

News Release
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SBCC Foundation Welcomes Four New Board Members
Robin Cerf, Philip J. Wyatt, PhD, Roger Durling, and Pedro Paz, PhD Elected to
SBCC Foundation Board of Directors

Robin Cerf, Philip J. Wyatt, PhD, Roger Durling, and Pedro Paz, PhD have been elected to the SBCC Foundation Board of Directors, each beginning a three year term in 2015. Selected for their passion, talents, and dedication to SBCC's mission, the new members join an extraordinary group of leaders committed to developing philanthropic support for Santa Barbara City College.

“Strong board leadership is critical for any successful organization,” said SBCC Foundation CEO Geoff Green. “I am thrilled to welcome Robin, Phil, Roger and Pedro to the SBCC Foundation Board of Directors. As new members, they bring new perspectives, skills, and energy to an already outstanding board. All are highly regarded community leaders, and we are grateful that they are committing their considerable talents to our efforts to bring much needed resources to Santa Barbara City College.”

A San Francisco native, **Robin Cerf** is now a Santa Barbara resident who has quickly assimilated to the community's vibrant cultural offerings. An art collector with a passion for modern art, Robin is on the Collector's Council Steering Committee and the Capital Campaign Committee for the Santa Barbara Museum of Art. She is also engaged with UC Santa Barbara's Arts and Lectures; the Taubman Symposium; Jewish Welfare Federation; Community Arts Music Association (CAMA); and the Music Academy of the West. Most recently, Robin worked with Santa Barbara City College's Running Start Program, which was a thrilling experience as she is a longtime advocate for learning services programs in schools.

Robin holds a degree in journalism/public relations from the University of Southern California (USC), and spent most of her professional career working for the leading advertising agency Ogilvy & Mather. Her husband Daniel is the CEO of SF Party, a San Francisco based wholesale/retail party supply company. Robin has three sons who live in Los Angeles and Santa Barbara.

Philip J. Wyatt, PhD is the founder and chief executive officer of Wyatt Technology, a company manufacturing multi-angle light scattering instruments for absolute molecular weight determination. He was nominated by the National Academy of Sciences as one of 15 finalists for the United States' first Scientist-Astronaut Selection Program. In 2003, he was named Graduate of Distinction by the College of Arts and Sciences at Florida State University. He is the American Physical Society's 2009 recipient of the Prize for Industrial Applications of Physics.

In addition, Philip is a fellow of the American Association for the Advancement of Science, the Optical Society, and the American Physical Society. From 2012-2013, he was the chair of the American Physical Society's largest unit, the Forum on Industrial and Applied Physics.

The author of more than 70 publications, Philip has co-authored or contributed to 11 books. He has had over 30 domestic patents issued relating to laser light scattering and other technologies and over 60 derived foreign patents and new filings. He is a Registered Agent before the U.S. Patent and Trademark Office.

Philip received his undergraduate education in liberal arts, physics, and mathematics at the University of Chicago, and Christ's College, Cambridge. He received a master's degree from the University of Illinois and a doctorate degree from Florida State University.

For more than a decade, **Roger Durling** has been the executive director of the Santa Barbara International Film Festival. In this role, he has grown the festival from a community event into an international attraction with films from around the world. This includes establishing a series of industry panels, producing numerous celebrity tributes, developing the Cinema Society for yearly subscribers, and creating the 10-10-10 filmmaking competition for college and high school students, to name a few.

Concurrently, Roger is an adjunct film studies professor at Santa Barbara City College, where he teaches courses in film appreciation, film genres, and great directors.

Roger is passionate about supporting education, and is a member of the Leadership Council of his high school alma mater the Peddie School, a preparatory school in Hightstown, New Jersey. The Peddie School is committed to the intellectual, social, and moral growth of individuals with diverse talents and backgrounds whose excitement, curiosity, and character create an educational community where passion for learning grows.

In 2004, Roger received the Santa Barbara Downtown Organization's Citizen of the Year award. He holds a bachelor's degree from Syracuse University and a master's degree from Columbia University.

A Santa Barbara native, **Pedro Paz** has expressed his passion for education through his involvement with a variety of local nonprofits, educational organizations, and causes. Currently he is employed by the County of Santa Barbara, working as the program and evaluation manager for First 5 Santa Barbara County. First 5 partners with individuals and organizations throughout the county, supporting the health, early learning, and well-being of children pre-natal through age five, and their families. Previously, Pedro worked for a number of local organizations including La CASA de la Raza, UC Santa Barbara, and both the Santa Barbara and Carpinteria school districts. For nearly three years, he was employed by the County of Merced, ultimately serving as the executive director of First 5 Merced County.

Pedro is committed to serving his community and giving back to causes that contribute to its diversity and vibrant nature. He is a member of CAUSE Action Fund's Board of Directors, a member of the steering committee of the annual SB County School Wellness Summit, and is a

trustee for the Santa Barbara Unified School District Board of Education, having been elected to the board in 2012. He is also a former commissioner for the County of Santa Barbara Human Relations Commission.

Pedro attended Dos Pueblos High School and Santa Barbara City College. He received both his master's degree and doctorate degree in education, specializing in language, culture, and literacy from UC Santa Barbara.

About the SBCC Foundation

The SBCC Foundation was established in 1976 to provide Santa Barbara City College with private financial support through sustained philanthropy. The foundation acts in partnership with the college and bridges the gap between available public funding and institutional need, as determined by the college leadership. Serving as the vehicle through which individuals and organizations may invest in the college, the foundation fuels the educational excellence that has long been the hallmark of SBCC. The SBCC Foundation provides more than \$4 million annually for student success programs, scholarships, book grants, and other critical needs of the college in order to support SBCC students as they prepare for careers, transfer to four-year universities, and pursue lifelong learning goals.

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