Poly ranks #1 in West again

By Christine Powell
MUSTANG DAILY STAFF WRITER

For the eighth consecutive year, Cal Poly has been rated the best public, largely undergraduate university in the West by U.S. News and World Report.

Cal Poly also remained in the No. 5 position among all institutions in the "Western Universities Top Schools" list in the magazine's annual survey.

"We are once again gratified that our peers have recognized us for our academic excellence," said Cal Poly Provost Paul Zingg, who admitted that he would have been a bit surprised if Cal Poly had not ranked in the same position for the eighth year in a row. "What's great is that our peer have recognized our quality. Once again, we're at the head of the class," Zingg said.

Among all Western regional colleges and universities, both public and private, Cal Poly maintained its third-place ranking for reputation.

Academic reputation, the only subjective factor used to calculate the rankings and the single most influential factor, is based on a survey of presidents, provosts and admissions directors of other universities. It counts for 25 percent of the score used to rank an institution.

On a more specific basis, this year's list included for the first time a more comprehensive ranking of individual academic departments. The College of Engineering's computer science department was listed as best in the nation among those not offering doctorate programs.

Also in the national rankings for undergraduate engineering departments without doctorate programs was Cal Poly's industrial and manufacturing engineering department, which tied for No. 2 position. Electronic and electrical engineering tied for No. 3, aerospace engineering tied for No. 4, and both civil engineering and mechanical engineering tied for No. 5.

The College of Engineering was listed at No. 4 among public institutions and No. 9 overall for undergraduate programs without doctorate programs.

The engineering school rankings were determined by a survey of deans and senior faculty members of similar institutions.

U.S. News divides America's approximately 1,400 accredited four-year colleges and universities into 11 groups based on categories created by the Carnegie Foundation for the Advancement of Teaching. The nation's 504 regional universities are those that offer a wide selection of undergraduate programs and master's degrees but few, if any, doctorate programs.


see U.S. NEWS, page 12
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News

Poly saves energy

By Victoria Walsh
MUSTANG DAILY STAFF WRITER

In order to conserve electricity, Cal Poly complied with a request from PG&E and a mandate from Gov. Gray Davis that state facilities voluntarily reduce their electrical consumption on Tuesday.

The request asked that thermostats be set at 75 degrees or higher; that all lights be turned off if natural light is available; that all lights be turned off when leaving a room; and that all unnecessary equipment or appliances be turned off.

PG&E had reached almost 95 percent of its electrical capacity, which is a Stage 2 alert. In order to avoid a Stage 3, which is when less than one-half percent of the maximum power is being used, PG&E turned to voluntary efforts from around the county.

There have been more Stage 2 alerts this summer than ever before, said Connie Luallen, a PG&E representative.

"It's a place we don't like to be," Luallen said.

Ed Johnson, Energy and Utilities manager for Cal Poly's Facilities Planning, said Cal Poly participated in the conservation to be a good neighbor to PG&E.

"We turned our thermostat up and turned off as many lights as we could around campus," Johnson said. "For the things we could control, we did."

In the last 10 years, there has been more technology and a higher population, which means more electricity is being used. But no new power plants have been built to help compound that electricity, Johnson said.

Cal Poly's electrical capacity is 10 megawatts, Johnson said. Lately, because of the heat, it has been using as much as eight megawatts, but on Tuesday it used about seven.

Luallen said the reduction was excellent.

"Cal Poly was able to accomplish everything it wanted and that was more than a 10 percent cutback," Luallen said.

By 4 p.m., the electrical peak time, the county's entire average was down.

"We expected around 44 megawatts and it was only 42 megawatts," Luallen said.

Because the weather is expected to cool down for the rest of the week, PG&E isn't expecting any more electrical problems, Luallen said.

"It was also cooler in Los Angeles and San Diego, which helps conserve energy as well," Luallen said.

SUMMER continued from page 1

New personnel

Several campus positions were filled during summer quarter.

These are: Bob Derweiler named interim vice president for Student Affairs; Bonnie Konopak as dean of University Center for Teacher Education; Dennis Parks as dean of Extended Studies; Frank Mumford as executive director of Foundation; Rick Johnson as interim ASI director; and, William Pendegast as the dean of the College of Business.
Student finds social divide in ‘Survivor’

T here’s not much in the way of summer blockbusters anymore. After I saw the painfully awkward ‘Wild, Wild West,’ I knew that the last reel had run for the movies between June and August. Sure, good movies played this summer. ‘Gladiator’ drew a big crowd, but it ran a little too early to be the true summer flick. ‘The Flintstones’ was entertaining, but was basically ‘William Wallace Comes to America’ - Mel Gibson even shouted ‘Freedom!’ ‘X-Men’ was my pick for the best of the summer, but none of these movies quite cut it for me. Then came ‘Survivor.’

Stop rolling your eyes. You know you watched it. And if you didn’t, you should have. In fact, there’s still hope: CBS is running the series again opposite the Olympics. But I’m not trying to rebuild the series as so many talk shows and feature stories have done since the 16 contestants were stranded on the island.

No, as much as I loved the show, I recently found it to be more of a social divide than entertainment. Whether I became embittered over the false ‘reality television’ claims or lost myself in the deli­
ciously contrived and brilliantly edited footage from Palau Tiga, you joined one of two camps the have-nots of the distant summer entertainment. (At this point, I would like to dispel a popular myth - ‘Survivor’ is not a reality show. It is an all-reality television, ‘Big Brother’ Included. Please, don’t insult my intelligence.)

Those who watched ‘Survivor’ came back to school with a real vocabulary, sporting stories of jungle living and dropping the first names of Dirk, Susan, Rudy and Colleen like so many new friends.

Those who didn’t watch ‘Survivor’ came back to school and patted their teeth or stuffed their fingers in their ears at the first mention of the show. It recently found me to be more of a non-viewing friend of the quality of the show. ‘I don’t vote me off!’

This friends returned to find no common language. A wedge was driven deep between those who formed a tie with the slanders and those who are ready to snag anyone who mentions catting rat.

I was disappointed and frustrated when I tried to convince my non-viewing friends of the quality of the show. It seems that no pleading can convince a die-hard fan that the show wasn’t very good, and I have yet to hear a non-viewer admit that missing ‘Survivor’ was a big mistake. Even now, several weeks after viewers across America wined at Richard’s victory, the division grows, something like a “states great” versus “less filling” debate for 2000. I even encountered opposition when I mentioned to a friend of mine that I was setting this piece.

‘Isn’t it time to let it go?’ she asked.

Maybe it is. Maybe I should give up my dreams of an endless summer on the sunny island beaches and focus instead on talking of things that matter with my friends and classmates.

But for it comes to deciding between comparing notes for my latest grammar homework or telling about how Stacey are two huge grab for her seem and still get off, the choice doesn’t need to be very complicated. Break out the coconut bowls and rice. Let’s talk.

Ryan Miller is a journalism senior and Mustang Daily opinion editor.

Opinion

T-shirts not worth years of debt

A few things can be expected during the first days of fall quarter on the Cal Poly campus: long lines at the bookstore, an abundance of cars, bikes, and people flowing through the trimmest streets, unusually warm weather and the ever-rele lentless credit card sign-up booths. At the beginning of every quarter, representatives from every major credit card company eagerly set up tables filled with cheesy T-shirts, junk food, Kool-aid key chains, CD cases and other essentially “free” prises. These prizes are there to entice the masses of new students who will unsuspectingly walk by and be lured into signing up for a credit card.

It is almost like a carnival during the first week of school. The representatives raucously call out to the students who are en route to class, asking them to take a minute to fill out a form. Most students, especially those who have been on campus awhile, know to ignore these offers and simply walk by. It is the new students that these credit card companies are targeting: the young, uninformed freshmen that may not know exactly what they are getting into when they sign up for a credit card.

It wasn’t so long ago that I was a freshman, barely 18 years old, when I typed was cut up the card. I felt a sense of liberation as I threw away the pieces of plastic that I remember feeling a sense of independence as I signed the forms and took off the free T-shirt. A couple of weeks later, I received my own very credit card in the mail. I breezed over the fine print about annual percentage rates and late fees and signed the back of the card. It was the beginning of not only my reckless spending, but also my financial woes that still haunt me today.

Although I started out with a small spending limit, the credit card company started to increase the amount of which I could purchase. I was the epitome of every irresponsible credit card user, and yet I wasn’t unlike most people who use credit cards. I racked up a huge debt of nearly $2,500, a reprehensible amount for some­one of my age and meager income. I knew I had let the credit card take over my life, and I had to do something about it. I reluctantly took out a pair of scissors and cut up the card. I felt a sense of liberation as I threw away the pieces of plastic that I had let take over my financial freedom.

Today, as I walk by the credit card companies who earnestly seek out new appli­cants, I feel the need to warn anyone who might think they could handle the responsibility of a credit card. It is a free price really worth the debt they someday might be caught in? The reality of this scenario is that being in debt is definitely not worth the cheap carnival-like trinkets credit cards ever-so-casually provide as bribery in exchange for your financial soul.

As you new students trek across campus through the University Union, realize that your name on their application is worth only the amount the representative signing you up will make as commission.

These people are not your friends, even though they may give you stuff for free.

Credit cards are evil. This mantra must be chanted over and over as you stroll by the credit card booths displaying dumb-t-shirts that only help fur­ther America’s youth into unnecessary debt.

Jennifer Hansen is a journalism junior and a Mustang Daily staff writer.

Letter policy

Columns, cartoons and letters reflect the views of their authors and do not necessarily reflect those of Mustang Daily. Mustang Daily reserves the right to edit letters for grammar, profanities and length. Please limit length to 350 words.

Mustang Daily encourages comments on editorial policy and university affairs. Letters should be typewritten and signed with major and class standing. Preference is given to e-mailed letters. They can be mailed, faxed, delivered or e-mailed to opinion@mustangdaily.calpoly.edu.

Ryan Miller is a journalism senior and Mustang Daily opinion editor.
Baker welcomes all

To all our returning students, it is a pleasure for me to welcome you back, and to our new students, welcome to Cal Poly! The beginning of a new academic year is always filled with promise and excitement. We are enthusiastic about having you at Cal Poly and we join in your resolve to make this an enjoyable and productive year. The academic year starts with some very good news. We will celebrate the grand opening of the new Sports Complex on October 20, the result of an extraordinary partnership between ASI and Cal Poly Athletics. I encourage you to take full advantage of this new recreation facility.

As you may have heard, U.S. News and World Report recognized Cal Poly for the eighth year in a row as the top regional university in the West. We owe this recognition to the talent and hard work of our faculty and staff — and the extraordinary quality of our students. You can take great pride in your membership in this outstanding University community.

An important priority this year will be to take time to reflect upon the achievements of Cal Poly's first century, 2001 is our Centennial Year as a University. Throughout the year, we will recognize and celebrate this significant institutional milestone. I encourage you to join in these events.

During the academic year we will also be presenting for Trustees approval a new University master plan. The result of an extensive consultative process, the plan provides an inspired blueprint to guide the future development of the campus.

With careful attention to the preservation of program quality and our precious environmental resources, the plan helps us to understand how we might grow to meet the needs of a burgeoning new generation of students and a state whose economy is dependent increasingly upon the scientific and technical fields represented so prominently at Cal Poly.

Many other important opportunities — and challenges — lie before us as a University, but none is more important than support for your academic success and for your enjoyment of the year you spend at Cal Poly. I can assure you that Cal Poly faculty, staff and administration see this as the highest priority of the institution. We are eager, though, to continue to improve and to identify new ways to meet your needs. We are exploring a number of measures to assist students in progressing toward a degree.

We will also be investigating ways to enhance overall campus services. I would encourage you to share your ideas and suggestions. We will seek them from you actively this year, through surveys and other methods. Your thoughts, observations and recommendations are always welcome, though I encourage you to share them freely and often.

I would like to offer my best wishes to each of you for a terrific academic year, full of learning, growth and fun!

Warren J. Baker is president of Cal Poly.

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Also catch the men's soccer team against Gonzaga Sunday at 2 p.m. in Mustang Stadium

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The Performing Arts Center is celebrating its fourth season bringing some of the finest performances and works to its own Carnegie Hall.

PAC has an exciting 2000-01 season with programs for all interests with an array of big Broadway shows and musical performances.

"We are a full-service presenter," said Ralph Hoskins, Cal Poly arts director. This entails classical as well as contemporary areas.

Country singer Kathy Mattea will display her vocals, and Shanghai Circus will return for a second show due to popular demand.

Hoskins is the deciding factor in choosing who performs at the PAC. He views videos, listens to tapes of different artists, checks the crowd an artist draws, finds availabilities and works on balancing the budget.

"Twelve percent of the audience is Cal Poly students, but the largest percentage is the community, faculty and staff," Hoskins said.

In the beginning of October, Tambours Du Bronx (Drummer of the Bronx) is expecting to draw on the student population. Similar to the spectacular musical experience of Stomp, the performance will showcase a vast array of percussion objects.

On Nov. 3, the Gay and Lesbian Comedy Night is scheduled to take its turn. For people who enjoy laughing until they cry, this would be a performance to consider. Performing is one of the first openly gay comedians, Bob Smith, who appeared on "The Tonight Show."

In spring, the Russian National Ballet (formerly called Moscow Festival Ballet Company) will take center stage. The company was founded in 1989, by legendary dancer Sergei Radchenko in an effort to unite leading dancers from across Russia.

Another classical group of musicians recognized throughout Europe is the Berlin Radio Choir, which comes to the PAC in February 2001. Robin Brighten directs the vocal ensemble in various classical works by Schumann, Brahms, Strauss and Mendelssohn.

Coming this spring, mezzo-soprano vocalist Frederica von Stade will once again sparkle with her expressive vocalism and musicianship. Described in The New York Times as "one of America’s finest artists and singers," von Stade’s voice is one to experience first hand. Her performances have been sold-out in her recitals around the world. Audiences enjoy her operatic portraits, stunning personality and sensational solo performances. Accompanying her in Tuesday will be pianist Martin Katz.

If musicals are of interest, Broadway’s Tony Award-winning musical Chicago has seductive interludes to give you a hot evening.

For more information, see SCHEDULE, page 9
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- September 23: Cal Poly Accounting Club Bowling
- September 27: Your Master Plan Presentation to Delta Sigma Pi
- September 28: Your Master Plan Presentation to Financial Management Association
- October 1: Resumes must be submitted via Web Walk Up for consideration for an Ernst & Young full-time interview
- October 23: On Campus interviews for full-time positions for December 2000 and March and June 2001 graduates

You can also visit us at www.ey.com
By Jennifer Hansen
MUSTANG DAILY STAFF WRITER

Want to throw a pot, make jewelry, or repair a bike? The ASI Craft Center offers classes, as well as non-students, a chance to express their creativity in various classes throughout the quarter.

The Craft Center, located on the bottom floor of the University Union, offers several classes from woodwork- ing to photography to ceramics in which to learn a new skill or hone an already-existing talent in the arts. The classes begin the third week of the quarter and run for six weeks. Anyone, including students, faculty and community members, is encouraged to sign up for any of the classes.

"The Craft Center is a place where students, no matter what skill level a person may be, can come try something new," said Shelby Wilson, a nutritional science senior who teaches several classes the quarter. "Anyone is able to take these classes and is highly encouraged to." Other classes offered at the Craft Center include stained glass, bike repair, glass bead making, jewelry smithing and jewelry casting.

To participate in the classes that are scheduled at various times throughout the week, one must fill out a registration form and pay a small fee that covers the cost of some of the supplies.

Students who take classes at the Craft Center are given a chance to digress from the monotony of everyday classes by expressing themselves through various art forms taught without the pressure of grades. Kristen Fillion, a graphic communications sophomore, signed up for the photography class this quarter to escape the pressure of her other classes.

"I'm taking the class as an outlet to my creative side, to avoid the everyday battle of my busy schedule," Fillion said.

For more information about any of the classes, stop by the Craft Center or call 756-2166.
Spike and Mike
disgust, delight

By Megan Shearn

The ideas were original, talent was fresh, and most importantly, their names rhymed.

"It's like Ben and Jerry's," said Craig "Spike" Decker, co-founder of the festival.

The bizarre and shocking animated short films that the festival is known for, will be playing today through Sunday in Chumash Auditorium.

Since the festival began in 1990, the festival has gained immense popularity and founded many animation hits such as "Beavis and Butthead," "South Park" and "Rugrats."

"There is a real good cross section of films (this year). There is some grossly and extreme state-of-the-art stuff," Decker said.

PIXAR Animation, the makers of "Toy Story" and "Bug's Life," will present "For the Birds."

Spike and Mike's Twisted Festival of Animation was hound to succeed. The festival which became home for animated pieces which are too revolting or adult in nature for the Classic Festival of Animation.

The festival has been a success this year with several big productions. "Best of Spike and Mike" was shown at The 2000 Sundance Film Festival while Cannes International Film Festival selected a few animations to show.

Shows begin at 9 p.m., with an 11:30 p.m. show Friday and Saturday. Tickets are on sale at VALLITIX, $6 for students and $8 for non-students.

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**News**

**U.S. NEWS continued from page 1**

The survey went on sale Aug. 22, and gave the results of a poll taken by students who ranked their own colleges and universities in numerous areas including academics and campus life.

Based on 62 ranking lists in various categories, the top 20 colleges for that category are given. Nearly all of the lists were based entirely on student answers to one or more survey questions.

Of the 29 qualifying colleges in California, Cal Poly received a 4 in the dorm category, meaning that student ratings for the living conditions on campus were not favorable.

"The dorms are like dungeons," the report noted.

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Sports

Indians finally beat Pedro

BOSTON (AP) — It should have been so easy. Pedro Martinez was 9-0 against Cleveland. He was pitching against Steve Woodard, who was 2-10 with a 6.54 ERA this year. Boston was in great shape to gain ground in the AL wild-card race.

Then the game started. The Indians scored a run in the first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as first, and Woodard and two relievers shut down the Red Sox as.

Nomar Garciaparra nearly tied the game in the ninth, but his hit for a two-run homer turned into a double that just missed clearing the 12-foot high left-field wall.

"Maybe 6 inches," Martinez said. "We weren't meant to win that game.

Cleveland took a half-game lead in the AL wild-card race over Oakland, which lost to Baltimore. The loss dropped Boston three games off the pace with 12 left.

Pedro's way today. Our pitching staff has been good and we took advantage.

Robert Alomar
Cleveland second baseman

Alomar — singled in the first. Then Martinez (17-6) retired the next 18 batters.

"The more he pitches, the more comfortable he gets," Alomar said.

We were being aggressive in the first inning, trying to swing at strikes. He left some balls up in the (strike) zone and we took advantage.

For the first time in 12 home starts, Martinez allowed a first-inning run and it proved costly.

"When it's a 1-0 game and you're facing Pedro, you have to concentrate a little more," said Woodard, who left the Red Sox in the first with runners in scoring position.

Martinez allowed one run, five hits and a walk and struck out nine in eight innings as he lowered his major league-leading ERA from 1.81 to 1.78. In the ninth, Derek Lowe allowed Lotton's 14th homer of the year that turned out to be the margin of victory.

"It's not a good feeling," said Lowe, who is second in the AL with 37 saves. "You go into that game thinking you have a really good chance. Pedro pitched extremely well."

Woodard pitched better. He gave up three hits and no walks and struck out four in six shutout innings, raising his record to 2-3 since he was traded by Milwaukee on July 28.

Bob Wickman weathered a tough ninth for his 11th save with Cleveland.

Joe O'Neill started the inning with a walk and was forced at second on Jason Varitek's groundout. Garciaparra then doubled Varitek to third. Troy O'Leary's infield single drove in O'Neill for the tying run and it proved costly.

Dante Bichette then hit the ball back to Wickman for a potential double play, but Garciaparra ran to third and was forced in a rundown for the second out.

"Nomar felt they had a chance to get the double play, so he goes. That's smart thinking," third-base coach Wendell Kim said.

But Wickman ended the game by striking out Brian Daubach.

"I'll give them one run and take my chances any time," Martinez said.

Against Woodard, it wasn't enough.

STADIUM

continued from page 16

the athletic department's Capital Campaign that raised over $5 million dollars for facility improvements and scholarship endowments.

He has also personally contributed and committed more than $500,000 to the baseball stadium project.

"He has really taken a leadership role," McCutcheon said. "It is very fitting that we make a tribute to his support of the athletic program and baseball program and with this project in particular. He has been involved as a player and continuously supports the program."

Baggett, also known as Mike Krukow's batterymate in the late 1960s and early 1970s, said he high hopes for this new stadium and the baseball team program.

Software Engineering Internship

Software Engineering Intern

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We will be hosting on-campus interviews on November 13th, 2000. Interested? Drop off your résumé to your campus career center by October 24th, 2000.

STADIUM

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U.S. Olympians continue dominance

SYDNEY, Australia (AP) — A game-winning grand slam. A dramatic, record-setting upset at the pool. And a soccer star revisiting her World Cup heroics.

Some of the U.S. Olympians weren't just winning Wednesday in Sydney; they were doing it in style.

Longshot Missy Hyman and relay teammate Jenny Thompson captured gold medals in record times for the American swimmers to start the heroics.

Brandi Chastain later scored a goal to help boost the U.S. women's soccer team into the semifinals, while the American baseball team used a two-out, eight-inning grand slam to defeat South Korea 4-0.

For Thompson, the 800-meter freestyle relay victory catapulted her into scored Olympic company. With seven golds, she now has more than any woman swimmer, snapping a tie with Germany's Kristin Otto.

Thompson, 27, who also has a sil­ver in her career, tied Czech Republic's Vendula Cervackova for the second-most Olympic golds by a woman. With teammates Samantha Arsenault, Dana Math and Lindsey Benchmark, she established an Olympic record of 7 minutes, 57.75 seconds.

The 21-year-old Hyman shocked defending champion Susie O'Neil of Australia to win the 100-meter breaststroke. Hyman shocked herself, too, upon seeing her Olympic record time, the reputation legend, "Oh my God! Oh my God!"

'I've played it over so many times in my head, but I never thought it would come true," said Hyman, who nearly quit swimming in May because of poor health and poor times.

Amid the red, white and blue celebration, the orange-clad fans of the Netherlands had reason to cheer as a Dutchman nicknamed "Hocus" passed some of the world's top swimmers into mere hlowfish.

Pieter van den Hoogenband won gold in the 100 freestyle in 48.52 seconds, whipping two-time defending gold medalist Alexander Popov of Russia. Popov settled for silver, while American Gary Hall Jr. took the bronze.

Van den Hoogenband became the first man to sweep the 100 and 200 freestyle since American Mark Spitz in 1972.

After five days of competition, the Americans topped the medal table with 23 (10 gold, 7 silver, 6 bronze). Host Australia was second with 22 (7-7-8), while China had 17 (7-7-3).

BASEBALL

Doug Mirkiniewicz's eight-inning grand slam gave the United States a 4-2 victory over South Korea, the fourth straight victory for the Americans.

Mirkiniewicz slapped a scorching tie for manager Tom Lasorda's team by driving a two-out pitch deep over the wall in right field.

The American victory came on the heels of the Netherlands' stunning 4-2 victory over the Cubs, ending the Cub's 21-game Olympic winning streak.

WOMEN'S SOCCER: Next stop for the U.S. women: the Olympic semifinals. The Americans took step No. 1 toward defending their 1996 gold medal by defeating Nigeria 1-1 to finish first in their half of the draw.

World Cup heroine Brandi Chastain opened the U.S. scoring, with Kristine Lilly and Shannon MacMillan adding the other goals. On Sunday, the women will face Brazil in one game, while Norway and Germany battle in the other semifinal.

China, the other finalist in the 1999 World Cup, was eliminated by surprising 2-1 loss to Norway.

SOFTBALL: There was a little drama left over for the women's softball team, too — but not the kind they liked. For the second straight game, the once-invincible Americans lost in extra innings, this time 2-1 to China in 14 innings.

Losing pitcher Michele Smith set an Olympic record with 21 strikeouts, the most in Olympic history.

Zhang Chunfang lined a single off Smith's leg to score one run and send center baseman Jennifer McCaffre three wide of first, allowing the other runner to come all the way around.

Before the back-to-back losses, the softball team had won 112 consecutive games.

CYCLING: Tears streamed down Marty Nothstein's face as he hugged his wife and children. The cyclist captured a gold medal in the men's time sprint, the first American cycling gold since 1984.
The logo committee initially sought the help of Cal Poly graphic designer students in developing new logos, but after eight months, they realized the students did not have the time or experience to complete the project. The athletic department then turned to SME Power Branding, a company that helped organizations such as the University of North Carolina, the University of Florida, the Arizona Diamondbacks, and the Carolina Panthers design new logos and make their names more recognizable. Baker said that in the past Cal Poly coaches were baseball caps with the old "C" logo on recruiting trips, and no one knew what it meant.

“Our old logos were bland, boring and obviously one-dimensional,” Baker said. “We wanted to get some logos that would separate us from our competition, the Big West Conference.”

With this goal in mind, SME asked the logo committee to brainstorm for one word adjectives that describe Cal Poly. Some of the words used included excellence, quality, success, respect, and leadership.

Baker said the main logo wouldn’t necessarily be used more than the other logos, but that it encompasses all of what the athletic department wanted.

According to McCutcheon, the cost of the new logos totaled $40,000.

Baker said he really likes the new logo. “They’re clean and crisp, like I think a logo should be,” he said. “They’ve given some life to them unlike our old ones.”

Cal Poly coaches have been given two years to transfer uniforms to the new logos. The women’s volleyball team and the men’s soccer team have already made the uniform switch.

Merchandise and athletic apparel displaying the new logos are expected in the bookstore by the end of October. McCutcheon said that some people will like the new logos and that others will like the old ones better. “The ones we developed are clean, progressive and identifiable,” he said. “Over time they will develop an identity and that’s what we’re looking for.”