Remembering Rachel

Hundreds hold downtown vigil

By Cindy Carcamo
Mustang Daily

Hundreds hold a downtown vigil in memory of Rachel Newhouse on Thursday, a year after her death. The candlelight vigil was held at the Mission Plaza Amphitheater to raise awareness and support for the cause of ending violence and supporting bystanders.

Packed Chumash says final goodbye

By Rena L. Sripromang
Mustang Daily

Chumash, San Luis Obispo, and residents gathered at the Mission Plaza Amphitheater to celebrate the Chumash culture on Cesar Chavez Day.

Moffatt, Johnson will take over ASI leadership

By Bryce Alderton
Mustang Daily

John Moffatt was elected ASI president, succeeding Kolsert Walters, who served two consecutive terms. Johnson will take over as vice president and chairman of the Board of Directors.

Editor's Note

Some Cal Poly graduates take “learn by doing” to the fullest extent by starting companies from their senior and class projects. Thanks to Cal Poly, San Luis Obispo has seen a variety of businesses originate in this area home like Kona’s deli, Spice Hunter, Mountain Cycle and Oddworld. In this issue, we take a look at two of the unique businesses that grew from Cal Poly’s “learn by doing” spirit.

Several graduates take credit for the growth of Jamba Juice, which opened its first store in September of 1991. The company has plans to open 1,000 stores by 2002. Moffatt says Jamba Juice has a special history among Cal Poly alumni because the company was started by a team of students.

John Moffatt
Associated Students Inc. president

I felt right for life

Cal Poly graduate Jason Zinn started Feel Good for Life Inc. in 1993. The company’s products offer help to people with various illnesses, ranging from arthritis to basic sleeping discomforts.
Poly, Cuesta ‘health nuts’ blend well

By Sara Henrikson
Mustang Daily

The smell gets you first. Fresh squeezed orange juice, bananas, raspberries and whey proteins overwhelm your senses.

Then you notice the vibrant colors, the perks employees and the sound of blenders mixing drinks for a long line of anxious customers. Jamba Juice was born when a Cuesta College student was looking for a healthy fast food alternative. He and three Cal Poly students created the company, first named Juice Club, in 1990. It started in its present location on Football Boulevard and Chorro Street.

Kirk Perron, a former Cuesta student; Kevin Peters and Joe Vergara, Cal Poly business administration graduates; and Linda Olds, a business graduate with an MBA in marketing, met in different places at different times.

“Linda and Kevin knew each other from working in a local pharmacy,” Vergara said. “Kevin and Kirk met through the SLO nightlife, and I knew Kevin from an American Literature class. I met Kirk when I worked at Blazing Blenders and was calling local grocery stores looking for overripe bananas.”

Vergara got eight huge boxes of bananas and took them to the cashier, who turned out to be Perron. He recognized Vergara from Blazing Blenders, and approached him with the idea of Juice Club. Perron is a self professed health nut and a classic entrepreneur, according to Vergara.

The three founders (Olds got involved two years later) opened their first store with a menu of 25 smoothies and 14 additions. Vergara said he took the best of the best smoothies from Blazing Blenders and “added more fruits to get up to the five-a-day guideline,” he said.

He also went down a list of fruits and created smoothies out of those that were underrepresented in their menu.

They now own 235 stores throughout 13 western states. They offer 127 smoothies and 6 juice Boosts, which are combinations of the original additions. Venture capital made the growth possible.

The concept was slow to catch on. In the first year, Vergara said, they often worked that first store alone.

“We thought we needed help if three customers were in the store at once,” he said.

It started with seven employees, and now there are 75 in its “Customer Support Center” in San Francisco, and around 5,500 employees in its stores.

“We take pride for identifying the smoothie as a healthy alternative to food,” he said. “Smoothies have been around for ages, and we took it to the next level, like Starbucks did for coffee. We wanted to have something for everyone. We built the concept around doing things as we would want them done.”

Vergara said the company wanted products they would feel comfortable offering their families, and more to treat customers as they should be treated.

Correction policy
Mustang Daily publishes corrections on its own and in its own voice as soon as we are told about a mistake by anyone — our staff, an uninvolved reader, or an aggrieved reader — and can confirm the correct information. This policy, however, should not be taken for a policy of accommodating readers who are simply unhappy about a story that has been published. For corrections or complaints, contact editor Ryan Becker at (805) 756-1796 or editor@mustangedaily.calpoly.edu

Survey Week is Here!
How do you get to campus?

For all students, faculty and staff
Fill out the survey on the Web
at Cal Poly’s home page under “What’s New?” Or come to the fair Tuesday, May 4 • UU 220 11:00-1:00 — Prizes
Commuter Services 756-6880

Celebrating success:
Since its founding in 1990, Jamba Juice has earned a new name and grown to include 235 stores throughout 13 western states and offer 17 smoothies. Above, founder, Kirk Perron, along with Linda Olds, traveled to San Luis Obispo to celebrate the company’s name change.

Jamba Juice has big plans for the future. It recently acquired Zuka juice, a similar company with stores in Texas, Washington, Oregon, Nevada and Utah, which results in its presence all over the West.

The company has plans to expand nationwide. Vergara said over the next three months, new stores will open in Hawaii, Boston and Chicago.

“We hope to evolve to 1,200 stores by 2002, but we definitely feel a connection to our roots in SLO.” Vergara said. “The two stores there are some of the few that still have original products, and original blenders.”

When Jamba Juice introduced new blenders, San Luis Obispo residents were upset, and demanded the old blenders be returned. Vergara said because the company started here, it did what customers wanted, and replaced the blenders.

The four founders still run Jamba Juice today. Perron is the CEO, Vergara is the director of research and development, Peters is the director of partnerships with other companies and Olds is the director of marketing.

Vergara said what he learned at Cal Poly helped him a lot.

“The business degree program was so varied that it touched base with everything from accounting to marketing to branding,” he said. “It was exactly what I needed to start the business. My senior project was to install and set up an accounting program for a small business, and that’s what I did for Juice Club.”

Vergara offered some advice to students interested in starting their own business. He said the secret is to listen to experts, and then figure out what you want to do.

“Listen to your customers,” he said. “Do everything the way your gut tells you to, and balance the advice you get. Do things the way you want them done in term of customers and products.”

It certainly worked for Jamba Juice.
Mustang Daily
Friday, April 30, 1999
3

Feel Good just felt right for life

By Danielle Samaniego
Mustang Daily

Three Cal Poly alumni have made a business selling their “FeelGood” physical therapy products, and they couldn’t feel any better about it.

FeelGood for Life Inc., started in 1993, now brings in about $15 million annually.

The company’s products offer help to people with various ailments, ranging from arthritis to basic sleeping discomforts.

Jason Zinn graduated from Cal Poly as a physical therapy major in 1992. After working almost two years for a San Diego company that specialized in orthopedic products, Zinn decided he wanted something else. He became dissatisfied working for others and the hassles that came along with his work situation.

After discussing the limited job opportunities in California, Zinn and friend James Matuszewski decided to relocate to Colorado.

“We both quit our jobs and moved to Colorado where the economy was good,” Zinn said.

Working out of their basement, Zinn and Matuszewski began FeelGood in 1993, selling physical therapy products through magazine ads.

Zinn looked to fellow Cal Poly graduate Mark Boyle to join the company in 1995, and in 1996, Zinn’s brother, Adam, joined the team.

Matuszewski is now the CEO of the company. Jason Zinn is president. Boyle works as the general manager and Adam Zinn is products specialist.

“For two years starting out of the basement of our house we’ve exceeded our expectations,” Jason Zinn said.

The FeelGood catalog features more than 300 products today, a huge leap from the two products with which Zinn and Matuszewski started.

Magnetic therapy products are currently among their most popular items. The latest innovations in this area include magnetic golf clubs, shoes and a leather dress belt for men, a product partially invented by Jason Zinn. Magnetic therapy is supposed to increase blood flow to areas of the body that suffer from inflammation. Increasing the circulation helps the injured area to heal faster.

“Were skeptical of the products at first, but we did our research, and it has worked out well,” Adam Zinn said.

The company is now 55 employees strong, and business is handled through its catalog, web site and Denver-based stores.

Most employees come from a physical therapy, biology or physical education background.

“Each employee is trained through a two-to-three week program that discusses the products and how to handle questions from our customers,” Anne Lambert, customer service manager, said.

Consultants and representatives handle calls from customers nationally and internationally.

“We have quite a variety of people calling, between 12 to 80 years old, but the majority are baby boomers,” Adam Zinn said.

Jason Zinn credited his Cal Poly education for allowing him to develop necessary “people” skills. Working with people on campus and through clubs, Zinn had to deal with different kinds of people on different levels. He also pointed to his major courses as sources of knowledge.

“For every day I’m referring to specific situations directly from my biology classes,” Zinn said.

Current students see Boyle and the Zinn brothers as inspirations in the same field.

“I think it’s good to hear about their company, and I’m hoping to do the same thing myself and get a nice business going,” said Doug Garrett, a physical therapy freshman.

Jason Zinn offered some advice to students interested in starting their own businesses.

“Ask a lot of questions from people who’ve done it before, and don’t be afraid to explore. Being your own boss is a great thing.”

To obtain more information on the FeelGood company or the catalog, check out www.feelgoodcatalog.com or call toll-free at 1-800-947-6789.

In MEMORY: A mother clutches her daughter as they sit on steps in the Mission Plaza.
Mean meter maids and our parking problem

Meter maids on their own. Such was the slogan on one brave young man's sign as he stationed up on lower Grand Ave. Tuesday night. He and the other 11 protesters were opposing the "event parking fee" conspiracy. But let us not be blind to the real issue at stake here: parking sucks at Cal Poly. I have a friend who drove around looking for parking for the entire duration of Smashing Pumpkins' " Mellon Collie and the Infinite Sadness" — and keep in mind this is a double-CD album. I can't help but think she hadn't read for there could be no better soundtrack for parking than "Infinite Sadness." But I, and perhaps dozens of others, must wonder the crowded lots in silence, without radios, without purpose.

And what of the meter maids? While it is true they look and smell like the rest of us, we cannot be too careful. Last fall Cal Poly Polices depicted them as heartless, soulless Nazi extremists. C'mon, this is just a bit ridiculous. I mean, really, the Nazis were a well-organized, well-disciplined, militarized, local group (albeit sick and twisted). It seems these days, anybody who is considered a bad Nazi or a Nazi-thriller. Many of them are authorities, others are Nazis. A friend confided in me that she knew for a fact that meter maids not only ticket the common motorists, they ticket the ticketing office well.

I belong to the common motorist group, was walking innocently to my overdue parking meter one quiet Wednesday evening, when I spotted a yellow envelope on my windshield. Could it be! Is it possible?

"So what," I said, "I'll just throw it in the glove compartment with the other bills."

"No you won't!" said the red boot attached to my poor Volvo's rear wheel. "You aren't going anywhere." It gave me a whole new meaning to the term, "These boots were made for walking."

Such were my insights, as I stuck my thumb out into the cold night air and began the long red home. I felt like a criminal. Like at any second a metal cage would come crashing down around me and the alarm would sound, warning all the army fatigued maids they had caught another one. I was that feeling you get when you try to rent videos and your red-flagged name comes blinking across the screen, telling the clerk that you owed him for a lot more than "Trimex." I may as well have been spryng red graffiti across campus. Ninety-six dollars and 75 cents later, I have my car back. It was okay, nothing was stolen — even the paint was intact.

Nate Pontious is a journalism junior who really ought to take the bus more often.

LETTERS TO THE EDITOR

Neighbors only wanted fame

Editor:

I'm afraid I have a hard time generating any sympathy for the "distractified neighbors of Rex Allan Krebs," as referred to by the Mustang Daily article "Neighbors bash out against parking system," April 28. They're concerned that now they have to drive by Krebs' property and think about what happened there.

Rachel Newhouse and Audrina Crawford not only had to think about what happened there between their suspected abduction and death at the hands of Krebs, they had to experience it. Whatever the residents of Davis Canyon are going through, it pales when compared to the final hours of the lives of Newhouse and Crawford.

As far as I'm concerned, the people of Davis Canyon who held a press conference the other day have to stand up to the public eye to fight for respectful treatment of not only themselves, but all of us! Doesn't Hershman have homework to do and midterm to study for? Don't these student protesters have bills to pay or their own personal business to deal with?

It is a shame that in order to raise money, the administration is willing to put outsiders above its very own students, many of whom have paid a fortune for a parking permit. It is not about the inconvenience of the money, but about the respect the student body deserves.

Thus, it irritates me whenever I have to go to the University Union to study on a Saturday afternoon, and I have to park really far to walk past all these rich old people dressed very nicely in new RMWs, slowly dragging one another toward the PAC.

But resentment is just in resentment. Like many people, I have to work and to go to school at the same time. To get through my days, I have learned to get myself used to inequalities, unfairness and many other "irritating" things, from big to small, like registration and Campus Dining. Why should I spend my own much-needed time to fight for parking, or anything else of that matter, for 17,000 others?

Vinh Pham is a computer science senior.

Nate Pontious is a journalism junior who really ought to take the bus more often.

"Hey dude, it's my job."

Friday, April 30, 1999
Friday, April 30, 1999

Simon’s ‘Laughter’ plays at SLO theatre

By Kathryn Tschumper

Mustang Daily

Scott Amendola returns from Europe to play with Quartet

Drummer Scott Amendola will return from a recent tour in Europe to play at Mother’s Tavern in The Scott Amendola Quartet May 2.

Over 152 people showed up to listen at the quartet when it played at the tavern in January. Fred Friedman, a mechanical engineering professor and producer of the quartet, said the group interests listeners because of the unusual combination of instruments — violin, guitar, bass and drums.

“It appeals to a lot of listeners because it is not real different jazz,” Friedman said. “Most people who come to the concerts are college—

Amendola met guitarist Charlie Hunter in San Francisco in 1992, where he formed the band TJ Kirk. Their second release, “If Four Was One,” was nominated for a Grammy.

Over the past few years, Amendola has toured, recorded and performed with Pat Martino, Bill Frisell, Wayne Horvitz, Jack Walrath and Jacky Terrason. His tours have led him throughout Europe, Australia and North America.

Amendola recently returned from a three-week tour around France and Germany, where he played drums with piano player Jacky Terrason.

The quartet features Amendola on the drums, Jenny Schornick on violin, Morris Acevedo on guitar and John Christiansen on bass.

It will play at Mother’s Tavern Sunday at 8:30 p.m. Tickets are available at the door for $5.

Cusack shines in ‘Pushing Tin’

(Edited by WIRE) BLACKSBURG, Va. — You’re not really sure if you should laugh or not. How funny is a wife breaking down after hearing from her husband that he had an affair with another woman? Ordinarily, not so funny, but when the movie is scripted by Glen and Les Charles (the co-creators of “Cheers”), it’s get-erreering—ludicrous.

“Pushing Tin” comfortablyehler the Hollywood staple trap of un­

A

mortalized and lip-stick physical humor. Instead, it focuses on dramatic human interaction and the amaz­

ing stupid and irrelevant things we say in emotional situations. This movie could have been named “Stress: How to Deal.”

From the first frames, we are thrown into the world of air-traffic control tower in Newark, N.J. Why Newark? Because between Newark, JFK airport and LaGuardia International (both located in nearby New York City) lies the busiest air­

space on earth.

Who runs that airspace? At each control tower, there works a dozen computer technicians, alpha-male video game junkies who speak faster than a med­

in the window box and bird­

in El Chorro Regional Park, which is on

from the Landscape Garden competi­tion and the window box and bird­

in El Chorro Regional Park, which is on

Highway 1 across from Cuesta College. Admission is $3 for anyone over 12.

For more information, call 546-3501.

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Heathcliff: John Cusack stars in “Pushing Tin” as Nick Falcone.

Blanchett, an Academy Award nomi­

HEARTTHROB: John Cusack stars in “Pushing Tin” as Nick Falcone.

HEARTTHROB: John Cusack stars in “Pushing Tin” as Nick Falcone. Cusack shines in typical Cusack style. He’s still stumbling over his words though. You think this guy is so funny, he’d probably say the worst thing he could come up with.

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Cusack shines in “Pushing Tin” as Nick Falcone.

Cusack shines in “Pushing Tin” as Nick Falcone.

“Pushing Tin” breaks the unspoken rule of air-traffic controllers: Don’t sleep with anyone who controls the airspace.

Of course, Russell’s wife, Mary, played by Angelina Jolie (“Playing God”), makes pheromones that no self-respecting alliterer could ever withstand.

Russell responds with Tibetan monk placidity. Falcone, being the electromagnetic poster boy for double expressos, cannot fathom his foil’s queer rituals. As Russell marriage becomes stronger, Falcone’s marriage dissolves. Kumra.

ProbTy. "Pushing Tin" casts off the conflicting per­

sonalities of Bell and Falcone. Everyone else is window dressing.

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sonalities of Bell and Falcone. Everyone else is window dressing.
MEChA fights Cinco de Mayo's beer and party image with cultural event

By Cindy Carcamo

Cinco de Mayo has a deeper meaning than drinking beer, according to Enrique Romero, a senior at the University of California, Santa Barbara. In reaction to the commercialization of Cinco de Mayo, the Movimiento Estudiantil Chicano de Aztlan (MEChA) will present an alcohol-free Cinco de Mayo on Saturday, May 10.

"This is not just another excuse to have a party and to drink Cerveza and tequila," said coordinator Enrique Romero. "We want the community to enjoy itself by experiencing traditional food, music, and games."

Some activities at the event include live Mariachi music, poetry readings, and a chili-pepper-eating contest.

By Steven Geringer

Hard work, dedication and devotion paid off for one student.

Community Service Officer manager Marshall Turbeville was elected second runner-up for Student Employee of the Year.

"It shows that hard work can really pay off," said the civil engineering and forestry and natural resources double major. "I really appreciate getting acknowledgment outside of the (Public Safety) department."

State drops subpoena for journalist's MC records

SAN FRANCISCO (AP) — The state dropped its demand for a journalist's records on Thursday for records of everything a veteran journalist had written or said about access to state prisons, resolving a dispute that had angered reporters' groups, the journalist's lawyer said.

David Durand, attorney for freelance writer Peter Sussman, who has written and edited for the San Francisco Chronicle, said "discovery of the facts that prompted the opposition to changes in media access."
SPORTS

LONGSHOTS continued from page 7

slightly in the air out of the gate in the Santa Ana Derby and needs to make a few adjustments to best those rivals.

"He's got to settle," Mandella said. "He's run like a professional, it's a good question. He's got a big obstacle to overcome - the field, the big crowd - he's got to get through all second, also the reverse - Prime Timber for the first time.

The Form is a daily newspaper that provides stats and lineups for races from Hollywood Park to the Aqueduct in Florida.

Sandus Liquor and Deli is the only place service bars and buffets, Alkire said. "They're improving in each outing. In his Derby prep race (the Grade II Galiway Furniture), he should be right up there.

That means playing both combinations of first and second place.

Fair continued from page 8

service bars and buffets, Alkire said. "We're leading the way of all of the other fairs." Alkire said. "We've tried to produce the best fairs for the fans."

So far, the races have drawn a diverse audience. Horse breeders and enthusiasts make up a majority of those attending, but others in attendance include those who are new to the sport and want to wager for the first time.

Now, wagering on horse racing is not a sure bet. Horse racing fans have learned the Daily Racing Form as a guide to select the winning horses across the country.

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BETS continued from page 7

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Wide open field in Kentucky Derby

By Joe Nolan

Every year, the Kentucky Derby features one of the most competitive races of the year. This year, 125th "Run for the Roses" will not disappoint with several intriguing subplots and the most wide-open 20-horse field ever.

Even in a race up for grabs, you have to start with the favorites.

If 1997 and 1998 Kentucky Derby winning trainer Bob Baffert is going to become the first trainer to three-peat in the first Saturday of May, he's got to love his chances. Next to the last two Derby winners, Real Quiet and Silver Charm, Baffert has three of the top choices in his Churchill Downs barn.

At 3-1 odds, General Challenge looms an intimidating favorite. Literally. Challenge is the biggest horse in the race (an impressive 17 hands high and stalls feet with his strong walking style down the stretch. Ridden by Hall of Fame jockey Gary Stevens, Challenge won the Santa Anita Derby (a major Derby prep race) — pulling away from stallion prime Timberby 7 lengths.

"The key at Churchill is how they handle the tight turns."

— Bob Baffert

Derby-winning trainer

Menifee (No. 19) and Vicar (No. 18) are solid third choices at 9-2 and 12-1, respectively.

"I liked the way she worked," said Baffert Sunday morning. "The key at Churchill is how they handle the tight turns. Real Quiet just got into these turns and that was the key. (Excellent Meeting) has done the same thing. She just took to this track so well."

If she's able to set an easy early pace position, Menifee (No. 19) and Vicar (No. 18) are solid choices at 9-2 and 12-1, respectively.

LEGENDARY: The twin spires and large grandstand is just a part of what makes the Kentucky Derby the biggest race in horse racing. The 125th "Run for the Roses" features a wide-open field.

Menifee defeated Vicar by 1/2 lengths in the Grade I Blue Grass and has edged rival Cat Thief (8-1) on two occasions. Despite being lightly raced, Menifee (who has four wins and one place in five lifetime starts) has rapidly earned the horsemen's respect.

"Menifee is really a class horse," said Richard Hendricks, trainer. "(Menifee) probably the class of the race."

Trainer Elliot Walden hopes to take the same approach with Menifee that he did with last year's Derby runner-up, Victory Gallop.

"Menifee is looking pretty similar to Victory Gallop," Walden said. "We've basically a filly in the same mold."

Vicar could be the horse-for-the-course, with a pair of race outings over the Churchill strip. The sleek black colt has also moved out Cat Thief race and re-rallied impressively in the Blue Grass after losing the lead down the stretch to hold on for third. Training Vicar brings Carl Nafzger back to the Derby for the first time since 1990, when he won with Unbridled."

"Vicar is still maturing," Nafzger said. "He's coming along and he's on schedule. This horse is ready."

One horse who may be looking to steal some redemption and a victory is D Wayne Lukas' Cat Thief (8-1). While Thief may not steal the main prize, he should be a factor in the exotics.

The best horse nobody knows anything about is probably Sheik Mohammed bin Rashid's Worldwide Manner (12-1). Maker was Baffert's leading 2-year-old until the Sheikh purchased him for $5 million.

Students have a place to bet

By Adam Russo

Mustang Daily

Horse racing fans need not follow in Mustang Daily sports editor Joe Nolan's footsteps. A trip all the way to Louisville is not necessary to bet on tomorrow's Kentucky Derby.

Pass-Robles is as far as one needs to travel to get in on the action of the "Run for the Roses" at the California Mid-State Fairgrounds.

Betting on Kentucky Derby isn't new. The Fairground's pilot program he began in November 1997 Kentucky Derby winner Silver Charm was Bob Baffert's first winner in the "Run for the Roses."

A better's guide to wagering

By Matt King

Mustang Daily

Place your bets — the Kentucky Derby is fast approaching. Here's a quick gambling guide for Saturday's "Run for the Roses."

Win, Place, and Show — A Win bet means the horse must finish first. The proof is reflected by the odds. If General Challenge, who is currently listed at 3 to 1, wins, then you receive $3 for every dollar you bet. A place bet means you receive the second place money, which is obviously less than first place, while a show bet earns the third place money.

Exacta — An exacta bet means that you pick the first and second horses in order. See BETS, page 7

see FAIR, page 7

see LONGSUCH, page 7

see DERBY, page 7