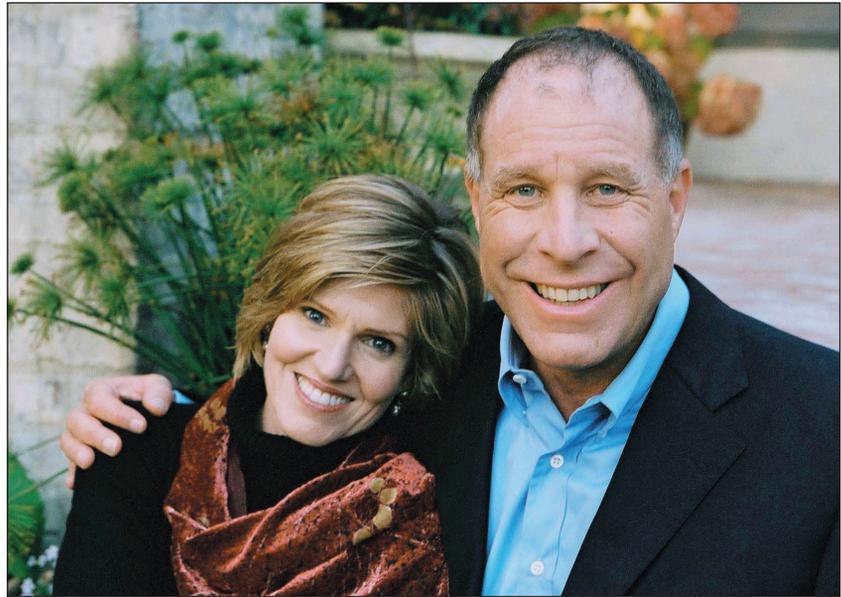


**P**aul Orfalea founded Kinko's in 1970 near the University of California at Santa Barbara with a simple idea: provide college students with products and services they need at a competitive price. From its modest beginnings, Kinko's is now the leading business services chain in the world.

Much of Kinko's success can be traced directly to Orfalea's unique business philosophy that is based on his freethinking and creative style. In fact, the name Kinko's was derived from Orfalea's trademark curly hair. Orfalea's theories and instincts on how to operate a successful business are grounded in his passion for retailing, his insistence on taking care of his co-workers and customers, and a sharp eye for opportunity. Orfalea encouraged active participation from all co-workers and developed generous incentive programs to stimulate creativity. Co-workers at every level are encouraged to share ideas freely.

Orfalea graduated from the University of Southern California. In 1998, he was awarded the prestigious Entrepreneur of the Year award from the University of Southern California's Marshall School of Business, and in 2000 was honored as Philanthropist of the Year by the Network of California Community Colleges. In 2001, he received the Beta Gamma Sigma Entrepreneurship Medalion, the Ellis Island Medal of Honor, and the Business Leadership Sally Award. Orfalea continues his philanthropic efforts by supporting and



*Paul Orfalea and his wife, Natalie*

## Paul Orfalea A Look at the Man Behind the Gift

promoting early-care child and infant centers on university campuses, several of which are named for him and Kinko's. He assumed the role of Chairperson Emeritus for Kinko's Inc. in April 2000.

Orfalea now devotes much of his time to new business ventures. One of those ventures is the formation of the Orfalea Family Foundation, which supports various philanthropic efforts. Orfalea and Kinko's also have a long history of supporting educational initiatives including scholarships and child development programs. His new focus is to increase public awareness of the important need for quality early care for children of working parents. He believes "We should think of investing in early-care programs the same way we think about invest-

ing in college education, because both are essential learning environments in the development of our youth and future leaders. Cal Poly is about learning, and that's what I like. We hope to help students take on new challenges and the faculty to develop even closer mentoring relationships, so that they can make learning more accessible. You've got to make students more inquisitive and learning more fun."

Orfalea's recent lectures at the College won the hearts and minds of "some very appreciative audiences" notes Dean **William Pendergast**. "We all look forward to Paul continuing to share his unique personal business insights and his 30 years of experience."