold work automatically.

Built-in royalties and "smart contracts" allow NFT creators to sidestep lawyers, dealers and auctioneers.

Are NFTs a new way of purchasing and appreciating art?

NFTs have introduced new channels for socializing and marketing that align more with the rituals of digital culture than the established art world. NFT ownership may provide "membership" in a "club" that makes one part of a virtual social network and gives special access to events, information, discounts, or other NFTs, as well as marketing opportunities. These forms of ownership are modeled on social media and digital marketing.

Yet we should question whether this model is new fundamentally. In the traditional art world, ownership of a Sol LeWitt wall drawing similarly makes one a member of a club in the metaphoric sense. It also allows one to socialize with other members in ways just as real and global in reach.



What's substantively new is how some NFT assets are structured. Take the PFP NFT, a type of NFT that can be used as a profile picture (PFP) on social media. These NFTs normally release in series. One can purchase one or more unique artworks in a series of up to 10,000.

While some artists create handmade works, the capacity to offer 10,000 in a PFP NFT series encourages artworks designed by algorithm. CryptoPunks, 10,000 8-bit-style pixelated heads of misanthropic figures designed by Matt Hall and John Watkinson in 2017, is a famous example. The auction house Christie's sold three of the works from CryptoPunks in 2021 as one NFT for \$16,962,500.

Read Professor Pearlman's full Q&A at cpp.edu/cppmag



POLYX HOW TO

Publish a Literary Magazine

In the Journaling Publishing Activity class, students become editors of Cal Poly Pomona's student-run literary magazine, **Harvest International**. The theme for the spring 2022 edition focuses on the Year of the Tiger: "A Year of Great Hunger and Fervor."

The magazine has articles and stories in English and Spanish, as well as in other languages to represent the diversity of the Department of English and Modern Languages. Student editors also lead the advertising, production and publishing aspects of the magazine.

1

Enroll in ENG 4401

Students immerse themselves in the literary and cultural life of the campus as they create a forum for artists, poets and designers.

2

Collaborate on Content

Harvest International editors brainstorm the magazine's theme, article topics and visuals.

3

Engage via Social Media

Editors use Instagram (@harvestcpp) to request poetry, art and short story submissions that represent the magazine's theme.

4

Craft the Magazine

In addition to a digital publication, students create two hard copy magazines. They use various machines in the Maker Studio, such as a photocopier and production printer.

5

Publish Harvest International

After editing and design, students publish a PDF in week 14 of the semester and promote the magazine via social media during week 15.

BRONCOS AT WORK



Pete de Best

'96, finance, real estate and law

President, US Lending Network Inc.; Founder & Operating Manager, Next Level Property Investments LLC; Founder & Managing Member, Tarek Buys Houses LLC

How would you describe your career?

I'm an entrepreneur and an investor. I started my career as a mortgage broker, arranging financing for home buyers. Early in my career, I learned the importance of investing money versus wasting money, the difference between assets and liabilities, and the importance of liquidity and cash flow. Sure, I could make money as a mortgage broker, but to acquire wealth, I would have to invest in real estate. I purchased my first house 22 years ago and since then I've purchased over 600 houses. I own a mortgage company, and I continue to invest in residential and commercial real estate. I also invest in stocks, crypto currency and private equity.

How did your Cal Poly Pomona experience inspire you to be a mentor?

The fact that I didn't have a mentor at Cal Poly Pomona is my main inspiration to be a mentor.

What do you think you missed by not having a mentor?

I feel I missed out on learning how other people found success and possibly a better path to get there without making so many mistakes. Mistakes don't mean failure, but they are often very expensive. Yet, I still believe that lack of action is the biggest mistake someone can make.

How do you support and mentor students?

I've participated in Professor for a Day. I've presented to the Real Estate Club. I've participated in two mock interview programs. I am a member of the College of Business Administration's Dean's Advisory Council.

What motivates you to show up?

I have a simple goal: I strive to inspire people to take a life action that they wouldn't have otherwise taken but for meeting with me. That's powerful. That's why I show up.

What's your favorite memory at CPP?

The day I met my wife!

BRONCOS AT WORK



Ruby Rose Yopez

'09, architecture

Senior Advisor, Southern California Edison

How would you describe your career?

I would describe my career as continuously evolving. I started with architecture, jumped to the jobsite working for a general contractor and then became an energy consultant, which led me to my current role working with builders and developers promoting energy efficiency.

What motivated you to be a mentor?

I have always had the calling to give back, especially to students who are eagerly seeking support. Being a first-generation college student, my parents could only provide limited advice in navigating the college system. I want to help students work through hurdles or gain access to resources that would best support them.

How do you support and mentor students?

When I was a student, the Latina sorority I joined offered a mentorship program called FUTURO with students from Garey High School. Later, I also mentored high school students through the San Gabriel Valley Conservation Corp Youth Build Program. As an alumna and with the Latino Professional Alumni Chapter, I have hosted students at a casual dinner to discuss their career interests with fellow board members. I have also supported peers who were emerging professionals, helping them navigate next steps.

What motivates you to show up?

Students are our future, and if we can guide them in the right direction to be the best version of themselves, then we are serving ourselves in creating a promising future.

What's your favorite memory at CPP?

As architecture students, we spent most of our time in the Interim Design Center studio. My favorite memories are the late nights we spent together working on models and drawings, letting our creative juices flow and growing friendships with our peers.