A MESSAGE FROM MARY KELTING

Giving means something a little different for everyone. The reasons why we give, where we give, or when we give tell a story about what we value most. There isn’t just one way to do it. And there is no limit to the good things that can come from it.

This year, I’ve seen how the generosity of our supporters can take a variety of forms, yet each effort pulls us closer to our college’s vision: becoming the undisputed leader in experiential business education. From mentoring our students and hiring our graduates to investing in our Learn by Doing programs, your contributions have already improved the lives of our students and alumni.

As you dive into these stories of giving at the Orfalea College of Business, I hope you see how exponential your impact can be. Looking ahead to the initiatives that will shape the future of our college, I know it will take a spectrum of passion, purpose and philanthropy to help make our vision a reality.

Mary Kelting
Assistant Dean for Advancement and External Relations

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Alumna and Goldman Sachs Partner Tammy Kiely was photographed at Cal Poly in September by Elliott Johnson.

Photographers:
Antonio Flamenco
Carlos Giron
Elliott Johnson
Autumn Lopez
SCOTT COOPER NAMED HONORED ALUMNUS

Scott Cooper (Business Administration, ’91) has been named the 2016 Orfalea College of Business Honored Alumnus. The former Cal Poly football player leveraged his concentration in accounting to start his career on the audit team at KPMG in Costa Mesa, Calif. After earning his MBA at the University of Michigan, he returned to California to work in the finance divisions of corporate mainstays to medical startups.

Cooper’s most recent position was as CFO at WaveTec Vision Systems Inc., a fast-growing medical device company that he helped lead to a successful $350 million acquisition in 2014 by Alcon, a division of Novartis. Today, he leads business development, finance and administration as CFO at Allegro Ophthalmics, a biotech startup.

For decades, the Cooper family has strongly supported Cal Poly’s Accounting Area, the Construction Management Department and Cal Poly Athletics. In 2015, the Coopers’ generous donation to the Orfalea College of Business’ international scholarship fund enabled 19 students to study abroad in countries like France, Spain, Japan and Brazil.

“When I consider all the great things that have happened to me and continue to happen to me thanks to my Cal Poly education, it feels very natural to give back to the school financially and with my time,” said Cooper, who also serves on the Orfalea Dean’s Advisory Council. “I am so pleased to know that our financial contribution helped students to have meaningful international experiences, and I will continue to support Cal Poly any way I can.”

Cooper and his wife, Laura (Construction Management, ’91), are also parents to another Mustang — their son, Thomas, is a sophomore in the Orfalea College of Business.

For a full list of Orfalea College of Business Honored Alumni, visit bit.ly/honoredalumni.
Opportunities come in all shapes and sizes. For Sylmar, Calif., native Felix Rodriguez, attaining a higher education required him to blaze a new trail. “I’m the only person from my high school who came here — period,” said the accounting junior of his journey to Cal Poly.

Rodriguez's deciding factor was the Cal Poly Scholars program, which provides academic scholarships, housing and proactive advising to top students from California partner high schools where a majority of students qualify for free or reduced lunch programs. The goal: recruit and retain high-performing students who might otherwise face barriers to higher education.

"Cal Poly Scholars was a really big factor in my decision coming here," echoes Cash London, a third-year finance student from Los Angeles. “I really like the housing community because it feels like one big family. Everyone is trying to build each other up.”

The scholars program was born out of an initiative started by President Jeffrey D. Armstrong in 2012, rooted in an effort to ensure underrepresented students receive the support they need to be successful at Cal Poly.

Orfalea advisor Justin Gomez can see the program shifting the dynamic on campus already. “All the students that I’ve talked with have the urge to make the world a better place. And I think that comes from their background: some come from a single-parent home or are first-generation college students.”

The Orfalea College of Business joined the Cal Poly Scholars program in 2014. With the third cohort arriving on campus this fall, a total of 48 students in the college are part of the program. The oldest cohort of students is entering its junior year, where the attention turns toward pursuing career-oriented experiences and making the transition to the working world.

“The third and fourth years are more about building your skills as a professional,” said London. “This year we have to do more community service and mentor the new scholars. We make sure our resumes are in order, and we attend career fairs. There are high expectations of Cal Poly Scholars.”

The college is able to participate in the program thanks to philanthropic support from the Orfalea Foundation, whose endowment at Cal Poly bolsters a variety of student-centered programs. The scholarship is $5,000 per year; $20,000 funds one scholars’ academic career in the Orfalea College of Business.

The legacy of the program is already taking shape, and it goes far beyond campus borders.

“I think people are going to look back and see that the Cal Poly Scholars program was a big step in the right direction in terms of supporting students who are non-traditional, who are historically underserved and underrepresented in higher education,” said Gomez.

“I think we’re doing excellent work in helping students reach through to industries and careers where — just like in higher education — they’re also underrepresented. This program is making a difference for industry too.”

To contribute to the Cal Poly Scholars program at the Orfalea College of Business, contact Natalie Schaefer at njschaef@calpoly.edu.
In their own words, members of the Orfalea College of Business community share what philanthropy means to them.

**PORTRAITS OF GIVING**

“All the work that goes into evolving the academic programs, the study abroad opportunities, the alumni mentoring — it all comes back to benefit the students. That’s what drives the Dean’s Advisory Council. Our meetings are focused on long-term strategy, and when we look back over three, four or five years, we see the positive impacts of our work. A student will walk into one of our meetings and share an amazing experience because of an opportunity a leader at Orfalea fought for. Our students are truly outstanding! As someone who’s given to this college, I can honestly say it makes me proud to know we’re putting the generosity of others to work in the right places. And at every meeting, we recognize there’s still so much we have yet to do to help our college prepare students to meet the ever-changing needs of the business environment.”

— Kris Yetter (Economics, ’85)
President of the Dean’s Advisory Council and President of Promega Biosciences
“Studying abroad in Torino, Italy, and traveling throughout Europe was one of the best decisions I’ve ever made. In four short months, I learned about the freedom of getting lost, the confidence in finding your way, and the beauty of other cultures. I’ve learned that friends can really become family, and that you can be thousands of miles away but still feel right at home. It’s crazy how much you can grow when you’re thrown out of your comfort zone, and without the generosity of Tim and Mardy Meadows, none of that would have even been possible for me.”

— Megan Johnson, marketing senior and recipient of the Christopher Meadows Memorial Study Abroad Scholarship

“This summer was a period of hyper-growth that has transformed our startup into an investment-ready company. Our team was able to develop a product, craft our message, build a following, and connect with other successful entrepreneurs. On paper, our startup received work space, $10,000 in seed funding from the CIE, and mentoring from the CIE staff and our lead mentor, but the SLO HotHouse Summer Accelerator program was so much more than that.”

— Maxwell Fong, marketing senior and co-founder of the startup Current Solutions

“The education and life lessons learned while I was at Cal Poly prepared me for a career that far exceeded my expectations. Establishing a scholarship fund for deserving Orfalea students has been my way of helping others achieve the education I received. It is my hope that today’s students will enjoy similar success and also establish additional scholarship funds in the future.”

— Lee Doble (Business Administration, ’68) longtime donor to the Orfalea College of Business and Managing Director at Crystal & Company

Pictured: Orfalea student leaders during WOW
“The Jacobsen Faculty Fellowship has helped me reflect on how valuable it has been to involve students in my research and made me want to do more of that. So this year, I contacted some of our alumni who are now completing their doctorates and invited them to write research with me. They were elated at the opportunity and all said yes. I feel I have gained smart, hard-working collaborators that I know and trust and who are also well trained. They feel connected to their alma mater and appreciate the confidence I have placed in them. It is a total win-win.”

— Economics Professor Eduardo Zambrano, 2015 Jacobsen Faculty Fellow

“I thought I was going to have to take out more loans, but then I got the scholarship, and that really helped me out. I feel unbelievably grateful that I was the one chosen for this. I want to use it well and do right by the legacy that the scholarship honors. I want to leave my mark at Cal Poly.”

— Kara Rutherford, industrial technology student and 2016 recipient of the Nelson “Smitty” Smith Memorial Scholarship
How can you measure the true value of an education? In dollars? In promotions? The concept can seem unclear until it’s thrown into stark relief against the demands of the business world. For alumna Tammy Kiely, that moment came in 1993, just after graduating Cal Poly with a degree in business administration and a concentration in accounting. As she worked on one of her first audit teams at KPMG in San Jose, a colleague struggled to set up a debt amortization schedule for their client. Kiely spoke up immediately. “Oh, I can do that. I did that in my intermediate accounting class,” she remembers saying to her shocked team members. “They weren’t expecting a ‘green bean’ to just jump in and add value. I learned very quickly that the training I had was very much about Learn by Doing with an emphasis on being ready for the working world. That was something that made me appreciate Cal Poly immensely.”

Like many alumni, Kiely looks back on her time in San Luis Obispo fondly. The Belmont, Calif., native passed on multiple acceptance letters to major schools knowing that Cal Poly was the best place for her. She thrived while tackling challenging accounting classes with Professors Tad Miller and Doug Cerf, experiences that would eventually fuel her passion for a career in finance and motivate her to earn an MBA from Stanford.

More than 20 years later, Kiely has become a partner at Goldman Sachs, leading mergers, acquisitions and financings for its global semiconductor banking business. More recently, she has stepped up to be a dynamic ally for the Orfalea College of Business. True to her nature, Kiely has, without hesitation, provided support, mentorship and leadership to the Orfalea College of Business and its students on a variety of fronts.

Kiely’s involvement kicked off with a visit to campus as a part of Orfalea’s Executive in Residence program that included leading lectures in finance classes, faculty roundtables and Q&A sessions for students.
She also served as a guest speaker in a Women in Business club meeting, where she talked candidly about how she leads in a male-dominated field.

“I was very impressed with the quality of students and the caliber of questions they were asking,” Kiely recalled. “There’s a reason Cal Poly is so hard to get into now. I was pleasantly surprised at how actively engaged the students were in the conversations — that was fun.”

Over the last several months, Kiely played a role in a variety of student-driven events. She helped Goldman Sachs welcome a cohort of finance students during an immersive tour of its Bay Area offices. She also embraced a mentorship role with several students looking to break into the highly competitive field of investment banking. She even gave the keynote address at the spring commencement for Orfalea’s Graduate Programs and congratulated each of the nearly 100 graduates as they crossed the stage.

Orfalea’s Deans Advisory Council has also benefitted from Kiely’s insights since she joined in early 2016. Alongside fellow alumni, Kiely offers her perspective on how Orfalea engages its supporters and positions its academic programs. In particular, she’s encouraged the college’s move toward specialized master’s degree programs in accounting, business analytics and — debuting in 2017 — packaging value chain. “I am convinced that we’re going to end up with the best placement stats when we can help students be well-equipped to work in specific fields,” she said.

Kiely was also moved to make a major investment in the future of the Orfalea College of Business by supporting the college’s renovation plans for the Business Building with a $100,000 gift. Kiely graduated from Cal Poly just as the current building was finished in the early 1990s. Her generosity will fund upgrades to classrooms and community spaces that will allow the college to mirror the collaborative work environment of many leading companies.

“I think about how can I make that path a little bit easier for the next person coming through,” said Kiely.

“This is a place I care about — this was a formative part of my life. I love the school, and I love the direction that it’s going.”

Kiely isn’t done yet. She has coordinated a fall 2016 investment banking competition for students, sponsored by Goldman Sachs. The competition will be the first event of its kind at Cal Poly, and Kiely feels it will be an important step in exposing students to possible careers in the field.

“It’s an interesting exercise to go through even if you don’t want to work in investment banking,” Kiely said. The event also comes at a time when Goldman Sachs is opening up its recruiting process to include more schools like Cal Poly.

With the optimism of a “green bean” and the wisdom of a seasoned executive, Kiely continues to add value to Cal Poly’s Orfalea College of Business. What keeps her coming back to where it all began?

“It’s easy to invest your time when you feel strongly and passionately about something,” she said. “Whenever I’m going through San Luis Obispo, and I get to downtown, I just feel like I’m home.”

““It’s easy to invest your time when you feel strongly and passionately about something.”

— Tammy Kiely (Business Administration, ’93), Partner at Goldman Sachs
Cal Poly’s Clock Tower rings out its harmonious yet thunderous chime, and students empty into the Business Building hallways.

Tucked away in her fourth-floor office, management Professor Taryn Stanko prepares for the energy and excitement of her signature class — BUS 489: Negotiation. Eager Orfalea College of Business students await Stanko’s artful breakdown of the science of persuasion and its tangents into gender, culture, conflict and ethics just two floors below.

As she strides toward the front of her classroom, Stanko treads on territory paved by legendary Professor David Peach, one of the Orfalea College of Business’ department leaders and most revered educators of the late 80s and 90s. Though the two professors never met, their connection is one that benefits students and inspires fellow faculty.

With a gregarious personality and a vocabulary to match, Peach joined Cal Poly’s faculty in 1983 after earning degrees at Ohio University and Harvard. Immediately he stepped up to run Cal Poly’s Management Area, Graduate Programs and Academic Senate, among other leadership posts across campus.

The MBA program was his personal passion. After implementing an integrated MBA program with blended curriculum and faculty, he helped coach teams of Cal Poly graduate students in an international collegiate strategy competition for 13 years. According to Peach’s colleagues, he took great pride in besting teams from UC Berkley and other prominent schools each year.

But the cornerstone of Peach’s work was his design of experiential courses in employment law, organizational behavior and — most notably — negotiation. With his vision, Learn by Doing took center stage in management courses, giving students room to build instincts in leadership and ethics. The lore of this intense class that put students in the hot seat is still discussed by faculty today.

“The key was student involvement in dynamic analysis of real business situations. Students were expected to take positions regarding case issues,” said Peach’s colleague Professor James Sena. “Students quickly learned how prepared they had to be for his classes.”

Peach’s colleagues quickly realized this was a game changer for their students. “To enhance the learning experience, Peach engaged students in role playing to experience the situation’s actual pressures in class,” recalls Professor Rami Shani. “The critical individual and class reflection that followed generated a new level of insights, understanding and integration of theory and practice.”

Professors like Dawn Chandler continued to amplify the negation course after Peach retired in 2005. And now, Stanko has picked up where her predecessors left off. She arrived at Cal Poly in 2014...
after earning degrees at UCLA, NYU’s Stern School of Business, and UC Irvine. Thanks to her experience working for a startup software company and Paramount Pictures, Stanko created a class that navigated large and small scale negotiation with Learn by Doing at its core.

“I try to avoid standing at the front of the room and talking at students for an hour or two,” Stanko said. “I’m inspired by Peach because I think the way students learn the most is when they are pushed out of their comfort zones and are forced to be taking the action themselves.”

The connection between the two educators became stronger in 2016 when Orfalea’s Management, HR and Information Systems Area awarded Stanko the first David Peach Excellence in Teaching Award. The fund was established by Peach’s family in 2015 after he passed away to amplify the legacy he left at Cal Poly. To mirror his style and commitment to students, the award requires that its recipient must have a track record of designing and managing a meaningful learning environment, inspiring students, and fostering student learning and student success.

Stanko was honored for her dedication to excellence that embodies the Cal Poly teacher/scholar model. Outside of the classroom, her respected portfolio of research on topics like virtual work, communications technology, organizational control, and the management of work/non-work identities provides a notable benefit to her students who absorb those concepts in class.

Today, Stanko aims to expand the negotiation class to become an approved elective for more students so it can impact more disciplines. She has also taken things a step further: creating a new class that explores an entrepreneurial bent to negotiation that will support Cal Poly’s forthcoming entrepreneurship minor, debuting in 2017.

Inspiration for the class came as she volunteered her expertise to student and alumni startups working in the Cal Poly Center for Innovation and Entrepreneurship’s (CIE) programs.

And, thanks to the support of the Peach family, she’s not slowing down. Stanko is also moving the needle forward for other specialized Negotiation in a Cross-Cultural Context. She hopes that building the academic structure will help the next generation of faculty implement timely shifts in curriculum that improve career-readiness among students.

“I have the best job in the world,” she proclaims. “I get to be involved in things that really excite me.”

In many ways, Stanko is not alone while leading her classes. As she lays the foundation for her own legacy at Cal Poly, she stands on the shoulders of pioneers like Peach just as surely as the Clock Tower chimes.
Thousands of individuals, companies and foundations give back to the Orfalea College of Business each year, adding up to a vibrant community of support essential to our vision. Endowment funds generate lasting income for the college’s key programs. Gifts made throughout the year enable the college and its academic areas to provide timely support for Learn by Doing projects and extracurricular programs. Together, these funds ensure a sustainable future for the Orfalea College of Business as it prepares career-ready graduates. Totals reflect the Orfalea College of Business’ accounts as of June 30, 2016.

**By the Numbers:**

A look at philanthropy in the Orfalea College of Business.

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THE HOTHOUSE HEATS UP

Alumni and supporters mentor student startups over a busy summer at the SLO HotHouse.

For most Cal Poly students, summer is a time to sleep late, take vacations, and enjoy a break between classes. But for the student entrepreneurs in the Center for Innovation and Entrepreneurship’s Accelerator program, summer is when the work really starts.

In June, eight teams took up residence in CIE’s SLO HotHouse on Higuera Street for a 13-week sprint, aiming to make their ventures as viable as possible before the ultimate pitch to investors, business leaders and the community in September. With office space and $10,000 of seed funding in hand, each startup encountered its first tests of concept validation, customer interviews, market research and branding.

But these young, hungry entrepreneurs didn’t go it alone. They benefitted from the wisdom and guidance of CIE’s staff and faculty, dedicated lead mentors and more than a dozen other seasoned entrepreneurs who hosted round-table discussions, open office hours and one-on-one consultation throughout the summer.

“Mentors are critical to the success of companies that are part of CIE,” said Lori Jordan, CIE director of student innovation programs. “They provide valuable guidance, resources and networking opportunities to help founders move faster and more efficiently as they start and build their business.”

Alumni entrepreneurs and community partners hosted workshops on topics like building company culture, strategic planning and bootstrapping. One of those entrepreneurs was Dustin Yoder (Business Administration, ’08), CEO of Sureify. As the founder of his own startup, he says he wants to help others save time and money building their companies.

“I gave a talk on how relationships will grow the notoriety of your company through direct contacts, LinkedIn, emails and conferences,” he said. “That’s where I could really add value. It was more like a pep rally.”

Cal Poly’s students embraced the frank feedback each mentor and visiting entrepreneur brought to the table. “They were monumental in really showing me that mistakes and failure are inevitable,” said Kiley Becker, business student and co-founder of PCkit. “The failing part isn’t what these speakers emphasized, but rather how you deal with a failure. All of the speakers went about dealing with their failures in an optimistic manner, which was so important to hear.”

Turn the page for a glance at the HotHouse’s busy summer schedule of volunteers, mentors and supporters who worked with student startups.

“Time is my most valuable resource, but it’s what I want to give now. I’m probably going to be hands on with Cal Poly forever.”

— Dustin Yoder (Business Administration, ’08), CEO of Sureify
Take a glance at the hot shots who helped guide students in the HotHouse this summer.

<table>
<thead>
<tr>
<th>Date</th>
<th>Name</th>
<th>Title/Position</th>
<th>Industry/Field</th>
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<tr>
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<td>JEFF WITOUS</td>
<td>CEO of Teqspring Inc.</td>
<td>Business Administration, '83</td>
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<td>Tuesday, June 21</td>
<td>RICK STOLLMeyer</td>
<td>Founder and CEO of MINDBODY</td>
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<td>Wednesday, June 22</td>
<td>MIKE CANNON</td>
<td>President of Cannon</td>
<td>Civil Engineering, '83</td>
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<td>BILL DOAK</td>
<td>Owner of Kirvin Doak Communications</td>
<td>Ag Management, '89</td>
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<td>MIKE EYNON</td>
<td>CTO and VP of Engineering at Unitive</td>
<td>Computer Science, '93</td>
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<td>MARC AUSMAN</td>
<td>COO of iCracked</td>
<td>Industrial Technology, '88</td>
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<td>PAUL EDMONDSON</td>
<td>CEO and Co-founder of HubPages</td>
<td>Business Administration, '98</td>
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<td>CLINT ORAM</td>
<td>Co-founder and CTO of SugarCRM</td>
<td>Computer Science, '96</td>
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<td>Tuesday, July 19</td>
<td>DUSTIN YODER</td>
<td>CEO of Sureify</td>
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<td>Wednesday, August 10</td>
<td>JOE O’CONNOR</td>
<td>Serial Entrepreneur</td>
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<td>Friday, August 12</td>
<td>HUBERT BROMMA</td>
<td>Founder and CEO of The Entrust Group</td>
<td>Liberal Arts, '67</td>
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<td>Tuesday, August 16</td>
<td>DAN HARRELSON</td>
<td>Design Director for Predix at GE</td>
<td>Graphic Communication, '98</td>
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<td>Wednesday, August 17</td>
<td>JOEL FLORY</td>
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<td>Industrial Technology, '03</td>
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<tr>
<td>Monday, August 29</td>
<td>CHRIS O’REILLY</td>
<td>CEO of Globalyceum</td>
<td>Electrical Engineering, '96</td>
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</table>

For more information on programs like the Accelerator, Hatchery or Incubator, contact Cory Karpin at ckarpin@calpoly.edu. Learn about all CIE programs and upcoming events at cie.calpoly.edu.
TOP 5 WAYS TO GIVE BACK

Use the envelope enclosed and designate your annual gift to one of the Orfalea College of Business’ most timely initiatives.

1. **Support Career Readiness**
   The college aims to help each student feel confident and prepared to tackle the hiring process. The Dean’s Excellence Fund backs alumni panel discussions, resume workshops and industry tours for students.

2. **Help the Accounting Area Grow**
   In response to high demand from public accounting firms, Orfalea aims to nearly double the number of its CPA-eligible accounting grads. Donating to the area will help hire more faculty and expand its Learn by Doing programs.

3. **Invest in the Center for Innovation and Entrepreneurship (CIE)**
   Cal Poly students have readily embraced CIE’s spectrum of resources that help all majors sharpen their entrepreneurial skills. Giving enables the center to run programs like the on-campus Hatchery that mentors young ventures.

4. **Help Create a Center for Packaging Value Chain**
   The Packaging Program has plans to expand with a master’s program, professional development resources and an industry-centric research consortium. Your gift helps build the infrastructure that will make the center a reality.

5. **Bolster International Experiences**
   Orfalea believes well-rounded business graduates can thrive in a global context. Send students abroad by supporting travel grants for one of the five international tours slated for 2017.
Save the Date

Mustangs!

Alumni Beer and Wine Garden
April 8, 2017, at Cal Poly

Make plans to meet up with your classmates and favorite faculty at this event for Orfalea College of Business alumni. Sip local wine and beer while enjoying delicious appetizers with your fellow Mustangs. You’ll also have the chance to explore the campus during Open House festivities. Tickets will be available in early 2017.

For more information, visit cob.calpoly.edu/alumni.