Open House

They came, they saw, they left

Cal Poly's 10th Annual OPEN HOUSE
April 25 & 26, 2003

Visibility top goal of Baker's review

By Laura Newman

President Warren Baker received an overall positive performance report from CSU Chancellor Charles Reed and the Board of Trustees in a six-year review that concluded March 11.

"I think the review is a good practice," Baker said. "It provides feedback to issues that are important to the campus and it is helpful to me."

The review process, which started during fall quarter, was conducted by collecting letters and bringing a four-person team to evaluate the campus. Criteria established by the Board of Trustees was used to assess Baker's performance and Cal Poly's progress as a university.

"We were pleased to receive an affirmative response," said Daniel Howard-Greene, Baker's executive assistant. "This process allows the president to receive a lot of input from a lot of different folks."

After interviewing a selection of the campus community, Reed's

ReMEMbering the past

By Laura Newman

Red handprints on campus represent instances of sexual assault, and representatives from Cal Poly's Women's Programs don't want any more red handprints.

To recognize April as Sexual Assault Awareness Month, Women's Programs is holding the fifth-annual ReMEMber Week today through May 2. The week will include a schedule of free public events dedicated to making the San Luis Obispo community more aware of sexual assault and active in their own personal safety.

ReMEMber Week will kick off tonight at 6 in the Yosemite Hall lounge with a ceremonial tribute to victims of violence. Students will present the personal stories of San Luis Obispo student victim Rachel Newhouse, Amanda Crawford and Kristen Smart, a Cal Poly student who has been missing since 1999, and Lerner Lannon, ReMEMber Week director and campus SAFER representative.

"ReMEMber Week is how we remember the people we have lost in this country to violent sexual assault," Lannon said. "This is how we can celebrate their lives on campus."

Following the tribute, there will be open microphone sessions from the San Luis Obispo Police Department and an open microphone session.

"The open mic is so important because it allows space to tell their own personal stories," Lannon said. "I will start off by telling my own personal story of rape survival."

There will be a ReMEMber Week silent memorial march today at 11 a.m. from Dexter Lawn to the University Union.
National Wal-Mart manager speaks on produce Tuesday

By Sarah Stephan
MUSTANG DAILY STAFF WRITER

A representative from the largest company in the world is visiting relatively small San Luis Obispo.

Ranked number one by Fortune 500 in 2003, Wal-Mart is said to have rewritten the rules of business.

Wal-Mart National Category Manager Steve Turis will speak at Cal Poly Tuesday from 6 to 8 p.m. in building 3, room 202.

The presentation "The Wal-Mart Procurement Model to the Produce Industry" is part of a lecture series organized by the agribusiness department. Turis will fly to San Luis Obispo from the Wal-Mart headquarters in Bentonville, Ark., specifically for the presentation. Agribusiness professor Tom Frawley was able to arrange the lecture because Turis used to work with him.

Although Turis will discuss produce, the lecture is not just for agribusiness students, Frawley said.

"Anyone interested in retail should come," Frawley said. "The topic is the produce model, but the principles he talks about transcend into non-food items."

Agribusiness junior Jessie Condit said Wal-Mart is used as an example of a model company in many of her classes because it started as a small company and is now global.

"They are unparalleled in all functions," Condit said.

The review also detailed challenges facing Cal Poly, which included community opposition to new project development, limited housing for faculty and staff, shortage of on-campus housing and lack of opportunities for spousal employment.

In a letter to the campus, Reed said he and Baker have discussed the review and established a series of goals for the next few years.

The primary goal is for Baker to become increasingly visible around campus by attending more student functions.

"Dr. Baker is rated as a highly effective and innovative university president," Reed said in his letter. "Some constituent members, however, would like to see him increase his participation in campus events."

Other goals include working with the community to address Cal Poly's housing dilemma and diversifying student background.

"We were pleased to receive an affirmative response. This process allows the president to receive a lot of input from a lot of different folks."

Daniel Howard-Greene executive assistant to the president

Review team identified Baker's major accomplishments and those of the Cal Poly campus. Baker's credits include enhancing Cal Poly's "learn-by-doing" educational model.

"A representative from the largest company in the world is visiting relatively small San Luis Obispo. Baker's selection was influenced by his familiarity with Cal Poly's teaching philosophy and his achievements as a journalist."

"The three finalists were all pretty good," Hellenbrand said. "But two were traditional academics and George had the greatest amount of reporting experience."

"His tremendous understanding of journalism as a profession" also led to his selection, Hellenbrand said.

Ramos said he was both honored and humbled with the offer to return to Cal Poly. He wants Cal Poly journalists to take pride in their department.

In the early 1990s, Cal Poly faced the threat of losing the journalism department, Ramos said. In order to keep this risk from emerging again, the program needs to be re-accredited.

Hellenbrand said the journalism program holds an important position because it provides an important link between traditional liberal arts and technical education.
National Briefs
Poll: Americans conflicted about affirmative action in college admissions
WASHINGTON — A new poll highlights Americans' conflicted feelings about affirmative action at colleges. A majority of those surveyed said it benefits society, but even more said schools should not admit minorities who have lower grades than other qualified candidates.

The finding is part of a comprehensive survey of American attitudes toward colleges and universities being released Monday by The Chronicle of Higher Education.

Among other findings, the survey revealed that more than 82 percent of Americans believe skyrocketing tuition has made higher education less affordable to the middle class. At the same time, 75 percent believe college education is "worth the price."

The telephone survey of 1,000 adults ages 25 to 65 has a margin of error of plus or minus 3.1 percentage points.

With the Supreme Court deciding a critical case that challenges the University of Michigan's use of race as a factor in admissions, 58 percent of respondents to the Chronicle poll said affirmative action programs benefit society. But 64 percent of those surveyed said they thought minority students should not be admitted to a school if their grades and test scores didn't meet the level of other applicants.

David Ward, president of the American Council on Education, expects those conflicting attitudes to continue even after the Supreme Court ruling.

He said Americans have a deeply ingrained sense of fair play and individual rights — and for many, affirmative action doesn't seem fair.

"If you feel you've been deprived of something by a process, it is felt very strongly," he said. "And that is an area where universities are struggling."

North Korean nuclear claim puts U.S. in sensitive position
WASHINGTON — North Korea seems today to have crept closer to a crisis by claiming it has, and might test, a more potent nuclear arsenal than the Americans thought it had.

Even if the country's declaration was nothing more than bluster, it presents a dilemma for the Bush administration. And it shows that, in the absence of Iraq turned, the United States is unlikely to resort to military action to prevent such a declaration from being test.

"You could have a precision strike. You could invade. You could have a nuclear bomb."

"What do we need?" Mesria Mohamed asked, repeating a slogan. "We need everything!"

The young mother, in a black headscarf, pulled her boy to her side. "The schools!" she remembered. "They even stole the desks from the schools!"

A Battlefield Job-seekers' Center and His Office of Reconstruction and Humanitarian Assistance. To coordinate relief efforts in the aftermath of a lightning war, to oversee rebuilding of Iraq's infrastructure, and to shepherd in a provisional government to lead the way to democracy.

International Briefs
In smoldering Baghdad, a "tough job" lies ahead to forge a new Iraq
BAGHDAD, Iraq — The flies are thick, feasting on garbage and sewage. Children hawk freshly looted license plates in the street. Squatters hang their wash from courthouse windows, the judges having fled. Amid smoldering shells of buildings, crowds gather on runways of jobs of oil or of gasoline for sale, or of bodies found in "secret prisons."

The hot and dusty Baghdad where U.S. forces have come to take charge of America's relief and reconstruction mission is a city pulling back from the edge of chaos.

"What do we need?" Mesria Mohamed asked, repeating a reporter's question. "We need everything!"

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The Superior Court and the Bar Association invite you to...

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Finding out what's really happening in Soledad

About halfway between the gadget capital of the world and the speedway capital of the world (Silicon and King City, respectively) exists possibly the most notorious billboard in all of the Western Hemisphere (it's true - even more notorious than those sinful God billboards we love so much).

The plain billboard in seemingly the middle of nowhere is white with a red, green and blue arrow and states "It's Happening in Soledad."

Yes, that's right, we've all been so fortunate to see it - well, at least everyone from Northern California and anyone else lucky enough to ever venture north.

The sign is a wonderful welcome into the quiet, little town in the Salinas Valley as you speed by the billboard while heading south on 121 (please note the absence of "the").

It's happening in Soledad. What could possibly be happening in Soledad? It's a question that has wracked our brains one time or another.

With this in mind, we took it upon ourselves to inform the Cal Poly campus what really is going on in Soledad, which by the way and not-so-ironically means "Solitude" in Spanish.

At first, we hopped on the Internet. We soon found that the city has a population of about 15,300 residents and is 4.552 square kilometers in area.

Whoopie. The farm town's going on in Soledad, which by the way and not-so-ironically means "Solitude" in Spanish.

We weren't satisfied with this newfound information. With a full tank of gas, we headed north from San Luis Obispo to uncover one of the world's greatest mysteries and one of advertising's greatest fallacies.

As we arrived into the metropolitan area, we realized it may not have been such a bad idea after all.

The largest structure erected in Soledad could be seen from about two miles away - a silver water tower that proudly overlooked the whole Soledad community with a watchful eye. Clouds of gray and brown belowed from the smokestacks of a local factory that was dwarfed significantly by the height of the neighboring water tower. With the beautiful scenery serving as a constant backdrop, we entered numerous stores and businesses along the main street in hopes of finding any real information.

We didn't find anything. We left the city with a newfound notion of a "Master Plan" and decided to find out what the two dams (Osoyoos College of Business and College of Agriculture) had in industrial technology. My findings were very interesting.

ASP president Jake Fennell, four IT students and I met with OCOB Intern Dean Terr Swart. When we asked Swart how it fits into the OCOB "Master Plan," her response was vague. Essentially, she said she didn't know, there wasn't one.

"I guess it would be to promote our students to improve not only with industry, but also to turn out good, educated students," she said.

Swart wants to continue doing what we are already doing. She kept referring to how "IT is the niche in OCOB" and that it is very "unique."

"It's funny," said local resident Deedrea Alcala. "There's nothing happening here." Alcala is an employee at the only constant source of entertainment in the city - the bowling alley.

The hot spot, complete with eight bowling lanes, five arcade games and a bar, is the local hangout for kids and adults.

The YMCA often hosts rock concerts and the residents take great interest in the local high school sports, Alcala said.

When we asked Marcella Aquilar what's happening in Soledad, she replied, "Nothing. The billboard is just a lie to attract people. Even the people here don't know what's happening."

Aquilar laughed as she described the city in which she lives. "It's peaceful, but I'm bored all the time."

After numerous other interviews, we finally accepted the fact that absolutely nothing is happening in Soledad (at least anything worthwhile). After years of anxiety and speculation, we will no longer wonder what the billboard is referring to.

While our journey to Soledad came up virtually fruitless (aside from the strawberries and grapes we purchased at the fruit stand), we came away with one great piece of information.

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While our journey to Soledad came up virtually fruitless (aside from the strawberries and grapes we purchased at the fruit stand), we came away with one great piece of information.

Just like many truths that we will realize with education and experience, we confirmed the idea that advertisers (or at least the word "it") do not always tell the truth. In fact, sometimes they flat out lie.

So next time you're heading up north, specifically through Soledad, do us a favor and don't give the city the satisfaction of actually visiting. Because in all honesty, it's a waste of your time and theirs.

Steve Hill and Christy Roth are journalism minors and Mustang Daily columnists who would hate to live in solitude. Want to reimburse them for their gas money? E-mail them at QuirkyerBitchinCP@yahoo.com.
Freezing your brain to your heart’s content

Story behind Slurpee reveals rich history, lasting impact on customers of all ages

By Emily Frydendal

There’s something rather satisfying about turning the spigot on a 7-Eleven Slurpee machine. The sudden increase as a cold, thick stream of semi-frozen carbonated beverage races toward a domed lid. As the slush nears the opening, some gutsy people artfully release the spigot at the last minute, walking away with a dome perfectly filled to capacity. Less-experienced consumers might release prematurely and are forced to top-off. Either way, the turn of the spigot delivers a rush of beverage that many Slurpee guzzlers tend to take for granted.

Conceptualized in 1959, Slurpee was originally the result of a broken soda machine in Omar Knedlik’s Kansas soda fountain, according to the document “The History of Slurpee Semi-Frozen Carbonated Beverage,” offered by 7-Eleven Inc. Director of Marketing Communications Dana Manley. The broken soda forced Knedlik to sell chilled bottled drinks from a deep-freeze. The shaly sodas were unexpectedly successful and resulted in an intentionally semi-frozen soft drink.

The first shaly-producing machine used a car air conditioner and was created after Knedlik and his partner Dean Sperry joined with the John E. Mitchell Company in 1959. Although the machine was originally dubbed the “Icer machine,” the Slurper name was tagged the drink in 1967 after 7-Eleven Inc. outfitted its stores with the product.

According to “The History of Slurpee,” since its introduction in 1965, more than 6 billion Slurpee drinks have been sold, just about enough for every person on the planet.

The beverage also inspired products such as Slurpee Gum, Slurpee Ice Lip Balm in flavors like sour apple. But that doesn’t explain why people like the product so much.

“I buy Slurpees to add variety to my beverage regimen,” biology sophomore Alex Fromer said. “Plus, they’re just good. It starts out quenching my thirst, so I consume more and more. Then it hits me! Brain freeze!”

The term “brain freeze” was also coined by 7-Eleven and prompted a wealth of brain freeze products, including straws and key chains.

“Sometimes I use the little straw to prevent the pain, but when it hits, oh!,” Fromer said. “Brain freeze hurts so bad. But it wouldn’t stop me from buying Slurpees.”

And it would appear that it doesn’t stop many people from icy indulgence.

“We sell about 40 to 50 Slurpees between 7 a.m. and 3 p.m.,” said Edwin Martinez, an employee at 7-Eleven on Broad Street. And while he said that the drink sells mostly to the younger generation between grade school and high school, he sees parents and college students frequenting the machine, too.

“Everyone loves them,” he said. Civil engineering sophomore Mark Violetti doesn’t buy his Slurpees between the hours that Martinez specifies, but he said he finds time to enjoy them nonetheless.

“On Saturday nights we might do a little dancing, work up an appetite for some pita colada Slurpees at like two in the morning,” Violetti said. “It’s almost tradition after dancing.”

Martinez says the most popular size of Slurpee is 22 ounces, and while the flavors are rotated about every three days, the most popular flavor is Coca-Cola Classic, despite Violetti’s tropical tendencies.

Fromer agrees, but with some exceptions.

“Cake is the best, but sometimes I change flavors to add even more variety,” he said. “Bananas! Now that’s a-f-king good Slurpee flavor!”

While not everyone might agree as enthusiastically on flavor or method of slurping, most would agree that Knedlik did the world a favor with his innovation-turned-innovation.

“Everyone loves them,” he said. Civil engineering sophomore Mark Violetti doesn’t buy his Slurpees between the hours that Martinez
News

Cal Poly dairy team takes top honors at competition

By Sarah Stephan
MUSTANG DAILY STAFF WRITER

Traveling across the country to observe cattle brought a group of Cal Poly students more than the smell of manure. It also brought them the smell of victory.

The Cal Poly Dairy Challenge team won platinum, the top award, at a recent national dairy science competition at Michigan State University.

The winning team consisted of agribusiness junior Alan Highstreet, agribusiness and dairy science junior Kate Briggs, agribusiness and dairy science senior Tony Evangelo, dairy science senior Kate Hill and dairy science junior Jessica Beck.

Cal Poly head manager Anthony Reis and agribusiness professor Wayne Howard coached the students to victory. The team started reviewing herd management techniques and health plans on dairy units three weeks before the competition.

The group went studied a herd in Lompoc to test their skills before the big competition. Agribusiness and dairy science senior Tony Evangelo said it was good practice because the dairy herd conditions in Lompoc were similar to the ones they encountered in Michigan.

Reis said analyzing actual farm conditions and making economical recommendations that the farm can use is a practical learning tool for students.

"This type of competition is the most real-world experience students can get," he said.

In addition to applying classroom learning, students were also able to meet many people in the dairy business.

"It was a great chance to meet industry contacts from across the nation," Evangelo said.

Twenty-four college teams competed in the two-day event.

In the mid-April competition, each team was given a day to study dairy operations at a working Michigan farm. After quickly reviewing dairy herd production records for the farm, students were allowed two hours to visit the site.

During a 15-minute interview with the farm manager, students asked questions to get a better understanding of how the farm ran.

"We get clear answers about their nutrition program, labor issues and general management that were not in the paperwork," Evangelo said.

Students formed a plan to improve the operation of the dairy farm after compiling information about it. The teams presented their conclusions to judges on the second day of the competition.

The concepts the students presented at the competition can actually be implemented by the dairy farmers. Evangelo said their team found strengths in the dairy farm operations they analyzed, but also weaknesses.

The Cal Poly team suggested that the dairy farmer they worked with improve the nutrition program, feeding schedule and water availability for his herd.

Last year, the Cal Poly team placed silver. Reis called the team's platinum placement this year a drastic improvement. He said next year they hope to get students from other majors involved in the competition.

"There could be a place for almost anyone on the team," Reis said. "Speech communication majors, students who enjoy making power point presentations or anyone with cattle experience would be optimal to compete."

WAL-MART continued from page 2

Turi said he attributes Wal-Mart's accomplishments to their familiar retail plan EULF (Every Day Low Price), because it gives customers confidence that Wal-Mart's prices will be the lowest they find for similar products.

In the fiscal year 2003, Wal-Mart's specific food plans include opening about 200 more Wal-Mart Supercenters and 25 neighborhood markets. The supercenters contain a grocery department for one-stop shopping. The neighborhood markets are generally located within Wal-Mart Supercenters and have department stores such as fresh produce, deli foods, fresh meat and dairy items. They will also open five food distribution centers to service the supercenter store base. Wal-Mart is currently the largest buyer of fresh produce in the nation.
“We weren’t very good today,” associate coach Jerry Wensum said after Friday’s loss. “We didn’t pitch well enough today. We didn’t pitch enough strikes. So we’re going to try to throw more strikes and try to hit our target.”

Cal State Fullerton has lost only one series this year, helping them to rank No. 1 in the conference as well as the nation.

“I think we played real hard, but they are a real good team,” Cal Poly pitcher Nolan Myers said of the Titans. “In order to best them, we are going to have to play with them early in the game so we can keep a real tight game early, but they are a good team.”

Cal State Fullerton assistant coach R.J. Hernandez said the score spoke for itself.

“I think we performed well (Friday),” Hernandez said. “Anytime you score 11 runs and give up only three, you can’t really knock their performance.”

On Saturday, Fullerton clinched the series with its 10th in 11 three-game series so far this season, after defeating Cal Poly 26-7 before 1,157 game series so far this season, after

R.J. Hernandez said the score spoke for itself. 

On Saturday, Fullerton clinched the series win, its 10th in 11 three-game series so far this season, after defeating Cal Poly 26-7 before 1,157

Center fielder Kyle Boyer and first baseman Richie Burgos each had four hits for the Mustangs, his seventh of the season. Cal State Fullerton’s seven hits included two singles by Boyer.

The Titans were held to just four hits. Top hitters for the Titans were right fielder Shane Costa, who was 5-for-6, all singles, with a sacrifice fly for his lone RBI of the game, and designated hitter David Fischer with a 5-for-7 day at the plate, a pair of RBIs. One of Fischer’s hits was a double.

Center fielder Kyle Boyer and first baseman Chuckie Burgos each had four hits. Burgos hit a solo home run in the third inning, his third of the season and a home run double in the first inning was the 36th of his Mustang career. No. 5 all-time at Cal Poly, and gave the Mustangs a brief 3-1 lead.

Each team committed four errors in the three-hour, 27-minute game. After allowing 37 runs on 42 hits to the Titans in the first two games of the series, the Mustangs were much more competitive Sunday.

The Titans were held to just four runs on seven hits, but they were enough to edge the Mustangs 4-3 before a crowd of 1,546 Sunday afternoon at Cal Poly.

The series drew 3,967 fans, eclipsing the previous Baggett Stadium attendance record by nearly 1,100.

Cal Poly collected a dozen hits, including two each by center fielder Sam Herbert, left fielder Billy Saul and designated hitter Alex Chavarria. Chavarria belted a two-run home run, his ninth of the year, and Kyle Wilson’s sacrifice fly to right scored Alex Chavarria, who had tripled.

Cal Poly freshman southpaw Garrett Olson (5-2) allowed four runs and six hits in 1 1/3 innings, but suffered his second loss in as many weeks. He struck out six and walked three.

Jason Windham (7-1), the Titans’ second pitcher of the game, earned the win with 2 2/3 scoreless innings of work, walking three and striking out one.

Chad Cordeno retired all six Cal Poly batters he faced for his fifth save.

Cal Poly took a 3-1 lead with three runs in the bottom of the fourth inning. Junior outfielder Pat Breen belted a two-run home run, his ninth of the year, and Kyle Wilson’s sacrifice fly to right scored Alex Chavarria, who had tripled.

But Cal State Fullerton tied the game with two runs in the fifth on a sacrifice fly by Shane Costa and an RBI single by Kyle Boyer. The Titans snapped the 3-3 tie in the eighth as Gonsalves singled and came home on Richie Burgos’ triple to center field.

Cal Poly mustered six hits off a trio of Titan pitchers, including two singles by right fielder Chadon Tietje. Cal State Fullerton’s seven hits included two singles by Boyer.

Cal Poly’s (22-21-1, 4-8 BWC), winner of 10 straight, has won 30 of 34 games against Cal Poly since the 1999 season, moving to Division I prior to the 1995 season.

Cal Poly (22-21-1, 4-8 BWC), has lost six straight, returns to action Friday at UC Irvine, beginning at 7 p.m.
**Cal Poly Rodeo**

**Stangs corral two titles**

Linsay Rosser and Jesse Segura claim all-around championship honors

By Cathy Ayers

The Cal Poly Rodeo Team proved its abilities at the Poly Royal Rodeo this past weekend, earning the titles of both men's and women's all-around champion. The 63rd annual Poly Royal Rodeo took place Friday through Sunday at Open House weekend, drawing over 250 participants from 10 community colleges and universities throughout California and Nevada.

Agricultural business sophomore Linsay Rosser was named the women's all-around champion. Earth sciences senior Jesse Segura, the 2002-03 president of the National Intercollegiate Rodeo Association, won the title of men's all-around champion.

Rosser began competing in rodeos as a young child. She competes in barrel racing, breakaway, team roping and goat tying competitions. She said she doesn't have a favorite event, but enjoys all of them equally.

“My grandfather is a stock contractor; I was born into rodeoing,” Rosser said. “I went to my first rodeo when I was a baby.”

- Awards for the competitors were made possible by sponsors who donated 19 belt buckles and two saddles as prizes.
- The Cal Poly Rodeo Team competed in 10 regional rodeos per year.

see ROdeo, page 7

Cal Poly Baseball

**Titans prove too strong for Mustangs**

Nation's No. 1 team outscores Cal Poly 41-13 in three-game sweep

By Valerie Angelo

Cal State Fullerton rocked Baugh Stadium Friday night with an 11-3 victory over the Mustangs. The Titans, ranked No. 1 nationally, went on to sweep the series with a 26-7 temp on Saturday and a 4-3 thriller on Sunday.

By the numbers

- The Mustangs suffered their most lopsided loss in eight years Saturday (26-7).
- Cal Poly right fielder Pat Breen smashed his team-leading ninth home run of season Sunday.

The Cal Poly senior Alex Chavarria trots around the bases after belting a home run during the Mustangs' 26-7 loss to the Titans Saturday.