How to keep organized during Spring Quarter

Nikol Schiller
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With winter quarter coming to a close and spring quarter peeking around the corner, it’s time to rip off March’s calendar page and prepare for April. Staying organized at the beginning of the quarter might help students be successful until the end of a course.

With how far technology has come along, keeping track of coursework can be fairly easy. Computer engineering junior Robert Mickle said he likes to use “gTasks” on his Gmail account to make sure all of his assignments are turned in on time and to keep track of test dates. “You can basically make a checklist and organize with your Gmail account,” Mickle said.

With a smart phone, this checklist can be checked as often as needed to stay organized for every class.

For those who are more old-fashioned, a paper calendar can come in handy when trying to stay organized. Biological sciences senior Katherine White said she advises students to “get a big calendar, the ones that you can hang on your wall that show the whole month and write down all your tests and assignments that are due the first week,” she said. “That way nothing pops up all of a sudden on you, and you can plan ahead better for those crazy weeks.”

White began using this technique while she was a sophomore to keep track of her hectic schedule.

Business administration senior Robert Moen said he also uses a large calendar to keep track of alignments.

see Organized, page 3

I found a free UGS calendar and put it on my wall in my room. All of my important assignments are on there.
— Robert Moen
Business administration senior

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Organized

"I found a free UGS calendar and put it on my wall in my room," Moen said. "All of my important assignments are written on there."

Another way he said he stays organized is by writing down every assignment on a Post-It note and sticking them in the order of when tasks need to be finished. When the assignment is complete, the sticky note is thrown away. As students progress through their four years at Cal Poly, organization skills that work for them can begin to develop.

General engineering sophomore Austin Winther said his organization has improved a great deal since freshman year, but still could be better. Since his freshman year, Winther said keeping a system of binders has helped him maintain structure in every class. "I try to keep all of my class work in separate binders, and then use a planner in class to write down homework and then transfer it to a calendar at home," he said. "This only usually lasts a couple weeks though, until I start getting lazy."

Aside from calendars, sticky notes and online checklists, students can learn how to stay organized by taking a study seminar at Cal Poly. Study seminars are available in the library every quarter through the Academic Skills Center. The seminars provide tips on how to manage time wisely, improve detrimental procrastination habits, become focused and take notes efficiently.

Up to 40 students may attend a seminar and a schedule of seminar dates and times are posted on the Academic Skills Center website.
Construction on Cal Poly's campus continued over the spring break holiday, and many students hoped progress would be evident by the time school resumed today.

Elana Polan, a graphic communication senior, said before the break, that she would like to see Area 52 opened up again.

"Without that walkway, it's basically impossible to get to class on time," she said.

Area 52 blocks a substantial area between the Erhart Agriculture and English buildings on campus.

English junior Rebecka Henry said opening up that passageway would help with the human traffic gridlock on campus.

"They need to do something to better accommodate bicyclists," Bond Walker, a graphic communication senior, said. "I always feel like I am about to get run over when I'm walking through a narrow re-route path. There are too many people and not enough space."

Those responsible for overseeing the construction on campus, such as project manager of the Facilities Planning and Capital Projects Barbara Queen, recognize student concerns and sympathize with student frustration.

"As much as we would like to wake up tomorrow to see all of the construction completed, it just doesn't work like that," Queen said.

"Projects of this magnitude take time and careful planning — we can't just wish the tedious parts away," Queen said.

Just as the construction cannot be wished away, the construction cannot be performed any faster, said Joel Neel, senior associate director of Facilities Planning and Capital Projects.

Many people expected a tremendous amount of work to be accomplished over the spring break holiday, but that is just not feasible, Neel said.

"The timelines for these capital projects are upward of two years long," Neel said. "In the grand scheme of things, one week is not going to make much difference. We are just going to keep working like we have been, and take advantage of the access we have to campus with students away."

The work done during the holiday is "pretty boring," Neel said. The Recreation Center was closed in, roofing went on and the building was made watertight. The outer shell of the Meat Processing Center was also worked on.

The progress made on the Center for Science is equally dull, Queen said. Like the other projects, the major advantage to the spring holiday is that trucks were able to transport goods easily.

"Really, over break we will be focusing on hauling cement, rocks and other materials off campus to ready the site for building," Queen said before the break. "In this case we didn't plan for the heavy moving to occur over break — it was dumb
History grows on trees in Poly construction zones

Kendal Young
SPECIAL TO THE MUSTANG DAILY

The Science Building, commonly known as the "Spider Building," was outdated and now demolished for replacement, but 16 trees from its surrounding site were still healthy and among two special trees were saved in the original locations because of their significance, and the others have been moved to new locations. A Montezuma Bald Cypress, the only one of its kind on the Central Coast and one of the few in California, was saved, Matt Ritter, associate professor of biological sciences and chair of Cal Poly's Landscape Advisory Committee, said. The construction crews are working around the tree, which can be found across from the greenhouse in the construction site, Area 52.

"It's a tree that was planted probably in the mid '50s by Robert Rodin ... a sort of iconic professor." — Matt Ritter
Cal Poly Landscape Advisory Committee chair

write a letter

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THANKS FOR READING THE MUSTANG DAILY
Hints for buying textbooks this quarter: Online bargain-hunting

Victoria Billings
VICTORIA.BILLINGS@GMAIL.COM

Every quarter, Cal Poly students face a familiar challenge: how to buy pricey textbooks as economically as possible. A typical textbook costs more than $100 at El Corral Bookstore, with the more expensive books costing up to $220. Altogether, textbooks and class supplies run the average college student $1,157 per year, according to collegeboard.com.

To keep this figure down, many students turn to the Internet. Materials engineering senior Alex Stanley switched to buying books online during his sophomore year when he discovered that it was cheaper. “Freshman year I was new into the system,” Stanley said. “It was like, ‘Ah, you have to buy them all.’”

By his sophomore year, however, Stanley had switched to buying older editions of textbooks online because he could find the books he needed, along with new textbooks, as well as selling old textbooks. The website boasts that students can save approximately 50 to 90 percent off list prices.

Abebooks.com

Stanley said he generally turns to Abebooks.com when he’s looking for a book. The name, Stanley said, reminds him of Honest Abe. “(It’s) like they’re charging honest prices,” Stanley said.

Abebooks.com sells a variety of books, with a special page for buying new and used textbooks, as well as selling old textbooks. The website boasts that students can save approximately 50 to 90 percent off list prices.

Amazon.com

Agricultural communications sophomore Sebastian Silveira said he uses Amazon to buy most of his textbooks. Silveira uses Amazon not only because he can find most of the books he needs, but also because he can get books delivered quickly, which can be a big concern when buying books online, especially with a quarter system.

Silveira makes use of the site’s “Amazon Prime” service, or free two-day shipping, and next-day shipping for $3.99 an item. “If you need that, time’s not an issue,” Silveira said.

Half.com

Political science sophomore Alex HOWELL goes one step further in the online textbook market by not only buying, but also selling her own used textbooks on Half.com. Howell said that she usually gets 50 to 75 percent of the original price she paid for her textbooks when she sells them through Half.com.

For Howell, buying used textbooks online can be good karma. “It was people to buy my textbooks, so I’ll buy theirs,” Howell said.

She also likes getting used books because sometimes they contain helpful answers for upcoming course material.

“I like the highlighting because it makes it easier,” Howell said.

Aplia.com

Students aren’t the only ones turning to the Internet for textbooks. Economics professor Kathryn Marshall has been using the online textbook website Aplia.com for several years now.

The website gives students access to an online textbook, and assigns homework, which makes the Web service worth the cost despite the fact that students don’t have a textbook to keep or re-sell.

“It’s either slightly cheaper or comparable,” Marshall said.

Marshall, who was referred to Aplia.com by a colleague, said that she forever more said more classes turning to online textbooks and coursework.

“That’s the only way to uni-

versities to keep their costs low through online education,” Marshall said.

But not every student has jumped on the Internet textbook bandwagon just yet. Some students, like anthropology and geography sophomore Jenna Mendes, still prefer to buy books the old-fashioned way.

Mendes said she usually puts off buying her books until the first week of the quarter to see if she really needs all the recommended books for a particular class.

By the time she knows which books she’s going to buy, Mendes said, “It’s like, ‘I need them now!’”

Then, Mendes heads over to El Corral Bookstore or SLO Textbooks and picks them up in person.
It's been more than a year since the City of San Luis Obispo passed new unruly gathering and noise ordinances aimed at reducing the number of rowdy college parties. The ordinances fine hosts of "unruly gatherings," parties of 20 or more people, $700 for a first-time offense and raised noise violation fines to $350 for the first offense.

Some Cal Poly students, like city and regional planning sophomore BJ Kavadas, said the ordinances singled them out specifically, creating a rift between permanent residents and those who live in San Luis Obispo during the school year.

"I think it definitely put a bit of a damper on students' perspective of the city because it made us feel like we weren't a part of San Luis (Obispo)," Kavadas said.

"The unruly noise ordinance was sort of a slap in the face, like, 'Yeah, you're here for the next four years, and we're not going to let you enjoy your time as much as you could.'"

This separation of locals and college students is a current issue in San Luis Obispo, and Mayor Jan Marx hopes to help remedy it by visiting Cal Poly more often.

The stereotypical party lifestyle of many colleges like Cal Poly has created friction between local residents and students, said San Luis Obispo vice mayor John Ashbaugh. Students like to enjoy freedom during their first few years out of their parents' house.

"(Cal Poly students) work hard up there, and you party hard," Ashbaugh said.

The division between local residents and college students becomes more prominent when young adults move into older neighborhoods. Renting out older homes to college students in the same neighborhoods as permanent San Luis Obispo residents is "a formula for conflict," Ashbaugh said.

The San Luis Obispo City Council attempted to reduce this conflict by creating the unruly gathering and noise ordinances, Ashbaugh said it is part of the plan to improve student and city relationships.

"We're all working on that relationship," Ashbaugh said, "and we have a long way to go."

City officials and Cal Poly students also try to improve that relationship through the Student Relationship, page 17
Joe Hanson

Be a man: new program focuses on masculinity

Joe Hanson

Being a man is not being thick-skinned, unemotional and dominant, Kyle Rosso, Men and Masculinity Programs educator, said. The Men and Masculinity Programs are the newest branch of the Gender Equity Center that opened in February. The programs will help Cal Poly students investigate and create their own definition of masculinity through discussion groups and events, said Kevin Reel, Men and Masculinity Programs educator.

“Everyone has a different definition of being a man, so we like to ask those who we talk to what their definitions are, and then pool them together to find out what is consistent across different people,” Reel said.

The programs give men an opportunity to learn more about themselves in a community of men who also want to investigate masculinity. The Gender Equity Center aims to find new qualities of masculinity that will positively affect Cal Poly and the San Luis Obispo community, Rosso said. Through open discussion of topics such as fatherhood, relationships, media influence on masculinity and the prevention of sexual assault, the programs aim to create positive stereotypes of males at Cal Poly, and in the community.

“The Gender Equity Center opened to promote the inclusion of all genders, and the Men and Masculinity Programs are not reserved exclusively for men. All genders are welcome to participate in the discussions and events, Reel said.

“Not only men by sex, but those who portray themselves as the masculine gender can benefit,” he said.

The concept of masculinity in today’s society is complicated — it no longer has a single definition because society has become more empathetic and tolerant, Rosso said.

“Some individuals say that being a man involves responsibility to others, honesty and a sense of courage,” Rosso said. “Our goal with Men and Masculinity Programs is to help every individual become comfortable with what they love, regardless of stereotypical gender roles.”

One program offered will look at the influence of media on men. Every man is socialized by the media in different ways, so when the media assigns negative qualities with masculinity, it can have an adverse effect on a man’s character. Reel said.

“Some characteristics of masculinity include being unemotional and stoic, as well as forceful and violent. In some cases, see Masculine, page 9

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Masculine
continued from page 8

men are oblivious to the fact that they are demonstrating these qualities.
"It’s popular for the media to normalize masculinity as full of potent sexuality and having a potential for violence," Reel said. "When these ideas are the norm, men can often be boxed into trying to display all of these qualities, even if they are not how they really feel."

The program will work with SAF­ER, the sexual assault prevention resource, to teach men what they can do to prevent sexual assaults by discussing a wide variety of issues about what it means to be a man and why men are overwhelmingly responsible for sexual assault.

"Most of the work SAFER does on campus is an exercise in risk reduction for students to avoid being sexually assaulted, but we feel that this is not enough," Reel said. "We feel that we should be responsible for sexual assault prevention, especially when statistics show that 98 percent of rapes are committed by men."

Teaching men about preventing

Sexual assault is another way the programs are promoting a positive definition of masculinity. The inclusion of Men and Masculinity Programs in prevention of sexual assault shows a positive masculinity, Gender Equity Center coordinator Christina Kaviani said.

"Rather than looking at men as the problem, we want to look at men as more of a solution," she said.

Being a man involves responsibility to others, honesty and a sense of courage.
-Kyle Rosso
Men and Masculinity Programs educator

Trees
continued from page 7

The committee assessed the trees on an individual basis, Timms said. The committee took into account the sentimental value of certain trees, like the one planted by Rodin, when deciding which ones should stay on campus.

The other significant tree saved in its original location is an olive tree dedicated by a graduating class in the ’50s, Ritter said.

The landscape advisory committee found that the other 14 trees removed from the area had two qualities that made them candidates for transplantation, Ritter said. "They were rare or particularly nice and large," Ritter said.

It costs a lot to move the trees, so the committee had to focus on the ones that needed to be saved for budget purposes, Ritter said.

Out of the five trees designated to be saved and transplanted on campus, four survived. An Atlas Cedar tree died in the transplanting process, Barbara Queen, Facilities Planning and Capital Projects project manager, said.

However, a 7-foot Big Cone Doug­las Fir tree can be seen on the south side of Building 53 with similar trees.

Queen said.

The tree was chosen for transplantation because it is the only one known of on the Central Coast, Ritter said. "It’s extremely rare. Pseudotsuga macrocarpa only occurs in the hills of LA and it’s a rare tree in its natural habitat," Ritter said.

The other three surviving trees, a dragon tree, a Monkey Planted tree and a bottle tree, made their home in the Leaning Pine Arboretum.

Nine trees were given to Valley Crest Tree Company in partial payment for its services. Cal Poly had a budget of $810,000 for trees, plants, ground cover, irrigation, irrigation controls and landscape features. Queen said.
Federal budget proposals may threaten Pell grant money for students

Caralee J. Adams
EDUCATION WEEK

In his nine years at Cherry Hill High School West, Cigar Venuti has seen the number of students eligible for federal Pell Grants double, in part, because of the poor economy.

Now, when he helps families fill out the Free Application for Federal Student Aid, or FAFSA, the counselor at the Cherry Hill, N.J., school says he would be remiss if he didn't tell them about proposals in Washington to reduce Pell Grants, which provide free aid to high-need students.

"I don't mean to be the party crasher, but I owe it to let them know it's very possible this might not come through," said Mr. Venuti.

Only last spring, the education community was celebrating passage of the landmark Student Aid and Fiscal Responsibility Act (SAFRA), that boosts the maximum Pell Grant to $5,500 and links grant funding to increases in the Consumer Price Index. One year later, the power shift in Congress, the growth of the program, and the push to trim spending has put the program in the mix for possible cuts. The House of Representatives last month proposed a 2011 budget that slashed numerous programs including a reduction in the maximum Pell Grant by $895. In a vote a few weeks ago, however, the Senate rejected the House plan. That vote doesn't mean Pell Grants are safe, though.

President Barack Obama's proposed 2012 budget would maintain a maximum grant of $5,500. But given the growing demand for Pell Grants in the past two years — the program now faces a $20 billion deficit by the end of 2012 — the administration is proposing changes to sustain it. The most significant savings would come from ending the option of allowing students who go to summer school to take out two loans in a year that benefits has proven extraordinarily costly — up to 10 times the original estimate.

Many experts maintain that Pell Grants are essential to achieving the president's goal of leading the world in the percentage of college graduates by 2020. In 1973, the first year of the program, a grant covered two-thirds of the cost of a four-year public university. Now, it covers one-third. Most awards today are for students with household incomes of less than $50,000 a year. Pell Grants have not kept up with inflation, and college costs have increased dramatically in recent years, causing a "double whammy" for students, said David Hawkins, the director of public policy and research for the National Association for College Admission Counseling, in Arlington, Va.

SAFRA helped get funding back on track, but so many more people qualified that the program's expenses skyrocketed. In 2010, the program grew to $32 billion and 8.4 billion awards averaging $3,965. The administration's fiscal 2012 budget requests $41 billion for Pell Grants to help an anticipated 9.6 million students. An inherent problem with the Pell program is part of the funding is mandated by law and part is subject to appropriations bills. Projections are not always accurate, and when demand soars, a shortfall results.

The economy is fueling the demand for Pell Grants on several fronts, said Joel Packer, the executive director of the Committee for Education Funding. The economy has caused incomes to drop, leading to increased program eligibility. And state budget cuts have forced many universities to raise tuition, which can also increase eligibility.

Voting to cut the maximum Pell caught Mr. Packer and other education advocates off-guard. "We were definitely surprised," said Mr. Packer. "Pell always had support." Packer said he's relatively optimistic that Congress will restore the money for fiscal 2011, but next year will be more challenging because there will be fewer shortfalls.

For many low- and middle-income students, the Pell program is a lifeline to achieving a college degree and pursuing the promise of a better future, said Sen. Tom Harkin, the ranking member of the Senate Appropriations Education Subcommittee. "Any reduction to the Pell program would come at a much higher cost for our country down the road," the Iowa Democrat said in a statement.

Some conservatives say Pell is a wasteful program that doles out free money to many students who fail to graduate.

"This money might encourage a lot more people to enroll in college, but it does very little to improve completion rates," said Neil McCluskey, an education analyst with the Cato Institute in Washington. Ms. McCluskey maintains that Pell allows schools to raise tuition rates to capture student-aid increases rather than make college more affordable.

"Ultimately, these things need to be eliminated," he said. "It should be Pell Loan — they need to pay it back."

Hawkins said investing in education helps spur innovation in the economy.

A study by the National Center for Education Statistics in 2009 showed that Pell Grant recipients get a degree in shorter time than did nonrecipients, when controlling for such factors as transfer history and undergraduate risk characteristics. The uncertainty of Pell funding makes it difficult for high school counselors to advise students on their college finances and for colleges to present incoming freshmen with solid numbers about aid, said Mr. Hawkins.

"Now more than ever, parents, colleges, and students have to think creatively about the way a student approaches higher education," he said.

Reductions in the Pell program would be "a major blow to the hopes and dreams" of many community college students, who are less likely to take out loans and represent about one-third of Pell Grant recipients, said Walter Bumphus, president of the American Association of Community Colleges. Harkin's bill, a sophomore at the University of California, Berkeley, would consider working or taking out a loan if his financial aid is reduced. Mr. Yeh has received two Pell Grants of about $5,000 each. His parents lost their jobs in 2009, limiting their ability to help.

"Obama talked about this as America's big moment, and I agree with him in that for long-term growth, the only way we can do that is to have more college-educated people in our workforce," he said.

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The committee assessed the trees on an individual basis, Timm said. The committee took into account the sentimental value of certain trees, like the one planted by Rodin, when deciding which ones should stay on campus.

The other significant tree saved in its original location is an olive tree dedicated by a graduating class in the '50s, Riner said. "They were rare or particularly nice to see."

"We decided to keep 16 trees from the Area 52 construction," said the landscape advisory committee member, Ritter said. "The other 14 trees removed from the area had two qualities that made them candidates for transplantation, Ritter said. "They were rare or particularly nice to see."
Nobody ever plans on getting arrested. Drink responsibly.

Construction continued from page 4

luck that it worked out like that. But, we’re going to take advantage of it and try to get as much done as we can.”

In the meantime, the inconveniences of campus construction will continue to be commonplace on Cal Poly’s campus. Neel, Queen and the rest of the team responsible for the projects are hopeful that students and faculty will continue to be cooperative.

“So far, everything has gone really smoothly ... everyone has been accommodating and understanding,” Neel said. “We hope the projects continue to move forward in a similar way.”
Government a bigger problem than you think

Welcome back from spring break. I hope that wherever you were for the week proved to have suitable weather for spring break away from the trepidations of college.

I don't mean to bring stress to my readers after a week of relaxation away from studying but after listening to a speech by Judge Napolitano, I felt it was time to talk about our government.

As a Conservative, the size of our federal government has caused me great concern.

When the Constitution established our federal and state governments, the point of its structure was to inhibit any one branch, or more generally, the government as a whole, from becoming too strong. Fast-forward 225 years and I am sure the founders of the United States would not find what they had intended to become of the humble nation.

They would find a government that takes a large portion of wealth from its people, suppresses too much of our freedom, and does not realize any limitations on its power while it is ever-growing. Many Americans may think that this is just the way our government operates and there is nothing that can be done. The truth is that this was not the way it was intended to run and it can be changed.

The ability of our government to mold and change through legislation and amendments is one of our constitution's greatest qualities. So now is the time to employ it.

Andrew Nenow is a wine and viticulture sophomore and Mustang Daily conservative columnist.

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Since the early 1900s the government's influence in an American's daily life has steadily grown, through the Great Depression people had no choice but to rely on the government and eventually people were conditioned to rely on those in Washington, D.C.

At some point in the last century, the line between being "progressive" (as Democrats have called it), and stepping out of its realm of power has become very fuzzy. By this I mean that the government has begun to assume powers for itself that were not given to it by the Constitution.

The government apparently now can control what food is worthy of consumption, what salaries employers must pay their workers, what criticism of government is appropriate in public, how U.S. senators are elected, how much of your income you can keep and even whether or not you can consume alcoholic beverages.

OK, it can be admitted that some of these, like food control and minimum wage, are good things, but that's not the point. The point is the government assumed these powers to be its, which made it more powerful through extended influence.

So now we come back to present day America. Out of control debt and a deadlocked Congress that is supposed to be finding a solution. The real problem, however, stems from our government's inefficiency.

Politicians act as if they have the resources to solve any problem, but in reality they have only what we give them. It is time that people realize that the government does not own significant capital; it doesn't have several sources of income. We are the government's source of income, and we are giving it money out of our own pockets and getting nothing in return.

But politicians aren't oblivious. They understand the government's inefficiency and know that if people were able to go elsewhere for the services they provide, the government would go out of business.

But it does not worry about going out of business because it has assumed the power of destroying competition by outlawing anything it fears. It may seem like a lot to take in, but I urge you to read the truths about our government I have written carefully. Understand that this great nation is not operating the way it should.

This American believes in what our founders saw in the future of this nation and no one said it better than Thomas Jefferson. Jefferson understood that "When people fear the government, there is tyranny. But when government fear the people, there is liberty."
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Relationship
continued from page 12

(SCLC). The SCLC is a student-run committee that attempts to lessen conflict between the long-term residents of San Luis Obispo and college students.

SCLC chair and Associated Students Inc. (ASI) President Sarah Storelli said the SCLC is ramping up efforts this year to improve neighborhood relations with a new website and increased publicity for the committee.

"I feel like in SCLC this year, we're trying to take some large strides," Storelli said.

The committee is working on a video campaign to foster a healthy community atmosphere. The campaign is part of an effort to improve San Luis Obispo community relations on a neighbor-to-neighbor level, Marx said.

Cal Poly students should be committed to meeting their neighbors and establishing a connection once they move into a new neighborhood, Marx said.

She encouraged bridge-building actions like greeting neighbors on the street and carrying on conversations. She said reaching out to permanent residents will help students avoid conflicts with their neighbors later in the year.

"Everyone needs to give 51 percent for it to work," Marx said.

She is even taking her own advice by planning "office hours" for next quarter to answer students' questions and get input on city government projects. The dates are still undetermined.

City officials, students and ASI agree that there is no singular way to improve the relations between permanent San Luis Obispo residents and college students, but Marx said improving the community relationship is going to be an ongoing effort.

"I'm committed to just continuing to work on relationships just the way you do in your daily life," Marx said.

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BACK TO SCHOOL

Take a moment to go back to the 1990s with the Mustang Daily, when all you had to worry about was your crush liking you back, Mom packing a Twinkle in your lunch box and Y2K. When you’re ready to come back to the present, check out what’s hot in 2011.
Tosh.0
continued from page 27

success. Early in its first season, traffic on “Tosh.0” website and references in the blogosphere were disproportionately high compared to the show’s ratings, Flannigan said. Producers quickly noticed a correlation: Viewership spiked following weeks of intense, online buzz.

“It all came together kind of by accident,” said Charlie Siskel, the show’s executive producer. “The show’s success was not ordained nor devised through some corporate goal setting. People liked the show and they would chime in about the videos, and we started looking for more ways to connect them back to the show.”

Ever since YouTube exploded onto the scene in 2005, with its gusher of amateur clips of sneezing pandas and cats playing the piano, TV network executives have searched for ways to make material from the Internet work on TV. NBC bombed trying to bring a Web series about young artists called “Quarterlife” to television. The CW and VH1 misled with video clip shows “Online Nation” and “Web Junk.” The CBS sitcom “#(ASTERISK) My Dad Says,” based on a blog and starring William Shatner, has left advertisers cursing.

“Most people have been trying to tame the Web,” Poer said. Instead of watering down the content, he said, Comedy Central took the approach: “Here it is, we are going to embrace the content and tone, and curate it in a way that’s topical.”

“Tosh.0” has done so well that...
Spring Quarter Reading List

With a new quarter comes a fresh start, and what better way to spend the first few weeks before midterms than with a book in hand? Before choosing what book to read, check out what Cal Poly students and faculty are reading.

The Contortionist’s Handbook

By Craig Clewenger
Griggs Ziesing, economics junior

“It’s a story of deception, misrepresentation and mistaken identities. It has a quiet sophistication with elements of mystery.”

Atlas Shrugged

By Ayn Rand
Robert Fulks, computer engineering freshman

“It makes you more aware of certain people and how the world would be different without them.”

The Hot Zone

By Richard Preston
Stephanie Smith, mechanical engineering senior

“I plan to read it again soon. It’s about the Ebola virus — I like the science fiction aspect.”

The Art of Racing in the Rain

By Garth Stein
Randalyn MacDonald, modern languages and literature senior

“It’s emotional because the character goes through a lot of struggles, which are told through the dog’s perspective. Everyone can relate.”

The Sociopath Next Door

By Dr. Martha Stout
Amanda Stevens, graduate student

“It’s about a woman who’s spent her career studying sociopaths. She talks about how to identify a sociopath and recognize people who don’t feel remorse.”

Fear and Loathing in Las Vegas

By Hunter S. Thompson
Nixon Vandel, electrical engineering senior

“It’s about drugs in Las Vegas and a guy who goes out and has a crazy time.”

The Ware Tetralogy

By Rudy Rucker
Lewis Call, history professor

“Anyone that’s interested in the way computer technology changes our concept of human identity and human consciousness could appreciate Rucker.”

Catch-22

By Joseph Heller
Laura Worsham, business administration senior

“It’s a really renowned book. It’s kind of cynical and sarcastic which is really good but also really illogical.”

Economist Magazine

By James Reese, geography professor

“I read Economist Magazine — it’s an informative and well-balanced source of news with a global perspective.”
Spring Cleaning
Freshman shares tips for improving your college days

The only way you can get the best out of your real friends is to ditch, and not feel guilty about, your old ones.

— J.J. Jenkins
Freshman columnist

It's time for some spring cleaning. We have made it through the harsh California winter, braving the 50 degree weather in jeans, and dare I say it, a sweatshirt. As I emerged from my hibernation, I noticed I have accumulated a lot of baggage in my 23 weeks on campus.

First quarter textbooks litter my drawers, waiting to be resold (at the bookstore's pleasure of course); food in ziplock bags scatter my desk and a snowboard lays against the wall (and won't be getting use anytime soon).

But when I say spring cleaning, I do not just mean packing up those winter boots that trip me every time I groggily wake up for a 10 a.m. class — early, I know.

In our first two quarters at Cal Poly we freshmen accumulated friends and commitments at unprecedented rates, sometimes bringing new obligations into our lives to assure we did not live a solitary existence on the fifth floor of Robert E. Kennedy Library for the rest of the year.

I know administrators encourage freshmen to join a new club every quarter, and your mom still tells you to make new friends, or in my case, get a date. But let's face it, if we really took that advice we would be stretched so thin (or balancing so many women) that our friends would be nearly meaningless and commitments would be become inconveniences.

So let's kick off spring quarter and start sweeping out your life.

That cute girl you met on the first night and whom you now say, "Hi," to every time you pass her because you think you are friends — give it up. She's way out of your league, and any time she says she wants to hang out then blows you off, she's just wasting your time — not that I know from experience.

Or the guy you hung out with once because your friend's friends wanted to. Don't worry about keeping that relationship in tact.

It sounds harsh, but the only way you can get the best out of your real friends is to ditch, and not feel guilty about, your old ones. I'm all for being cordial and friendly, but even science says you can only have 150 friends at a time or else your brain basically overloads.

Next comes clubs and organizational commitments. Unlike your friends, with clubs, you can sign a piece of paper and you are good to go. I wish dates were so simple. So naturally, the emails and time you spend running all over campus, let's say, chasing after a crashed plane to report on, rack up.

No, this is not how I am declaring my resignation to the Mustang Daily from the post of resident Spring Cleaning, page 30

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San Francisco Giants rolling through spring training

Andrew Baggarly
SAN JOSE MERCURY NEWS

SCOTTSDALE, Ariz. — When you’re coming off a World Series championship, your No. 1 goal in spring training is to stay healthy.

When you’re coming off a 100-loss season, your No. 1 goal in spring training is to stay healthy.

So as the Giants reached the midway point of their exhibition season, they had to feel good about the events that have transpired thus far in Scottsdale.

"The team is phenomenal," closer Brian Wilson said. "Nobody took any time off. We’re coming in exactly where we left off, which a great ballclub should. We’ve got great chemistry. It’s evident everyone is playing their part.

"You can tell. Guys are fired up. It’s not lackadaisical here."

Nor is it crowded in the trainer’s room. Right-hander Matt Cain had the team’s only major health scare thus far when his right elbow flared up weeks ago. But the issue seems to have calmed down.

Aside from that, a fitter Tim Lincecum is hearing the “whistle” in his 95 mph fastball, Jonathan Sanchez is maintaining a consistent arm slot. Fans are talking about Wilson’s black beard again, not his iffy lower back.

"We addressed the situation," Wilson said. "We had a personal talk, and I said, ‘Beat it. I don’t want you in my body anymore.’"

Pablo Sandoval heard a similar message. He arrived nearly 40 pounds lighter, and he didn’t merely melt off fat through a crash diet. His swing is fiercer, his feet are lighter and he looks like an athlete at third base.

Freddy Sanchez, who had a clean-up procedure on his left shoulder, needed only a few days to catch up with his teammates. He is fielding smoothly at second base and making crisp contact.

Even Mark DeRosa looks like someone who could be a major contributor. His second wrist surgery in June appears to have fixed an injury that robbed him of nearly two seasons. He couldn’t hit a ball hard to his pull side last year. He could be the “X” factor nobody is talking about.

The Giants weren’t sure about their internal options behind shortstop Miguel Tejada, who probably won’t start 155-plus games anymore. But Mike Fontenot is having a terrific spring with the bat and glove and could be playing his way into a larger role on the club.

"I tell you, he’s looked good at shortstop," Giants manager Bruce Bochy said. "I like how he’s swinging
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Continued from page 25

Meg James
LOS ANGELES TIMES

Comedy Central might be the first TV network to make money from the Internet.

The cable television network's newest hit, "Tosh.0," attracts 4 million viewers an episode, even more than Comedy Central's signature programs "The Daily Show with Jon Stewart" and "The Colbert Report."

"Tosh.0" premise is simple: Stand-up comedian Daniel Tosh and a small team that works out of a Culver City, Calif., studio call the Internet for amateur video clips. Then, each week, Tosh offers up caustic commentary before a live audience about the hapless victims caught on camera. The show's cornerstone is a novel segment called "Web Redemption" in which the subjects of clips made infamous on the Web relive their embarrassing moment — but this time with a happy ending.

Now in its third season, "Tosh.0" has become the first television show to turn raw material from the Internet into successful television programming. It appeals to young male viewers — an elusive audience for advertisers — making "Tosh.0" and its website a must-buy for video game makers, movie studios and auto companies.

Daniel Tosh, host of "Tosh.0," has helped Comedy Central become the first television station to make money from Internet videos.
to work alongside show producers and writers. The geeks were even allowed into the hallowed "writers room," where they could join the back-and-forth wisecracking that goes into preparing Tosh's on-air jokes.

"The show had to live online. It's a blog at its core," said Erik Flannigan, executive vice president of digital media for MTV Networks Entertainment, which includes Comedy Central. "This is a show about the Web. And we had to make sure that whatever we posted had instant credibility on the Web."

Producers update the show's website and blog throughout the day, even when the series is on hiatus. Traffic to the site, which is averaging 3.2 million monthly visitors this season, is on track to more than double from last season. The show's ratings are up nearly 50 percent since last season. During each Tuesday night broadcast, Tosh and producers crowd into a conference room and tweet up a storm along with fans. The show's Facebook page is continually updated. The result: more than 4 million users have given it a thumbs-up.

Tosh's snarky comments and willingness to perform "Jackass"-like stunts endear him to young males, who make up two-thirds of "Tosh.O's" audience. He recently caught a bowling ball speeding down a water slide between his legs, leaving a cantaloupe-sized bruise. "There are a million videos where someone gets kicked in the groin; this is the type of comedy that resonates well with young men," said Brent Poer, managing director of ad-buying agency MediaVest. Tosh's tone and sketches, he said, "stay true to the format of the Internet."

In fact, it was the Web that tipped off Comedy Central executives to the show's future ratings success, Tosh.O, page 20

Nearly everything that Daniel
Tosh says or does makes me and
my family laugh.

— Ed Gunther
North Carolina high school senior

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WE DELIVER!
After Cal Poly earned a NCAA Regional berth in 2009, a plague of injuries crippled its record and chances of another postseason berth.

The Mustangs are guided by head coach Larry Lee who led the team to six top-four Big West finishes in eight seasons, posting a 246-203-2 mark during that time.

In 2009, Cal Poly finished third in the Big West, posting a 14-10 conference record and a 37-21 overall record. But in the following season, the team’s nonconference struggles carried throughout the season. Entering the conference schedule 1-11 in their last 12 games, the Mustangs lost their first four conference series, going 3-9 during that stretch.

The Mustangs were able to revive their winning ways at the end of the season, taking three of their last four series versus Big West opponents. But it wasn’t enough to elevate the Mustangs any higher than sixth place.

Cal Poly, which batted .304 as a team last season, finished third in the Big West last season with a .472 slugging percentage and finished second in the conference with 402 total runs.

The Mustangs will have extra help this season. Radeke went 3-1 with a 2.96 ERA last year.

Baseball set for Big West schedule

Mustang Daily Staff Report

With pitcher Mason Radeke back on the mound, the Mustangs will have extra help this season. Radeke went 3-1 with a 2.96 ERA last year.
Baseball

continued from page 28

team, was successful in putting runners on base. The Mustangs finished third in the Big West with a .472 slugging percentage and second with 402 runs scored.

The team’s pitching was another story. Among conference teams, the Mustangs finished eighth with a .317 opponent batting average and last with a 6.75 ERA.

After season ending injuries to two of their starting pitchers, senior Steven Fischback and junior Mason Radeke, the Mustangs never found rhythm on the mound.

Radeke never made it to the conference schedule, playing just four games last season. He finished with a 3-1 record and a 2.96 ERA. For Fischback, it was the second season in a row he had to sit on the bench due to labrum surgery. In the 2008 season he finished with a 5-4 record, striking out 79 batters while posting a 4.55 ERA.

This season, with Fischback and Radeke back in the rotation, Cal Poly is looking to be a threat in the batter’s box and on the mound.

The Mustangs were picked to finish fourth in the Big West in a pre-season coaches’ poll. Cal State Fullerton was picked to finish first with all nine first place votes, followed by UC Riverside and UC Irvine tied for second.

The biggest Big West threat will be Cal State Fullerton who earned first place in the Big West last season with a 21-3 record. Cal State Fullerton made its 32nd appearance in the NCAA Tournament and advanced to the 2010 Super Regionals.

Cal Poly will open the conference schedule with a home series against UC Riverside. Last season UC Riverside finished fourth in the Big West with a 12-12 conference record.

The last time these two teams faced, UC Riverside opened up the series with a narrow 3-2 win. The Mustangs were able to tie the series with a 5-3 10 inning victory before dropping the third game 14-5 — Cal Poly’s second largest loss of the season.

The first game of the series is set to begin at Baggett Stadium Friday, April 1 at 6 p.m.

Ryan Sidarto, Mustang Daily

Outfielder Bobby Crocker led the team with a .351 batting average last season.

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Tosh.0 turns Internet videos into cash

Meg James
LOS ANGELES TIMES

Comedy Central might be the first TV network to make money from the Internet.

The cable television network's newest hit, "Tosh.0," attracts 4 million viewers an episode, even more than Comedy Central's signature programs "The Daily Show with Jon Stewart" and "The Colbert Report."

"Tosh.0's" premise is simple: Stand-up comedian Daniel broken and a small team that works out of a Culver City, Calif., studio call the Internet for amateur video clips. Then, each week, Tosh offers up caustic commentary before a live audience about the hapless victims caught on camera. The show's cornerstone is a novel segment called "Web Redemption" in which the subjects of clips made infamous on the Web relive their embarrassing moment — but this time with a happy ending.

Now in its third season, "Tosh.0" has become the first television show to turn raw material from the Internet into successful television programming. It appeals to young male viewers — an elusive audience for advertisers — making "Tosh.0" and its website a must-buy for video game makers, movie studios and auto companies.

Mindful that so many of the 

Spring Cleaning
continued from page 22

Having an activity you love to do so much that you will take a below average grade is a good feeling.

— J.J. Jenkins
Freshman columnist

only in college (hopefully) once and you deserve to clean out your list of commitments and reassess what you love to do. But it's not enough to just give up your old responsibilities, you must find new and better ones to fill the void. If not, you might find your "kill/death" ratio of "Call of Duty: Black Ops" racing past your grade point average.

Instead of worrying about your old crush, why not focus on the new one? Learn from your mistakes — maybe Sage is not the best idea for a first date — and put your newfound charm into action.

Instead of hating your life every time you check into a meeting, find a club that despises meetings. I have heard the trail runners are such a group, I just cannot get a hold of them.

So make a commitment to reassess your commitments, and I assure you, that does not require more meetings. Value your friends so much that you ditch that significant other — well only to find others, but you don't have to tell them that.

Who knows, the time you now spend worrying about meeting with the Cal Poly vegetarians could be used to move those zip-lock bags into the trash. Then, sell back those public speaking books you never touched or enjoy the sand and sun at Avila Beach.

So here's to a new and improved spring quarter. Happy cleaning.

— Meg James
Los Angeles Times
Comedy Central might be the first TV network to make money from the Internet.

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Now in its third season, “Tosh.O” has become the first television show to turn raw material from the Internet into successful television programming. It appeals to young male viewers — an

see Tosh.O, page 26
Victoria Billings
VICTORIA.BILLINGS@GMAIL.COM

There are two types of traveling good students too," Brooks said, "they get their photos up on Mott Gym and 'to be successful.'

The other is almost unpublishable. They receive last pick of track, gym and pool facilities and get some funding from Associated Students Inc.

These are the club sports.

While "official" Cal Poly Athletics encompases 20 sports teams, including basketball and football, there are 24 club sports teams, ranging from rugby to sailing to lacrosse.

Club teams are made up of and run entirely by Cal Poly students, but unlike intramural sports, sport clubs compete against other schools across the country. Though club sports players do not receive many of the same perks as Cal Poly varsity athletes (like priority registration and athletic advising), they are no less dedicated to winning championships, said Sport Club Administrator Everette Brooks, who advises the sport club program.

They have a focus of a high level of play, and they're also really good students too," Brooks said. "So they understand what it takes to be successful."

When it comes to being successful, Cal Poly club teams have something to boast about. Men's soccer, women's field hockey, women's water polo, women's volleyball and women's lacrosse all won national championships for the 2009-2010 season.

The sport club program is lacking general publicity, however, said Brooks, who would like the teams to "be publicized a little more on the university level."

Ambee Zimmermann, microbiology senior and co-president of the field hockey team, said she agrees with Brooks. More attention could make any of the field hockey team's practices during fall quarter due to scheduling conflicts.

Sport clubs are assigned a block of time every day when they may use sport facilities, and the SCC divides the available hours among the teams. Planning around school schedules is nearly impossible, said Matt Rudow, president of the men's lacrosse team, vice chair of SCC and materials engineering senior.

"We don't have any priority when it comes to field times," Rudow said.

This quarter, Rudow said the team's practices during fall quarter due to scheduling conflicts. It's a nice gesture and it definitely pays for some things," Rudow said. "But we have 50 guys and we have a six-figure budget."

Although the lacrosse team does some fundraising, Rudow said the money from ASI helps to cover some team expenses, but it is hardly enough.

"We're at our limit," Brooks said. "More resources are definitely needed. The bigger the program gets, the more difficult it is to manage."

Aside from setting practice schedules, the SCC also determines the distribution of ASI funding.

The amount of money the team receives is based upon the number of members and needs of each individual team, and based upon a three-tier system. The first tier receives the most funding, about $3,000, Rudow said, while the third tier receives the least, generally under $1,000.

Sport clubs receive some support from ASI, but with 24 sport clubs, Brooks said money is tight, and all clubs are required to fundraise on their own.

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Softball strives to live up to big expectations in conference play

Mustang Daily Staff Report

The Cal Poly softball team will begin its journey for a Big West Championship this Saturday.

Each of the last five seasons, the Mustangs finished no lower than third in Big West, including two postseason berths and two conference titles.

Cal Poly began the season facing difficult opponents, facing 12 top 25 ranked teams. The competition proved too much as the team went 0-12 in those games.

Despite a difficult start to their regular season schedule, things look more promising than ever for the Mustangs.

In the preseason coach's poll, Cal Poly was selected to finish first in the Big West with three first place votes and 54 points overall. Close behind was UC Davis with 51 points, and Cal State Northridge with 41 points.

The Mustangs will also see the return of Big West Field Player of the Year, Anna Cahn who led all Big West hitters with a .393 batting average and a .626 slugging percentage. She was also named to the all-conference first team as a utility player and to the second team as a pitcher.

Cal Poly also returns with three other all-conference players. Sophomore pitcher Rebecca Patton and sophomore right fielder Dana Perez both made it to the second team, while junior catcher Stephanie Correia earned honorable mention.

Early in the conference schedule last season, the Mustangs led the Big West race by winning nine of 11 — seven in a row — with series victories over UC Santa Barbara, Cal State Fullerton and Long Beach State.

But the Mustangs slipped from first after losing to Big West co-champions UC Davis and Cal State Northridge. The Mustangs finished the season in third place, posting a 12-9 conference record, just three games back of first place.

Their 23-24 season record marked the first time in Condon's seven years as coach that the team finished with a record below .500.

Their 23-24 season record marked the first time in Condon's seven years as coach that the team finished with a record below .500.

Cal Poly will open Big West play with a series against last season's last-place team, UC Riverside. Last year the Highlanders finished seventh in the Big West with an overall record of 22-32. But in their Big West opener, UC Riverside defeated Cal Poly 10-0, its largest loss of the season, and won the series 2-1.

The Mustangs will then play UC Santa Barbara and Cal State Fullerton followed by big games against Long Beach State, Cal State Northridge and UC Davis. They finish the season against Pacific.

Cal Poly's conference schedule begins with a double-header at UC Riverside on Saturday, April 2 at noon and 2 p.m.
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A reportedly 40-pound lighter Pablo Sandoval is expected to help the Giants on the field this upcoming season.
Club

continued from page 32

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situation now is essentially pay-to-play, and most of the team's budget comes from member dues. The rugby club has more than 50 members and is in the higher tier. This year the team received $3,500 from ASI, which club president and agricultural business senior Stuart Sharpe said is less than in previous years. Most of the money goes into field maintenance and other fees, leaving very little to cover travel expenses. "If you think about how many games we're playing a year, it goes fairly quickly," Sharpe said.

Individual teams have found different ways of raising extra funds. The rugby team appeals to team alumni for donations, as well as sells pint glasses as part of a fundraiser with The Kilt, a local pub and grill. The sailing team collects the money it needs by selling T-shirts and sweatshirts, and also offers a yearly sailing clinic to anyone interested in the sport. The clinic, held shortly after Week of Welcome, costs $20 and covers the basics of sailing. Students can decide whether they would like to join the team after the clinic, and pay a yearly fee of $100.

Between sales and member dues, the sailing team covers all of its expenses, including trips to competitions, journalism freshman and sailing club member Margaret Kaiser said.

This year, the sailing team was able to raise enough funds to send a team to Oahu to compete in a regatta. Kaiser said the experience was a delight as she is used to sailing in the cold waters off the Washington coast. "It was great to just be able to focus on sailing rather than staying warm," Kaiser said.

Which, in the end, is why athletes in sports clubs do what they do. Despite the lack of publicity, practice facilities or funds, these student-athletes are in love with the game, whether it's rugby or field hockey or sailing in Hawaii.
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