**Student riding wave of success**

Emily Logan  
MUSTANG DAILY  

Agricultural business senior Matthew Murphy has made a name for himself hand-shaping surfboards in San Luis Obispo.

He started Surf Through Life in 1999 and now it is on its way to becoming a full-fledged business.

"I got tired of paying tons of money for surfboards so I decided to just shape my own," Murphy said.

He shaped his own boards and then began getting orders from friends and family, which led to STL. Now he is shaping 100 to 150 boards a year and plans to increase production with the help of a computer and a machine that helps shape the boards.

"I have recently expanded into the screen-printing business as well, which allows STL to have our own custom clothing line for men and women," Murphy said.

Because of the long process he goes through for each board, he can't keep up with demand for clothing quite yet. As soon as his new computerized operation is underway, he plans to market to surf shops along the coast.

Political science senior Liban Jackson said Murphy has been making boards for him for years.

"He makes really good boards for a lot cheaper than I can get anywhere else," Jackson said. Jackson says Murphy is a laid-back salesman and really makes the see boards, page 2.

**Homecoming week is at hand**

Erica Drummond  
MUSTANG DAILY  

Time to bring out the cowboy boots.

Cal Poly's Homecoming 2004 "How the Great West Was Won," kicked off Monday, beginning a week-long celebration for students, alumni and the community.

Monday's main event included the Banner Contest, in which fraternities, sororities and other clubs competed for who can make the best colorful banner.

"We worked so hard on our bun­ner," said Stephanie Carter, an Alpha Phi Omega member and material engineering sophomore. "It took a lot of time, but I think people really enjoy getting together with friends and participating in things like that."

The banners were judged Monday evening on the basis of school spirit, creativity, and use of the Homecoming theme. First place received $500, second $300, and third $100. At the end of the week all of the event scores have been tallied; the three highest-scoring clubs will win cash prizes, the largest prize is $500.

The judging panel, which presides over each Homecoming event, consists of a representative from the athletics department, Associated Students Inc. past Homecoming committee members, current stu­dents, the Alumni Association and the community.

Monday concluded with "Mock Rock," a lip-synch show in Chumash Auditorium. Student teams competed with prepared performances that see Homecoming, page 2.

**Local politicians battle over land development**

Emily Logan  
MUSTANG DAILY  

Mayor Dave Romero and mayoral candidate Dave Booker expressed drastically different opinions about the proposed San Luis Obispo Marketplace at a debate Monday on public transportation class.

In response to a question about whether the marketplace would take away the small-town feel of San Luis Obispo, Romero said, "Downtown is going to flourish." Booker, on the other hand, said he thinks the marketplace will have a drastic affect on the town.

"I think the marketplace will destroy the economic vitality of the city," he said.

In response, Booker said he has a "broad understanding of what needs to happen in the city."

Romero added that the city has been trying to improve the situation.

"We've done the streets as well as we can financially maintaining and improving them," he said.

Orval Osborne

Brown, Owner of Mother's Tavern, stressed the need for the city to "keep financially strong."

"I think the marketplace will help shape the downtown. The proposed marketplace is a 634,000-square-foot shopping center. The project would include construction of buildings and extending and altering nearby roads."

Also present at the debate were City Council candidates Orval Osborne, Christine Mulholland and Paul Brown.
October 8, Tri Delta Field Consultant

"The cool thing with Matt is he's really into experimenting and hearing what I want," Jackson said. "When the board is finally done, the output is as much mine as it is his..."

Murphy described the basic steps he takes to make a surfboard. First, he chooses the dimensions of the board based on the rider's weight, height, ability and personal preference. Then he orders a blank with the correct density: A blank is the core of a surfboard with usually a wood center and polyurethane foam outside. Then he hands-hapes the blank to the desired dimensions using a variety of tools.

Next, a color is air-brushed onto the blank. For the last step, the board needs to be glassed, which he contracts out to various companies. Although most of his advertising is currently done by word-of-mouth, he sponsors surfers on the coast and in Hawaii and is sponsoring a surf club named after his company at Righten High School in Santa Maria.

"(Murphy's) heard that I was going to start a surf club and he offered to sponsor it," Righten English teacher Shannon Tracht said. "The kids were ecstatic and they just thought he was the coolest guy ever."

Tracht started the club to get the first place team the chance to participate in the most popular event in general—right under the nose of the coach. "I think Mock Rock tends to draw its strength from the athletes, but we have 'Slip N Slide's,' a 'Mackerel Snack' and even a competition where guys have eggs strapped to their foreheads, and have to find a warehouse to operate the business out of and hire friends full-time to keep the business running while he's away."

To find out more about Matthew Murphy's company, send an email to info@surfthroughlife.com.

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October 12 Recruitment event @ Building 33 (Fisher Science) Room 287 7 pm – 8:30 pm

October 18 Recruitment event @ University Union: Left Wing of Chumash Auditorium 7 pm – 8:30 pm

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For more information please contact, Kelsey Lemm, klemm3d@msn.com, Tri Delta Field Consultant
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E-Chairs have arrived at Tri-Counties Blood Bank's new San Luis Obispo blood center on 4119 Broad St in the Creekside Center. Our 11,000 square foot center offers our donors more space, more comfort, more parking and E-Chairs! Call 543-4290 today to save a life!

Tri-Counties Blood Bank
Teenager survives eight days in wrecked car

SEATTLE — After eight days, Laura Hatch's family had almost given the 17-year-old up for dead and sheriff's deputies had all but written her off as a runaway. Then she was found, badly hurt and severely dehydrated, but alive and conscious, in the back seat of a crumpled car, 200 feet down a ravine.

"It's an extraordinary tale of survival," said King County Sheriff's Sgt. John Urquhart, noting that in 24 years with the department he'd never known of a person to survive eight days without food or water.

Hatch was in serious condition Monday in the intensive care unit at Harborview Medical Center in Seattle, a day after she was found in the Seattle suburb of Redmond.

She was being treated for dehydration, a blood clot on the brain, and broken bones in her face, hospital spokeswoman Susan Gregg-Hanson said.

Urquhart said an investigation into the accident was ongoing.

Hatch was last seen at a party Oct. 2. Her family called the sheriff's office when she hadn't shown up the next day, he said, and a missing person's report was filed.

Hatch's parents, Jean and Todd Hatch, hired a private investigator and on Saturday organized an unsuccessful search with 200 volunteers in areas near the place where the car was found.

Sha Nohr, a mother of a friend of Hatch, said she had several vivid dreams that night of a wooded area with the message, "Keep going, keep going." Sunday morning she felt an urgent need to look for Hatch. With her daughter joining her, they drove to the area where the crash occurred, praying along the way.

Nohr said something drew her to stop and clamber over a concrete barrier and more than 100 feet down a steep, densely vegetated embankment where she barely managed to discern the wrecked 1996 Toyota Camry in some trees.

"I told her that people were looking for her and they loved her," Nohr recalled, "and she said, 'I think I might be late for curfew.'"
For a complete list of companies and job descriptions, logon to my.calpoly.edu and click on Mustang Jobs.

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Download of the day

Daft Punk
"Digital Love"

French-pop duo Daft Punk combine electric guitars, an infectious beat and with a healthy dose of vocoder to create this unforgettable techno love song.

Have a suggestion for the Download of the Day? email us at artsandculture@mustangdaily.net
Please include your name, year and major and why the song should be downloaded.
COMMENTARY

On a mission, but not one from God

To the editor,

You are a Christian missionary trying to lead people to Jesus? Or are you simply available for students who have questions that you can publish in the Mustang Daily and answer? Are you a psychology major? Why do you really want to answer questions that students may have about sex, school, and more?

Jason

This is an advice column for the Mustang Daily. Obviously, I am not a professional. I am a journalism junior with an interest in helping people solve their problems.

Students can write in questions to kristen@mustangdaily.com.

Non instead of worrying about personal problems during class, you can just send a quick e-mail to me to get it off your chest. I hope that clarified a few things up for you.

Dear Kristen,

Should you date someone all your roommates hate?

M.

First off, you need to pinpoint why it is your roommates hate him/her so much. If you’re not sure, ask. Most likely, you will find the reasons falling into one of two categories.

There is always the common, “I hate your boyfriend because he’s music-is-not-cool-and-he-smells-like-fishsticks,” reason. This is a generally superficial attitude, and should not be weighed too heavily. If you suspect this is the case, remember you are the one in the relationship, not your close-minded roommates. Plus, what’s it to them if he likes to music-is-so-into-cool-and-he-smells-like-tinislisticks, reason. This is a genuinely superficial attitude, and should not be weighed too heavily.

If your roommates hate him/her so much, then the second category might sound familiar. Do they dislike him because he treat you poorly? Are they consistently pointing out reasons why he’s not good enough for you? Now, this second reason is serious. If you can genuinely admit not your close-minded roommates. Just, what’s it to them if he likes to music-is-so-into-cool-and-he-smells-like-tinislisticks, reason. This is a genuinely superficial attitude, and should not be weighed too heavily.

Ignore or acknowledge the situation. Talking to your roommate about it might clear a few things up for you.

Dear Kristen,

Do you have the guts to say it in 250 words or less?

Kristen Oato is a Journalism junior and Mustang Daily columnist. Write to her at askkristen@hotmail.com.

LETTERS TO THE EDITOR

Adve: Monsieur Allen, recite the pledge with pride

I am writing in response to Monsieur Allen’s article called “Americans: A Disease that must be destroyed.”

I am a French-speaking student. I am currently in a French class and am learning to recite the pledge with pride, and before I head to the mountains next week, I am going to make sure I learn the pledge by heart. I am also going to make sure I learn the pledge by heart.

I have finally gotten the guts to stand up to the “cruel” of antipatriots that is Liberalism.

I am afraid that the “anti-americanists” of positives outweigh the negatives. The United States gives more foreign aid to richly countries than any other industrialized nation on the planet. The United States is responsible for freeing millions of people around the world from communism and fascism. Of course, you and your French comrades seem to have forgotten how we saved your bloody lives.

On to my next point. You say that Jesus was compassionate to the poor, in that you are right. However, you forget that the Bible also has a lot to say about being lazy.

Proverbs 13:4 says “Lazy people want much but little, but those who work hard and prosper.”

That’s what I do, I hear capitalism.

Listen, I care for the poor as much as you and your countrymen, but I don’t think we should reward laziness. If I see one gay guy with a mohawk and bigger muscles than mine downtown asking for change, I swear I’ll challenge him to a duel. She’s so sick.

I can relate.

On to my last point. After this I have to wash my SUV before I head to the mountains for the weekend. I may come up with a $20,000 ceiling.

Jason

Are you a Christian missionary trying to lead people to Jesus?

Why do you really want to answer questions that students may have about sex, school, and more?

LAST YEAR, Gov. Arnold Schwarzenegger and the UC leadership agreed to a compact that “fees would go up no more than 10 percent a year.” With a 10 percent yearly increase, it would take nine years for UC students to be able to pay fees.

The best plan would spread the funding burden out among all Californians, UCLA and UC Berkeley. There are 50,000 undergraduates, while California has a workforce of 15,000,000 (and even more taxpayers). It would cost each taxpayer less than $4 a year to cover the proposed increase at UCLA and Berkeley.

LETTER POLICY

Send your letter, flat and more, to Mustang Daily.

GOT SOMETHING TO SAY? can you say it in 250 words or less?

Send your letter to the editor at opinion@mustangdaily.net

GOT SOMETHING TO SAY?

can you say it in 250 words or less?

Send your letter to the editor at opinion@mustangdaily.net
Like Cal Poly
SPORTS?
The Mustang Daily is looking for freelance sports writers.
Call Dan at 756-1796.
No cupcake for Homecoming

The poll-climbing continues as the Mustangs move to No. 8 in one poll, but the challenges get harder, starting this week.

Brian J. Lambdin
MUSTANG DAILY

Winning. That's all that matters and that is all the Mustang football team continues to do.

The game may not have been pretty, but Cal Poly coach Rich Ellerson felt the Mustangs' win over Southern Utah was his team's "best game on offense, defense and in the kicking game."

With Saturday's win, the Mustangs continue to climb in the polls. Cal Poly is now ranked No. 8 in the ESPN/USA Today poll and No. 9 in the Sports Network poll.

Against Southern Utah, Anthony Garnett got his first collegiate start. According to Ellerson, "he didn't play great, but he played well."

Once again, Ellerson remained stubborn on the quarterback front. Anthony Garnett got his first collegiate start. According to Ellerson, "he didn't play great, but he played well."

Their three losses this year have come by a combined margin of just 14 points. They have a few that are listed at

And really, all the blame can't be put on them. The Texas State Bobcats, simply said, have the toughest schedule in Division I-AA football.

The Bobcats lost to Division I Baylor by just seven points, 24-17, then lost to Florida Atlantic, a Division II school that is scheduled to join the Sun Belt Conference in Division I next year, 20-13, and their only other loss was to Appalachian State, a top-20 team in Division I-A.

This week's opponent, Texas State, is not to be taken lightly. Their quarterback, much like Southern Utah's, is stubborn on the quarterback front. According to Ellerson, "he didn't play great, but he played well."

Ellerson described them as a "frustrated team," with the ability to compete with anyone in Division I-AA.

Texas State runs an option offense with a twin-headed backfield and versatile quarterback. Their quarterback, much like Southern Utah's, is a threat both running and passing.

The game may not have been pretty, but Cal Poly coach Rich Ellerson felt the Mustangs' win over Southern Utah was his team's "best game on offense, defense and in the kicking game."

Eller sen described them as a "frustrated team," with the ability to compete with anyone in Division I-AA.

Their three losses this year have come by a combined margin of just 14 points. They have a few that are listed at 300 pounds or more. Most of their defensive linemen weigh 250 pounds or more and they have a few that are listed at close to or above 300 pounds.

It could be easy to look past homecoming and North Dakota State for a much-anticipated match with rival UC Davis, but football still got a tough road ahead.

There's nowhere like home...

The Mustangs have already upset Stanford. Their offensive line, much like Southern Utah's, is stubborn on the quarterback front. According to Ellerson, "he didn't play great, but he played well."

Cal State Fullerton improved to 5-7-1 overall, 1-1-1 in the Big West. Cal Poly fell to 6-2-4 overall, 2-1-1 in league play.

The Mustangs are off to a good start on offense with a twin-headed backfield and versatile quarterback. Their quarterback, much like Southern Utah's, is a threat both running and passing.

Bardley and the rest of the Mustang defense then clamped down on the Mustangs' offense in a very physical second half that featured 16 fumbles and a pair of yellow cards.

Cal Poly's leading scorer, Sharon Day, took five shots on the afternoon to lead all players.

For Bardley, it was her second shutout of the season and a season-best save total. Junior Erin Shelton led the Titans with three shots on the afternoon as 10 different players tallied shots for Fullerton en route to a 1-0 victory over visiting Cal Poly.

Wednesday — Volleyball vs. UC Irvine, 7 p.m.

Friday — Football vs. Texas State, 4 p.m.

Saturday — Cross Country hosts Cal Poly Invitational at Cuesta-Fairbanks Memorial Course, 9 a.m.

Sunday — Men's soccer vs. UC Riverside, 4 p.m.

Women's soccer suffers rare Big West loss to Cal State Fullerton

MUSTANG DAILY STAFF REPORT

Cal Poly will not go undefeated in the Big West Conference this season.

The Mustangs had gone all of last year and three conference games into this year without losing a Big West game.

Cal State Fullerton sophomore Laurys Welch scored her first goal of the season in the 59th minute and sophomore goalkeeper Karen Bardley made seven saves on the afternoon to lift the Mustangs to a 1-0 victory over visiting Cal Poly on Sunday afternoon at Titan Stadium.

Cal State Fullerton improved to 5-7-1 overall, 1-1-1 in the Big West. Cal Poly fell to 6-2-4 overall, 2-1-1 in league play.

The Titans' goal came off a series that started with freshman Leslie Munoz who sent a cross from the left side toward the top of the box. Fellow freshman Marisol Linstedt got her head on the ball and flicked it back to a wide open Welch, who sent her shot to the top of the cage and in for the only score of the match.

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Neither team could score in the second half, and Cal Poly held the Mustangs to a 2-0 win.

Both teams were looking to improve their conference records and both had been off to good starts.

The Mustangs had gone 1-0-1 in their first two conference games, while Cal Poly had a 1-1-0 record in their first two.

Neither team could score in the second half, and Cal Poly held the Mustangs to a 2-0 win.

Both teams were looking to improve their conference records and both had been off to good starts.