Businesses still mourn the loss of Poly Royal

Former annual open house was a ‘huge part’ of local economy

By Silas Lyons
Staff Writer

A row of Poly Royal buttons lies in a small black coffin in the front window of Stan Carpenter’s downtown San Luis Obispo store.

“Put it up there when I was canceled,” Carpenter, a 1982 Cal Poly graduate, said. “I’d sure like to see a way to keep the Poly Royal tradition alive. It’s been a huge part of our business,” said Pete Brubeck, owner of Brubeck’s, a local bar on Higuera Street.

Carpenter said the reality of how quickly Poly Royal had faded struck him when a propane truck driver on Saturday hit the bygone event.

“What’s Poly Royal?” the younger man replied.

“It didn’t dawn on me how serious this was until (that happened),” Carpenter said. “I decided it was time to really bring back awareness.”

Hence the display in the front window of Hills Office Products.

Carpenter’s sentiments echo those throughout the San Luis Obispo business community, where proponents of Poly Royal cheer memories being taken to heart in some form, and dissipaters are hard to find.

“Poly Royal was just a huge, huge part of our business,” said Pete Brubeck, owner of Brubeck’s, a local bar on Higuera Street.

Brubeck said he felt eliminating the event altogether was an overreaction.

“When we’ve got a broken arm, we don’t cut it off. We set it, we fix it,” he said.

Jami Kiff, operations coordinator for the Apple Farm restaurant and motel, agreed.

“I know the students really don’t even know if it’s down in the face of the city, she said of the 1990 riot. “But they should be given a chance to redeem themselves.”

Kiff’s involvement with the motel has given her an inside view of the impact of Poly Royal’s cancellation upon prospective Cal Poly students.

“We get a lot of people calling and wanting to know when it is, because they want to come up and see Cal Poly,” Kiff said.

Kiff said she doesn’t like telling customers the event has died. As a 1990 Cal Poly graduate, she said she misses the open house for more than business reasons.

“I think it’s just a real disappointment for the Poly Royal kids who can’t show off like it was, because it is such a great tradition,” Kiff said.

The financial concerns, however, are also quite compelling, she said.

“For us Poly Royal was always like a graduation weekend, where we were sold out weeks in advance,” Kiff said. “It definitely impacted our bottom line. I think it impacted our hotel tremendously.”

Carpenter told the student he had banned trash at 7:30 on a Saturday morning doesn’t sound like something that would improve a relationship.

But when the relationship is one which some say has love written all over it, anything might help.

In an effort to improve relations between Cal Poly and the city, students and members of the community Saturday morning picked up trash and swept downtown streets in the 19th annual Good Neighbor Day.

Are the relations between Cal Poly and city really getting any better?

A few of the city’s officials who participated in Saturday’s event said they feel the relationship between the city and students is improving.

San Luis Obispo Mayor Peg Pinard said it was nice to see everyone “pitching in” and doing their part.

“I think the day was a great success,” Pinard said. “People were all over town in so many different places. Visibility for our students was great.”

City Council Member Allen Settle agreed.

“This event gives the students a good chance to show the people of San Luis Obispo that they want to take an active role in the community,” he said.

Settle said a program like Good Neighbor Day brings the students and the community together and promotes the return of Poly Royal.

“I think we are already seeing the return of Poly Royal in these smaller events which are breaking place,” Pinard said. “I am in support of its return.”

However, some Cal Poly students said they don’t see the relationship improving from events like Saturday’s.

Eric Oxford, a construction management senior, said that Good Neighbor Day was only “image.”

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Burke said she is especially negative toward her neighbors because a party she threw two weeks ago was broken up by 8:15 p.m.

Burke’s roommate, Kristen Hewitt, an applied art and design sophomore, also said she was frustrated when their party had to end so early.

“I could understand if it was 10 p.m. because that is when people are already ‘pitching in’ and doing their part,” she said.

Burke said the city’s officials were relatively calm when they arrived at her party.

“I think the day was a great success,” Pinard said. “People were all over town in so many different places. Visibility for our students was great.”

But the enthusiasm toward Poly Royal’s return might help.

Brubeck, who described the effort of police against partiers in 1990 as “pissing in the ocean,” said he’d like to see the San Luis Obispo Police examine concerns.

See POLY ROYAL, page 6

Students, citizens clean up SLO rep

By Heather Crookston
Staff Writer

Trekking through San Luis Obispo Creek picked up abandoned trash at 7:30 on a Saturday morning doesn’t sound like something that would improve a relationship.

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See POLY ROYAL, page 6
New York, N.Y.

Like a scolding from the principal to an underachieving pupil, a report released last year by the White House has summarized just how far American education is from where it needs to be.

"Our results have been disappointing. I don't think there's any question we're still at risk." Terrel H. Bell, Former Education Secretary

"There has been some small progress. But we're still not doing the rigorous course work called for in 'A Nation At Risk.' Our standards and expectations are still not where they should be," said Bell, now an education consultant in Salt Lake City.

The report sounded alarms that shoddy education was undermining America's global leadership in commerce, industry, science and technological innovation. At the time, 35 states required only a single year of mathematics and a single year of science for a high school diploma.

"This just flattened everything," Gov. David Walters said after seeing the damage in Tulsa and suburban Catoosa. Walters sent about 100 National Guardsmen to the area.

"With a missing child, I didn't pay a whole lot of attention to the property damage," Walters said from a demolished truck stop when he was asked about the destruction.

State emergency director Tom Feuerbom called a disaster declaration to make federal funds available.

"This just might be the real thing. It's a carpet ride that just doesn't stop," Walters said about 100 National Guardsmen to Catoosa and said he would ask President Clinton for a disaster declaration to make federal funds available.

Workers rally to save jobs

Tulsa, Okla.

State emergency director Tom Feuerbom called a damage estimate of $100 million "very loose." He said he hoped to have better totals after teams from the state and the Federal Emergency Management Agency checked the area.

Feuerbom's state Department of Emergency Management initially reported 10 deaths, based on reports from ambulance services, but he said Sunday seven deaths had been confirmed. He said 16 people had been admitted to hospitals.

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United States' schools are still at risk ten years later

Tulsa, Okla.

National Guardsmen searched for a missing child and residents picked up belongings Sunday along the path of a tornado that killed at least seven, swept vehicles from a highway and smashed homes and businesses.

"This just flattened everything," Gov. David Walters said after seeing the damage in Tulsa and suburban Catoosa.

More than 95 people were treated for injuries ranging from cuts to burns.

The twister toppled a church in Tulsa. In Catoosa, it demolished at least 60 mobile homes, 23 houses and several businesses, Police Chief Benny Dirck said.

Authorities continued their search for a 4-year-old boy missing since the tornado hit Saturday night.

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Wranglers struttin’ their stuff...

Mustang Stampede ropes in the cowpokes for rowdy weekend of rodeo competition

Cal Poly played host to the 45th annual Mustang Stampede this weekend, drawing rodeo athletes from colleges and universities from throughout the West Coast. Cal Poly’s men’s rodeo team is ranked second in the National Intercollegiate Rodeo Association. The team has qualified for the national finals every year since the rodeo began at Cal Poly in 1948.

Events included barrel racing, shown at left, to steer roping, above.

Photography by Steve Pierce/Mustang Daily
They're ready to put new movie theaters here in San Luis Obispo — and they'll go against the No Fun Ordinance. Before long, they'll knock down their prices.

Just like the kind you'd find in a big city, the theater will have butter-flavored popcorn and big cardboard cutouts of stars in the lobby. It will likely have running water and flushing toilets, too.

This house of ill-repute will rub elbows with a new Gap and Express Limited. That's all right because Gaps and Limiteds aren't fun. They just sell clothes.

The new theaters clearly go against the No Fun Ordinance lawmak­ers so vehemently adhere to. They're rude to the passers-by, to the passion-laden darkness. With seven new screens in town, rival theaters will be beg­ging for something to show.

First they'll offer more Burt Reynolds movies. Then they'll knock down their prices. The next step?

Why, persons of course! Look at the potential for violence, too. Cal Poly students aren't fun. They just sell clothes.

Local residents can be a pain, too. Once, at Edwards Cinemas, the talk in a nearby row was something like this:

Child: "Mommy, what's that?"
Mommy: "That's a black pers­son, just.
Child: "Black person?"
Mommy: Yes, dear. Wesley Snipes.
Child: Waaaaaannaahh!
This, of course, is meant in good humor. I'm naturally glad to see some retail development in town. Movies and Gaps and Limiteds are good for students. Movies and Gaps and Limiteds may even buy newspaper ads.

I just feel weird about being happy about it, that's all. Like catching yourself waiting with ma and pa for the spacecraft to come to town. I used to be a city slicker-type, you know. Is this what my formerly urban life has come to?

All I know is this: My friend Toli, who was raised in a small Texas town, once told me official­ists throw a parade where a Dairy Queen set up shop there.

Thus, I laughed. Now I'm beginning to understand how they feel.

Oh well, so be it. Yeheah! Lights, please.

John Hubbell is Mustang Daily's news editor.

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Concerts hopes Kershaw helps even its record

By Todd Hogan/Staff Writer

When rising country music star Sammy Kershaw took the stage in Mustang Stadium last night, ASI Concerts was attempting to turn what one official called a "financial impossibility" — break even.

But the odds — and history — were against them.

"There's an assumption that when you hire a big-name act, you simply hire an artist, sell tickets, and naturally break even," said ASI Executive Director Roger Conway. "But that's not the way the industry operates."

ASI Concerts, a division of the ASI Program Board, is a group of student volunteers whose motto and function is to provide "quality entertainment to the masses," said Tim McWilliams, an ASI Concerts committee chair.

"We try to bring cultural, intellectual, stimulating and purely entertaining events to the campus for the benefit of students," McWilliams said. "We want to enhance the whole college experience by providing an array of entertainment opportunities."

Bringing entertainment to campus, however, involves money. McWilliams said. Since 1988, ASI Concerts has sponsored 19 shows, 15 of which lost money. In May 1991, a Bob Hope show in Mustang Stadium lost nearly $35,000.

That loss, however, was offset somewhat by a March concert featuring the hard rock of Living Colour. That Matt Gynn concert netted nearly $11,000 in profits.

This year, McWilliams hopes to end ASI Concerts' losing track record. An October 1992 show in Chumash Auditorium featuring Toad the Wet Sprocket made just over $2,000, McWilliams said.

No show in Mustang Gym last November made $10,000.

It's almost impossible — without subsidies — for a college campus to break even sponsoring concerts, Conway said. "That's the reality of the market."

At most college campuses, the average subsidy from the student body for concert promotions is between $70,000 and $100,000 per year, Conway said.

At Cal Poly, that average subsidy is $1,600, according to McWilliams.

"The fact is, most college campuses are highly subsidized," Conway said. "Some campuses are able to break even, but those schools usually have large halls available and are located in a densely populated area to fill it."

Typically, Conway said, larger schools with the necessary facilities succeed in concert promotion while medium-sized schools struggle and smaller schools generally lose.

Sometimes the smaller schools get lucky. Conway said they can hit a rising star in a small venue and make money.

Toad the Wet Sprocket in Chumash Auditorium is a perfect example, he said.

But most of the time, predicting a successful concert is "like going to the races," Conway said.

With the minimal subsidy granted to ASI Concerts, their most survival "defies the odds," said Erica Brown, chair of the ASI Special Projects committee. Brown also heads the Program Board Oversight committee, an ASI task force which reports to the Board of Directors on the efficiency of Program Board activities.

"Their ability to sponsor shows with nearly no subsidy from the students and function successfully with only an all-volunteer staff is amazing," Brown said.

ASI Concerts is one facet of the much larger Program Board, which consists of the Cultural Advisory Committee, Speakers Forum, Special Events and Films, Fine Arts and Concerts.

The Program Board's function, according to Brown, is to provide social, entertainment, educational, cultural and recreational avenues for students.

"College is not just going to class," Brown said. "Someone needs to offer other forums of activities outside the classroom. The university isn't doing it, so we need to."

Providing cultural and entertainment avenues, however, costs money — something Program Board doesn't have a lot of. In fact, Cal Poly has the second-lowest-funded Program Board in the country, at $28,000 a year, Brown said.

The average funding for a university's program board is about $110,000 annually, she said.

Ultimately, however, the success and future of ASI Concerts, and the Program Board in general, depends on the students.

"Students decide what they want and what they don't want," Conway said. "Many campuses have a mandatory $2 fee per quarter or semester that generates money for concerts and the Program Board. In essence, they've decided they want concerts and they have taxed themselves for it."

But the success of ASI Concerts may depend also on geographic limitations. And many people within ASI said they would be using last night's Sammy Kershaw show as a gauge to the potential success of any show at Cal Poly.

"We're trying to be realistic about a country music act to Cal Poly the same weekend as the rodeo and the Poly Agriculture Review, when we will be drawing big parts of people to the campus," ASI President Kristin Burnett said last week.

"If this show doesn't succeed, makes you wonder what will."

Indeed, said Conway, if the Kershaw show loses money, ASI Concerts could be "in jeopardy."

"It may turn out to be a market reality," Conway said. "This area may not be big enough to make money sponsoring concerts."

In that case, evaluations and revisions to the program may be necessary, focusing on fewer or smaller shows, Conway said.

In the meantime, Program Board is waiting anxiously to see if Sammy Kershaw can pull them through.

"People are nervous," Brown said. "If the show does well, we will all breathe a sigh of relief. If not, we'll have to ask ourselves what it's going to take to break even."

Editor's note: The above story is a slightly modified version of the original, which appeared in Friday's Daily. Due to production errors, that story was mistranscribed.
POLY ROYAL

From page 1

business community pick up the tab for out-of-town police officers who could assist Cal Poly police if the situation happened again. But other businesspeople, joined by San Luis Obispo Police Chief Jim Gardiner, don't think this should be an issue.

"I don't think you should have to have extra police," Ruff said. "I think it can be done correctly, and I think it can be better managed. I don't think the businesssman should be expected to pay for it."

Gardiner said any proposals earning his approval would modify the concept of Poly Royal significantly, building in deterrents to situations that might require police intervention.

Referring to the recent proposal for a "Cal Poly Open House," Gardiner said: "What we're talking about is something very similar to the open house that (several different colleges within the university) have got now. The only difference in the current proposal would be to bring the departments together."

Endorsement of the new plan comes from City Council members as well. San Luis Obispo City Council member and political science professor Allen Settle said he doesn't think the problems of the past forbade disasters for a revived open house.

The main condition, he emphasized, would be that this is a return to the original academic purpose of Poly Royal, as opposed to the alcoholic focus the event gained in its later years.

Settle said he feltinactive the new proposal would be the worst course of action. "I would rather take the chance and err on the side of proceeding with this," he said.

Despite its explosive climax, suggestions that it be reinstated have met with cheers — albeit a little reserved — from the unlikeliest quarters.

Arlene Zanchuck, a member of the board of directors for Resi­dents for Quality Neighborhoods (RQN), watched the 1990 riots from her windows. Zanchuck expressed a positive interest in the new plans for an open house.

"Personally, I think there should be something brought back to our community," she said. "The Poly Royals that I remember were wonderful."

She said if the focus is kept on Poly, not Party, none of the former problems should arise. She also said she felt police would be better prepared to handle problems.

"I feel that our local and Cal Poly law enforcement people will be much more alert from the very beginning," she said. Gardiner concurred.

"We'd be doing everything we could in a (preventive) sense," he said. "If we started to see any problem at all, we would deal with it immediately."

NEIGHBORS

From page 1

Dents, and those living in his neighborhood "have been very gracious and accommodating."

Walt Lambert, who coor­dinated Greek Affairs at Cal Poly, said there is "excellent feedback from the community during Good Neighbor Day."

Many community members "wait all year long for this" event, he said.

"Students always come back with a smile on their face," Lam­bert said. "They come back feeling proud that they helped the community."

BASEBALL

From back page

ter Phil James hit a sacrifice fly to centerfield. The top of the ninth in a game scheduled for seven in­nings, Jake Fegan tore into a throw error following Duke Munger sprinted across the plate for the winning run.

In the top of the ninth in a game scheduled for seven in­nings, Jake Fegan tore into a Molishon pitch and sent it out of the park for a three run shot. Munger followed with a triple down the third base line to tie the score at 5-5.

Highbee hit a chopper to right and beat out a throw to first as Munger sprinted across the plate for the winning run.

The Mustangs next face Cal Lutheran at SLO Stadium Tues­day. They then take on Cal State Dominguez Hills in a weekend home series beginning Friday night.

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As in the welcoming words of the Cal Poly Rodeo announcer: "Welcome to the state's top cowboys who rodeo in the Cal Poly Rodeo arena, Cal Poly's all-time win leaders."

on the day: "She didn't have enough dip in the loop." Translated: She used to blow the game open.

Not to be confused with the senior Mustang hurler Tricia Waayers out before each pitch. "Hah knee-ahhh!!!"

Our friendly announcer reminded the riders in the arena, here's the reply: "Well, it used to be when the spring rodeo came around, but I think the city may have annexed the rodeo grounds now."

Our friendly announcer knew the rodeo is the most family-watched American sport.

Of course I'd rather see a bull horned than an archer aim."

By completing a three-game sweep over Cal State Los Angeles, the Mustangs moved into first place in the California Collegiate Athletic Association.

The No. 12 ranked Mustangs defeated the Golden Eagles 10-5 Friday night and 6-4, 6-5 in seven innings on Saturday. The twinbill win put Cal Poly in first place in the CCAA and 25-14 overall.

The Golden Eagles (6-14, 24-16) have not beaten the Mustangs in two years and have never taken a series from the Mustangs since 1995.

Steve McFarland took the reins in his career, which puts him one shy of Bruce Freeberg's school record (96). McFarland said the Mustangs needed the sweep to snap the team's three-game losing skid — the longest losing streak of the year.

"We just have to keep winning and getting the (CCAA race) will take care of itself," McFarland said. "Everyone absorbes losses, and everyone is capable of beating anyone else."

Steve McFarland's complete-game win Friday night set the tone for Saturday's house-cleaning party.

The complete game was his fourth in five games and 24th in his career, which puts him one shy of Bruce Freeberg's school record.

Chergey finished the night allowing nine hits, seven strikeouts, and two walks.

The only run scored by the Mustangs in their 10-0 win was in the ninth and got a doubleplay to end the game.

The Mustangs led throughout the opener after getting off to a quick 4-0 start in the first inning with three consecutive doubles.

"I just didn't seem to get loose (before the game)," Chergey said. "I got into a groove after the first inning and ended up throwing pitches where I wanted for strikes."

The Cal Poly men's and women's track and field teams traveled to Fresno this weekend to square off against UC Davis and Fresno State.

The Bulldogs left little question about who was the dominate team, as they demolished both Cal Poly and UC Davis, almost doubling their score in both the men's and women's competition.

The Cal Poly men finished third, scoring a measly 33 points. UC Davis placed second with 54 points, well behind Fresno State's 107.

In the women's meet, Fresno won with 30 points, followed by Cal Poly (38) and Davis (39).

Some of the individual standout for Cal Poly were highlighted in the 1,500-meter run. Coley Candade and Kevin Berkowitz finished first and second, with Candade's time coming in at 3:51.71.

In the pole vault competition, Mustang senior Adamick cleared the bar at 17-4 1/2, vaulting five inches higher than his nearest competitor.

The men's high jump saw the duo of Gabby Manville and Aaron Madsen edge a neck-and-neck second and third respectively for the Mustangs.

In the women's individual events, Allison Elliotte cruised to an easy victory in the javelin throw and Kelly Flather placed first in the 1,500-meter run.

In the 1,600-meter relay, Cal Poly's team of Doug McLean, Dan Embree, John Linker, Gabby Gabrielson and Gabby McFarland edged a Fresno State team by less than a second.

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