El Corral vs. Aida's — business partnership

By Kristy Charles
MUSTANG DAILY STAFF WRITER

"Lowest prices guaranteed!" "Highest buyback!" "All titles guaranteed in stock!"

When it comes to buying textbooks at bookstores, how do students know which claims are accurate and where they'll truly get a better deal? Finding out is much harder than it seems.

El Corral, for example, claims to have lower prices on certain books at a specific period during the quarter. "The top 100 titles the first few weeks before class and the first two weeks of classes are cheaper (at El Corral)," said Frank Cawley, El Corral director. This is because the store discounts its books during this period, in which it sells 99 percent of their textbooks, he said.

Yet, Tracy Fryburger, a manager at Aida's, said that its prices are lower at any time of the year, including when books at Cal Poly are discounted. "We usually check prices before the quarter starts, and we still have lower prices," she said.

While El Corral does not claim to have lowest prices except during this period, it does claim to have the highest buyback. Aida's claims to have the lowest prices, yet neither of these claims are based on statistical evidence. "It's just based on comparison shopping," Fryburger said. "It's not based on any factual information."

Cawley agreed, saying that El Corral supports its claim of the highest buyback by comparison shopping. In fact, El Corral used to claim the lowest prices, but since so many people complained about better deals elsewhere, they had to stop.

Since no one has complained about buyback prices in the last two years, El Corral must offer the best prices, Cawley said. However, if it can be proven that another store will buy a textbook back for a better price, El Corral will match the price and add 10 percent.

Comparison shopping

Mustang Daily compared prices on five books from different majors and course levels. On average, books from Aida's were almost $5 cheaper than those at El Corral. For this reason, Cawley said, because after the first two weeks of the quarter, all the textbooks at El Corral return to normal retail prices. Also, El Corral has to carry every title ordered by the faculty, whereas Aida's does not. "We also carry three times the amount of books that Aida's does," he said.

Despite conflicting claims, El Corral has among the lowest profit margins in the California State University System, Cawley said. Most CSU bookstores' margins, or how much prices are increased in order to make a profit, range from 25 percent to 34 percent. Cal Poly's margin is around 25 percent and has not been increased in 10 years, he said. Aida's would not disclose what its margins are. Even though having competition may seem detrimental to El Corral, Cawley said it has improved the services the store offers to students.

"It has made us more competitive and I seriously wonder if we would discount books at all if Aida's wasn't here," he said. "Without Aida's we probably would not offer many of the services we do. Like VIP buyback and the shop-once program."

Textbook reservations

As appreciative as Cawley is for the competition, Aida's has to pay for the extra help of books that Cal Poly professors will use each quarter. The cost is around five cents a page. "We have to instruct the information from the faculty and constantly call the departments," he said. "We have four people that do nothing but that and it takes a lot of time. I don't think what we charge is outrageous, and the owner of Aida's has never complained that it was."

Some universities offer the list free of charge to competing bookstores because the information comes from

see BOOKS, page 7

El Corral vs. Aida's.

Design contest updates bike racks

In-depth report

Noel Gatter, an industrial technology senior, is the grand-prize winner of a bike rack design contest. His design has staggered sections to cut down on bikes getting tangled.

Grand prize winner Noel Gatter designed a rack with staggered sections so that the bikes would not become intertwined. "About a year ago, I was locking my bike," said Gatter, an industrial technology senior. "When I came back to get it, the handle bars were stuck in somebody's cables because they were about the same length. I was having a bad day and was irritated that I was having difficulty getting my bike out."

Gatter worked on four different prototypes, with variations of height, lock applicability, staggered sections and convenience of not having to reach down to lock one's bike. His final version consisted of all of these concepts, and he was awarded a 24-speed mountain bike from Cupola's.

After the designs were submitted, industrial technology students manufactured the designs.

Rodney Hoodless, an industrial technology professor, said that after seeing the potential for each design, the group of students would modify it as necessary.

see RACKS, page 7

Marketing team takes first at national competition

By Stephanie Perry
MUSTANG DAILY STAFF WRITER

While many students were sitting in classrooms listening to their professors' lecture, five agribusiness students packed up and headed east to the competition. It was the first time in 25 years that Cal Poly has won the competition. Last year's team placed fourth in the student marketing competition at the National Agri-Marketing Conference and Trade Show, April 17 to 19, in Nashville, Tenn.

The students are part of the National Agri-Marketing Association (NAMA). NAMA is a professional organization that seeks to enhance knowledge, skills and contacts associated with agri-marketing. It consists of both professional and student chapters.

Professors Tom Frawley and Phil Dubb coached their team. It is the eighth time in 25 years that Cal Poly has won the competition. Last year's team placed second at the competition, which was held in Denver, Colo. "Everybody goes to that competition and they want to win and we went to that competition with the objective of winning," Lagier said.

Each team Cal Poly faced in the quarterfinals had either won or been in the final round during the last three years. In the final round, Cal Poly beat Florida, Ohio State University and the University of Tennessee. "We raised the bar, and we raised the bar some more and then before you knew it, no one else could touch it," Lagier said.

The team's product was a golden tomato from Sun Roma, Inc., located in Arroyo Grande. Sun Roma approached the NAMA team with a project that required the students to design a way to export yellow tomatoes to the Japanese market at a premium price. Finding a marketing solution was challenging, since Japan currently has the only processed yellow tomato in the world.

Students worked on the plan for about six months, during which time they conducted focus groups and surveys to research components of their plan. They also presented their plan to various faculty members, four classes and two clubs. All of the exposure helped prepare the team members for the questions they would encounter during the competition.

"They tore us apart and they did that to make us stronger," he said.

In the first two rounds of the competition, the team gave a 20-minute presentation to a panel of three judges, which was followed by a five-minute question period. The final round consisted of another 20-minute presentation, this time to a panel of five judges, and a 10-minute question period.

Not only did the NAMA team present its plan at the competition, but it also gave a three-hour presentation to Sun Roma, Inc., showing the company all of its research. The company has already begun to implement some of the strategies created

see NAMA, page 7
5-DAY FORECAST

WEDNESDAY
High: 70° / Low: 48°

THURSDAY
High: 73° / Low: 49°

FRIDAY
High: 71° / Low: 42°

SATURDAY
High: 62° / Low: 49°

SUNDAY
High: 68° / Low: 45°

TODAY’S SUN
Rise: 6:00 a.m. / Set: 8:00 p.m.

TODAY’S MOON
Rise: 7:36 a.m. / Set: 10:31 p.m.

TODAY’S TIDE
Low: 6:21 a.m. / -0.68 feet
High: 1:12 p.m. / 3.34 feet
Low: 5:15 p.m. / 2.47 feet
High: 11:29 p.m. / 5.46 feet

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**National Briefs**

**Warwick charged with marijuana possession**

MIAMI, Florida — Dionne Warwick, 61, was arrested at Miami International Airport on Sunday after police found a suspicious item inside one of Warwick’s carry-on bags, a news release from the Miami-Dade Police Department said.

Baggage screeners called police when they saw a suspicious item inside one of Warwick’s carry-on bags, a news release from the Miami-Dade Police Department said. Inside a lipstick case, 11 marijuana cigarettes were found by police officers. She was charged with possession totaling less than five grams, a department spokesman said.

Warwick was released after signing an affidavit promising to appear in court. She was en route to Los Angeles, but missed her flight.

Warwick gained fame in the 1960s for her songs “Walk On By” and “I Say a Little Prayer.” Recently, she has been arrested at Miami International Airport on Sunday after police found a suspicious item inside one of Warwick’s carry-on bags, a news release from the Miami-Dade Police Department said.

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**National & International News**

Tuesday, May 14, 2003

**Mustang Daily**

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Springboard Job Fair
for all majors
Thursday, May 16, 2002

Springboard Job Fair - CAED
for College of Architecture & Environmental Design majors
Friday, May 17, 2002

Chumash Auditorium
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Interviews: 1:30pm to 4:00pm

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Manic Lounge puts new spin on 'petal'

By Steve Hill

It’s a little bit punk and a little bit metal. Singer Brooke Schlesier affectionately dubs the style "petal.”

Classifications aside, Manic Lounge is ready to rock the San Luis Obispo music scene. After only nine months of playing together, the band comprised of Schlesier, guitarist Morty Lopez, bassist Danny Sando and drummer Brian Galley — already boasts a repertoire of 14 original songs and a five-track demo full of petal good-humored festivity.

Interlace Lopez’s punk rock guitar and Sando's heavy metal bass lines, and you’ve got the essence behind the whole idea of Manic Lounge.

"It’s like cheesy-cliche thing to do to have your name be an oxymoron," said Lopez, a music senior. "So we thought it was funny, but then it stuck."

What’s also stuck is the band’s penchant for female-fronted power.

I’m not like a dainty girl, but I love wearing lipstick and getting cute, too,” said Schlesier, a fifth-year Cuesta College student. "But I still want to rock out."

Since Lopez began playing guitar at age 17, he could tell that Schlesier, with whom he had been friends since seventh grade, had the ability to sing well. But before Manic Lounge, he had never pictured himself sharing the stage with a woman.

"I never really thought I would want to have a chick front my band," Lopez said. "But when we play it doesn’t seem like we have to accommodate for a girl." Having a female vocalist proved to be an advantage, he said, as Schlesier has been able to crush guys down to size.

But before getting too caught up with the idea of a female lead singer, just take a listen to the band's new demo, "Lucid." With poppy gems like "Walking Lines" and the straight-up rocker "Leaving Dreams," this band commands its sound so well that, as soon as your head starts bobbing, you forget who is singing and just rock. And that’s what Manic Lounge is all about.

“We’re like upbeat, fast, party-type music, having a good time,” Sando said. For Lopez and Sando, this band isn’t their only focus — Lopez also plays in local ska band Velvet Jones, while Sando handles the bass duties for hard rockers Twomp. But both feel that devoting their time to two bands instead of one makes their music even stronger.

“I could never be in a band where people were just like, ‘You play with just us all the time, that’s it,’” Sando said. “You can’t get a good enough experience. We’re getting better at being this band by playing with other people.”" Lopez added.

And while both admit that if the band were to obtain a record deal that Manic Lounge would become their sole focus, for now, they just want to play as much as they can.

"If we played for nobody but ourselves in (Danny’s) living room, we would still meet twice a week to do that," Lopez said.

Normal people having a good time playing music — that’s the Manic Lounge formula.

“We’re not trying to make a statement in the world, it’s just like this is what’s going on with us,” Lopez said. "We’re a microcosm of disturbed communities everywhere.”

Above, music senior Morty Lopez, Cuesta student Brook Schlesier, and below, music junior Danny Sando are members of the punk-metal band Manic Lounge. The group, which dubs their style as 'petal,' has released 14 original songs and a five-track demo in nine months.
Some people can run a pleasant movie experience

"Is she going to stick her finger up at a**?" the woman sitting behind us in the theater asked her date, as if he knew the answer. It was a steamy sex scene in a movie where digital insertion wasn't out of the question and honesty, I was wondering the same thing. But I didn't speak loudly during the movie. Instead, I let the scene unfold and held my mouth shut, which is what people are supposed to do during a movie. Once the trailers end, talking in a theater should cease, and continuing to do so should carry a social stigma akin to smoking or necrophilia.

Unfortunately, banter is standard fare in today's cinephiles. Blame it on a variety of factors, such as that as a culture we're less polite, or that with the proliferation of increasingly sophisticated home theater systems, people think they're on the couch at home.

I go to see a film because for 90 minutes or so, I am lost in the screen images, sound, story, characters and effects, totally immersed in the director's vision. Trying to enjoy the movie described earlier and frustrates me by the surrounding chatter. She wasn't the only one talking - and being the good scholar that I am, I catalogued these distinct types of topical banter: the "questioner," the "parrot" and the "narrator."

The woman behind me was a "questioner." Apparently these people lack a specific cerebral men­brane that helps a person filter and distinguish between whether they are thinking something or actually saying it out loud. Each thought exited her mouth in the form of a question. "Where's he going?" she asked when the star got out of the car on a lonely highway, later adding, "What's he doing?" Her baby, I don't know. I haven't seen the movie and no one in this theater has seen it; consequently, no one knows what is going to happen!

While viewing "Cast Away," I came across the next two types of talkers, the "parrot" and the "narrator," with one sitting behind me and the other in front.

Parrots exhibit Tourette's syndrome-type behaviors, except the uncontrollable exploitations are replaced with spams of repeated dialogue. On the screen in front of us was Tom Hanks, 12-feet high, eating greasy crab and talking to a volleyball while the "parrot" repeated "ugh crab" or "ha ha Wilson."

During the same film, the narrator sitting behind me described everything for his date, pointing out the hard-to-find subtleties and nuances rife in a film like "Cast Away." "Look, he's asleep. He's free." He also clarified for those within earshot one of the film's more difficult plot turns: "Look, the plane is crashing." Later he explained that this was his second time seeing the film, as he wanted to fully "get it." I'm sure, but I don't get about "Cast Away!"

Are you getting my point? Talking during films is advert­ising the fact that you're not the brightest bulb on the Christmas tree, an excellent way of telling people in the movie house, "I am Sam, Rain Man and Lenny!"

I'd like to think the woman behind us, the "questioner," so frightened her date that they broke up later that week. One can only imagine she'd real­ized her date couldn't jeopardize her family's gene pool by inviting her in for a nocturnal swim. If we condemned chattering during films, then the movie talkers, ostracized, would have to see films alone. With no one to talk to during a movie, the theaters would be silent and the problem solved. Until then, keep your mouths shut.

Bryan Dickerson is a journalism junior, Mustang Daily staff writer and the cranky guy in the movie theater who tells you to shut up.

Letters to the editor

The reluctance of change

Editor,

Stubbornness. We all know what it is and are all enwrapped by it. Everyone is stubborn, but we all vary in our degree of tenacity. Thus, regardless of our open-mindedness, we can still be very reluctant to change or to admit our wrongs. After recently having a series of debates and arguments with my friends, I have realized how rigid some people can be with their beliefs. I've come to realize that even if people do say, nobody likes change because it scares them. I would like to offer a piece of advice, however, to those wishing to listen. Look to yourself and question your beliefs. If you can't offer an own-pointed, truly make it by sitting down and actually thinking about why you believe in what you do. If you can convince yourself that you really do "believe" in your beliefs, then it's all the better for you because you can truly claim to "know thyself." If, however, you find that you really don't "firmly believe" in what you say believe, then take the time to search out your true values.

I say this because I have seen and heard numerous people say they believe in something, but then in their own hypothetical fashion display that they really don't hold true to what they say. We can all say "yes" what we believe, but actions speak much louder than words.

It also amazes me how blind some people can be when they think about change. Recently, I had a debate with my roommate about his motives and intentions behind a certain course of action he was planning to take. After a long debate, which concluded the next morning, I went back on something I had previously said and admitted, "Fine, you are right in that respect." Of course, after I had said this, he responded by telling me "how weak" I was because I was back on what I had formerly said. It is, in fact, quite the opposite. I admitted my wrong and accepted that I was wrong. There is a great axiom that explains how this is not a weakness, but rather a noble strength: "It takes a great man to know when he is wrong, but it takes an even greater man to admit it."

Scott Horwath is a computer science freshman.

Opinions on fries and God

Editor,

In all my years at Cal Poly, I have never seen such weakly supported and asinine let­ters than the two (family enough, written by freshmen) that appeared on May 13: "No more letters," by Alan Ellis and "No one cares anymore," by Shane Lile.

First of all, obviously you DO care, Shane, if you bothered to write in with your bold statement, "Religion is a topic that shouldn't be argued in the opinion section of a paper." Mr. Lile, I know you are a freshman and your experience at Cal Poly is limited, but this is a university where thought and voice are encouraged. We could print articles about who has better French fries - McDonald's or Burger King. What you see as an excess of thought and opinion on a certain subject I find intellectually stimulating.

What about your statement, "You can't prove God exists because there's no proof of his existence?" Well, that is a groundbreaking conclusion. Did you spend all night on that? What atheists and Christians have been debating for thousands of years, you just wrapped up in a sentence. And by the way, in a letter in which you state, "Religion shouldn't be discussed in the paper," you went ahead and made a claim about God. Then you say that there isn't enough proof in the mortal world to prove the existence of a tran­scendental being." Well, if you say that there is a mortal world, then there would have to be (guess what?) an immortal world. That is NOT a conclusion I spoke all night on.

Mr. Ellis, you said, "If the writers hope is to sway people to their particular belief, they don't think people take kindly to arguments." Well, I don't take kindly to your argument. It seems that YOU are trying to sway people to believe that letters about spirituality are in excess. And, I might ask: What is a person defined by? You said, "I don't like to be defined by my beliefs. I am my own person..." What are you defined by? Mr. Lile, what you say is "childish bicker­ing," I say is classical intolerance that chal­lenges spiritual ideas that search for meaning in man's soul.

OK, Mr. Lile, you win this one. I like McDonald's fries better. And I'm not going to be a nice person, so I will not write in with my bold statement, "Religion is a topic that shouldn't be argued in the opinion section of a paper."

Andre Niesing is an architecture senior.

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Get Out! No Shut Up!

So That's How This Ends, MARILYN! Can You Believe It? I couldn't believe the first time I saw this. You would never guess this ending!

Letters to the editor
News

Tuesday, May 14, 2002

RACKS continued from page 1

the designs slightly to make them work.

"I'm really happy with the designs," Headley said. The Bicycle Task Force was created a year ago to address different issues on campus, and it consists of police officers, students, faculty, staff, facilities services and people from the community, said University Police Chief Tony Arlito.

The task force looks at environmental, parking and designing infrastructure to make sure it coincides with the university's Master Plan.

"You have to get a good group of people together and look at these facts," he said. "It brings in a lot of different perspectives and finds the best solution for everybody involved."

After hearing problems regarding the old racks damaging bikes, Arlito said students would stop riding their bikes. He added that the contest was a perfect example of what the Bicycle Task Force is doing.

Starting summer quarter and continuing into the fall, bicycle users can try out the racks and see what they like best. After the surveying is complete, the industrial technology department will manufacture the racks in masses during next winter.

"We will build more than one design," Anderson said. "It's just a matter of what the user likes."

Noi Goldenberg, Patton Green, Wayne Chen and Leif Barner were awarded for their designs. Howard Weisenfeld received honorable mention for his recycled bike design.

"I feel like everybody did a good job," Garter said.

This week is bike week, and Anderson will handing cookies out to people who are abailing to the bike regulations and laws on campus.

The Bicycle Task Force is connect­ed to what the city and county are doing regarding methods of alternative transportation, Arlito said.

BOOKS continued from page 1

professors at a public university, and so they deem it public record. Other stores vary in how they handle the list.

The University of California, Santa Barbara, has one off-campus, private bookstore that it competes with, said Cynthia Ellett, manager of the store. UCSB provides the information about what books will be used for free.

CSU Northridge charges three cents a page for copying fees, said Chris Rehburger, the customer service manager of the university's bookstore. He considers the information public record because the bookstore is part of the university.

Cal Poly Pomona doesn't provide the information at all to competitors.

San Francisco State and Chico State do not have private competitors, but SFSU used to charge around $2.50 for the list. Chico State also changed because of the work put into compiling the list, said Bob Paulone, book division manager at Chico State.

Because El Corral is supported by Cal Poly Foundation, a not-for-profit organization, it essentially is a private business. This means it does not have to provide the list for free, Cawley said.

Unused books

At the end of the quarter, textbooks that were not sold and will not be used the following quarter are sold to a wholesaler. Books that cannot be sold back to the wholesaler or that are out of print go to a variety of destinations.

"Just last year we sent a semi (truck) of books to an organization in San Francisco called Asia for the World," Cawley said. "They send the books to students in Asia."

Even though El Corral cannot make any money on these books, they will give students $2 coupons. Cawley said. Often, the store holds sidewalk sales and sells the books for $1, actually losing money in the transaction.

All other books are recycled and delivered through some organization.

Aida's also donates books it cannot sell to an overseas program, Fryburger said. Otherwise, the books are recycled.

Classified Advertising

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Winning competitions at the national level helps students get their resumes to the top of the pile, Fryburger said. It also helps validate Cal Poly's agribusiness program to the industry since all of the competi­tion judges were industry professionals and included chief executive officers of advertising agencies, media firms and marketing agencies.

Fryburger said he was pleased with the fact that, in their win, the students were able to remain humble and professional.

"They are exceptional students," he said. "They are definitely Cal Poly. Not just a good grade, they just delivered the goods. They executed when they had to."
Tyson Miller recently fought in his first amateur boxing competition. The kinesiology senior won by unanimous decision.

The injury occurred in the 16th minute as Arms was tracking Uruguay's Fabian O'Neill along the right wing. The subsequent eight minutes before being replaced by Mastromarzi.

"It was a very odd play, a movement that I have made a thousand times," Arms said. "I had just planted my right foot and I felt the knee go."

Aron's injury put a damper on an otherwise upbeat day. There were 19-year-old DaMarcus Beasley's flamboyant dashes on the loose ball that led to both goals and veteran goalkeeper Brad Friedel's seven marvelous saves.