AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: **11:30 a.m., Tuesday, November 13, 2018**
Glenn S. Dumke Auditorium

Jean P. Firstenberg, Chair
Rebecca D. Eisen, Vice Chair
Debra S. Farar
Wenda Fong
Jack McGrory
Hugo N. Morales
J. Lawrence Norton
Romey Sabalius

Consent

1. Approval of Minutes of the Meeting of September 11, 2018, *Action*

Discussion

2. Naming of the Don Miller and Ron Simons Rose Float Laboratory – California State Polytechnic University, Pomona, *Action*
3. Naming of the JUSTIN and J. LOHR Center for Wine and Viticulture – California Polytechnic State University, San Luis Obispo, *Action*

MINUTES OF THE MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
Office of the Chancellor
Glenn S. Dumke Auditorium
401 Golden Shore
Long Beach, California

September 11, 2018

Members Present

Jean P. Firstenberg, Chair
Rebecca D. Eisen, Vice Chair
Debra S. Farar
Wenda Fong
Jack McGrory
Hugo N. Morales
J. Lawrence Norton
Romey Sabalius
Adam Day, Chairman of the Board
Timothy P. White, Chancellor

Trustee Firstenberg called the meeting to order.

Approval of Minutes

The minutes of March 20, 2018, were approved as submitted.

2018-2019 California State University Trustees' Award for Outstanding Achievement

Trustee Firstenberg shared that each year the CSU Board of Trustees provides scholarships to students who demonstrate superior academic performance, personal accomplishments, community service and financial need.

Chancellor White thanked trustees and members of the CSU Foundation board for their contributions to the CSU Trustees' scholarships. He introduced Trustee Emeritus Ali C. Razi, CSU Foundation Board of Governors member and CSU Trustees' Award selection committee chair, whose leadership continues to expand this scholarship program. He then introduced the top Razi scholar, Manuel Gonzales IV, from San Diego State University.

The board recognized the 23 recipients of the 2018-2019 CSU Trustees' Award for Outstanding Achievement. Trustee Fong called each student forward to receive their certificate and read a brief description of their accomplishments.

Trustee Firstenberg adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Don Miller and Ron Simons Rose Float Laboratory – California State Polytechnic University, Pomona

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Soraya M. Coley
President
California State Polytechnic University, Pomona

Summary

This item will consider naming the Rose Float Facility Replacement Laboratory Building at California State Polytechnic University, Pomona as the Don Miller and Ron Simons Rose Float Laboratory.

This proposal, submitted by Cal Poly Pomona, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including approval by the system review panel and the campus academic senate.

Background

The proposed naming of the facility recognizes the leadership and generosity of Wilford B. "Butch" and Vivien Lindley's $1 million investment in the replacement building project for the Rose Float Laboratory. Mr. and Mrs. Lindley's lead $1 million pledge inspired additional donations from university alumni, friends and organizations, which to date total over $2.4 million toward the project. The Rose Float Laboratory replacement facility will enhance the collaborative efforts of Cal Poly Pomona and Cal Poly San Luis Obispo's annual Pasadena Tournament of Roses Parade Float development, in which each campus prepares half of the float over the course of a year to be ultimately combined at the Pomona campus prior to the parade on New Year's Day. The replacement facility will be 5,800 gross square feet to house an enclosed float construction laboratory, staging and testing spaces, a workshop, storage and restrooms.

Butch Lindley graduated from Cal Poly Pomona's College of Agriculture with a bachelor's degree in agronomy in 1967. A U.S. Army veteran and highly successful businessman, he co-founded J & L Farms, Inc., a farm management company. The company, along with Lockwood Vineyard, raises and harvests grapes for various wineries throughout California and includes 2,000 acres in Monterey County and 2,700 acres in Modesto.

Butch and Vivien Lindley have made commitments totaling $11,052,498 to university initiatives and programs, including a planned gift to the Wilford B. and Vivien Lindley Endowment to benefit the university's Don B. Huntley College of Agriculture. Mr. Lindley was recognized with Cal Poly Pomona's Distinguished Alumni Lifetime Achievement Award in 2017. He and Mrs. Lindley are members of the Rose Float Alumni Chapter, and they are members of Cal Poly Pomona's Founders' Society and Kellogg/Voorhis Heritage Society for their lifetime and planned giving.

The Lindleys requested that the naming be in honor of Don Miller and Ron Simons, who were instrumental in Cal Poly Universities' award-filled, 70-year Tournament of Roses legacy.

Don Miller, a 1952 ornamental horticulture graduate of Cal Poly Voorhis Unit, is credited as the catalyst for Cal Poly's first float entry in the Tournament of Roses Parade. A proud Cal Poly student and resident of Pasadena in the 1940s, Mr. Miller advocated for a Cal Poly float with Tournament officials, and in the summer of 1948, he was approached by the Pasadena Rose Parade Committee to produce a float entry within 90 days. Mr. Miller fully committed to the project, helping to produce a float design, recruiting campus volunteers, obtaining the plant materials required for decoration, and securing a $258 budget for float production. Cal Poly's first float on January 1, 1949, "Childhood Memories," won the Award of Merit and began Cal Poly Universities' 70-year history with the Tournament.

Ron Simons ('64 and '69) has been dedicated to the Rose Float since his time as an undergraduate, serving as a volunteer leader for a number of Cal Poly Rose Parade floats. He also rode as the astronaut on Cal Poly's 1962 float, "Man on the Moon," that he helped design and construct. Mr. Simons went on to co-chair the 1963 parade float, as well as assuming the chairmanship of the 1964 float before his graduation. After serving three years in the U. S. Army, he returned to campus for his second degree and was asked once again to lead the Rose Float as Pomona's chair for the 1968 "The Mouse That Got Away" float. This involvement led to the Tournament's Princess Award for excellence in animation as a float's first use of hydraulics in the parade. Shortly thereafter, he began his 43-year staff career at Pomona by establishing the campus' alumni association. During those staff years, Mr. Simons continued to volunteer as one of the Rose Float program's lead advisors. His tremendous pride in the Cal Poly Rose Float legacy, which brings unique national and international recognition each year, is shared by generations of Cal Poly alumni.

Mr. Simons received an honorary doctorate degree from Cal Poly Pomona in 2012 for over five outstanding decades of service to the university. His efforts were instrumental to philanthropic development and the subsequent creation of the division of University Advancement, where he served in lead management positions and as associate vice president for University Development prior to his retirement.

Recommended Action

The following resolution is recommended for approval:

> **RESOLVED,** by the Board of Trustees of the California State University, that the Rose Float Facility Replacement Laboratory Building at California State Polytechnic University, Pomona be named the Don Miller and Ron Simons Rose Float Laboratory.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the JUSTIN and J. LOHR Center for Wine and Viticulture – California Polytechnic State University, San Luis Obispo

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Jeffrey D. Armstrong
President
California Polytechnic State University, San Luis Obispo

Summary

This item will consider naming the newly constructed agricultural facilities at California Polytechnic State University, San Luis Obispo as the JUSTIN and J. LOHR Center for Wine and Viticulture.

This proposal, submitted by Cal Poly San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including approval by the system review panel and the campus academic senate.

Background

The proposed naming of the facility recognizes the $2.5 million pledge by the Resnick Foundation and the $1 million gift and $1.5 million pledge by Jerome J. Lohr (Jerry Lohr). Their gifts and pledges of $2.5 million each will be used to fund the wine and viticulture center with an estimated completion date of fall 2019. The center will dramatically transform the Wine and Viticulture program within the College of Agriculture, Food and Environmental Sciences. Specifically, this project will provide 15,600 square foot winery; 12,000 square foot grange hall; crush, fermentation, barrel, sensory, bottling, enology and viticulture rooms; teaching and research labs; a bonded winery; offices; and community and industry meeting spaces.

The Resnick Foundation was founded in 1997 by Stewart and Lynda Resnick, who serve as co-presidents. The Resnicks are also founders of the $4 billion Wonderful Company and own a number of successful privately held and global companies, including JUSTIN Vineyards & Winery, Fiji Water and Teleflora. Through their foundation and companies, the Resnicks have generously contributed to community development efforts, educational initiatives ranging from scholarships, school grants, preschools, art programs, the Wonderful Agriculture Career Prep program, and the Wonderful College Prep Academy. Stewart Resnick is a member of the board of trustees of the School of Medicine at UCLA and the J. Paul Getty Trust.

Winemaker and businessman Jerry Lohr is regarded as an industry leader and pioneer who helped establish California's Central Coast as a major wine growing region. Leading one of the most successful multigenerational family wineries in the world, Mr. Lohr has received numerous accolades for his dedication and commitment to producing quality wines. He graduated from South Dakota State University in 1958 with a degree in engineering and a year later earned a master's degree in civil engineering from Stanford. At Cal Poly, Mr. Lohr has served on the President's Council of Advisors, Cal Poly Foundation Board of Directors and the Advisory Council of the Wine and Viticulture Department. In addition, he has been integral in developing Cal Poly's Wine and Viticulture Program and has generously pledged to the Wine and Viticulture program and facilities. Mr. Lohr regularly hires Cal Poly graduates and provides hands-on internships to students. He has played a significant role in the university's teaching vineyard and winery and was awarded an honorary doctorate degree by Cal Poly in June 2018.

Recommended Action

The following resolution is recommended for approval:

> **RESOLVED,** by the Board of Trustees of the California State University, that the newly constructed agricultural facilities at California Polytechnic State University, San Luis Obispo be named the JUSTIN and J. LOHR Center for Wine and Viticulture.