Apple looks to open downtown SLO store

Cocoa connoisseur creates organic chocolate factory

Animal science department adds four new buildings
Neuhaus

Neuhaus wraps a chocolate bar made from organic cocoa. He will travel to cocoa farms in Africa on Aug. 22.

Neuhaus continued from page 1
concentrated on their product.

Over half of cocoa in the world comes from Africa. Even though a large percentage is from Africa, cocoa farmers there are struggling to make a living.

Neuhaus has much worldly knowledge about food and culture making him a great fit to teach French cooking, food and culture as well as food fundamentals. In addition to those courses, Neuhaus is in charge of running Cal Poly's Chocolate Enterprise.

The lot of places Neuhaus has lived over the years is as extensive as the many types of chocolates he crafts.

He has lived in South Dakota, Texas, France, Austria and New York to name a few. In France, he worked in a restaurant with chocolate and desserts. At one time he even owned a restaurant in Texas. He even wrote a food column in the Washington Post.

“I like to get something done and leave a mark that stands the test of time,” Neuhaus says.

For Neuhaus, his biggest mark may be the influence he has on the life of African cocoa farmers. His trip later this month will be his fourth to West Africa.

“You can't just throw money at stuff. I’m trying to help out at the village level,” Neuhaus said.

Neuhaus first visited farmers in Ghana in 2001 and found out most were lacking basic farming equipment. Unlike the United States, farmers receive no subsidies for their crops. There are no government programs to help families that have trouble making a sustainable living growing cocoa.

The Ivory Coast gained its independence from France in 1960, and by 1967, leader Felix Houphouet-Boigny issued a law stating that the “land belongs to the person who cultivates it.” This created a great influx of people from all around, seeking out land to start their own cocoa farms and become rich. People burned hundreds of miles of forest. For a while this worked and the Ivory Coast had one of the wealthiest economies in West Africa, but now the cocoa market has become saturated, and a civil war is on the break.

The problem with the cocoa industry is that too many people sell cocoa beam, meaning farmers mainly receive just one fifth of the original profit.

One way villages are working here to support their farmers is through the construction of cocoa cooperatives to ensure farmers a better price and perk of cocoa beans.

Neuhaus continued from page 1

The final delivery of bulls arrived July 28. There are normally 300 bulls to care for, but this year there will be half that number due to delays in construction because of rains.

The new equipment at the center's site will feature the latest technology to assist in low-stress bull raising. Radio Frequency Identification (RFID) will be inserted into the bulls to allow for less contact.

Frazier, who will be managing the bull sale this year, explained that the beef center will be a “Good base for all our projects and students.”

The beef center will hold classes on breeding, research embryo inseminations and instruct watershed conservation in conjunction with local fish and game.

The only drawback to the new buildings is the distance from campus.

However, a residence will be built to house five students to live on site. Ground has been broken on a feed mill that will be designed for poultry, swine and equine feed and on the other dairy and beef cattle. It will supply campus livestock and specialty diets for animal research.

Students will be exposed to the food processing industry with workshops and training seminars.

In order to begin construction on the new processing center, more funding is needed. John Lau of Modesto made a $1 million gift donation and the center will be named after him and his family.
State
HANFORD, Calif. (AP) — Two alleged white supremacists were arrested for plotting to kill a California Highway Patrol officer to keep him from testifying against one of them in an auto theft case, Kings County officials said.

Michael Conter, 29, and Michael McGee, 36, were accused of planning to kill the officer before he could testify against McGee, said Sgt. David Robinson with the Kings County Gang Task Force.

The two men were arrested in Southern California. McGee was already in custody at Inwood State Prison in Riverside County and Conter was arrested in San Bernardino County.

SAN FRANCISCO (AP) — The son of a 76-year-old woman hit by a cable car while crossing the street said his family filed a claim just beyond the »rest of a label car hit her. Is she crosses a street said his family tiled a claim and Cottler was arrested in San Francisco Army ROTC. Sign up for MAJ Weeks at 805.756.7689.

BORREGO SPRINGS, Calif. (AP) — Police say J.R. Smith, 76, was killed when he was struck by a private jet while riding his bicycle in a remote area.

Officials say a police report shows Smith was hit while riding his bicycle early Monday in the Shasta area near the town of Borrego Springs. The plane was coming from a nearby airfield.

The Borrego Springs Police Department said in a news release that Smith was hits by a small plane while riding his bike just after midnight.

Police say Smith was hit by a small plane while riding his bike just after midnight.

International
JERUSALEM (AP) — Israeli Security Cabinet overwhelmingly decided Wednesday to send troops deeper into Lebanon in a major expansion of the ground war... an attempt to further damage Hezbollah and score quick battlefield victories before a cease-fire is imposed. The move came a fierce fighting was reported overnight with Hezbollah militants, and Arab broadca...er's report 11 Israeli soldiers had been killed in what would be the deadliest day for Israeli troops in Lebanon in four weeks of fighting.

The team doesn't want to become the "cure police," but expect fans to behave themselves, said Bob Bedinghaus, the Bengals' director of security. Those who continue could lead to arrest.

Bedinghaus said the Bengals do not want to become the "cure police," but expect fans to behave themselves, said Bob Bedinghaus, the Bengals' director of security. Those who continue could lead to arrest.

THE BIZARRE
Annoyed Bengal fans can call 'jerk' hotline
CINCINNATI — Cincinnati Bengals fans annoyed by bad behavior in the stands can now report it by cell phone. The hot line number should be easy to remember — (513) 381-JERK.

Fans using too much foul language will get a warning from stadium security. Those who continue could be ejected and have their season tick... in any case, we're going over the line."

security. Those who continue could lead to arrest.

The team doesn't want to become the "cure police," but expect fans to behave themselves, said Bob Bedinghaus, the Bengals' director of security. Those who continue could lead to arrest.

"You need to understand you're coming to an NFL football game," Bedinghaus said. "On the other hand, we want to make sure that we're paying attention to those folks who are going over the line."

When callers report problems such as threats, fights or drunkenness, security officials will use the stadium's video cameras to focus on the offenders and then respond.

"They were complaints to our office about "file thing to remember is we have some fights last year. Whenever you put 65,000 people together, you're always going to have some fights. But there were a few more than normal."

"It's not often that you see a guy running through the stands with a beer in his hand," Bedinghaus said. "But there were some people who were drinking beer on their knees and2/5)

"You need to understand you're coming to an NFL football game," Bedinghaus said. "On the other hand, we want to make sure that we're paying attention to those folks who are going over the line."

When callers report problems such as threats, fights or drunkenness, security officials will use the stadium's video cameras to focus on the offenders and then respond.

"They were complaints to our office about "file thing to remember is we have some fights last year. Whenever you put 65,000 people together, you're always going to have some fights. But there were a few more than normal."

"It's not often that you see a guy running through the stands with a beer in his hand," Bedinghaus said. "But there were some people who were drinking beer on their knees and2/5)

"You need to understand you're coming to an NFL football game," Bedinghaus said. "On the other hand, we want to make sure that we're paying attention to those folks who are going over the line."

When callers report problems such as threats, fights or drunkenness, security officials will use the stadium's video cameras to focus on the offenders and then respond.

"They were complaints to our office about "file thing to remember is we have some fights last year. Whenever you put 65,000 people together, you're always going to have some fights. But there were a few more than normal."

"It's not often that you see a guy running through the stands with a beer in his hand," Bedinghaus said. "But there were some people who were drinking beer on their knees and2/5)

"You need to understand you're coming to an NFL football game," Bedinghaus said. "On the other hand, we want to make sure that we're paying attention to those folks who are going over the line."

When callers report problems such as threats, fights or drunkenness, security officials will use the stadium's video cameras to focus on the offenders and then respond.

"They were complaints to our office about "file thing to remember is we have some fights last year. Whenever you put 65,000 people together, you're always going to have some fights. But there were a few more than normal."

"It's not often that you see a guy running through the stands with a beer in his hand," Bedinghaus said. "But there were some people who were drinking beer on their knees and2/5)
Steynberg Gallery serves up great cup o' joe

Kevin Cuneo

Some people scour the globe in search of exotic teas, original artwork and authentic music. For those keeping one of San Luis Obispo's best kept secrets, these things are no closer than a walk downtown.

In a world of pre-fabricated, quick-stop coffee shops where the art and the atmosphere is as freeze dried as the coffee grounds, artist Peter J. Steynberg offers a little more authenticity at his Steynberg Gallery Tea and Coffee house.

For seven years, Steynberg has displayed a variety of pieces by several international artists in the 1932 art deco building located at 1531 Monterey St. Now with the recent addition of a coffee and tea house, Steynberg Gallery is a quiet place perfect for taking time to refresh your mind and body.

"I really enjoy the quiet and pleasant atmosphere and it's nice to be able to walk around and enjoy the art or just sit and read," said art business senior Dodge Williams.

Steynberg currently displays original and limited edition pieces by several African artists, as well as some of the best emerging artists in California, including himself. His aim is to share the pieces with whoever might be sparked by curiosity. "We want to be inclusive, not exclusive. That is our goal," Steynberg said.

Steynberg's eclectic collections ensure that even the most casual of art enthusiasts or just those looking for a coffee fix will find something that they enjoy.

In addition to adding the coffee and tea house, Steynberg has also began to line up musicians for evening shows throughout the year. "I want to have the top tea and coffee, the top music, and the top art, of course," said Steynberg who encourages all Cal Poly art students to use his space to study and discuss art.

Primarily, Steynberg began showing pieces from around his home country in Africa. But because of recent trouble with bringing pieces out of Zimbabwe, he has had the opportunity to showcase several artists from the United States.

From Aug. 1 to 27, Steynberg will be showing a collection by Central Coast artist and former Cal Poly architecture student Mark Bryan. Bryan's work is satirical, at times dark, and comment on modern day society. "Sometimes while I'm sketching, I often feel like I'm taking notes at a dark comedy, but the play never ends and I can't go home," Bryan said on his Web site.

Although many of Bryan's pieces further an anti-war agenda, Steynberg does not use his gallery to advance any particular point of view. "With all the trouble in the world, people don't take the time to think anymore," Steynberg said. "I just want to get people to think."

For more information, contact Steynberg Gallery at 547-0378 or go to www.steynberggallery.com.
If you’re expecting to see aliens, one-piece bathing suits and looters with no socks, check out Spike TV at 3 a.m. If you want to see a Ferrari F430, no bathing suits and an excellent filmmaker at his best, go see “Miami Vice.”

Michael Mann, who was the executive producer for the TV show “Miami Vice” (1984–1989), provides an update to the show that enables Don Johnson to survive the likes of an underated singing career and his vices. This is ‘Vice’ circa 2006 — edgy, raw and explosive. Mann wrote and directed the update, and his fingerprints are everywhere. The shots in the movie are amazing. The fans of Mann’s “Heat” and “Miami Vice” are in for a treat. Who knew making a great cast for the story, the plot, the character and the movie was so much fun. The villains, as in every Mann movie, are believable and look like they’ve either done a nickel in San Quentin or they resurrected Pablo Escobar.

Lum Tors, is excellent as kingpin (and that cannot be stressed enough, this man would scare Chuck Norris). Tors is bleak, but very calculating. The plot is a series of twists and turns, while negotiating these cinematic cliches, the viewer should pay attention to all of the cool (and there is no other way to put them) shots in the film. The shots are supposed to be filler for the story line but end up as the lasting impression on a beautifully-crafted film.

Whether it is Crotchet putting the Ferrari through its paces on the free-way, or Tors falling in a couple hundred kilos of cocaine from Paraguay, the film is visually stunning in almost every shot. The close ups are shot with what looks like a hand held camera and are visceral. Mann is amazing at immersing audiences into gritty cities and locales. Whether it is a parking garage in Miami or a bar in Cuba, Mann and cinematographer Dion Beebe are top notch.

I actually started drinking mogul-ness because of this movie. How the 63-year-old Crotchet could make such a cool movie is unbelievable to me. I just hope I figure it out in 43 years.

I have been tootng this movie for a year, and it lived up to the hype. While it is not the next “Heat” or every Jerry Bruckheimer movie there is, be and will never be and a damn good time for $9, just remember to leave your gator loafers at home. If you do wear them, at least throw on some socks.

‘Vice’ up your life this summer at the movies

Devan McClaine
SUMMER MUSTANG
SPOTLIGHT
www.mustangdaily.net

‘John Tucker’ filled with laughs and teen angst

Jandy Jones
SUMMER MUSTANG

“John Tucker Must Die” is the perfect combination of romance and comedy. The tale of three high school girls seeking revenge on a popular jock will be sure to make everyone laugh.

COURTESY PHOTO

Heartthrob John Tucker (Jesse Metcalfe) tries sweet-talking his way out of a sticky situation in the new teen comedy “John Tucker Must Die.”

problems start arising when Kate becomes attracted to Tucker, which is of course complicated by Kate’s loyalty to her new friends.

The comedy highlights a common ‘high school’ movie theme — the world of dating. However, it will keep audiences on the edge of their seats and laughing hysterically. This movie isn’t just for the girls but will also amuse the guys with a little girl on girl action.

“John Tucker Must Die” provides a comical look at the troubled times that most call high school. It shows that dating and fitting in are still the hardest part of all.

Judy [removed]...”undeniable.”

The trio finds that even after these attempts to undermine him, Tucker still remains as popular as ever and the girls are going to have to step up the game.

After several more unsuccessful attempts, the girls: Carrie (Arielle Kebbel), Heather (Ashanti), and Beth (Sophie Bush) decided to enlist the help of the new girl, Kate (Brittany Snow).

The plan is to get Tucker to fall for Kate and then Kate will break up with him like he has done to all the other girls. Kate, wanting to make new friends and be popular, decides to play along.

The girls grooms Kate into the ideal girlfriend for Tucker but

“we’ve got beer, music, sand, and girls,” said Grover Cox, Vice President of the Grover Beach Chamber of Commerce. “What else would a guy want?”

While the third annual Sandfest is expected to be a rousing and noisy time the intention of those putting on the event, the Grover Beach Chamber of Commerce, the City of Grover Beach, California State Parks, and the Friends of the Ocean’s Dunes is to commemorate the unique drive-on dunes that make this area special.

“we want to bring awareness to the dunes and celebrate our access to the beach,” said Cox. “The great thing is that you can’t do this everywhere.” For more information on Sandfest contact the Grover Beach Chamber of Commerce at (805) 932-3000.

Sandfest takes over Grover Beach

Kevin Caneo
SUMMER MUSTANG

Waves of Off-High Vehicles (OHV), like the ones pictured above, will wash over the Grover Beach dunes this weekend as part of Sandfest.

Off-Highway vehicle (OHV) enthusiasts will congregate on the Grover Beach dunes this weekend to celebrate their love for deep tread, 4 wheel drive, and of course, miles and miles of sand.

With 60000 people likely to converge on West Grand Avenue and U.S. Highway 1 for two days of off-road exhibitions, vehicle part vendors, and the people’s choice “Shine and Show”, this year’s Grover Beach Sandfest is expected to be the Central Coast summer event for all things off-road.

“We are going for big, bigger and biggest,” said Susan Cox who helped chair the Sandfest committee with her daughter and husband. Sandfest is open and free to the public, who can enter their own vehicles in the “Shine and Show” to be judged by their peers. The show is open to all makes and models of OHVs. The winner will be announced Sunday at 2 a.m. after a live performance by Resination. “It’s not so much about the competition as it’s more just to get together and see what everyone else is doing with their vehicles,” said Michael Johnson who attended the past two Sandfests and plans to enter his custom Toyota 4x4 in this year’s show.

The two-day event, beginning on August 12 at 10 a.m., will also include a jeep tester-totter, several live music performances and a demonstration by the U.S. Army.

To put some icing on the high-octane, sand-dusted, gum-cake, the Grover Beach Chamber of Commerce has arranged for a special appearance by the Coast Light Girls, who will be riding the Best in Show trophy on Sunday.

“We’ve got beer, music, sand, and girls,” said Grover Cox, Vice President of the Grover Beach Chamber of Commerce. “What else would a guy want?”

While the third annual Sandfest is expected to be a rousing and noisy time the intention of those putting on the event, the Grover Beach Chamber of Commerce, the City of Grover Beach, California State Parks, and the Friends of the Ocean’s Dunes is to commemorate the unique drive-on dunes that make this area special.

“We want to bring awareness to the dunes and celebrate our access to the beach,” said Cox. “The great thing is that you can’t do this everywhere.” For more information on Sandfest contact the Grover Beach Chamber of Commerce at (805) 932-3000.
STAFF COMMENTARY

Farmers' Market is one of my favorite events in San Luis Obispo. It's definitely the best place in town to get fresh produce, and the local music and barbecue are amazing. But best of all, it's one night a week when all of San Luis Obispo show up down at an extremely reasonable hour.

However, there is a downside to Farmer's Market. Amid all the colorful booths, pungent aromas and smiling children, a frightening trend can be seen peeking out from behind the shiny, glass windows of downtown businesses.

It's called the chain store.

But what does a small-town tradition like Farmer's Market have to do with a sudden onslaught of new, chain clothing stores like Urban Outfitters or Banana Republic? The truth is — it's during traditional community events, like Farmer's Market, that the giant chain stores become most noticeable.

For example, some friends and I were walking through Farmer's Market a couple weeks ago, enjoying the cool night air and dining on tasty pulled-pork sandwiches, when we decided to run past our Farmer's Market and check out the Potter's Bar. As we ascended the well-lit, fortress-like steps of the new shopping complex, I realized that this was the first time I'd actually been up to see the new shopping center. So I told my friends: "I usually don't come up here because it reminds me too much of home."

"Oh, this is very Southern California, isn't it?" one of my friends replied.

Then it hit me: Over the past three months, the downtown area here has gradually morphed into a suburban strip mall. Doesn't get me wrong — I'm a proud San Diegan, but I chose to attend Cal Poly because the surrounding towns were different from the over-populated land of mass-consumerism in which I was reared.

Yes, it's true that now people are anticipating the next halfway-sole at Abercrombie and Fitch don't have to wait for galleons and galleons of precious, over-priced gas to make the devoted-shopper's pilgrimage down to Santa Barbara.

But after the initial giddy hysteria of being able to buy over-priced clothing while ogling at really hot, naked AKF models subsides, one might want to start wondering about the effect these new stores are having on the area.

As the popular mom 'n pop shops downtown might not be as impressive as the larger chain stores — and maybe their gaucho pants don't come in as many shades or sizes — but it's the smaller stores that give this town its character and its individuality; because without them, San Luis Obispo would be just another Southern California city.

Amy Aman is a journalism senior. Photo credit: Staff editor and Mustang Daily staff writer.
Mustang checks the top 3 hockey movies

Cory Harris

Mustang Daily

White hockey usually doesn’t fit the big screen often, there have been a handful that tell the story with some of the essence of the coolest game on the earth. Here are the top three movies based around hockey.

1. Slap Shot
Did you know that it was going to be anything else? Hands down, the best hockey movie ever made. The movie follows the Charlestown Chiefs and has been player/coach Reggie Dunlap (played by Paul Newman) and the Hanson brothers in a regular season that isn’t so regular. The minor league team finds success by doing what they do best, beating the crap out of the other team. In one game, the Hanson brothers actually get arrested at the end of the first period after assaulting fans in the audience. The characters are classic and memorable and the comedy continues from start to finish.

“This young man has had a very trying rookie season, with the litigation, the notoriety, his very trying rookie season, with the Hanson brothers actually getting arrested at the end of the first period after assaulting fans in the audience. The characters are classic and memorable and the comedy continues from start to finish.”

2. Mystery, Alaska
Hockey, Alaska, and Russell Crowe — what more could you ask for in a movie? In this David versus Goliath flick, a small town team from Mystery challenges the hardened New York Rangers to a game of pond hockey. The movie has a solid plot and very humorous moments. Not only that, but there is also a quasi love story going on with Russell Crowe’s character and his wife played by Marcia Gay Harden. It is a movie for everyone, with romance, sports, violence, and good laughs. Berry Reynolds even shows up playing an old-time hockey legend. The action on the ice is intense and the drama keeps viewers at the edge of their seat until the final seconds of the game.

3. The Mighty Ducks Trilogy
A must see! The trilogy is quite possibly the greatest thing to ever happen to hockey. That may sound a bit extreme, but yes Disney probably helped save hockey in some sort of way. I mean how many sports movies lead to an actual professional team named after the movie? And when the second movie came out, you couldn’t find a kid who hadn’t tried the knuckle puck at least once on a public ice rink. You will laugh, the movie is filled with sophomoric humor with kids playing pranks on more kids. Oh and they play hockey in the book as well. The storyline is so classic that Disney has recycled it maybe a million times over. If you don’t believe me, go rent The Big Green and tell me that movie isn’t the Mighty Ducks on a soccer field.

My top pick out of the trilogy would be the second one. They play the feared country of Iceland in the Junior Goodwill Games. The film was also the introduction for Julie “The Cat” Gaffries, the hottest girl on the planet ever seen when I was 14.

Honorable mention: Miracle
The story of the 1980 U.S. Olympic hockey team which shocked the world. Kurt Russell is excellent as head coach Herb Brooks. The U.S. squad, led by college-aged mullets accomplish the unachievable, defeating the Russians in the 1980 Winter Olympics.

Youngblood
Quite possibly the cheesiest movie ever made. This one stars Rob Lowe and Patrick Swayze of “Road House” fame. Lowe plays a hockey star in the high school based movie. You will laugh. The hockey action is pretty good, but the fights are bloody.

Random fact: according to imdb.com Youngblood was trained as a figure skater and Kreuss Reures was an MVP goalie.
Incoming! Poly freshmen look to get the drop on the competition

Katie Hofstetter  
MUSTANG DAILY

Here it is; the third and final edition of the incoming Poly player previews, which highlights freshman athletes in each sport. Watch for this talented group of athletes to make their mark in Mustangs in the coming year and thereafter.

Kevin Jones — Track and Field

Jones, 17, began pole vaulting his freshman year of high school because he heard it was the "easy sport" and he wanted a way out of physical education. In his first year, he vaulted a mere seven feet. Then, in the summer between his freshman and sophomore years he grew a foot, and his second year of the sport vaulted 12.6 feet and won the league in his native San Diego. The following two years, Jones repeated his league wins and continued to heighten his vaults, with a personal record of 16.4. He comes to Cal Poly, with the hope of qualifying for NCAA regions and improving his vault to over 17 feet.

Lea Wallace — Track and Field

The 17-year-old Napa native became interested in Cal Poly through her summer track coach, a Cal Poly alumnus. Wallace said her hopes for next year "would be to improve my times and hold my own register Athlete of the Year. Despite the circumstances, Tratter's high school basketball career came to a disappointing end when her CCS-bound Sunnyside team had to forfeit because a player had not turned in the correct paper. Despite the circumstances, Tratter, 18, a power forward, was recognized and placed on First Team All-League, and honor she received all meter and a $500.00 in the 1,600 meter Wallace was twice named Most Valuable Player in both her high school cross country and track teams and was named to Napa Valley Register Athlete of the Year.

Rebecca Tratter — Women's Basketball

The U.S. men's basketball team, 18-year-old Charles Anderson said he chose Cal Poly alumnus John Madden inducted into Hall of Fame

Nicole Small  
MUSTANG DAILY

Cal Poly alumnus John Madden touched down into the Pro Football Hall of Fame on Aug. 5 in a ceremony that took place in Canton, Ohio. The legendary coach actually got on a plane for the first time since 1979. His fear of flying is thought to have stemmed from an October 1969 plane crash that killed members of the Cal Poly football team. Madden made a name for himself as a football coach and one of the most beloved television commentators in football history. Madden's coaching career was surrounded by some of the most memorable plays in football history, including the "Immaculate Reception" and the "Holy Roller." The Raiders were 103-32-7 during Madden's tenure as head coach. He also captured a title in Super Bowl XI in 1976, a 32-14 win over the Minnesota Vikings. In addition, Madden received his Emmy for sport broadcasting. Any football fan who didn't care for video games in the 1980s, took them up with the creation of John Madden Football for Nintendo in 1990. The franchise is still one of the best-selling video games of all time. Let's not forget the many commercials he has been a part of, like Miller Lite and Ace hardware. Madden's iconic status has even led to a MuafTV skit.

Eagles in 1960, but would never play a down due to injuries. Instead, Madden made a name for himself as a football coach and one of the most beloved television commentators in football history. Madden's coaching career was surrounded by some of the most memorable plays in football history, including the "Immaculate Reception" and the "Holy Roller." The Raiders were 103-32-7 during Madden's tenure as head coach. He also captured a title in Super Bowl XI in 1976, a 32-14 win over the Minnesota Vikings. In addition, Madden received his Emmy for sport broadcasting. Any football fan who didn't care for video games in the 1980s, took them up with the creation of John Madden Football for Nintendo in 1990. The franchise is still one of the best-selling video games of all time. Let's not forget the many commercials he has been a part of, like Miller Lite and Ace hardware. Madden's iconic status has even led to a MuafTV skit.

see Madden, page 7