Jennifer Gongaware

Mustang Daily

CLA renames faculty award to honor Richard Simon

Cal Poly's College of Liberal Arts renamed its annual faculty awards in honor of former Cal Poly English professor Richard Simon, who died of cancer in April. The CLA renamed the awards the College of Liberal Arts Richard K. Simon Faculty awards.

In 1997, Simon initiated the awards after he received the Cal Poly Distinguished Teaching award a year earlier. CLA Interim Dean Linda Halisky said Simon felt there should be college-based awards.

"I have never known anyone like him," Halisky said. "He had a green heart and a deeply caring mind."

Simon had been an English professor at Cal Poly since 1986 and was named director of humanities in 1995. His teachings focused on great books and modern novels, popular culture, 18th and 20th century British and American literature and modern film.

"The skills you learn in English classes, of close reading, and the interpretation of complex texts will also enable you to understand the meaning and significance of the stories everyone loves," noted Simon on his syllabus for the Humanities 320 course he started at Cal Poly.

This was the focus of his two courses, she said. As Simon, page 2

Poly awarded architecture grant of $3,000 for ecological literacy

Students explore their bookstore alternatives

Karen Velte

Mustang Daily

The rising cost of textbooks is adding extra pressure to already strained student budgets.

About 40 percent of Cal Poly students have gone without purchasing required textbooks, according to a random survey of 30 students last month.

The survey also revealed Cal Poly students are primarily concerned with either cost or convenience when deciding where to purchase textbooks.

About 7 percent of the students surveyed prefer to buy books through online student-to-student textbook exchange. At textbookexchange.com, students are able to buy and sell textbooks directly to other students in the area.

The site was founded three years ago by Ben Wilson, a 2002 Cal Poly architecture and Kirk DeClark, a 2001 University California Davis graduate.

"The foremost benefit of exchange shopping is that it saves students money," DeClark said. "Students are often able to sell an edition of a book that is no longer in use at their school."

The service is free and students are able to view books before they make a purchase.

"The biggest drawback is that if enough people aren't using the site we have a lack of selection," DeClark said. "It only gets better if more people use it."

Online used book sites were preferred by 23 percent of students surveyed with cost as the primary reason.

"Books are cheaper online," architecture junior Hollie McArthur said. "I surf every site to find the cheapest place."

The online site www.directtextbook.com compares prices on new and used textbooks from a wide variety of online sources. Students are provided with the cost of the book, see Bookstore, page 2

Cal Poly and Germany join together and give students study abroad opportunities

Ashley Lopez

Mustang Daily

Cal Poly is one of 10 United States universities that will partner with German institutions in a new international study program starting in 2006.

The German Academic Exchange Service, a national agency for the support of international academic cooperation, will provide funding to the 10 German host colleges and universities for the first three years.

Nine leading study abroad experts from the United States and Germany selected the programs with requirements used as a part of a recent national competition among many of the top higher education institutions in Germany.

The German Academic Exchange Service encouraged German universities to create study abroad programs that meet the needs of the U.S. market.

The programs had to be developed with an American institution and offer credit approved courses with a focus on the areas of science, engineering, music, design, and art.

"These are areas in which German universities are known for excelling in, but which are not often enough exploited by U.S. students," Program and Information Officer for the German Academic Exchange Service Laura Montgomery said.

Munich University of Applied Sciences will be the host institution to Cal Poly. MUAS and Cal Poly have cooperated in student and faculty exchange, as well as special projects since 1998. The collaboration with MUAS has been most apparent with in Cal Poly's engineering department with mechanical engineering as a primary focus.

"Engineers only make up 2.9 percent of students studying abroad," Montgomery said. "We want to give future engineers a first exposure to the German education system, see Abroad, page 2
Simon

continued from page 1

published books, "Trash Culture: Popular Culture and the Great Tradition" and "The Labyrinth of the Cosmic Theory and Practice from Fielding to Freud."

The college council, composed of 15 liberal arts department chairs, select the Richard K. Simon Faculty Award recipients from nominations made by the faculty. The Outstanding Staff Awards, which recognize non-faculty workers, are also selected through nominations.

Abroad

continued from page 1

gage and culture."

Cal Poly Mechanical Engineering Chair James Meagher and the MUAS President of International Relations Rollie Her, have been developing and collaborating on the exchange program, which they hope will offer a wider appeal to engineering students.

Boca Tech is the new short-term, two-week course targeted at junior or senior level engineers. Students will learn about new developments of mechatronics with special consideration of application and automotive engineering and an opportunity to tour and examine well-known German automakers, BMW and Audi.

"Engineering students are normal­ly better to study abroad due to their rigid curriculum structure and the difficulty of getting credit for work at other institutions," Montgomery said.

Bookstore

continued from page 1

the cost of shipping and links to each site listed.

About 43 percent of those surveyed purchase their textbooks from the El Corral Bookstore citing convenience.

"I usually buy at El Corral because of convenience and location," architectural engineering junior David Sacchao said.

Textbook reservations allow students to purchase their books online and receive a 10 percent discount off regular prices. Textbooks are then available the weekend before classes begin.

"Students can come to one place and buy everything they need," said Cindy Gamblin, El Corral Bookstore's textbook manager.

About 27 percent of students surveyed purchase their textbooks at Ada's University Book Exchange, located on Foodbull Boulevard in San Luis Obispo.

"The lines are shorter, and it is cheaper," nutrition sciences junior Sarah Klapper said.

"We guarantee that we sell every book for less and buy back every book for more than El Corral," Ada's University book exchange manager Jessica Rasmussen said.

According to the California Public Interest Research Groups, the average full-time student spends over $800 a year on textbooks. College textbook costs are rising at more than four times the rate of all finished goods sold in the United States.

Grant

continued from page 1

include a broad theoretical base. "It has been handed off to vast improvement," Pareda said in reference to the staff who took over the class and subsequently continued to build the base of classes now known as the Sustainable Environments minor.

The term, "ecological literacy" refers to a broad understanding of the relationship between humans, societies and the natural world.

The Sustainable Environments minor includes two interdisciplinary courses which are team-taught, covering the implementation and theory of "sustainable design."

"We ask people to under­stand how others think and how they view the world and come to solutions as a team," current instructor Jonathan Reich said.

Reich filed the application for the AIA grant along with a number of notable universities from across the country.

The CAED was among three schools out of 418 programs reviewed by the AIA to receive a grant.

"We tend to attract bright kids, that want to make a difference," Reich said. "It's the minority very strong because of the concern from the young people."

A growing number of architec­ture professionals entering the working world have a lack of understanding surrounding the environment. This prompted the AIA to undertake a research and award program that encourages the development of a curriculum that promotes ecological literacy.

The goal of the Sustainable Environments minor is to educate the next generation of design prac­titioners to undertake leadership roles in innovation in the field of sustainable design, according to a statement by Margot McDonald, architecture professor at Cal Poly and co-director of the Renewable Energy Institute (REI).
Predictable result of geologic conditions hundreds of residents last month was a least 11 homes and displaced hundreds — possibly suicide bombers — was sentenced to 25 years in prison as he learned his fate, former court as he learned his fate, former report to be released Wednesday.

Breaking wave of business scandals on an executive since the fall of was the toughest sentence imposed corporate fraud in U.S. history. It was imposed on one suspect after a series of raids and bus explosions and have arrest ed one suspect after a series of raids Tuesday in Leeds, a northern city with a strong Muslim community. At least three of the suspected Leeds, said Peter Darke, head of the Metropolitan Police anti-terrorist branch.

Baghdad, Iraq — Iraqi troops are ready to take control of some cities as a first step toward sending home American and other foreign soldiers, Iraqi Prime Minister said Tuesday. But he rejected any timetable for a pullout. Underscoring the ongoing security crisis, gunmen killed four Iraqi human rights activists in Baghdad, a car bomb killed at least three people in the northern city of Kirkuk, and a U.S. soldier died of wounds suffered in a land mine explosion.

Hurricane Ivan. "At least there are no trees on my house," Hart said. "I'll be happy to be just cleaning up branches."

Washington — The government has opened an investigation into the acceleration of some Ford Motor Co. sport utility vehicles and the company's Mustang sports car, officials said Tuesday. The National Highway Traffic Safety Administration said in a posting on its Web site that it was investigating reports that the engine throttle became stuck in the open position.

Amsterdam, Netherlands — The Muslim extremist on trial in the slaying of filmmaker Theo van Gogh confessed Tuesday, saying he was driven by religious conviction. "I don't feel your pain," he told the victim's mother.

Mohammed Bouyeri stunned the courtroom when, in the final minutes of his two-day trial, he declared: "If I were released and would have the chance to do it again ... I would do exactly the same thing."

"What moved me to do what I did was purely my faith. ... I was motivated by the law that commands me to cut off the head of anyone who insults Allah and his prophet," he said. Bouyeri, 27, faces life imprisonment in the Nov. 2 killing of Van Gogh, who was shot, stabbed and nearly beheaded on an Amsterdam street. A verdict is to be handed down this month.

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State News
Los Angeles — The Laguna Beach landslide that destroyed at least 11 homes and displaced hundreds of residents last month was a predictable result of geologic conditions in the area, according to a report to be released Wednesday. Mark Johnson, staff geologist for the California Coastal Commission, said the landslide occurred because of heavy rain from months earlier accumulated in the ground and reduced friction between the rock and the homes were built upon and the underlying plane.

Oakland — Stephen Holliday has a familiar face — at least to tellers at one downtown bank.

Police say he robbed the same bank four times between March 9 and May 23, but on his fifth attempt July 1, a teller recognized him and alerted another teller who had been robbed previously by Holliday.

San Francisco — California will repair and remodel its 270 parks to settle a class action lawsuit charging the nation's largest state park system has inadequate access and services for disabled visitors.

The changes, to be implemented during the next 11 years, could cost the state more than $100 million, officials said Tuesday in announcing the settlement. The improvements will ensure disabled access to a state park system that serves roughly 80 million visitors annually.

"With this settlement, California is on its way to having the most accessible park system in the country," said Laurence Paradis, executive director of Disability Rights Advocates, an Oakland law firm that represented the plaintiffs.

Other News
Chicago — Here's some medical news you can trust: A new study confirms that what doctors once said and said again turns out to be bad — or at least not as great as initially thought.

The report is a review of major studies published in three influential medical journals between 1990 and 2001, including 45 highly publicized studies that initially claimed a drug or other treatment worked. Subsequent research contradict ed results of seven studies — 16 percent — and reported weaker results for seven others, an additional 16 percent. That means nearly one-third of the original results did not hold up, according to the study in Wednesday's Journal of the American Medical Association. "Contradictory and potentially exaggerated findings are not uncommon in the most visible and most influential original clinical research," said study author Dr. John Ioannidis, a researcher at the University of Ioannina in Greece.

Experts say the study is a reminder to doctors and patients that they should not put too much stock in a single study and understand that treatments often become obsolete with medical advances.

The refuted studies dealt with a wide range of drugs and treatments. Hormone pills were once thought to protect menopausal women from heart disease, but later were shown to do the opposite.

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Fantastic or flop?

Rebecca Laman

SET UP A S

The box office success of such comic book adaptations as "X-Men," "Spider-Man," and "Batman Begins" — films that brought a sense of wonder, scope, and even heart — "Fantastic Four" does just about everything possible to set the genre back a few steps.

Set up as an origin tale, the picture tells of how genetic physicist Sue Storm (Jessica Alba) and astronaut colleagues Johnny Storm (Chris Evans), Reed Richards (Ioan Gruffudd), Ben Grimm (Michael Chiklis), and head of operations Victor Von Doom (Julian McMahon) get superpowers after they are exposed to radiation in space from a mysterious dark cloud they are investigating.

While the four take on their newfound abilities and decide to use them for good — Sue can become invisible and control force fields, Johnny turns into a human fireball, Reed becomes elastic and Ben turns into a literal rock of strength — Victor's transformation into metal leads him down a different path.

Soon the four are labeled the "Fantastic Four" and go against Doctor Doom to save the world. It you're looking for a costume for the villains, you won't find one; he's evil and wants to kill the other four because a bad guy is required.

Doctor Doom Story ("Evil") tries his best to deliver a distinctive sense of style, but proves incapable of such a feat. The performances are engaging, but far from stellar.

Alba isn't as terrible as people might have expected, though asking the audience to accept her as a brilliant scientist, but she's really not that bad, and she's easy on the eyes," said James Heurt, 23, of Arroyo Grande.

The real treat, however, is McMahon as Doctor Doom. In the past, Doctor Doom was simply a villain in a steel mask. Here, he has power, which make him a worthy adversary.

"Already, people are talking a lot of trash about Jessica Alba as Sue Storm, and I admit it is hard to see her as a brilliant scientist, but she's really not that bad, and she's easy on the eyes," said James Heurt, 23, of Arroyo Grande.

The real treat, however, is McMahon as Doctor Doom. In the past, Doctor Doom was simply a villain in a steel mask. Here, he has power, which make him a worthy adversary.

"Sure, avid comic-book fans are going to have a fit over the way his character was changed," said Jesse Knute, 36, of Pointe Beach. "But I think I liked this new version a little better."

Ultimately, the movie isn't about the Fantastic Four fighting Doctor Doom. Instead, it's a story about normal people who wake up one day with super powers. Sure, their situations are sometimes more complicated and even mundane and silly. But that's what it's meant to be. If you expect a good wool sweater, you might expect to go through if you had to deal with powers like these.

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Student book prices: A really bad read

The rising cost of college textbooks is spiraling out of control. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. "The most widely purchased textbooks on college campuses have new editions published every three years, on average. New editions of books and teachers do not order books laden with unnecessary bells and whistles, the effects will ripple through the publishing industry. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries.

If students refuse to buy overpriced editions of books and teachers do not order books laden with unnecessary bells and whistles, the effects will ripple through the publishing industry. Publishers charge students in other countries. Publishers continue to drive the cost of textbooks out of the reach of an increasing number of students. Publishers charge students in other countries."
Baker continued from page 8
said he enjoys the challenge.

"It's a growing program. There
is a lot that I have room to accom­
plish and a lot that needs to be
done," Baker said.

Currently, the largest project for
the department currently is the ren­
movation of Mustang Stadium, which
will be known as the Alex
G Spanos Stadium.

One improvement Baker would
like to see is increasing seating
capacity to its maximum. With
groundbreaking coming soon, he is
also pushing for the completion
of the people at the right
capacity to its maximum. With
construction in September 2006
is also pushing for the completion
of the right reasons," Baker said.

"We're not a university whose ath­
esths end up in the paper for the
wrong reasons."

Having lived in San Luis Obispo
since he was 6 years old, Baker
played football and baseball for
Mission Prep. High and later
graduated from Cal Poly with a
degree in Business Administration
with a concentration in marketing.

"It's a great town," Baker said.

"The relationships I've built with
colleagues, friends and donors to
our program are some of the rea­
sons I wanted to stay here.''

Athletics
continued from page 8
Poly Athletic Director Alison Cone
said.

Cal Poly was recognized in the
2004-05 Sports Academy Directors' Cup at the NCAA Division I level.

Ranking as the top Big West
Conference University with 221.25
points, UC Santa Barbara placed
82nd and was the only other con­
ference school ranked in the top­100.

Points are issued according to
the extent of the team's measurable
accomplishments.

Points this year were given to Cal
Poly women's track and field (62.25
pts.), men's cross country (60 pts.),
wrestling (49 pts.), women's indoor
track and field (42 pts.), women's
soccer (25 pts.), men's track and
field (17.5 pts.) and men's golf (7.5
pts.).

The Cal Poly men's cross country

team received 60 points after being
ranked 20th in the nation.

The awarded points are given to
Cal Poly for the progress that Cal
Boly Athletic Director Alison Cone
reviewed for cup standings.

This year Stanford won the cup
after recording 1,238.75 points. It is
the 11th consecutive win for Stanford.

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Associate AD: Keeping it in the family

Suzanne Grimmer

Cal Poly's Athletic Department announced Chris Baker as the new associate athletics director for advancement on June 30.

Baker, 32, a Cal Poly alum and son of Cal Poly President Warren Baker, started his new position early this summer and has been the interim associate athletics director since March 2004.

He has been a part of the Cal Poly marketing department since 1997, and says that being involved in marketing for so long has prepared him well for this position.

Baker, who Cal Poly Director of Athletics Alison Cone describes as "hard working, innovative, and passionate about Cal Poly," now oversees major fundraising, advertising efforts and special events.

"I'm delighted that Chris is going to lead the department's advancement area," Cone said. "He has tremendous experience, and has shown his knowledge and leadership while serving as interim director."

Baker's history with the university has allowed coaches and staff to get to know him. While it is a new and challenging job, these relationships are helping to make the transition easier.

"He's going to be great for the university, great for the community and great for the athletics department and coaches," men's basketball assistant coach Bob Lowe said. "From our perspective, he's already a part of the department. We know him very well, and we're glad he's in the position to help us."

In taking on the position, Baker sees Baker, page 7

Football horizons

While most Cal Poly students are relaxing and enjoying the long summer months, the Mustang football team is grinding away with off-season workouts and recruiting trips in preparation for the 2005 season.

The Mustangs will enter into their second season in the Great West Football Conference.

"It's an outstanding I-AA league and just like last year it will take a very good team to come out on top," coach Rich Ellerson said.

Ellerson enters his fifth season at Cal Poly after an impressive 9-2 performance in 2004, which featured a strong Mustang offensive and defensive threat, with only a pair of losses.

A loss to UC Davis last year takes the series record to 15-13-2, in favor of the Aggies. When asked if he has any tricks up his sleeve for the Davis rivalry game, Ellerson only said, "Always."

The Division I-AA Mustangs' schedule features five Great West Conference games and six non-conference games, with homecoming ing against Eastern Washington University.

New on the Cal Poly Football schedule is Troy State (7-5 in 2004), who last year had each school as Louisiana State University and South Carolina.

"You never know going in, so you prepare each week like that's (toughest) team," Ellerson said. "Hoping that you can expect Troy, North Dakota, Davis and Montana to be tough." Ellerson said.

Cal Poly signed 14 new recruits into the program over the off-season, dated to fill the gaps of 11 starters who were lost after their dominant performances in 2004.

Filling the shoes of former middle linebacker Jordan Beck, who was picked up in the third round of the NFL draft by the Atlanta Falcons, will be Chris Gocong.

Gocong, last year's runner-up for the Buck Buchanan Award behind Beck, will be anchoring the defensive line for the Mustangs in 2005, and possibly filling the leadership void left by Beck.

Last year's recruiting class may be prepared for what coach Ellerson needs for his program's success.

"As we mature as a program it will get harder and harder for newcomers to play right away. Last year we red-shirted the whole class, and it may end up being our best recruiting class so far," Ellerson said.

While the 2004 season was good for the Mustangs, they were looked over for the postseason.

"We need to be in a position to where we can be nationally recognized, make it to the playoffs and win a national championship. You have to beat your league and beat your rivals. If you can do those things you can make it to the playoffs," assistant coach David Brown said.

Brown, a 1996 Cal Poly graduate returned in 2001 to coach the Mustang defensive unit.

"We were 9-2," Brown said. "We were ranked nationally. We won our league. Everything else is up to the voters."

The Mustangs go into the season ranked No.1 in the Great West Football Conference earning the ranking with a 4-1 conference record last season.

The 2005 season opens against Trinity University, with Cal Poly's first home game against against Sacramento State on Sept. 10.

Preseason All-Americans

Cal Poly sets the mark in the Big West

Ashley Lopez

Cal Poly has received its best result in the Sports Academy Directors' Cup since 1994, with a 78th finish in overall standings.

The previous top finish for Cal Poly was 79th during the 1999-2000 year. The Sports Academy Directors' Cup is determined by the National Association of Collegiate Directors of Athletics, the United States Sports Academy and USA Today.

The sports Academy Directors' Cup has been awarded to the best overall collegiate athletics programs in the country since 1993, when it was known as the Sears Directors' Cup.

"The Directors' Cup measures the entire athletics program; it is strictly based on athletics," Cal Athletics, page 7