El Corral sales rise despite competitors

By Mike Munson
MUSTANG DAILY STAFF WRITER

Cal Poly's El Corral Bookstore may have failed its three-year sales slump, even as online sites tighten competition in the college textbook industry.

After a decade of declining business, El Corral sold approximately 10 percent more textbooks this quarter than fall 1999. Fiscal week remained level with last year because textbook prices were lower. El Corral cut textbook prices in September for a total of $62,222 in discounts.

"Given all the hoopla over Internet bookstores, we've had a very good quarter," bookstore director Frank Cowley said. "We're very pleased that with enrollment down this year, we were still able to keep sales steady."

El Corral was forced to lay off several employees in July to combat low sales and profit losses. Cowley said the layoffs were a last resort in order to trim costs.

"These people were not let go because they weren't doing their jobs," he said. "It was economics. They were quality people."

Remaining employees are stressed and tired after being stretched thin during this busy fall rush. Cowley said, but he is proud that their hard work paid off with improved sales. After budget cuts, several El Corral departments are now operated by only one full-time staff member.

"To be honest with you, we couldn't function without any more help," Cowley said.

As for the impact of online textbook stores, familiar to many students by their colorful posters on campus bulletin boards, Cowley said there is no accurate way of measuring if online retailers affected El Corral's sales.

Cowley said online stores did not promote their services aggressively at Cal Poly as they did on other campuses this year. At UC Berkeley, one online store dumped 20,000 pink Ping-Pong balls on campus to advertise its service.

Cowley and El Corral's primary competition is Aida's University Book Exchange on Football Boulevard.

Larry Hendley, president of Aida's, does not believe online sites are a major threat to traditional stores. He said his own research has shown that Aida's usually sells less expensive books than online stores. Shipping hurdles and a lack of used books are other online weaknesses, Hendley said.

Aida's fall quarter sales were down by 5 percent for the first time since the store opened in 1995. However, Hendley does not believe Internet stores were the cause. Instead, he thinks an El Corral program that allowed AIDAS students to pre-purchase their books.

Cleaning out SLO's creeks

By Christine Janocko
MUSTANG DAILY STAFF WRITER

These people wearing the city's creek beds Saturday afternoon weren't after a buried treasure, not were they hunting for food. They were just cleaning up. Their efforts were part of the eighth annual San Luis Obispo Creek Day, which was a combination of four hours of community service with education and awareness about human effects on local habitats.

While the focus was cleaning up creeks before winter rains wash the garbage into the ocean, organizers had a lot more in store for Saturday's cleanup.

Creek Day was actually two events in one. Brian Stark, deputy director of the Land Conservancy of San Luis Obispo County, in addition to the cleanup effort, a hands-on educational fair was held in which hundreds of people got up close and personal with turtles, fish and more.

New device may let students call 911 with push of button

By Scott Oakley
MUSTANG DAILY STAFF WRITER

With the recent murders of Rachel Newhouse and Amanda Crawford still fresh in the minds of many, new campus 911 pages may prove useful tools in preventing crime for Cal Poly and Cuesta College.

The campus 911 pages are palm-sized safety transmitters that students, faculty and staff can use to summon emergency help from the police anywhere on- and around campus. After the button is pressed, dispatchers can see who is calling and can pinpoint his or her location.

"Because pages can be tracked, police rush to the location immediately, cutting down on response time. Public Safety hasn't yet determined the pages' range. Pages should also make it easier for people to escape danger."

You don't have to stay in one location once you push your page," Investigator Ron Barnett of Public Safety said. Barnett talked to several faculty and staff members and received positive feedback about the pages. According to Barnett, staff members feel there's a need for increased safety, especially after dark. In early November, Barnett will take the proposal to the Campus Safety and Risk Management Committee and to Associated Students Inc., for approval. If approved, the pages will not be available until early next year. Cal Poly will not have to pay for the program, but the cost to rent them will be from $8 to $10 per month for students.

Barnett and Cuesta Police Chief Pete Stok would like to see the program implemented. Having the program at both schools would allow students who go to Cal Poly and Cuesta to use them interchangeably.

"It would be great if both colleges could do that," Stok said. Currently the proposal is being decided by Cuesta's student government. "I want this to be student driven."

Cal Poly has not committed to the pages.

Cleaning out SLO's creeks

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New device may let students call 911 with push of button

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For more news, see PAGERS, page 2
PAGERS

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but Barrett feels they will make a
great difference to Cal Poly's campus.
Barrett also would like to get the San
Luis Obispo police involved in the
project because, he believes, students
need to be safe off campus, too.
"The majority of our students live
in the city," Barrett said.

Despite competitors like Aide's University Book Exchange and
Amazon.com, El Corral's sales have not dropped this fall quarter.

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Watering, placement techniques keep indoor plants healthy

Most people have no problem filling their apartments or houses with indoor plants. Keeping them alive may be another issue.

"I can never keep my houseplants alive," an indoor plant owner said to me. "I always end up killing them."

Here are a few general rules to help the tentative plant owner when watering, placing and fertilizing indoor plants:

1. Always read the instructions on the plant's label. If the plant is a gift or present with no tag, ask the giver what the plant prefers in terms of water and light.

2. Leaching, or draining excess water from a container plant, is not essential during every watering but should be practiced at least once a month. This allows potentially toxic salts and minerals to drain out of the soil.

The water here is not as bad as some areas of California, yet this area does have a potential fertilizer problem, largely avoidable by leaching.

Some symptoms of accumulated minerals are brown patches at the tips of leaves, especially with palms. Wiping Fog and Dracaena plants. By watering plants outdoors in the shade and draining them once a month, plant owners can avoid these mineral accumulation problems.

3. A plant with large leaves, it will require less sun than a smaller-leafed plant. This is true for most trees and plants. If your plant requires full sun, place it in a south-facing window.

A shade-loving plant should be placed in an east- or north-facing window, and a filtered or dappled sun, plant should be somewhere in between to receive some sunlight during the day.

4. When fertilizing indoor friends, read the instructions for correct application rate.

Whenever transplanting your plant into a larger container, add something called slow-release fertilizer. Found in many nurseries and garden centers, this granular, bronze-colored fertilizer provides the plant with a continuous supply of essential elements for up to six months.

Josh Weismiller is an environmental horticulturist and science senior and writes a weekly garden column for Monday's Earth section. Send comments to editor@mustangdaily.calpoly.edu.

CREEK DAY
continued from page 1

birds and sea creatures.

The emphasis on water-dependent wildlife was to show how pollution affects a larger area than many think, Stark said.

"Oceans and creeks are pretty intricately tied," he said.

The fair also offered more scientific demonstrations, including onsite water quality testing, performed with simple kits to evaluate stream health for fish. Stark said.

Live music from local band Box of Fog and a hot dog lunch were part of Creek Day festivities as well.

But fingers didn't have all the fun.

Prizes donated by local merchants were awarded to the cleanup volunteers lucky enough to nab a piece of trash with a special sticker on it. Cleanup organizers had gone out to the creek sites in advance to place the stickers, Stark said.

Though the fair moved from Mission Plaza, as site for the last four years, to Santa Rosa Park, the cleanup plan stayed basically the same.

Volunteers met at 9 a.m. at Santa Rosa Park, signed up for a site, got a map, instructions and garbage bags, and headed out to clean up.

Last year, volunteers collected about 40 to 50 cubic yards of garbage, Stark said. After surveying the cleanup sites, he said this year would likely bring in more trash.

"It's different every year, but we can always look forward to one to two tons (of trash)," he said.

Most of that trash is what Stark calls "urban garbage": beer bottles, cans and old clothes left behind by the careless.

"It gets pretty disgusting down there," he said.

Past Creek Day discoveries include a water heater and a Ping-Pong table. Stark said this year he counted three couches.

Besides the ordinary, plenty of strange things have been found along the city's creeks. Three years ago, volunteers found 25 shopping carts. And one year, they encountered 12 pizza boxes— with the uneaten pizzas still inside.

"That could have fed a whole apartment," Stark said.

All jokes aside, Stark said he finds it depressing that so many people dump their trash in the creeks. Still, community support for Creek Day has been growing since its inception in 1991.

"I like that it's volunteered for last year's cleanup and Stark said he looked forward to seeing more this year.

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Administrators need student input on policy

The Cal Poly administration is often seen as little more than the governing entity of this campus, able to affect students' case of life. Right now, administrators have the chance to embrace the federal Family Educational Rights and Privacy Act policy change and notify parents if their children are caught violating alcohol or drug policies on campus.

This decision should not be made without student input.

Administrators need to do more than consider giving students official places and times to speak their opinions on the matter—they need to make it happen. Provide open forums for students to get together and speak with the decision makers. Hold information sessions to let the campus community know how and when the rules are changing. Poll the dorm residents—get their opinions because this will affect them most. Give the student body the vote.

Listen to the young adults whose future decisions and ways of life will be changed if this policy was implemented at Cal Poly.

Any decision without the proper input of the people who will stand against criticism and resentment. Granted, administrators are seeking whatever action would be best for students, and the government doesn't want any kind of feud. This is best because they have the wisdom of experience. With this in mind, nothing can be jeopardized by giving students a chance to participate in increasing understanding on both sides. Communication must be fostered in this situation so students can see where the decision is coming from, and so decision makers can understand how students will react.

There is a flip side to this process. Students need to respond if the administration opens the doors for communication. Apathy cannot be allowed to drown out the campus consensus. Take action when the administration invites input.

Don't wait for someone else to speak. No one would have the right to complain once the decision is made if he or she did not speak up when given the chance.

Everyone needs to think about how this policy would change life on campus. Everyone. Form an opinion and be ready to speak when and if the administrators are ready to listen.

Even if the administrators don't decide to open forums or take a vote, take the initiative to be heard. Track them down and ask them questions. Find out what is happening next. Use e-mail and petitions. Force an audience with those decision makers.

Fight the administrators in consideration to minimize personal responsibility. Parents and college administrators need a business partnership, not a prescribed parent-teacher relationship in which the developing child's every mistake is reported. Students don't need to be threatened to take responsibility for their actions.

Unsigned editorials are the voice of Mustang Daily.

Opinion

EL CORRAL BOOKSTORE

There's more to EL Corral than high prices

The textbook war is on and many Cal Poly students ponder where their next book purchase will lead them. The answer lies right under your nose.

You may need to look no further than the University Union in that corner of the world called EL Corral Bookstore.

I know they have higher prices on most books when compared to Aida's University Book Exchange or online textbook websites, but they also have many costs to worry about in addition to the profit they want to make.

Give them a break. You have the choice of where to buy your textbooks, but just be aware that EL Corral is not a "money-hungry" operation out to take your last dollar. Money EL Corral requires to pay Cal Poly Foundation every year goes back to the school in the form of scholarships and underwriting funds.

EL Corral laid off 10 employees in July in what was the second round of layoffs in the last three years. EL Corral has never seen anything quite like this, and you can trace it to that "C" word: competition—competition coming from online bookstores, such as varsitybooks.com and Aida's.

For instance, EL Corral must sell both new and used books. Whereas Aida's can pick and choose which books they want to sell, Aida's books for books with the warrant label "Touched me and one of my pages might fall out!"

This is not a knock against Aida's and the condition of its books. It just means they look for the older books to sell for lower prices. Aida's knows that students will compare their prices to EL Corral and find they need to get in the car and take a drive to the corner of Foothill and Santa Rosa.

Many times EL Corral cuts other textbooks, not knowing they'll get an addition and CD. The CD is actually a study guide for the course that the publisher decided to put in at the last minute. EL Corral doesn't know this until the package arrives, and they open it up to find 100 books and CDs tightly packaged.

When the publisher ships CDs in with the books, it costs EL Corral more than it expected to pay for just the texts.

There goes another chunk of change to the publisher, in addition to the $300,000 EL Corral is obligated to pay to Foundation every year.

EL Corral needs to make enough money to pay that $300,000 to Foundation, pay its employees and manage Cal Poly merchandise, school supplies and everything else in the bookstore. A profit is always nice to make, but that has been hard to come by the last two or three years. EL Corral has lost hundreds of thousands of dollars in that time because of competing bookstores.

Aida's and online stores have one thing and one thing only to worry about: textbooks.

Amazon.com, a popular online bookstore, has never made a profit because it sells books at cost. Online bookstores don't have to worry about the shipment of support border coming in because they only sell textbooks.

If selling textbooks was EL Corral's only concern, I'm sure it would be selling them at reduced prices and everyone would be happy.

But they wouldn't have the need for as many employees if they were only selling textbooks. EL Corral provides many employment opportunities for the community, and if 15 people lose their jobs, it indicates that finances aren't in the best shape.

This poses an interesting option for the students: "Do I sacrifice proximity and go to Aida's and pay less with the possibility that they won't have that 400-level business book? Or do I go to EL Corral where I know they will have it but I will have to pay a little more?"

Some people pick about some books and worry about it tearing apart, and then they can't resell it after the quarter. In this case, they can go to EL Corral and have a pretty good chance of finding a book in good condition.

On the other hand, it's not that difficult to get to Aida's. The lines may be out the door, but the prices are worth it, wasting half the day standing in line during the first few days of the quarter.

The choice is up to the students, and my guess is that EL Corral, Aida's and online bookstores won't be going anywhere in the foreseeable future.

Just one more educated decision you can make.

Bryce Alderton is a journalism junior and a Mustang Daily staff writer.

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"Mustang Daily — we make things happen!"
Lila Downs presents musical material from her latest album Tuesday at the Old Mission Church at 7 p.m.

COURTESY PHOTO

DOWNES returns to Mission with mix of Mexican folk and jazz standards

MUSTANG DAILY STAFF REPORT

Internationally-known singer Lila Downs is set to return to San Luis Obispo’s Old Mission Church Tuesday. One of Mexico City’s leading vocalists, Downs will present material from her latest album, “Arbol de la Vida (The Tree of Life).” The daughter of a Mixtec Indian woman and an Anglo-American father, Downs brings her multicultural material from her latest album, “Arbol de la Vida.”

This time last year, a crowd gathered outside the Old Mission Church to hear the singer’s San Luis Obispo debut. Music fans wishing to escape the crisp autumn air found no solace inside the church’s walls, which echoed with the chill of Downs’ eerily gorgeous vocals.

Sebastian Cole (Adrian Grenier) is a lazy 17-year-old with a flair for fashion. Lila Downs is scheduled to appear at the San Luis Obispo Old Mission Church on Tuesday, Oct. 12, from 7-9 p.m. Tickets are on sale at Boo Boo Records for $7.

By Brent Marcus

"Sebastian Cole" falls flat

movie review: 1 out of 4

On a blustery morning several years ago, an errant boy tore across an icy courtyard, slipped and scattered the carefully organized movie scripts he had been carrying. He furiously tossed papers together in whatever order he found them and delivered the stack, yelling nobody and moving off in ignorant bliss.

If the makers of “The Adventures of Sebastian Cole” are not already using the above excuse for their movie, they should start doing so immediately. The film is nothing with discordant plot elements, and the result is bad movie junk. The filmmakers tossed whatever ingredients they could find into the mix and desperately hoped it would work.

Sebastian Cole (Adrian Grenier) is a lazy 17-year-old with a flair for fashion. Lila Downs is scheduled to appear at the San Luis Obispo Old Mission Church on Tuesday, Oct. 12, from 7-9 p.m. Tickets are on sale at Boo Boo Records for $7.

By Brent Marcus

"Sebastian Cole" falls flat

Without a strong performance from Grenier, the film falls flat. There is not enough humor, drama or emotion in the film to make it enjoyable or worthwhile.

"The Adventures of Sebastian Cole" is a standard coming-of-age film that seems to have been made explicitly for the reason that it is not the standard coming-of-age film. Filmmakers should be concentrating on making films that are something, rather than films that are noticeable in what they are not. The result is patchwork filmmaking and kids like “The Adventures of Sebastian Cole.”

Openings Nationwide and throughout California including the Bay area, and L.A., Orange & San Diego counties.

Sign up for an interview with us through your Career Services dept. Interviews will be held on Nov. 5th. Also come to our info. night Nov. 4th, 5:30-6:45 in the Veranda Cafe A.

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**VOLLEYBALL**

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\[\text{this was a great win, but the women still have area to go.} \]

"Our biggest goal is to make it to the NCAA tournament and this is a big step in the right direction, but we have to realize that it is only one match," Schlick said. "In this league, if we lose even one match that we were supposed to win, we are out of the tournament. We still have a long road ahead of us."

The Mustangs took another step in the right direction Saturday when they pulled off a win against Idaho State, taking their record to 12-4 and 4-2 in the Big West.

Setting the pace for this three-game run was Hathaway, who had 38 assists on 1307 fans on hand stormed the court to congratulate the over-achieving Mustangs.

Like the Old Milwaukee commercials used to say, "It doesn't get any better than this."

Maybe the Gauchos were too cocky coming off their 3-0 win over No. 1 Pacific the previous weekend. Maybe something was put in Cal Poly's Gatorade. Maybe the Mustangs got some confidence. What's even more impressive about Thursday is the Mustangs actually took a single game from the Gauchos.

You've heard of "Hawaii Five-O?" Well the Gauchos have their own TV show, and it's called "Santa Barbara Three-O."

Out of 14 matches they had played before Thursday night, the Mustangs won 3-0 in all but two of them. And those two matches were losses to nationally ranked teams — No. 5 Long Beach State and No. 6 Florida. Even when the Gauchos played the top team in the country — Pacific — they won 3-0.

The Mustangs had the odds stacked against them in just about every category. Gaucho coach Kathy Gregory has led UCSB for 24 years and has reached the NCAA Tournament every year since 1981 — two years after some kid named Steve Schlick graduated from UCSC. Gregory boasts some of the top players in the country, including Division I National Player of the Week Roberta Ghibelli. Cal Poly has a good team, but nothing near the national prominence of the Gauchos.

Yet the Mustangs are getting there and it was evident Thursday night. The Santa Barbara game was the team's most dynamic win of the Steve Schlick era. Kari DeSoto and Melanie Hathaway, along with a stellar group of freshmen, are leading the team back to Cal Poly's glory days of NCAA tournaments.

On Thursday night, history was made and the unthinkable happened. The underdog Gauchos found a inspirational stone and slung it between the eyes of Santa Barbara. Final score: David 3, Cal Poly 2.

Dr. Ryan Huff, who has a Ph.D. in theology, can be reached at rhuff@calpoly.edu.

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ST. LOUIS Rams continue to roll, beat S.F.

ST. LOUIS (AP) — As usual, the Rams-49ers game was decided by brilliant quarterbacking and a receiver wearing No. 85.

With one big difference — the Rams prevented, beating San Francisco 49ers 42-20 on Sunday to break a 17-game losing streak against the 49ers and become the NFL's only unbeaten team.

"I've been waiting all my career to watch my quarterback take a knee to beat this team. I saw it earlier," said Rams' coach Dick Vermeil. "I said 'Now, hold on. Not another game.'" But after the victory, he beat-lung owner Georgia Frontiere at midfield and blew a few kisses to the crowd.

"We've finally caught up with the best team in our division," Vermeil said.

"We're the best team in our division," Rams coach Dick Vermeil has said in recent weeks, and the Rams are backing up that claim.

The Rams had a 28-point lead at halftime against the 49ers and never looked back, winning 42-20.

Rams quarterback Warner, who threw five touchdown passes, and Steve Vounis threw for 330 yards and two scores.

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"We've finally caught up with the best team in our division," Vermeil said.
Women's volleyball shocks UCSB

By Erin Crosby

With a season-high 1,307 fans watching, the Cal Poly women's volleyball team shocked No. 7 UC Santa Barbara Thursday, defeating the Gauchos 3-2. It was the Mustangs' first victory over the Gauchos since 1999.

Led by middle hitter Karin Delmotte, who reached a career-high 24 kills, and outside hitter Melanie Hathoway, who had 19 kills, 13 digs and five blocks, Cal Poly won its first five-game match this season. This improved the team's record to 11-4 overall and 3-2 in the Big West Conference.

After losing the first game 15-4, the Mustangs came back to beat the Gauchos 15-11 and 15-7 in the next two games. Santa Barbara took the fourth game 15-9.

Even though the Gauchos were led by Big West Player of the Week Roberto Gehike, who had a match-high 29 kills and 27 digs, and setter Brooke Rundle, who had 60 assists, they couldn't carry the Gauchos past the Mustangs.

In the fifth game, Cal Poly won up 11-4, but the Gauchos fought back, taking the lead to just one point, 14-13. The Mustangs survived the rally and scored the next point to win the game 15-13.

"The Gauchos just beat the No. 1 team last Saturday, and I think that they got cocky," Bob Rundle, father of Santa Barbara player Brooke Rundle, said. "Cal Poly is playing really well and we aren't.'"

Mustangs' head coach Steve Schlick feels that see VOLLEYBALL, page 6

David versus Goliath in Mott Gym

Ryan Huff

It was David vs. Goliath at its best.

Although the team isn't comprised of 6-foot tall bronze helmet-wearing warriors like Goliath, UC Santa Barbara was supposed to win this game. The Gauchos, the seventh best team in the nation, came into a little card table box called Mott Gym to face an obvious underdog.

It was a game story that most spectators probably had written before the first serve.

"In women's volleyball Thursday night, UC Santa Barbara triumphed over Cal Poly, 3-0."

The pressure in Mott Gym was thick before the game.

"We can't beat (Santa Barbara) in volleyball, we can't beat them in basketball, hell, I don't even know if our football team can beat them," one fan joked about the rivalry, noting that the Gauchos haven't had a football program for 20 years.

see HUFF, page 6

Mustangs fall to Northern Iowa

MUSTANG DAILY STAFF REPORT

Mustang quarterback Andy Legan had a rough game versus Northern Iowa, throwing for 147 yards on 14 of 28 completions and one interception.

STEVE SCHUEMANN/MUSTANG DAILY

Freshman Erin Benesh spikes a shot over Santa Barbara's Roberta Gehike at Thursday's improbable victory over the No. 7 Gauchos. The Mustangs improved to 12-4, 4-2 this weekend.

Mustangs vs. Goliath in Mott Gym

STEVE SCHUEMANN/MUSTANG DAILY

Football player Andy Legan completed 14 of 28 passes for 147 yards and a touchdown. He also threw one interception as the Mustangs turned the ball over three times.

The Mustangs, on the other hand, had trouble moving the ball against the Panthers.

Quarterback Andy Legan completed 14 of 28 passes for 147 yards and a touchdown. He also threw one interception as the Mustangs turned the ball over three times.

The Panthers defense was able to hold Mustang running back Craig Young in check. Young rushed for 61 yards on 13 carries but never found the end zone as Cal Poly was fighting an uphill battle the entire game.

Adam Herling led the Mustang receivers with 99 yards on 7 receptions. Herling also had two of the Mustang's three scores.

The Mustangs' defense held the Panthers to just 147 yards of total offense.

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MacGregor won all four rounds on all three judges' cards Saturday night.

"The weight of the world was on my shoulders," said the 79-pound MacGregor. "I hope I've done good for boxing."

Chow responded with, "It proves a woman cannot hurt a man."

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Sports Trivia

Yesterday's Answer:
Payton Maning's father Archie played for the New Orleans Saints.

Congrats Joe Baranek!

Today's Question:
Which former Los Angeles Dodger was the first player to play all nine defensive positions in the same game?

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