

# Alumni and Friends News



**Cogswell**

Polytechnical College

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## Dates to Remember

Global Game Jam

January 30 to  
February 1, 2009

at Cogswell College

Founders' Day -  
March 21, 2009  
at Cogswell College

**Cogswell  
Polytechnical  
College**

1175 Bordeaux Dr.  
Sunnyvale, CA

## Cogswell's Grand Reopening of Audio Control Room A

On December 11, 2008, Cogswell unveiled its remodeled Audio Control Room A, which is the completion of alumnus Evan Peebles' (2008) senior project.

Dr. Timothy Duncan kicked off the festivities by recognizing the support the College has given the program, under the leadership of President, Chet Haskell, by providing funding for the project. He also expressed appreciation to Peebles for the time and effort he put into developing the acoustic design and then implementing it.



"My goal was to create a system that would spread the sound around the room and fill the space," said Peebles. "The point (of the diffusers) is to mix the sound in the room and spread it into three dimensions. I also wanted to isolate this room from any noise in adjacent rooms."

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To accomplish this Peebles first built a second set of walls as a buffer layer. Then he added a soft wall at the front of the room to absorb sound while allowing the back wall to reflect sound. The remodel also includes a 61 channel quadratic residue diffuser and two poly-cylindrical diffusers mounted to the ceiling.

"My inspiration was the old, great symphony halls of the world," said Peebles. "They have a rich sound that resonates yet there was a short time between the initial sound and the room sound. People tend to prefer a room with a delay between the incidence and the resonance."

Peebles made Control Room A his first project because during his time as a student and from feedback he received from current students, it was determined that this was the weak link in the recording process. While the sound stage isn't aesthetically pleasing, it is functional. Control Room A is the tracking studio where sounds are recorded into the computer for later mixing.

"To accurately hear what is going on in the sound stage is vital to the recording quality," said Peebles. "Students need to learn to hear the different tones in an instrument, vocal performance or noise being recorded."

Control Room B is next in line for a remodel which he plans to design as an "in the box" studio that will feature a Blue Sky Surround System.

Peebles currently works at Cogswell College in its IT Department.

Check out more photos on the [Alumni](#) website.

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Cogswell Alumnus in the Running for Super Bowl Commercial



Cogswell Polytechnical College alumnus, Chris Armstrong (2003), was hired by the production company, RESOLVE, to write and direct its entry, *The Chase*, in the [Doritos](#) "Crash the Super Bowl" commercial contest. It was nominated as one of the top five submissions. The public is invited to vote for their favorite. The top vote getter will be aired during the Super Bowl on February 1, 2009. Voting ends on January 25. If you'd like to help Chris's commercial win, please visit the Doritos website and vote for *The Chase*.

Armstrong runs his own company, [Elysian Pictures](#), which does everything from shooting commercials to producing full-length feature films and working with cutting-edge technology. At the beginning of his career he planned to work in movie effects and computers but discovered that he enjoyed screenwriting and directing instead. "I enjoy telling the story," he said.

He went to Cogswell - chosen for its special effects and animation programs - and found mentors and professors who cheered his screenplays. While at Cogswell he met Jenn Gotzon who played a femme fatal in his film noir thesis film. She later became his wife. The two worked briefly for Google before moving to Los Angeles in 2004 to try their luck in Hollywood.

Gotzon has been the lead in more than 20 independent films and she's played myriad bit parts in television shows such as "House," "CSI: NY" and "Pushing Daisies." Gotzon is now promoting her latest project, her role as Nixon's daughter Tricia in the recently released Ron Howard flick "Frost/Nixon."

Neither Armstrong nor Gotzon is taking pause to revel in the

successes of 2008. They have too much to do in the coming year.

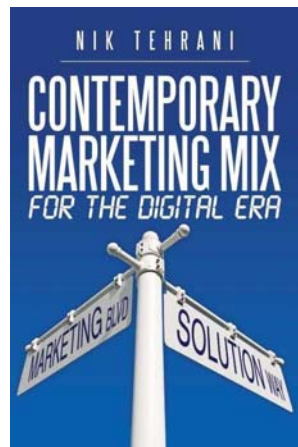
Armstrong is in the preproduction stages of casting and writing for Elysian's first full-length feature - tentatively called "One Small Life" - to begin filming in Louisiana this year. Gotzon has been cast for a film called "Dante's Inferno" and is in talks for a Lifetime network movie and at least a dozen other projects.

"It's nice to have somebody who understands the business and that you can share with," Armstrong said. "It's a very challenging career."

"I believe so much in Chris as a writer/director," Gotzon said. "I just knew that he was going to be going places."

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### Alumnus Authors Book on Marketing in Digital Era



Nik Tehrani, class of 1996, is looking forward to the publication of his book, Contemporary Marketing Mix for the Digital Era. The book is expected to be released on December 20 and distributed by various publishers.

The exponential growth of e-Commerce has changed the face of retail and service marketing. To remain competitive in the marketplace all marketers must include the virtual world of marketing in their plans.

In his book, Dr. Tehrani explains that marketers must now

think beyond the traditional 4 Ps (Product, Price, Place and Promotion) and expand it to include People, Partnership, Productivity, Personalization, Physical Image, Protocol and Privacy. The reader is shown how these new Ps are important elements of contemporary marketing strategy through examples and case studies.

Marketing professionals, industry practitioners, academicians and students alike can use this book to hone their skills and keep up with the latest trends. Dr. Tehrani has a 20-year plus background in operations and business development.

Dr. Tehrani teaches E-Business Technology, Management, and Marketing courses at the University of California, Berkeley extension; California State University - East Bay and Northwestern Polytechnic University in Fremont, CA. He earned his Ph.D. in Business Administration with a specialization in Electronic Commerce from Northcentral University, holds an MBA (Executive Management) from Pepperdine University and a BS in Electrical Engineering from Cogswell Polytechnical College. He is also the Global Director of Program Management at Sanmina-SCI (Enclosures division), a leading EMS provider focused on delivering complete end-to-end manufacturing capabilities and highly complex solutions to technology companies around the world. Prior to Sanmina-SCI, he was the managing director and founder of Majital Solutions in Fremont, CA, VP of Sales and Engineering of ACI in Hayward, CA, and VP of Operations of CoMan Manufacturing, Inc. in San Jose, CA.

To learn more about Nik, please visit his [website](#).

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## Alumni Notes

**Karlyn Carnahan (1979)** is a Principal Analyst at Novarica where she focuses on insurance industry technology. She earned her MBA from Stanford after leaving Cogswell. **Philip Corbin (2001)** is a Web Producer at Affymetrix. He also recently released his first hip-hop album on Cal Heigh Records. You can find it on iTunes, Amazon.com, Napster and Rhapsody under [Montage](#), The M Album. **Nicklaus Deyring (2004)** is a Sr. Interactive Art Director at G2 Direct and Digital where he leads the interactive design team and manages direct client relationships. **Jonathan Eakin (1997)** works for the San Ramon Regional Medical Center as

Information Systems Director. **Justin Harvey (2006)** is a Technical Consultant at ABC Radio while finishing up an Electrical Engineering degree at San Jose State. **Adam Hicklin (2006)** is an SQA Core Tester at LeapFrog in Emeryville. **John Hofmeyer (1994)** works at Mochilla as a QA Manager. **Reza Kanji (1995)** works for Panasonic Automotive in Michigan as a Staff Engineer of Program Manager Software. He received his MBA from the University of Phoenix Atlanta campus. **Nathan Karklins (2007)** is at Electronic Arts working on the Rock Band TP Current Generation title. **Frank Klun (2008)** moved down to Los Angeles and is currently working for IGN as a QA Engineer. **Tom Lichtenberg (1994)** is a Software Development in Test II at Danger in Palo Alto. **Randy Louie (1987)** is Director, Process Integration at Sun Microsystems. **John-Jury Luis (1996)** works at Shutterfly in Redwood City as a QA Manager. **Zane Murray (2003)** is an Environmental Modeler based in the Sacramento area for Reactor Interactive. **Toby Newell (1999)** has added Frantic Films to his list of freelance clients. He does compositing work while continues to build his [illustration portfolio](#). **Bob Nguyen (1985)** is a Sr. Project Manager at Ascent Media - one of the world's largest providers of integrated global services for the creation, management and distribution of media content. **Rich Schritter (2005)** joined Electronic Arts as an Environment Artist. **Paul Sluis (1986)** is Associate Principal Engineer at Illumina, Inc. in Hayward. He has an extensive background in biotechnology instrument design, automated data acquisition and control and all aspects of PCB design, layout and test. **Brad Sterling (1997)** is CEO at [Mastermind Sports](#) - an online Fantasy Football league - and is Web Interface Developer for the California Chamber of Commerce. **Peter Tebault (2007)** works at 2Wire in San Jose as a Sr. Manager, Process Improvement where he optimizes business processes within the Product and Services groups. **Kyle Van Meurs (2008)** is doing contract work for Cast Iron Games in Redwood City. **Eric Voxx (1993)** is a Sr. Technical Support Engineer at InMage Systems of Santa Clara. **Jason Werner (1996)** works at Yahoo as a Sr. Production Engineer. **Ronald York (2007)** is a Deputy Fire Chief with the Sierra Vista Fire Department. He recently wrote an article for the [Sierra Vista Herald](#) Review about the department's unique Citizens Fire Academy.