

PANORAMA

A resource for alumni and friends of Cal Poly Pomona

focus



Bronco Student Center

Branching Out

How University Experts Spread their Knowledge

By Jennifer Parsons

WHEN THE RACIALLY CHARGED CALIFORNIA PRISON RIOTS BROKE OUT EARLIER this year, Cal Poly Pomona's associate professor of political science Renford Reese began receiving phone calls from local newspapers, radio and television stations. Media outlets throughout the state sought Reese's insight on race relations and the criminal justice system.

Hundreds of faculty members, including Reese, contribute their expertise to the surrounding communities, whether serving as a fellow to assist private companies with innovative business methods, speaking with media about current topics or addressing business and community leaders at a symposium.

Reese, author of *Prison Race*, an examination of the U.S. criminal justice system, views his role as a vital service to the public.

"On average, people go to work for eight to 10 hours per day and are totally consumed with their jobs," says Reese, who lectures regularly in California correctional facilities to inmates on the brink of re-entering society. "Often, they don't have time to explore, read and investigate issues. But that is my job as an academic, and I can use that to stimulate healthy and civilized dialogue."

In March, Reese discussed the prison riots on KCET's "Life & Times" television show and in a KJLH radio interview. Later that month he gave a lecture at Suqian University in the Jiangsu province of China. During an academic year, Reese participates in at least 25 speaking engagements.

"As academics, we are charged with helping the public connect the dots and seeing the big picture from a theoretical and practical perspective," he says. "Often, we are able to provide a comprehensive perspective on a particular phenomenon, and if we don't share our research, in many ways, we're cheating the public out of valuable knowledge."

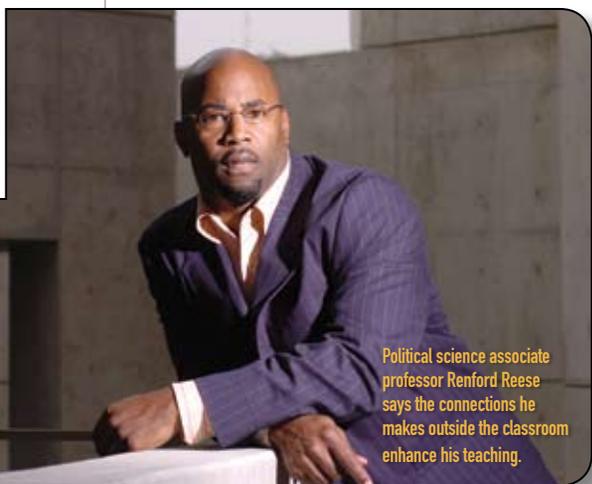
Not only that, but staying connected to the public community is also essential to his teaching in the classroom.

"It makes my teaching more authentic," he says. "Students need to hear insightful stories. They want to know their professors breathed, lived and experienced different things, and you do that by getting out into the real world and sharing ideas and knowledge."

Just this past May, Cal Poly Pomona faculty teamed up to offer Empire 2006, a daylong symposium forecasting social, political and economic trends for the Inland Empire.

"Our faculty needs to be linked to the communities to help them address the issues that the communities have identified as important," says Barbara Way, dean of the College of Letters, Arts & Social Sciences, who helped to organize Empire. "It's our job to reach out and provide whatever resources exist on a university campus to bear on those issues."

(Continued on page 2)



Political science associate professor Renford Reese says the connections he makes outside the classroom enhance his teaching.



"We need to get our voices heard in the community because we have real data that can be used in making the community a better place," says assistant professor of sociology Faye Wachs.



Education professor Aubrey Fine, considered a pioneer in animal-assisted therapy, is an expert on issues confronting parents and children today.

Exercising Expertise

As an educator, I'm proud to work with many faculty and staff members who have developed considerable expertise in their various fields. But what is most remarkable about many of our university experts is their willingness to share this knowledge, not only with their students but also with the media, as well as general public, business leaders and other stakeholders.

Our experts branch out to extend the university's influence beyond the campus, ensuring that Cal Poly Pomona will always be viewed as a resource.

That practice was on display on May 10 when Cal Poly Pomona joined forces with Arrowhead Credit Union, Majestic Realty, the Inland Valley Daily Bulletin and the San Bernardino Sun to present EMPIRE 2006. More than 150 business and community leaders attended this one-day symposium and were provided a crystal-ball perspective on the future of the Inland Empire. In support of the conference and the region, our faculty played a lead role in researching and presenting the data. Additional details are available at www.empiresymposium.com.

Because of the diversity of our disciplines and majors — from agriculture to engineering, from English literature to biotechnology — Cal Poly Pomona faculty members are well-positioned to provide this type of expertise. This is one of the many ways Cal Poly Pomona and the California State University are Working for California. Let us know how we can help you by sending an e-mail to me at president@csupomona.edu.

Thank you for allowing us to come into your home with PANORAMA.

Mike

J. Michael Ortiz, Ph.D. • President



Connections



Urban & regional planning professor Gwen Urey (in scarf) is actively involved in improving the Pomona community.

Photo by Tom Zasadinski



Police Chief Michael Guerin often responds to media requests for information on campus safety.

(Branching continued from page 1)

Faye Wachs, assistant professor of sociology, was one of six Cal Poly Pomona faculty presenters at Empire 2006. She served as an expert on alternative work schedules and employee satisfaction.

"One of the most frustrating things for sociologists is that we collect so much good data on the social world, but it is really difficult to translate the information into a forum for the public," says Wachs. "Empire 2006 was an outlet for that."

Wachs also discusses her research on gender and sports issues with media outlets. She has been interviewed for a documentary on body image issues in American culture, and recently she was asked to speak on gender inequity in sports at the University of Texas at Arlington.

"We need to get our voices heard in the community because we have real data that can be useful in making the community a better place," says Wachs. "We need to use our knowledge to inform policy and debate."

Every day, the university receives requests for experts on relevant issues — from immigration laws to firescaping and obesity to real estate trends.

"The university's experts routinely go above and beyond," says Uyen Mai, senior media communications specialist in the university's Office of Public Affairs. "They branch out to the community every day, speaking with reporters, appearing on television, writing books, consulting and speaking to organizations. It's often time-consuming and challenging, especially when they're squeezing in interviews and speaking engagements while balancing a full class load, but they see the benefits to the community and to the university."

To help facilitate requests for experts and speakers, Public Affairs created Experts Online, an electronic directory showcasing the specialties of more than 300 on-campus scholars, professionals and administrators. Experts Online is a resource for journalists seeking specialists to comment on issues, individuals and organizations looking for speakers, and academics identifying opportunities for research collaboration.

Gwen Urey, an urban & regional planning professor who is listed in Experts Online, says sharing her expertise on regional urban development is a responsibility as a faculty member.

"It's a privilege to have this knowledge and education, and it's my obligation to use it for the general good," says Urey, a Pomona resident who speaks to media on current development trends and serves on the Pomona Planning Commission. "Most of my outreach is in the city of Pomona, so I also see it as an investment in my own community."

For more information about Experts Online, call the Office of Public Affairs at (909) 869-5331 or visit <http://experts.csupomona.edu/>.

Branching Out

The following campus experts are featured on the cover.

1. **Greg Kamansky** — Men's basketball, community service
2. **Felicia Friendly Thomas** — Clinical psychology
3. **Jill Adler-Moore** — Immunology, biotechnology, Avian flu
4. **Hany Farran** — Aerospace structures, flight sciences
5. **George Bradshaw** — University admissions & enrollment
6. **Barbara Jean Bruin** — Food service & hospitality
7. **Michael Carney** — California real estate market
8. **Sowmya Mitra** — Turfgrass physiology & irrigation
9. **Julie Holland** — Product development, business incubation
10. **William Girouard** — Industrial & manufacturing engineering
11. **Lauren Bricker** — Historic preservation & architecture
12. **Aubrey Fine** — Children & animal-assisted therapy
13. **Dan Manson** — Computer security
14. **Jeff Mio** — Multicultural psychology
15. **Chief Michael Guerin** — Safety, emergency management, terrorism
16. **Hollie Lund** — Transportation, community design, service-learning
17. **Michael Godfrey** — Restaurant operations, beer & food
18. **Ron Simons** — University history, fundraising
19. **Holly Greene** — Equine sports medicine

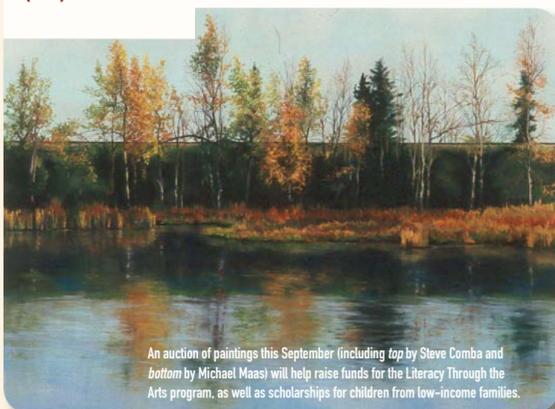
Raising Art Literacy and Funds

WHETHER THROUGH THEATER IMPROVISATION, garage bands or pastel drawings, many Pomona children and youth have benefited from the Academy for Literacy through the Arts, a program headquartered at the Cal Poly Pomona Downtown Center. The academy offers after-school and summer sessions engaging students in an innovative approach to learning through the arts.

This September, the academy will feature its first Literacy Through the Arts Auction to help raise funds for its programs and for scholarships for low-income families. More than 40 pieces of fine art will be offered from artists including Michael Aschenrenner, Steve Tobin, FR. Bill Moore SS.CC., William Catling, Shirley Moss, Craig French, Chris Toovey, Ken Sheffer and many others.

"Exposure to the arts provides just the valuable outlet that children and youth in our community need to motivate them to excel in school," says Jonnie Owens, community outreach coordinator for the College of Letters, Arts & Social Sciences. "These programs help build self-esteem, provide valuable skills and offer opportunities for youth to feel connected, all factors that help protect them from many negative influences."

The auction will be held Sept. 24 from 3 p.m. to 6 p.m. at the Manor House on the Cal Poly Pomona campus. For information on tickets or sponsorships, call (909) 869-6848. Auction catalogues are available for purchase and can be reserved at the Cal Poly Pomona Downtown Center at (909) 469-0080.



An auction of paintings this September (including top by Steve Comba and bottom by Michael Maas) will help raise funds for the Literacy Through the Arts program, as well as scholarships for children from low-income families.



The Inland Empire Strikes Back

WHAT'S THE ECONOMIC DIFFERENCE BETWEEN LOS ANGELES AND SAN BERNARDINO COUNTIES? NOT AS MUCH as you'd think, according to Cal Poly Pomona experts who presented findings from a survey of households in both counties at Empire 2006, a daylong symposium sponsored by the university in May. In fact, the satisfaction per dollar spent in the Inland Empire is significantly higher, according to one presenter.

More than 150 academic researchers and business and community leaders attended Empire, which provided a comprehensive forecast of social, political and economic trends for the Inland Empire.

San Bernardino County is becoming a self-sustaining economy, according to economics professor Mohammad Safarzadeh. Residents are finding not only a more affordable housing market but also jobs in the region.

"Today's event is the culmination of two years of work from our faculty research team as well as the organizers," said President Michael Ortiz. "We are honored to be a part of Empire because the relationships we enjoy with our neighboring communities serve as one of our highest priorities."

The event was co-sponsored by Cal Poly Pomona, the *Inland Valley Daily Bulletin*, the *San Bernardino Sun*, Arrowhead Credit Union and Majestic Realty Co. For more information on the symposium, visit www.empiresymposium.com.



Kellogg Center and Lodge

A World of Difference

MANY CAL POLY POMONA STUDENTS WORK ON REAL-WORLD PROJECTS, BUT HOW many are "changing the world?"

This academic year, business students involved with the Students In Free Enterprise (SIFE) team developed more than 20 projects to benefit the Pomona community, from hosting an identity theft informational session for college students to creating a handy financial fitness guide for teens.

It's no wonder the Cal Poly Pomona team was named as SIFE USA Regional Champion in April.

"SIFE's motto is 'Changing the World' so it's important to us to give back to the community," says Parinda Shah, project leader and secretary of SIFE at Cal Poly Pomona.

SIFE is an international nonprofit organization active on more than 1,800 university campuses where teams organize outreach projects that teach market economics, entrepreneurship, personal financial success skills and business ethics.

In an expanded concept of community, seven SIFE students even traveled to Ixtlan del Rio in Mexico during spring break to teach second-graders about global markets. They distributed 400 bilingual coloring books describing how a farmer grows corn to sell in both local and global markets.

"The free and global markets are making the world even smaller. If students are able to understand these concepts at a younger age, they will be better prepared for higher education, the workplace and the rest of their lives," says Judith Meza, an international business major and project leader.

Carlos el Agricultor



Legal Eagles

IT WAS AN OPEN AND SHUT CASE WHEN, IN ONLY ITS THIRD YEAR, CAL POLY POMONA'S MOCK TRIAL TEAM walked away with an eighth-place finish at the American Mock Trial Association National Championship Round in Florida last March. The mock case involved a hate crime and potential religious bias.

Before joining the mock trial team, Cal Poly Pomona students prepare by taking PLS 299, a mock trial class open to all majors and class levels. The course was taught by head coach Raul Sabado, a Los Angeles County public defender, who was aided by Reza Shaeri and Orsi Forgo. All three coaches graduated from Cal Poly Pomona before attending law school.

"I only wish that I had the opportunity to learn to think and perform like a trial attorney when I was here at Cal Poly Pomona," says Sabado. "The legal reasoning and analysis the students learn in this program is very similar to what is taught in law schools."

Seeing Yellow

Kellogg Gym was transformed into a full-on rock show on April 19, when Yellowcard performed for more than 4,200 fans as part of the 2006 Virgin College Mega Tour.

The group gave a 90-minute stage performance that included hits from its double-platinum album *Ocean Avenue* and brand new release *Lights and Sounds*.

Rock quintet *Mae* and *Over It* were the opening acts.

"The atmosphere was surreal," says Jeff Cox, interim marketing coordinator for Associated Students Inc. (ASI) Programs, Recreational Sports & Marketing. "Bands electrified the air, and it was a big sing-along for three-and-a-half hours. You felt the vibrations in the building during the show, and once the lights came back on, the crowd just roared."

The concert was presented by Goldenvoice and ASI, a partnership that began as an idea by music business senior Karlo Arenas.

"I wanted to put Cal Poly Pomona on the map in terms of serving as a place where artists can come and play for a great crowd," says Arenas, who will begin working as a development assistant for ASI in July. "I also wanted to create a sense of pride among our students. We can have big concerts just like any of the other universities," he says. Nearly 1,300 of the attendees were from the campus community.

ASI is already working with Goldenvoice to bring other big-name performers to campus.

"This is only the beginning," says Arenas.



Photo by Tom Zasadinski

Time Travel

Study of Chumash Builds Crossroads for Anthropologists and Engineers

By Laurie McLaughlin

Tom Blackburn has been studying the Chumash Indians for 30 years. There were as many as 20,000 of them, and they inhabited the California coastal areas — north from San Simeon to Malibu in the south and across the water to the northern Channel Islands—as long as 10,000 years ago. They traded extensively with each other, and, because the ocean was an important part of the terrain they covered, the Chumash used canoes to travel.

“These canoes were quite remarkable and were the only plank canoes in North America at that time,” which was about 2,000 years ago, says Blackburn, professor emeritus of anthropology. “The Chumash called them ‘tomol,’ and they were made of redwood and pine, most likely driftwood from Northern California.”

However, these boats and the expertise the Chumash used to craft them included ingenuity and science ahead of their time. “They were sewn together, glued and waterproofed,” says the professor. “The Spanish explorers were also impressed with them. The canoes were 20- to 25-foot long, could carry two tons on board, were paddled up to seven knots and circled the Spaniards’ galleons at sea.”

Anthropologists have long known that the adhesive and sealant, called “yop” by the Chumash, was a mixture of asphaltum (a hardened tar) and pine pitch, but the exact combination of ingredients and how the Chumash discovered its use has not yet been determined. Blackburn had conducted informal science experiments with his students, but hadn’t solved the mystery. “When anthropologists have a question,” he says, “they turn to the people who will find the answers.”

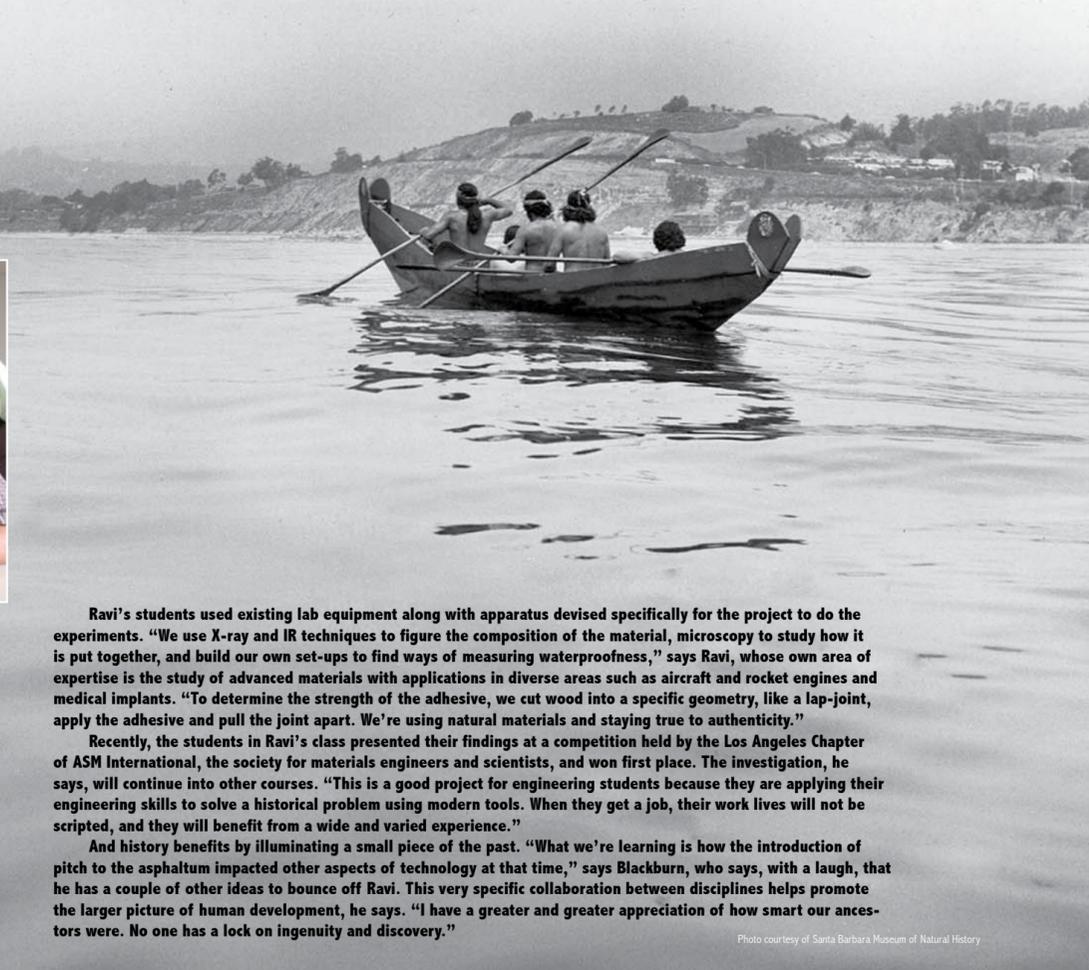
In this instance, that person was Vilupanur A. Ravi, associate professor of materials engineering. “Dr. Blackburn said, ‘I have a problem, can you help us?’” says Ravi. “Academia is a great place for this kind of collaboration, so I took his question in a technical direction.”

Ravi redesigned his two-quarter Materials Selection and Design course sequence and made the study of yop the organizing theme for teaching the course. “The technology was quite advanced given the time, and we don’t think it’s

The Chumash Indians developed the only plank canoes in North America about 2,000 years ago. Today, materials engineering students are going back in time to see how the canoes were crafted. (Above) Professors Ravi and Blackburn discuss their Chumash research with students.

an accident that they discovered this,” he says. “The adhesive has to flow like a paste and stick to the wood. It needs to be strong and waterproof.”

In 1913, an anthropologist interviewed one of the last remaining Chumash Indians and took copious notes. Last used around 1850, the yop included a “small pot of asphaltum and a couple of handfuls of pine pitch,” says Blackburn. But, what probably became a routine exercise for survival has eluded modern scientists. “The pine pitch quickly reduces the asphaltum’s viscosity and makes it very runny, but what are the exact proportions?” asks Blackburn.



Photos by Tom Zsaszinski

Ravi’s students used existing lab equipment along with apparatus devised specifically for the project to do the experiments. “We use X-ray and IR techniques to figure the composition of the material, microscopy to study how it is put together, and build our own set-ups to find ways of measuring waterproofness,” says Ravi, whose own area of expertise is the study of advanced materials with applications in diverse areas such as aircraft and rocket engines and medical implants. “To determine the strength of the adhesive, we cut wood into a specific geometry, like a lap-joint, apply the adhesive and pull the joint apart. We’re using natural materials and staying true to authenticity.”

Recently, the students in Ravi’s class presented their findings at a competition held by the Los Angeles Chapter of ASM International, the society for materials engineers and scientists, and won first place. The investigation, he says, will continue into other courses. “This is a good project for engineering students because they are applying their engineering skills to solve a historical problem using modern tools. When they get a job, their work lives will not be scripted, and they will benefit from a wide and varied experience.”

And history benefits by illuminating a small piece of the past. “What we’re learning is how the introduction of pitch to the asphaltum impacted other aspects of technology at that time,” says Blackburn, who says, with a laugh, that he has a couple of other ideas to bounce off Ravi. This very specific collaboration between disciplines helps promote the larger picture of human development, he says. “I have a greater and greater appreciation of how smart our ancestors were. No one has a lock on ingenuity and discovery.”

Photo courtesy of Santa Barbara Museum of Natural History

Micro Chip off the Old Block

Next Generation of Engineers Work on Next Generation of Chip

By Laurie McLaughlin

There is a large amount of research in Brita Olson’s laboratory at Cal Poly Pomona, resulting in a very, very small product: a micro chip that is just 3 millimeters on a side.

“These electronics are highly miniature,” but quite intricate says Olson, an associate professor of electrical & computer engineering. Olson brought this field of study to the university from the Jet Propulsion Laboratory, where she worked before she joined the faculty in 2003. “Specifically, students are working on what is called a ‘camera system-on-a-chip.’”

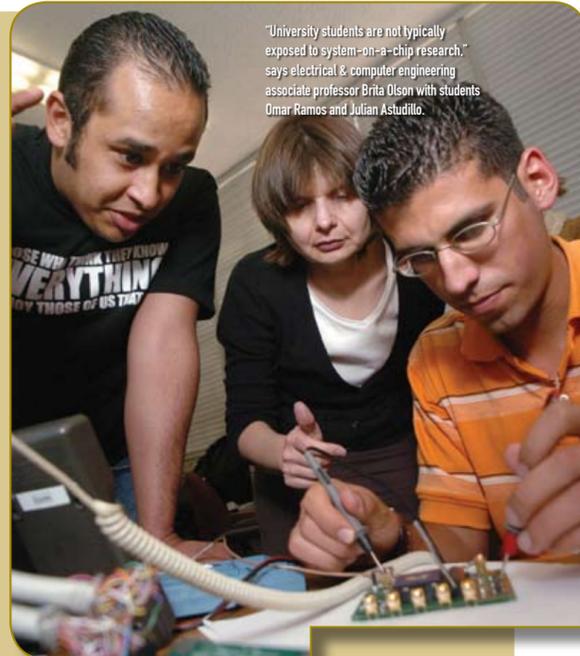
This hands-on project, which requires long hours of lab time, resulted in the first chip submitted for fabrication by Cal Poly Pomona. In other undergraduate university programs, chip design is generally all theoretical. “Our chip was fabricated by a program that allows universities to fabricate chips for free. Otherwise it would cost about \$13,000 to manufacture this chip.”

Designing, let alone fabricating, chips in the classroom is unusual. “University students are not typically exposed to system-on-a-chip research,” says Olson, whose current students are now working on the next generation of the chip. “It is a new technology, and it’s very time consuming for both the students and the faculty. Learning this type of design is really an apprenticeship. The students come in after hours, on weekends and over the summer, for no course credit, to work on this project. They are really inspired.”

A camera-on-a-chip system involves the integration of both analog and digital circuitry on a single chip. Usually, these systems are on multiple chips, but consolidating them onto one chip results in a lighter load for the instrument it’s in, such as a digital camera or cell phone and extended battery life, as single chip systems use much less power. However, this project has a much loftier goal than earthbound consumer electronics: it’s part of the university’s four-year-old “smart robotic rover” project, funded by a \$1.2 million NASA contract.

More than 200 students and 15 faculty members at Cal Poly Pomona have worked on the rover project since 2002. The camera system-on-a-chip would provide all the electronics required to properly operate a camera (which the students are also designing), resulting in a very small, ultra-low power imaging system, says Olson. “It’s advantageous because space electronics are really power constrained. Light-weight equipment is also very helpful for missions.”

Olson’s own research involves creating an ultra-high speed camera system-on-a-chip to detect single photons, “the smallest piece of light that we know of,” she says. One application is DNA micro-array testing used to monitor expression levels for thousands of genes simultaneously: gene profiling. If a particular genetic expression is present, a specific optical signature is produced. These optical signals are very faint. Clinicians would need a “camera” that



“University students are not typically exposed to system-on-a-chip research,” says electrical & computer engineering associate professor Brita Olson with students Omar Ramos and Julian Astudillo.

will detect these fleeting bits of light. DNA micro-array testing “offers the potential of being able to individually tailor treatments for patients with what could be called personalized medicine.”

It also results in very tiny, visionary innovations with big implications.

To find out how you can support the College of Engineering, call (909) 869-2600.

Painting a Landscape

Promoting Environmental Awareness through Public Art

By Araceli Esparza

A SET OF NEW ARTISTS MADE ITS PUBLIC DEBUT AT CAL POLY POMONA THIS SUMMER, BUT THE ARTISTS’ MASTERPIECES DID NOT INCORPORATE brushes, paints or film, nor were they on display in one of the campus’s exhibit halls.

Instead, Lori Pullman taught her students to use their surroundings as their canvases. And their primary tool — regenerative recycling — involved plucking resources from the natural habitat to promote environmental awareness and social and cultural expressions.

“We’re not teaching them how to pour bronze or seeing if they can weld,” Pullman says. “We’re seeing if they can create work that will make people think about the environment.”

Pullman, a part-time instructor at Cal Poly Pomona, spearheaded a new course through the College of Environmental Design last spring, Topic Studio in Public Art and Regenerative Studies. The 11-week class called for an interweaving of public art and environmental concepts.

With a growing interest in public art across the United States, there is also a desire to bring environmental awareness to the forefront of design and to make the artists’ message resonate with their audience.

“It doesn’t have to hit them over the head,” Pullman says, “but it is getting the public to interact with it and understand it.”

Most of the students in Pullman’s class are in the graduate program, and their academic backgrounds vary from landscape architecture to urban planning to regenerative studies. Sixteen students enrolled in the introductory course.

Their exhibits will be on display at the Lyle Center for Regenerative Studies through mid-July.

Graduate student Debbie Enos, one of Pullman’s students, found her artistic niche in a campaign to preserve one of Cal Poly Pomona’s most historic habitats — its walnut groves. Moved by the loss of numerous walnut groves in the area, the landscape architect incorporated an existing well-trodden path to help audiences visualize cattle’s natural grazing habits and the boom of structural development to illustrate the fate of a walnut tree.

Her exhibit may not change the drive to build, but Enos hopes “Walnut Woodlands: Lost” will promote awareness of the passage of time and its effects on natural habitat.

Enos also learned much from Pullman’s course, saying it “allows us to explore. It appeals to people’s senses on a more visceral level,” she says.

As an educator, Pullman hopes the new regenerative art curriculum will continue. She and students may just need a larger working canvas.

Landscape architecture grad student Leighton Cramer uses crushed glass to symbolize a stream as part of his Lyle Center environmental land art installation.



Achievers

Importing Safety

Alumnus is Foremost Expert on Port Security

By Laurie McLaughlin

MUCH OF WHAT WE BUY — FROM THE HOTTEST NEW ELECTRONICS TO SLEEK LATE MODEL SPORTS CARS TO THAT darling black dress purchased for a weekend soiree — are brought to our shores via two local gateways that supply the entire nation with products from Asia and points east.

"The Port of Los Angeles is the largest in the nation, and the Port of Long Beach is the second," says Noel K. Cunningham. "Together, they are No. 3 in the world behind Singapore and Hong Kong."

These two ports handled 43 percent of the nation's container cargo in 2005. "A ton-equivalent unit (TEU) container is the unit of measurement for the trade. They are what you see on big trucks on the freeway," says Cunningham, who retired from his post as director of operations and emergency management for the Port of Los Angeles earlier this year. "Everything from shoes to automobiles is imported, and America's consumer prices are the lowest in the world because of the volume we import."

The all-encompassing contribution these busy harbors make to just about everyone's day-to-day existence heightened awareness of all ports after the events of Sept. 11, 2001. Cunningham's own focus on security was also sharpened, and he has become one of the nation's foremost experts on port security. He has testified before Congress on numerous occasions (most recently as a result of the controversy over Dubai's involvement in U.S. port operations) and has visited most of the airports and seaports in the world as the former president of the International Association of Airport Seaport Police.

"The terrorists responsible for 9/11 know that when they shut down the airline industry for about three or four days, it's been very costly for the aviation industry, and the government has expended enormous resources on security," says Cunningham, who graduated from Cal Poly Pomona in 1973 with a bachelor's in political science following a stint in the Army. "If there's an attack on these ports, the disruption in the economy would be felt for years."

However, he says, the ports are a lot safer now than they were prior to the terrorist attacks in 2001. "We began preparing the port of Los Angeles in 1993 when the first bombs went off in the basement of New York's World Trade Center," he says. Today, due to Cunningham's leadership, the port now has an extensive, multi-agency security program in place. But, he says, "We have a long way to go because there are so many different scenarios that we have to prepare for."

Cunningham's career began with the Los Angeles Police Department, and he earned a master's in public communication at Pepperdine University. He rose through the ranks working on high-profile cases in the narcotics unit. He was appointed chief of the Los Angeles Port Police in 1991 and began his international travels working to develop strong security programs to counter container theft and organized crime.

Originally from Kansas City, Mo., Cunningham moved to California to go to college but decided to join the military instead. "I got married, started a family, moved to Diamond Bar and discovered Cal Poly Pomona. The classes were arranged for a working person's schedule, and the professors were genuine. I loved Cal Poly." He and his wife, Gerda, have been married for 43 years and raised two children just blocks from the campus. Currently, he is the president of Marsec Group, a maritime security company where he shares his considerable industry experience. "My formal education helped me move through the ranks and do the interesting work that I've done."

Thanks to Noel Cunningham, recently retired director of operations for the Port of Los Angeles, the largest port in the country is much safer now than it was prior to 9/11.



Behavioral science junior Kristen Maddox, 22, launched Helping Our Troops (HOT), a nonprofit group that sends up to 150 packages a week around the world.



Photos by Tom Zasadzinski

Business is HOT

Student Creates Nonprofit to Send Care Packages to Troops

By Jennifer Parsons

Kristen Maddox spends much of her time searching for obscure and oddball items — canned sardines in mustard sauce, '1960s' movies on DVD, Yakisoba fried Japanese noodles and rifle slings, to name a few. But she isn't a compulsive shopper or a packrat. Instead, Maddox does it in the name of Helping Our Troops (HOT), a nonprofit organization she founded that ships customized care packages to marines, sailors, airmen and soldiers stationed overseas.

"People my age or younger are risking their lives every day, and regardless of how we feel about the war, it's important that we show them they're not forgotten and that we do care about them as people," says 22-year-old Maddox, a Cal Poly Pomona behavioral science junior and Santa Ana resident.

Maddox launched HOT in March 2005 with the intent of sending troops necessities and creature comforts specifically requested. Most of the packages contain items that are considered non-essentials by the military or are difficult to obtain. The idea came to her on her 21st birthday when she learned her friend was being deployed to Iraq for the third time. "He had a 6-month-old son, and he wasn't sure if or when he'd come home," Maddox recalls. "I just felt really guilty that I hadn't done anything for the troops overseas. I was sitting back at home while they were fighting a war, and it didn't seem right."

Maddox went to a social networking Web site and began asking troops overseas what items they wanted. Then, using \$5,000 from her savings and her parents' living room as the shipping center, Maddox began purchasing items and shipping 10 packages per week to troops in Iraq, Afghanistan, Kosovo, Korea, Africa, Japan and Germany.

Today, the organization distributes 150 packages of goodies per week. Maddox and her mother now operate full-time out of a small donated office in Santa Ana. Troops e-mail their requests, then the mother-daughter team goes shopping. So far, no request has been impossible, including a pool cue and Christmas trees.

Once, an Army National Guardsman asked Maddox to send Christmas gifts to his children. Another time, someone asked her to send his wife flowers for her birthday. Both times, Maddox sent them as if the men had done it themselves, with no mention of HOT.

In the process of fulfilling requests, Maddox became a close friend to many of the recipients, often sending photos and corresponding via e-mail and telephone. She's even met a few of those who have come home.

"Some of them just want someone to talk to about what life is like and what's on the news back home," says Maddox. "Others cry on the phone because they are really scared of being in a war or they miss their families."

Since its inception, HOT has raised \$125,000 through personal donations and civic organizations such as the local Rotary Club and Girl Scouts. Recently, Maddox broadened her work to include outreach for war veterans and military families. HOT raised \$25,000 to fund the first Family Support Center for the California National Guard in Santa Ana. The center, which celebrated its grand opening in May, provides troops and families access to computers and e-mail; advice about finances, employment and school; counseling and parenting classes; and access to an emergency food closet.

In addition, Maddox has begun working with Veterans Affairs (VA) hospitals to provide support for those injured in combat.

"The only way I'll stop helping is if it's not needed," she adds.

Laurels

Distinguished Alumni Honored

NINE CAL POLY POMONA ALUMNI RECEIVED DISTINGUISHED ALUMNI AWARDS FOR 2006 in recognition of their professional achievement, community involvement and service to the university:



Noriega



Braden



Valles



Barajas



Worley Hagen

Terry Noriega, '79, College of Agriculture, owner of El Nativo Growers Inc. and Mariposa Horticulture Enterprises Inc.; **Viggo Butler, '64**, College of Business Administration, chairman of United Airports Limited;

Nick Salerno, '76, College of Education & Integrative Studies, assistant superintendent for educational services for El Monte Union High School District; **Larry Gates, '87**, College of Engineering, founder and president of Development Resource Consultants Inc.; **Heather L. Poole, '97**, College of Letters, Arts & Social Sciences, immigration law attorney for a private practice;

Stan R. Braden, '77, College of Environmental Design, president of KTG Group Inc.;

Peter K. Valles, '83, College of Science, learning and development manager for Shell International Exploration and Productions Inc.;

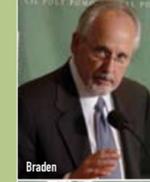
Arthur (Art) I. Barajas, '92, The Collins School of Hospitality Management, general manager of South Hills Country Club;

Tracy A. Worley Hagen, '82, Athletics, mayor pro tem for the city of Tustin and chairman of the Orange County Fire Authority Board;

To read full bios, visit www.calpolypomonaalumni.com.



Poole



Braden



Valles



Barajas



Worley Hagen

Way to Head CEIS

Barbara Way, dean of the College of Letters, Arts & Social Sciences, will assume additional responsibilities as interim dean of the College of Education & Integrative Studies until a national search for the permanent position is completed.

Harvey New Women's Soccer Coach

Assistant coach at the University of Southern California **Isabelle Harvey** has been named the new Bronco women's soccer coach. She had a record-setting playing career for the Trojans, becoming the only player in the program's history to earn All-America honors all four seasons.

Collins Named Ambassador of Hospitality

University benefactor and Honorary Doctorate recipient (1992) **Jim Collins** was honored with the 2006 Thad and Alice Eure Ambassador of Hospitality at the annual National Restaurant Association Restaurant, Hotel-Motel Show in May. The award was presented by the National Restaurant Association Educational Foundation for extraordinary achievement, exemplary career leadership and substantial contributions to education in the restaurant and foodservice industry. The university's Collins School of Hospitality Management is named in his honor.



Collins

Ochoa Chosen as Weglyn Chair

Professor of history at Cal State L.A. **Enrique Ochoa** has been selected to the 2006-2007 Michi and Walter Weglyn Endowed Chair of Multicultural Studies at Cal Poly Pomona. His areas of specialization include immigration, globalization and Latin American, Mexican and Central American history.

Siu a Sterling Honoree

Longtime university donor and President's Council member **Dr. Tim Siu** was recognized by the San Gabriel Valley Medical Center Foundation as a recipient of one of its Sterling Awards. Dr. Siu has maintained a strong commitment to education, community and service.

Vetter Receives State Health Award

Director of the Motor Development Clinic and professor of kinesiology & health promotion **Perky Vetter** received the highest award from the California Association for Health, Physical Education, Recreation and Dance at its annual state conference.



Nelson

Nelson Wins CSU Wang Award

Education professor **Doreen Nelson** has been named one of five 2006 recipients of the prestigious California State University Wang Family Excellence Award. She is recognized by *The New York Times* as one of the 30 most innovative educators in the United States, having pioneered the field of design thinking in education.

Student Contract Chapter is First in Nation

The National Contract Management Association (NCMA) has awarded Cal Poly Pomona with the distinction of the First National Student Chapter Charter, affirming the industry's recognition of the quality of the university's contract management program.



PANORAMA

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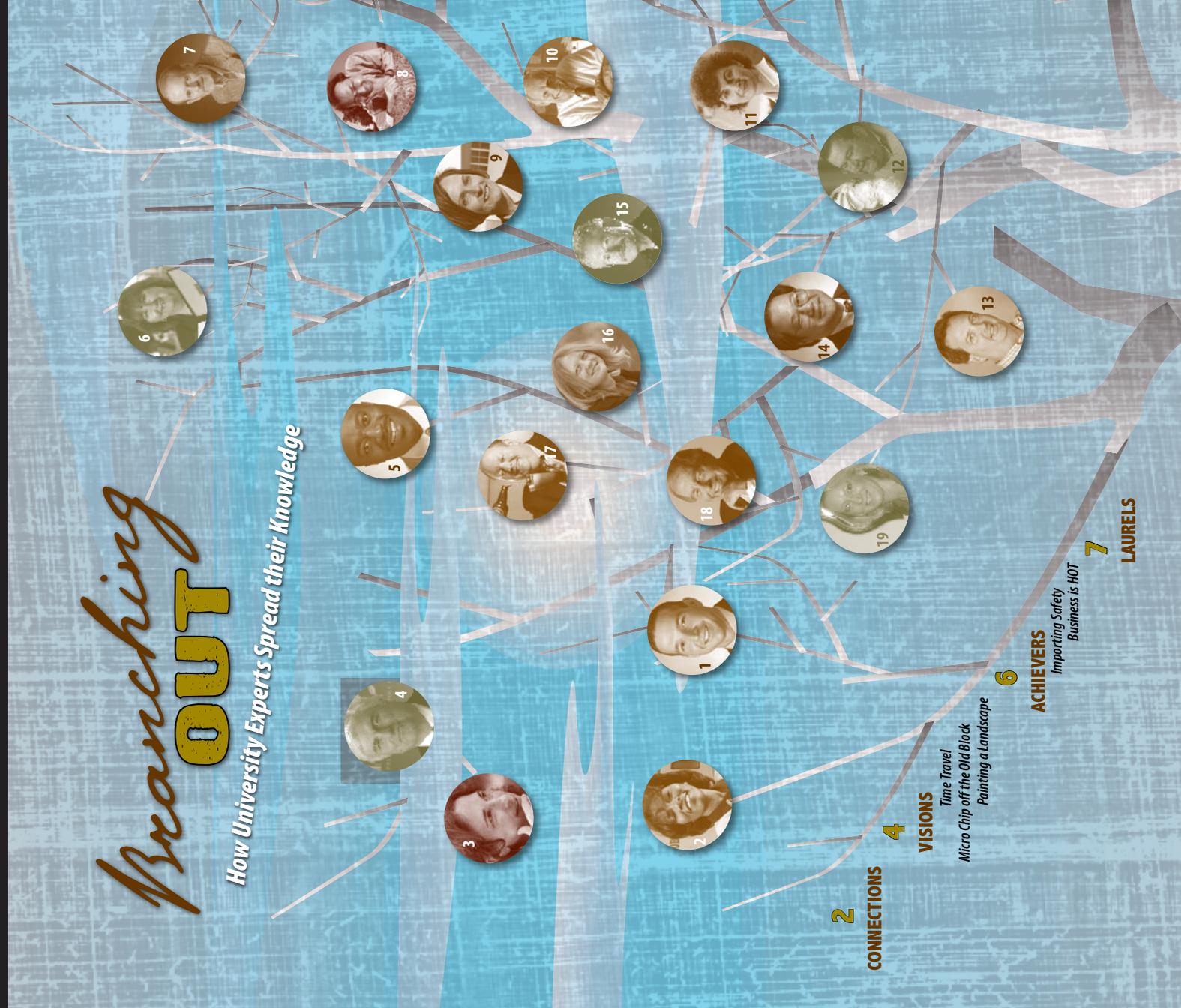
PANORAMA

A resource for alumni and friends of Cal Poly Pomona

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To learn more about career enrichment opportunities



Employment Hotline – (909) 869-2100

To check out job openings at the university



University Advancement – (909) 869-4997

To make a gift to the university in support of student scholarships and needs



Alumni Affairs – (909) 869-2963

To join the Alumni Association and receive university publications



Public Affairs – (909) 869-3342

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