Real Estate With a Heart

Cal Poly alumni’s lucrative firm donates ‘1% for Good’ to nearby communities
Welcome

Dean’s Letter 2015

I continue to be impressed with the value of a Cal Poly liberal arts degree. Unlike a school of nursing or college of engineering, we do not “train” our students for specific career trajectories. Instead, our graduates are well equipped for success because they have the core skills that employers and graduate programs seek.

Our graduates approach problems critically, creatively and contextually; analyze information to identify essential themes and patterns; communicate effectively orally, visually and in writing; exhibit a high degree of cultural competence; demonstrate initiative and assume leadership roles; and embrace lifelong learning — all essential elements for success in today’s world.

In addition to disciplinary passion and expertise, we also encourage our students to explore the boundaries of interdisciplinary collaboration and innovation through technology. Such opportunities are provided through programs like the four new minors in science, technology and society and the Center for Expressive Technologies, which will position our students to thrive in multicultural, global and technological contexts.

Our graduates often follow their entrepreneurial spirit, taking the path less traveled. With this in mind, we actively foster activities and programs to position graduates for entrepreneurial success, as reflected in course and senior projects, faculty-student collaborations, and “hackathons.” We also work to connect students to our most entrepreneurial alumni. In this issue, we’ve highlighted a few of the many entrepreneurial endeavors occurring within our community.

We are proud of our alumni’s accomplishments and impact on the world, and we seek to graduate students ready to carry on this proud tradition!

Best regards,
Douglas Epperson
Dean, College of Liberal Arts
AWARDS & ACCOMPLISHMENTS 2014-15
Faculty and students are raising the bar here and in far-flung places

STUDENTS
At the California Cup, a three-tournament sweepstakes, the Cal Poly Debate Team (Communication Studies) earned the title of champion at the Claremont McKenna College Tournament and Loyola Marymount University Tournament. / Seven Graphic Communication students were awarded Best Concept and Best Graphics at the 2015 Phoenix Challenge Flexo Packaging Competition. / Gabrielle Amar (Liberal Arts & Engineering Studies) was selected for an internship with the Clinton Foundation in fall 2014. / Kappa Kappa Psi, the national honorary band fraternity, awarded Cal Poly’s Iota Pi chapter (Music) its 2013-15 Leadership Award. / Mustang Band (Music) was selected to march in the Southwest Airlines San Francisco Chinese New Year Parade and won first place in the Marching Band category. / Daniel Estes (Political Science) was named Top Attorney at both the Uclassic and Fresno State University Mock Trial tournaments. / Mikaela Vournas (Social Sciences) was awarded first place in the Behavioral and Social Sciences category at the 2015 California State University Research Competition.

FACULTY
John C. Hampsey (English) published his memoir, “Kaufman’s Hill,” in January. / Dustin Stegner (English) named the university’s 2014-15 Distinguished Teacher. / José Navarro (English) was the 2014-15 recipient of the President’s Diversity Award – Faculty. / The Graphic Communication Department was awarded the Flexi Award for Technology Leadership in Education. / Matthew Hopper (History) earned a 2015-16 Smuts Visiting Research Fellowship at Cambridge University. / Molly J. Loberg (History) was awarded the History Article Prize by The Berkshire Conference of Women Historians for her publication on interwar Berlin. / James Tejani (History) won the 2014 Ray Allen Billington Prize from the Western History Association for his article on the coastal estuaries of Los Angeles. / Mustang Media General Manager Paul Bittick (Journalism) was presented the JoAnn Daughtee Distinguished Service Award by the College Media Business and Advertising Managers organization. / ARTS Obispo honored Jacalyn Kreitzer (Music) for outstanding achievement in the performing arts. Kreitzer was also selected as a quarterfinalist for the Music Educator Award presented by The Recording Academy and Grammy Foundation. / Patrick Lin (Philosophy) spoke at the United Nations’ Convention on Certain Conventional Weapons meeting of experts on April 16. Lin also received a $54,000 grant from the National Science Foundation (NSF) for “Safeguarding Cyberspace with Ethical Rules for Cyberwarfare.” / Michael Latner (Political Science) was named a faculty scholar for the Institute for Advanced Technology & Public Policy’s Digital Democracy Leadership Team. With a $1.2 million grant, the team is working to convert video files of California legislative hearings into free searchable transcripts. / Jennifer Teramoto Pedrotti (Psychology & Child Development) published two books: “Positive Psychology: The Scientific and Practical Explorations of Human Strengths” and “Perspectives on the Intersection of Multiculturalism and Positive Psychology.” / J. Kelly Moreno (Psychology & Child Development) published his first novel, “A Duty to Betray.” / Julie Garcia (Psychology & Child Development) and colleagues received a $101,000 grant for their project “Identity Threats in Higher Education: Implications for College Outcomes of Underrepresented Students of Color.” / Jennifer Jipson (Psychology & Child Development) received a $38,000 NSF grant for the project “My Sky Tonight: Early Childhood Pathways to Astronomy.” / James Keese (Social Sciences) was the recipient of the Distinguished Service Award from the Association of Pacific Coast Geographers. / Pegi Marshall-Amundsen (Theatre & Dance) was granted a $6,000 fellowship for “To Trash or Not to Trash: Making Sustainable Choices in Theatre Design Scenic Shops.”

Kathleen Murphy (History) received a National Science Foundation grant of more than $152,000 for her project “Exploring the Use of British Slave Trade Ships to Gather Biological Specimens and Data.”

Mustang News staffers (Journalism) were lauded with more than 60 awards during the 2014-15 year. Mustang News was honored with state and national awards from the College Media Association, Associated Collegiate Press, California Newspaper Publishers Association and more!
CLASS ACTS

Get to know these faculty members outside of the classroom. Each outstanding educator represents one of the four sectors of the college — communications, humanities, performing arts and social sciences.

LORRAINE DONEGAN / Graphic Communication

What do you value most about Cal Poly? I value Cal Poly’s Learn by Doing philosophy. I enjoy the combination of lectures and labs where we can interact with students and get to know them throughout their time at Cal Poly.

What do you do outside of Cal Poly? I love to cook, entertain and drink good wine. I also love going to the movies, one of my escapes from work and life in general.

DENISE ISOM / Ethnic Studies
Specialty Area: Racialized Gender Identity and Socio-cultural Anthropology of Education / Years at Cal Poly: 6 / Top Honor: CLA Faculty/Staff Scholar of the Year Nominee (2010)

What is one thing you wish your students knew about you? I truly think they can change the world, and I feel honored to be part of the process, to be alongside them as they set out on their paths.

What is your favorite class to teach? Race, Culture and Politics in the U.S. I get a number of first-year students, so I meet them at a time in their lives when they are journeying to find who they are and who they wish to be in the world.

MATTHEW MOORE / Political Science
Specialty Area: Political Theory / Years at Cal Poly: 9 / Top Honor: Cal Poly Distinguished Teaching Award (2013-14)

What is your favorite thing about Cal Poly? The way the university (and CLA in particular) values both teaching and research. I don’t think that I would fit in well at a school that was all about research, but I also wouldn’t fit in well at a school that was only interested in teaching and didn’t celebrate and value research.

What are your hobbies? Meditation. Exercise. Learning to build and program robots.

DIANA STANTON / Theatre & Dance
Specialty Area: Dance, Modern Dance, Choreography / Years at Cal Poly: 15 / Top Honor: Foundation for the Performing Arts’ Bravo Award (2009)

What are you working on? Currently, I am working on a dance for a film called “State of Grace,” which explores intergenerational dance and site-specific work.

Are there any scholars or individuals who have inspired you? Professionally, choreographer Doug Nielsen inspires me by bringing a simple authenticity and profound depth to the art of choreography. Last year, we were lucky enough to bring him to campus for an artistic residency, and he created an original dance for our students.
Leading Interdisciplinary Innovation with New Minors

Coming fall 2015, four new interdisciplinary minors at the intersection of science, technology and society (STS) will be open to students. Dubbed the STS minors, the program will include areas of study in:

- Ethics, Public Policy, Science and Technology
- Gender, Race, Culture, Science and Technology
- Media Arts, Society and Technology
- Science and Risk Communication

Designed to foster interdisciplinary innovation, the minors challenge students to respond to 21st-century problems, become fully engaged in an increasingly interconnected and diverse workplace, and promote more socially responsible scientific and technical practices.

Senior Project Impacts Congo War with Cal Poly’s Purchasing Power

As a result of Katie Hoselton’s (B.A., Political Science, 2014) senior project, Cal Poly committed to a plan to purchase electronics made without “conflict minerals” — minerals mined in the Democratic Republic of Congo and sold to fund war and violence.

“As one of the leading polytechnic institutions in the nation, I felt it was essential that Cal Poly address its role in the continuance of the violent conflict in the Democratic Republic of Congo,” said Hoselton. “Since this issue involved everyone who owns an electronic device — nearly every Cal Poly student — I thought it was important for students to understand how interconnected our world is today and how simple purchasing decisions made by students on a daily basis can affect lives thousands of miles away.”

Did You Know?

According to PayScale’s 2015 Best Value report, the return on investment (ROI) for Cal Poly art students — drama, music, industrial design, graphic design, fine arts, etc. — was $399,800 (No. 3 in the nation), while nonresidents recorded an ROI of $354,600 over 20 years (No. 6). Cal Poly humanities degrees also ranked high. Majors such as English, literature, history, foreign languages, philosophy and others ranked sixth best in the U.S. with a 20-year return of $329,800. For nonresidents, the ROI was $284,600 (No. 13).

Design & Dev Hackathon 2015

More than 130 students from the university’s six colleges participated in the Graphic Communication Department’s second annual Design & Dev Hackathon on Jan. 30-31. During the 24-hour event, Cal Poly students pooled their creativity and entrepreneurial spirit to develop apps, a website, and other projects designed to make life better for the campus and local community. Mentored by 20 industry professionals, 18 teams worked around the clock to formulate ideas, develop a product, and pitch their final concept. Concepts included apps that connect volunteers to organizations, an on-campus alert for events with free food, and a student comprehension monitor. The winning team received $2,500 and four iPads for its mobile mental health application “Optimist.”

Above: Team Optimist (left to right) Graphic Communication majors Hannah Giorgi, Alyssa Wiant and Miranda Pickett; computer science major Jacob Johannesen; and computer engineering majors Cory Mayer and Johnson Zhou.

College Degree Search Named Cal Poly’s Performing Arts Center No. 1

on its “Most Amazing Campus Arts Centers” list.
In 2005, during the heyday of Silicon Valley real estate, Chris Trapani (B.A., Political Science, 1990) had all the outward appearances of success — a lofty position in a national firm, financial success, and a loving family. But something was missing.

"I was in a typical corporate real estate role," Trapani said. "It was a classic profit-driven, bottom-line company, but there was no sense of soul from within."

Trapani wanted to do business differently.

"I just decided that if I were going to pour myself into a company, I wanted to do it on my own terms, and that meant having a soul — the thing that gives us a deeper reason for what we do, a ‘why,’ beyond just sales transactions and profitability."

With his lifetime best friend, Ryan Iwanaga (B.A., English, 1991), Trapani founded Sereno Group, a regional boutique real estate firm. Since opening its doors in 2006, the firm has grown to include 300 agents in nine locations spanning Santa Cruz, the Monterey coast, and Silicon Valley. Sereno Group finished 2014 with more than $2.4 billion in sales and has been showered with business accolades, including ranking in the top four of Silicon Valley residential real estate firms and in the top five residential firms in the nation for per-agent productivity. Additionally, Sereno Group has been named by Bay Area News Group as one of the Best Places to Work in the Bay Area for the past six consecutive years.

**FINDING SOUL**

Six months into the company’s launch, Trapani took a chance to travel to impoverished areas of Nicaragua with a micro-finance company, delivering micro-loans to local entrepreneurs. The trip changed his life and sent Sereno Group in a fresh direction.

Reading books influential to the Nicaragua trip organizers — “Banker to the Poor” by Muhammad Yunus, Nobel Peace Prize winner and micro-finance pioneer, and “Let My People Go Surfing” by Yvon Chouinard, Patagonia founder and owner — Trapani and Iwanaga found the inspiration for the development of Sereno Group’s soul: social entrepreneurship.

“I’d never really heard the concept of social entrepreneurship before,” said Trapani. “Six months
in, we had all this passion and artistic concepts of ‘we want to be different,’ ‘we want the soul.’ When I saw the definition of social entrepreneurship — essentially, being in business is about doing social good — it clicked.”

Added Iwanaga, “‘Let My People Go Surfing’ gave us permission to be a thoughtful, conscious company that aimed to be profitable but that also aimed to stand for more than just the dollars and cents of success. It really helped us formulate a vision and an idea that we could be a for-profit company but still have a soul and integrity.”

1% FOR GOOD
Embodying this newfound social mission, Sereno Group developed the 1% for Good movement. A unique take on Patagonia’s “1% for the Planet,” Sereno Group commits 1 percent of gross commissions to the local communities its offices serve. Every quarter, each office selects an organization to support.

“1% for Good is a very clear representation of the social entrepreneurship philosophy and our goal to be an active participant in the community,” Iwanaga said. “To me, an extension of social entrepreneurship is that you not only exist as a business owner within the community, but you also participate in the community as well. That’s really where the measure of one’s success comes from — how engaged you are in the community.”

Social entrepreneurship and 1% for Good are core values of the company, continually impacting Sereno Group’s strategy and culture. “A couple times over the past decade, we’ve lost our focus on the ‘why,’ and we feel it,” said Trapani. “We reprioritize to focus back on the good and the impact we’re having. If you use that as your compass, it helps you to work backward from there.”

In 2014, Sereno Group gave more than $400,000 to local communities and was named one of the 50 most philanthropic corporations in Silicon Valley. The company jumped an incredible 16 spots from 2013 to 2014, ranking 32nd on the Silicon Valley Business Journal’s philanthropy list and “competing” with tech giants like Google, Intel and Oracle.

“Old-school–minded businesses, including real estate firms, often tout being No. 1 in sales production and volume,” said Trapani. “We would rather boast about our giving. The more we actually lean into that, the more we see the influence and impact we’re having — and it provides inspiration for our organization.

“It goes far beyond our sales and revenue numbers; it creates a lasting impact, a forever impact.”

“An extension of social entrepreneurship is that you not only exist as a business owner within the community, but you also participate in the community as well. That’s really where the measure of one’s success comes from — how engaged you are in the community.”

— Ryan Iwanaga

Above: Ryan Iwanaga and Chris Trapani set out to create a real estate firm with experienced staff focused on delivering quality services. Sereno Group, a luxury boutique real estate firm, offers a host of services for clients, including real estate marketing, sales and lending.
The 1% for Good movement is agent-driven. Each of the nine offices chooses causes in its community to support.
The Future of History

Guidekick app transforms experience at world’s must-see sites

Stepping onto the ancient Machu Picchu ruins in Peru, Cal Poly graduates Josh Holland (B.S., Graphic Communication, 2012), Aaron Rivera (B.S., Computer Science, 2012) and Mark Paddon (B.S., Computer Science, 2012) felt awed by its historical magnitude. Inspired, they wanted to understand what the ruins might have looked like to the Incan inhabitants, including the daily rituals, sights and sounds.

Guidebooks were informative, but took them out of the experience. They wanted a knowledgeable guide to put them in the picture, a “sidekick” who could tell them a fascinating piece of information right when and where they needed it.

“When you’re at a place as popular and cinematic as Machu Picchu, you don’t want to stop and go through guides to find exactly what you’re looking for,” Holland said. “It made us realize that we could do this better than anyone else and provide something of value to other people.”

The team moved quickly. Back on the Central Coast, they began developing a mobile app dubbed “Guidekick.” By December 2013, the trio completed the first iOS Guidekick site, Hearst Castle, connecting travelers with historical sites through interactive maps, videos, photos and narrative.

“We didn’t want to just tell the story — we wanted to immerse someone in it, as though they’re standing at the historical location and everything is happening around them,” Holland said.

As visitors move around the historical sites, the app tracks their location, offering different ways to understand their surroundings. Guidekick helps users see where they are spatially in the site and offers additional relevant information, enriching an intimate view of history with audio, video and visual narratives.

The app, for example, helps visitors to the Sutro Baths in San Francisco visualize beyond the ruins by enveloping them in the sights and sounds of the

“Our goal is to make Guidekick the gold standard and expected by visitors at every destination around the world. We aim to reinvent the lens through which people perceive and experience every destination. We’re excited about the future.”

— Josh Holland

Left: The Guidekick app was inspired by the trio’s trip to Machu Picchu and their frustration with guidebooks. Middle: Guidekick re-creates ruined historical sites, allowing visitors to see what the Sutro Baths would have looked like pre-1866. Right: The app incorporates historical media, like this postcard of the Sutro Baths in their glory days.
baths’ golden years. Built in the late 19th century, the Sutro Baths were the largest indoor swimming pool facility available to the public in the Bay Area before they burned down in 1966.

Currently, the app supports the sites of Alcatraz, the Golden Gate Bridge, Golden Gate Park, and the Sutro Baths & Cliff House. The team plans to expand beyond California’s Bay Area to sites all over the world, changing the way people use modern technology to experience history.

Since the Guidekick app was launched, the Hearst Castle experience has received rich praise, including iTunes’ “Best New App” and a top-10 ranking in Best Paid Travel apps.

“Our goal is to make Guidekick the gold standard and expected by visitors at every destination around the world,” Holland said. “We aim to reinvent the lens through which people perceive and experience every destination. We’re excited about the future.”
In the 21st century, a business is only as good as its brand. Cal Poly Art & Design Department students in Graphic Design II were given a rare opportunity to help real-world clients develop brand identities. Students experienced firsthand the work that goes into visually communicating a company and its vision.

The students partnered with three organizations: The Humble Hive, an emerging business focused on environmentally conscious bee products; Zozu, a nonprofit agency that helps African communities thrive; and the Templeton Recreation Department Skate Park.

“It’s really beneficial for students to work for a nonprofit or a startup because they can see the benefit. They can see the power of design for the company and how much their work is helping,” said Kathryn McCormick, Art & Design Department professor.

In developing the comprehensive identity systems for their clients, the students considered color theory, typography, cultural differences, trends and...
It’s really beneficial for students to work for a nonprofit or a startup because they can see the benefit. They can see the power of design for the company and how much their work is helping.”
— Kathryn McCormick

SLO HotHouse Supports Student Startups
Entrepreneurial opportunities beyond the classroom

Many students at Cal Poly get involved with business endeavors, sometimes merging classroom goals with valuable work experience, as seen with Art & Design Department Professor Kathryn McCormick’s Graphic Design II class project.

The SLO HotHouse serves as a hub for students and alumni to develop startups with support from the local community. Enriching the campus culture, the SLO HotHouse Summer Accelerator, a 13-week summer program through Cal Poly’s Center for Innovation & Entrepreneurship, supports exemplary startups and fosters meaningful growth, teaching students to manage their business and communicate their vision.

Allocating $10,000 in seed funding for each admitted startup, the program provides a space for collaboration, mentoring, training sessions, an advisory board, and legal assistance.

Especially promising startups can transition from the accelerator program to the incubator, where the business can continue to grow.

For more information and to learn about startups that have emerged from the SLO HotHouse, visit www.slohothouse.com.
**Then:** California State Polytechnic College, 1964-65  
**Now:** California Polytechnic State University, 2014-15

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**SHARE YOUR CAMPUS PICS!**

Send us photos or tag us in photos on Facebook and Instagram from your Cal Poly days. Selected photos will appear in the next issue or on the college’s social media pages.

cla@calpoly.edu

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**ENROLLMENT**

**Then:** 6,904 students (24.5 percent women); 88 percent of students from California  
**Now:** 20,086 students (46.1 percent women); 82.7 percent of students from California

**FACULTY**

**Then:** 416, including 14 part-time faculty  
**Now:** 823 faculty (522 part time)

**STATE BUDGET SUPPORT**

**Then:** $7,437,935  
**Now:** $105,471,968  
(39 percent of university’s income)

**TOTAL LAND OWNED**

**Then:** 2,850 acres  
**Now:** 10,250 acres

**STUDENT HOUSING**

**Then:** Housed an average of 1,909 students on campus each quarter. Men and women students were housed in separate residence halls. Women’s halls closed at 10:30 p.m. Sunday through Thursday and 1:30 a.m. Friday and Saturday.  
**Now:** Houses an average of 7,058 students on campus. Men and women students are housed in the same buildings on different wings and floors. Residents can access residence halls and apartments 24/7 by electronic and/or hard key.

**STUDENT EXPENSES**

(academic year, three quarters)  
**Then:** $2,137.45  
**Now:** $19,690.50

**CAMPUS DINING**

**Then:** A new, modern dining hall accommodated 2,400 students per meal; a separate snack bar seated 400 students.  
**Now:** 19 different venues serve 20,000 guests each day. These dining venues are open seven days a week.

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“Coeds do not go to the College Dining Hall or to classes with their hair in pin curls or rollers. They do not wear Bermuda’s, pedal pushers or levis to classes (except for a few lab courses).”

— Student Handbook 1964-65

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Engage with Cal Poly

State funding provides a foundation for the college’s programs, but your support helps the College of Liberal Arts create the margin of excellence for which Cal Poly is known. Support CLA students in the way that’s right for you.

Guest Speaking
Be a presenter or guest speaker at student/alumni events. Our faculty and students want to hear from you — your experiences are valuable learning opportunities.

Scholarships
Most students at Cal Poly receive some form of financial aid. By creating a scholarship, you can help foster the next generation of leaders and innovators while establishing a legacy that can impact students immediately.

College and Department Support
Gifts made directly to the college or your department extend and improve student learning in a number of ways: through technology and equipment updates, student-faculty research support, experiential learning trips, and study-abroad opportunities.

Legacy Gifts
Including Cal Poly in your will or estate can make a significant and lasting impact on students. Planned giving is simple to set up and easy to revise if things change. It doesn’t impact your current assets, and there are tax benefits. Learn more about leaving a lasting legacy at plannedgiving.calpoly.edu.

Internships
Cal Poly students are eager to gain on-the-job experience through internships, providing employers — you or your contacts — with an opportunity to infuse new ideas and energy into their organizations.

Cal Poly Alumni Association
Get involved through the Alumni Association by supporting special events like business networking opportunities or local chapter activities. Our team is here to help match your interests and resources with needs in the college. Contact us today or visit cla.calpoly.edu/giving for more information!

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Stay Connected
Have you moved or switched jobs? Do you want to receive our quarterly e-newsletter? Send us your current information, so we can keep you connected to the CLA story. Update now at cla.calpoly.edu/update.
The fall 2014 Mustang Band roster included 222 performers — the largest marching band in Cal Poly history. The band comprises students of all majors and breaks down to approximately 175 wind players, 17 color-guard members, a 26-person drum line, and one award-winning twirler. This year (2015-16) will be the 100th anniversary of the Mustang Band!

Cal Poly student media are celebrating major milestones! Mustang News (formerly known as the Mustang Daily, El Mustang and the Polygram) will hit the century mark in 2016, while KCPR’s golden anniversary will be celebrated in 2018.

STAY CONNECTED
To receive any anniversary messages or related event information, make sure we have your current contact information (especially email). cla.calpoly.edu/update

Learn more about upcoming events. cla.calpoly.edu