CAL POLY REPORT, APRIL 29, 1998

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Students use 'wascally wabbit' to win one

"What's up, Doc?"

A national first-place title, that's what. Five Cal Poly agribusiness students used the "wascally wabbit" in a marketing plan that earned top honors in the National Agri-Marketing Association's student competition held in Dallas. Cal Poly's team used an actual client, Tanimura and Antle, a Salinas-based produce company. The students suggested the company buy the rights to use Bugs Bunny on packages of baby carrots and ranch-dip 'Rings designed to fit into children's lunch boxes.

The product with Bugs on it went on sale in January national sales. A 32-ounce container will be priced at $2.50.

For information, call ext. 6-1511, or e-mail articles, suggestions, and questions to polynews@polymail. Items can also be faxed to ext. 6-6533.

Position vacancies

Vacancy information and applications for the following positions are available from the appropriate Human Resources office. Vacancy information can also be accessed from the Cal Poly home page on the World Wide Web (address: www.calpoly.edu; click on "General Information.")

FACULTY (Adm. 312, ext. 6-2844):

Candidates interested in faculty positions are asked to contact the appropriate department office at the phone number listed for more information and an application. Applications, including applicant qualifications and experience, and timebase where applicable, unless otherwise stated.

Closing Date: May 15

#83104: Lecturer Pool (part-time), Environmental Horticultural Science Department.

The department is establishing a pool of applicants for possible part-time positions during fall, winter and/or spring 1998-99 teaching undergraduate environmental horticulture, Ph.D. or master's degree preferred. B.S. required in related technical field with substantial and appropriate industry experience. Prior teaching experience desired. Applicants should possess an M.A., M.S., or M.F.A., or comparable professional-level experience. University teaching experience preferred. Contact Art and Design Department (756-1149) for application requirements.

#83105: Lecturer Pool (part-time), Art and Design Dept.

The department is establishing a pool of applicants for possible part-time positions during summer, fall, winter and/or spring 1998-99 teaching basic design, ceramics, sculpture, 3D design, art history, photography, graphic design, drawing, watercolor, computer 3-D modeling and animation. Applicants should possess an M.A., M.S., or M.F.A., or comparable professional-level experience. University teaching experience preferred. Contact Art and Design Department (756-1149) for application requirements.

#83106: Food Science and Nutrition Dept.

The department is establishing a pool of applicants for possible part-time positions during fall, winter and/or spring 1998-99 teaching undergraduate courses in the food science program (master's degree in food science or related field required; teaching or industry experience preferred) or in the nutritional science program (master's degree in human nutrition, dietetics, or related field—must include graduate courses in nutrition—and teaching experience required). R.D. preferred for some appointments. Apply to Mary Pedersen, Chair, Food Science and Nutrition Department.

#83114: Lecturer Pool (part-time), Soil Science Dept.

The department is establishing a pool of applicants for possible part-time positions during fall, winter and/or spring 1998-99 teaching introductory soil science, rocks and minerals, soil interpretation and management, lectures, activities and labs. Ph.D. desired or master's degree in soil science required. Previous soil science teaching experience desired. Contact Thomas J. Rice, Chair, Soil Science Department.

#83115: Lecturer (full-time), Theatre and Dance Dept. (805/756-1465).

One-year appointment for 1998-99 academic year; available September 1998 (minimum salary for this position is $35,000). Scenic/costume/lighting designer and stagetech/teacher designer for three-show, mainstage season in a 500-seat proscenium theater. Teach stagetech in large, well-equipped scene shop and teach one design course per quarter. Supervise staff stage technician and student assistants in technical area. Department design center includes a Mac G3-based design system with automated laser printers, scanner and plotter. M.A.F.A., college teaching experience and/or commensurate professional experience required. Application will be for recurring ten- to fifteen-position track next year. Contact Al Schupp, Head, Theatre and Dance Department.

FOUNDTION (Foundation Adm. Building, job line at ext. 6-7107).

All Foundation applications must be received (not just post-marked) by 5 p.m. of the closing date. (No faxes.)

Closing Date: Position is open until filled; review of applications begins on May 8.

#321-3: Lecturers, Specialists, and Research Assistants, Food Science and Nutrition Dept. (805/756-2279).

The department is recruiting for part-time positions during fall, winter and/or spring 1998-99 teaching undergraduate courses in the food science program (master's degree in food science or related field required; teaching or industry experience preferred) or in the nutritional science program (master's degree in human nutrition, dietetics, or related field—must include graduate courses in nutrition—and teaching experience required). R.D. preferred for some appointments. Apply to Mary Pedersen, Chair, Food Science and Nutrition Department.

#3213-2: Research Associate, Dairy Products Technology Center.

Conduct independent research on biochemistry, microbiology, and culture of fermented dairy foods. Requires Ph.D. degree in animal, food, or bioengineering microbiology and experience to work with specific bacterial strains, including lactic acid bacteria and foodborne pathogenic bacteria. Must be able to work independently and under minimal supervision. Prior experience in dairy microbiology or related field desired. Position will be dependent on funding. University teaching experience desirable. Send letter of application with résumé and three references to: Melody DeMeritt, English, Fisher 286. Deadline: May 8.

#3213-3: Postdoctoral Research Assistant, Dairy Products Technology Center.


CAMPUS (Cal Poly bstg, 1500 N. Campus Rd., San Luis Obispo, CA 93407). University Human Resources. (805/756-2279)

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Exhibits:

#920: Student exhibit. Application due May 15.

UCCS (UCCS Adm. Building, ext. 6-2471)

Career Center.

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Exhibits:

Galleries are available for small group exhibits. For more information, call ext. 6-7107.

(Continued on page 2)
•• 'Wabbit'  (Continued from page 1)

DeMeritt to speak on technical writing

English lecturer Melody DeMeritt will speak on "Technical Writing Inside and Outside the University" on Thursday, April 30, as the next presentation in "What Else We Do," an English Department Faculty Forum. The talk and following discussion will be from 11 am to noon in Fisher Science 286.

DeMeritt, who teaches in the Technical Communications Program, has extensive professional technical writing experience. The presentation will show how writing skills can be developed into a professional career. For more information, contact the English Department at ext. 6-2296 or series organizer Debora Schwartz at 6-2636.

Final two ASI finalists to give presentations

The final two finalists for the position of ASI executive director will give public presentations in the next few days:

• Paul Simon, former executive director of Queens College Student Services Corp., New York, Thursday, April 30.

• Denise Hopkins, administrative assistant, ASI, CSU Stanislaus, Monday, May 4.

The presentations will be from 1:30 to 3:30 pm in the Staff Dining Room.

Facilities has e-address, phone number for info

Facilities Planning has set up an e-mail address for inquiries about new projects on campus and will use the former utilidor telephone hot line as a general project information line.

The info line — ext. 6-6808 — will have a general greeting recording, followed by specific projects e.g., "Press 1 for information on the sports complex. Press 2 for information on the academic structure," etc.

If you have questions, concerns, or general comments about facilities projects, you can e-mail facility.poly.edu/contest. The messages will be answered by Debby Ryan.

Please be aware of the following information about either the e-address or the info line itself, contact Ryan at ext. 6-6808.

California Art exhibit to be on campus May 4

Employees can consult with Mary Ellen Bangs, a representative of Atria Sensuality, from 10 to noon Monday, May 4, in Human Resources and Employment Equity, Admin 110. The show will give quotations and information on auto insurance policies as well as homeowners', renters', motorcycle, boat, mobile and vacation home, and rental insurance.

The policies are available through payroll deduction for all CSU employees who work half-time or more.

Appointments are not necessary, and questions will be answered on a first-come basis. Interested employees unable to meet with Bangs on Monday may call California Art gallery at 986-4399.

Grad to exhibit 'symbolic landscapes'

Arroyo Grande artist and Cal Poly graduate Sandra Johnson will exhibit paintings from Wednesday, May 6 through Thursday, June 6, in the UA Gallery.

The show, "A Sense of Place," is the final gallery exhibit this academic year.

Everyone's invited to an artist's reception from 3 to 5 pm Saturday, May 9.

Johnson will exhibit "symbolic landscapes" in oil, acrylic and encaustic, an ancient technique combining beeswax and oils.

"This exhibit is about working connections," Johnson said. "Connections across time and space, connections that unite mankind, connections that help me identify my own place in the world."

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Students can design library's "poster of year"

The Kennedy Library has announced its final five student candidates to design the official "library poster of the year." The winner, which will be displayed in the library, will be used as a gift to students and a promotional item for parents, alumni, community members, and special library guests.

For more information, call ext. 6-1182.

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Five women to exhibit 'in her image' in Gallery

Five women artists have been invited to exhibit their work in a thought-provoking show titled "In Her Image: The Female Sensibility as Explored Through Figurative Imagery," scheduled to run from Friday, May 15, through June 10, in the University Art Gallery.

An artists' panel is scheduled at 6:30 pm and an opening reception at 8 pm on May 15 in the Gallery, which is located in the Mariposa Building.

The exhibit will include a variety of media, from oil paintings on wood to computer-generated graphic art and an "installation." The show is the final University Art Gallery exhibit this academic year.

The artists, all Southern Californians except for one, are Jade Jetvett, Margaret Lazzari, Janice Ledgerwood, Marilyn Prescott and Holly Roberts of Corrales, N.M. They were invited by Joanne Ruggles, curator, professor, and studio coordinator for the Art and Design Department.

In curating this exhibit," Ruggles said, "I selected artists who are interested in using their artistic voice in combination with the human figure to create a new image of ourselves, their life experiences and their beliefs.

"Although many of these artworks deal with tough subjects — exclusion, divorce, sexual violence, or segregation — power relationships based on gender or race — at the same time they hopefully and honestly portray beauty, strength, survival, as well as rights," Ruggles said.

Jettvett, who teaches art at Cal State Fullerton, is interested in how figurative painting reveals very specific cultural values.

"My paintings combine intensely sod­

Agribusiness prof Duarte wins 'Regency prize'


Duarte, who rides the city bus to campus, has been a registered ride­

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the green alligator on the carrot wrap-

ted with images of the infamous rabbit.

The team also made recommenda-
ions for the future.

At the NAMA contest, the teams gave a 20-minute presentation and completed a detailed marketing report that included financial data, budget projections, and product-launching and advertising information.

Cal Poly's competitors included teams from 29 universities, including the major land-grant colleges such as Michigan State, Ohio State, Texas A&M, Penn State, UC Davis and Purdue.

The Cal Poly team presented an agribusiness student Megan Judge, Felise Errie Kiddie, Kristina Lynne Kish, Dawn Prescott, J.J. Lucas, and Bret Venable.

Cal Poly has won the contest seven times since it began in 1977 and is the only school to have ever won more than twice.

DeMeritt was coached by agribusiness professor Phil Doeb with help from professors Jim Abern, Jay Noel and Marianne Wolff.

DeMerit to speak on technical writing

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For more information, contact the English Department at ext. 6-2596 or series organizer Debora Schwartz at 6-2636.

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- Denise Hopkins, administrative di-
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The presentations will be from 1:30 to 3:30 pm in the Staff Dining Room.

Jacquie Paulsen, coordinator of com-

munication, said she is interested in how figurative

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For information on registering, call ext. 6-2596 or English Department at ext. 6-2596.

For more information, call Ruggles at ext. 6-1562.

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Jett, who teaches art at Cal State Fullerton, is interested in how figurative

painting reveals very specific cultural values.

"My paintings combine intensely sud-
dy images with surreal, erotic and computer-generated graphic art," she gradu-

ated from Cal Poly with a degree in applied art and interior design and has designed visual art from Vermont College of Norwich University in 1997.

The exhibition will be on view Tuesday and Wednesday from 10 am to 5 pm; Thursday, 10 am to 8 pm; Friday, 10 am to 4 pm; and Saturday and Sunday, noon to 4 pm.

For more information, call ext. 6-1182.

Students can design library's "poster of year"

The Kennedy Library has announced its first Student Competition to de-

sign the official "library poster of the year." The student, who will be chosen as the winner, will be paid $250.

"This is the first time that the library has held a competition for a library poster," said Susan C. McNamee, library coordinator, who announced the competition.

The library received 20 entries for the poster and will announce the final winner on May 5.

For more information, call ext. 6-6806.

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For more information, call ext. 6-6808.

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California College Art Gallery

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Monday, May 4, in Human Resources and Employment Equity, Admin. 110.

Agribusiness professor Art Duarte

said.

Everyone's invited to an artist's reception to exhibit paintings done in acrylic and oil on canvas. Trusting dreams and memories as a source of imagery and as a means to reveal common truths, Prescott gives new

context to old family photographs to ex-

plore the psychology of gender roles, fam-

ily interaction, and occult symbology.

The show, "A Sense of Place," is the final University

of the Art and Design Department. The show will be featured on the library's Web site and in the library newsletter. The competition is being co-spon-

sored by University Graphics Systems.

For more information or a copy of the competition poster, contact library administra-

tion at ext. 6-2345 or check out the guidelines at www.lib.calpoly.edu/context.

DATELINE

(Continued from page 1)

Wednesday, May 6 cont'd:

Take Back the Night: Speaker Emily Spies-Dissel's, a microphone session, campus march, Chumash, 7 pm.

Friday, May 8:

Baseball: Long Beach State, SLO Stadium, 7 pm.

Music: Singer-songwriter Nels, Cohen Recreation, 7 pm.

Music: Shelley Schweiger student flute recital, Davidson Music Center 218, 7:30 pm.

Saturday, May 9:

Baseball: Long Beach, SLO Stadium, 1 pm.

Music: Vocal Jazz Spring Concert with the Cal Poly Vocal Jazz Ensemble and L.A. Jazz Choir, Cohen Center, 8 pm.

Sunday, May 10:

Baseball: Long Beach, SLO Stadium, 1 pm.

Thursday, May 14:

Play "A Streitenburg Named Desire." Theatre, 8 pm. Also May 15-21 and 23-25.

Friday, May 15:

Play "A Streitenburg Named Desire." Theatre, 8 pm. Also May 16 and 21.

CAL POLY REPORT, APRIL 29, 1998

Agribusiness prof Duarte wins 'Reggie' prize

Agribusiness Professor Art Duarte won 1998's first 'Regisire' Ridership program prize — a 540 Seb Thomas travel clock with AM/FM radio.

Duarte, who rides the city bus to campus, has been a registered rider-

sharer since 1994.

All employees who register and use some form of ridesharing 15 or more days in a month are entered in the quarter-

ly prize drawing.

For information on registering, call Jacquie Paulsen, coordinator of com-

puter services, at ext. 6-6480.
Position vacancies

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FACULTY (Adm. 312, ext. 6-2844)
Candidates interested in faculty positions are asked to contact the appropriate department office at the phone number listed for more information and an application. Applicants should have the appropriate computer application materials to the department chair unless otherwise specified. Rank and salary are commensurate with qualifications and experience, and timebase when applicable, unless otherwise stated.

Students use 'wascally wabbit' to win one

“What’s up, Doc?”

A national first-place title, that’s what.

Five Cal Poly agribusiness students used the term “wascally wabbit” in a marketing plan that earned top honors in the National Agri-Marketing Association’s student competition held in Dallas.

Cal Poly’s team used an actual client, Salinas-based produce company Taniuma and Antle. The students suggested the company buy the rights to use Bugs Bunny on packages of baby carrots and ranch-dip salad ring designed to fit into children’s lunch boxes. The product with Bugs on it went on sale in January nationwide. Sales rates have been strong in all areas.

The idea for the packaged carrots was developed last year as a student project. This year’s winning marketing plan grew out of that project.

The carrots’ original label used the image of a cartoon-character green alligator. While doing research for their project this year, the marketing students found a company that had used Popeye’s image to boost its market share of spinach from 2 percent to 20 percent in two years.

Consumer recognition appeared to be the reason for the higher sales.

On the students’ recommendation, Taniuma and Antle negotiated a licensing agreement with Warner Bros., and

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