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November 24, 1970

TOURNAMENT OF ROSES FLOAT PLANS GET OFF ON RIGHT FOOT

Students of the Cal Poly colleges at San Luis Obispo and Pomona are off on the right cooperative foot in their annual quest for honors at the Tournament of Roses Parade in Pasadena on New Year's Day -- a Pomona student chose the winning float theme, and a San Luis Obispo student submitted the winning design.

Each year, students from both campuses meet almost as soon as the last float reaches the end of the five-mile-long parade route to begin the process of designing, building, and decorating the coming year's entry.

The 1971 parade theme is "Through the Eyes of a Child," and Rick Patterson's winning theme suggestion, "Once Upon a Dream," was selected because it most closely adhered to the overall parade mood. Patterson is a senior student majoring in data processing at Pomona.

Ron Shimamota of San Mateo, an architecture student at Cal Poly in San Luis Obispo, who graduated last spring, fashioned the winning float design to carry out Patterson's theme.

The single-unit float, which eventually will consume some 15,000 man- and woman-hours of work and about \$3,000, displays a small red-haired boy asleep on a bed strewn with toy soldiers, spin tops, blocks, toy marionettes, and his sleeping puppy.

Toys Will Come to Life

As the clock above his brass bed strikes midnight, a toy soldier fires his cannon and all the toys immediately come to life and begin to play. Wakened by all the commotion, the boy, clad in red and white candy-striped pajamas, raises out of bed and rubs his eyes to stare at the merrymakers in amazement. But as the toys settle back down, the drowsy boy decides it was all just a dream and falls back to sleep.

Meanwhile, his faithful basset puppy, Biff, finally rouses himself from sleep but finds nothing amiss so he, too, settles back down to sleep. Then, as the float passes by, a marionette buccaneer waves goodbye, raising the question, "Was it really only a dream?"

The float, 55 feet long, 17 feet high, and 20 feet wide, will be decorated with thousands of chrysanthemums, bachelor buttons, calendulas, cocks comb, pampas grass blooms, coconut palm husks, carnations, and green fern. Also, students will be decorating with lush varieties of bells of Ireland, birds of paradise, roses, poinsettias, gladiolas, and vanda orchids. Most of the flowers for the float effort of students of the two Cal Polys are being grown in plots at their campuses.

Seven students join chairman Brock Thoman on the Rose Parade Float Committee at the San Luis Obispo campus. They fill such posts as secretary-treasurer, work coordinator, construction coordinator, flower coordinator, publicity director, and historian.

(Continued on Page 2)

CLUBS SHOW FARM-CITY WEEK EXHIBITS IN DOWNTOWN SAN LUIS OBISPO

Thirteen clubs of Cal Poly's School of Agriculture and Natural Resources are telling the story of Farm-City Week in window displays in downtown San Luis Obispo through Thursday (Nov. 26). The window displays, competing for the Cal Poly Chapter, California State Employees Association trophy, describe the interrelationship of the farmer and the urban dweller.

The windows were judged last Saturday (Nov. 21) by Dan Frank, a San Luis Obispo jeweler; Young Louis, a Cal Poly alumnus and San Luis Obispo theater projectionist and photographer, and Barron Wiley (Education Department).

The participating groups are Soils Club, Agricultural Business Management Club, Rodeo Club, 4-H Club, international students, Boots and Spurs, Ornamental Horticulture Club, Crops Club, Collegiate FFA, Natural Resources Club, Agricultural Engineering Society, Food Processing Club, and Los Lecheros.

The Farm-City Week observance also included a parade down Higuera St. on Saturday and an exposition at the Madonna Plaza Shopping Center, also on Saturday.

TOURNAMENT OF ROSES FLOAT . . . (Continued from Page 1)

Another group of nearly 50 students at Cal Poly in San Luis Obispo are involved in the tasks of growing and harvesting the flowers and in construction of the various float elements. That number will grow to nearly twice that size when final construction of the float begins in earnest early next month.

They have quite a winning tradition to uphold. Floats entered in the annual New Year's Day parade in Pasadena by students of the two colleges have won honors every year since the first appeared on Colorado Blvd. in 1949.

Eight of those years have seen the combined efforts of the Cal Poly students produce major awards in the parade's bitterly-contested awards program. After copping an Award of Merit in their first effort in 1949, they won the Theme Prize in both 1957 and 1959, the Judges' Special Award in 1966, the Mayor's Trophy in 1967, and the Princess Award in 1968, 1969, and 1970.

HOLIDAY SCHEDULE LISTED FOR RECREATIONAL SWIMMING PROGRAM

The Natatorium pool will be closed for recreational swimming beginning next Tuesday (Nov. 24) and continuing through the following Sunday (Nov. 29), according to information from the Women's Physical Education Department. Following that, the recreational swimming program will be open until Dec. 3, when the pool will close for the Christmas holiday period.

When operating on its regular schedule, the recreational swimming program is available to Cal Poly students, faculty, and staff on Monday through Thursday from 5 to 6 p.m. The program is available also on Wednesday evenings from 7:30 to 8:30 p.m., and Sunday afternoons from 2 to 4 p.m., at which time the dependents of students, faculty, and staff are also welcome.

The recreational swimming program will resume its regular operating schedule after the Christmas Holiday on Monday, Jan. 11.

PRESIDENT KENNEDY ELECTED TO A A S C U BOARD OF DIRECTORS

Election of Cal Poly President Robert E. Kennedy to a four-year term as a member of the Board of Directors of the American Association of State Colleges and Universities has been announced by the association. Dr. Kennedy, who served as a member of the board during the past year to complete the unexpired term of a former board member, was elected during the 10th annual meeting of the AASCU held Nov. 15-17, in San Antonio, Tex.

As a director of AASCU, Dr. Kennedy is one of a 12-member executive group responsible for management of the association through committees and professional staff employees, and for development of policies for presentation to the association membership.

The American Association of State Colleges and Universities represents 274 public institutions which are either wholly or partly state supported and state controlled. Some 25 per cent of the nation's undergraduates and almost 50 per cent of those preparing for careers in public school teaching are enrolled in AASCU-member institutions.

Dr. Kennedy, who has served also as AASCU Public Relations Committee chairman, was the presiding officer at one of the sections of the annual meeting, the theme of which was "Presidential Leadership in the Total Learning Environment." He conducted a panel discussion entitled, "Building Public Confidence and Support For Higher Education." The speakers and their topics were:

- Charles B. Saunders, Jr., acting assistant secretary for legislation, U. S. Department of Health, Education, and Welfare, "The National Perspective;"
- The Honorable Joe J. Bernal, Texas state senator, "The State Perspective;"
- Houston H. Harte, publisher, San Antonio Express, "The Mass Media;"
- President Benjamin L. Perry, Jr., Florida A and M University, "The Institutional Perspective;" and
- E. Lee McLean, consultant on development and public relations, "Public Relations Strategies."

A highlight of the AASCU gathering in San Antonio was an address by Alvin Toffler, social critic and author of the book, Future Shock, who spoke on "Education in the Future Tense."

FUND TO AID PAKISTAN DISASTER VICTIMS BEGUN ON CAMPUS

Pakistani students at Cal Poly last week began a drive for relief funds for the victims of a catastrophic cyclone in the delta area of Manpura, East Pakistan, on Nov. 12, when a tidal wave riding the winds of a cyclone brought death to an estimated 500,000 residents in East Pakistan. Masroor Batta and Ashgar K. Malik head up the group in the Pakistani Students Association who are seeking the funds.

The Pakistani students are asking help from San Luis Obispo area residents in providing relief funds for the victims. They have been advised by the local Red Cross office that funds, rather than goods, would provide the best means of offering immediate relief for the survivors. Checks made out to the Pakistani Disaster Relief Fund may be sent to Box 300, Temporary College Union.

C S C EXTENSION SERVICE AREA REVISIONS ANNOUNCED

Changes in Extension Program Service Areas of the California State Colleges have been announced by Chancellor Glenn S. Dumke. The changes, approved by the college system's Board of Trustees, are to provide an improved geographic distribution of Extension programs and are made necessary, in part, by the opening of California State College at Bakersfield.

Extension programs, self-supporting through fees paid by students, are conducted at off-campus locations for adults desiring to improve their educational backgrounds and career opportunities. Almost 70,000 enrolled in extension programs in 1969-70.

Principal changes in Extension Service Areas are these:

-- California State Polytechnic College, San Luis Obispo, will now serve San Luis Obispo and Santa Barbara Counties and Southern Monterey County. These counties previously were not within the service area of any state college.

-- California State College, Bakersfield, will now serve Inyo and Kern Counties. These counties were formerly served by San Fernando Valley State College.

-- California State College at Hayward will serve Contra Costa and Alameda Counties, both previously served by San Francisco State College.

-- California State College at San Bernardino will serve the western portion of San Bernardino County, formerly served by California State College at Los Angeles, and Riverside County, formerly served by San Diego State College.

-- California State Polytechnic College, Kellogg-Voorhis, will serve the remainder of San Bernardino County previously served by Cal State Los Angeles, as well as the western half of Los Angeles County, also previously served by CCLA.

NAMEPLATE SERVICE OFFERED BY O H CLUB

Do you recall the plastic engraved name plates on your neighbor's bulletin board or one on a desk in that office? Faculty and staff members can purchase such name plates from the Ornamental Horticulture Club. Those who wish them can order name plates by sending an order to the Ornamental Horticulture Club in care of James A. D'Albro (Ornamental Horticulture Department), Erhart Ag-242.

CHANCELLOR DUMKE ELECTED TO MARKETING ASSOCIATION POST

Chancellor of the California State Colleges Glenn S. Dumke has been elected to a three-year term as a director of the American Management Association. The association, with members from industry, government, and education, is concerned with improving management skills and techniques. Formed in 1923, the association has headquarters in New York. Over 110,000 managers participated in more than 2,000 AMA programs last year.

Typewritten copy intended for the next issue of Cal Poly Report must be received prior to 12 noon on Tuesday, Nov. 24, in the Office of Information Services, Administration-210

COMING EVENTS -- COMING EVENTS -- COMING EVENTS

Farm-City Week -- Friday through Thursday, Nov. 20-26. Observance of Farm-City Week with window displays and special activities in San Luis Obispo business district; sponsored by the student council of the School of Agriculture and Natural Resources.

Chamber Concert -- Sunday, Nov. 22, 4 p.m., United Methodist Church, San Luis Obispo. Concert featuring the Cal Poly College Chamber Singers as assisted by the Cal Poly Chamber Orchestra; sponsored by Cal Poly's Music Department. Public invited.

Education Conference -- Monday, Nov. 23, 10 a.m., Engineering Auditorium. Conference for teachers who cooperate in making Cal Poly's teacher training program possible; sponsored by Cal Poly's Education Department. By invitation.

Cal Poly Women's Club Choral Section Meeting -- Tuesday, Nov. 24, 8 p.m., 201 Buena Vista, San Luis Obispo. Folk singing during meeting in home of Mrs. Kenneth Schwartz; those planning to attend are asked to bring their guitars. Members invited.

Thanksgiving Academic Holiday -- Wednesday, through Sunday, Nov. 25-29. Academic holiday for all Cal Poly faculty and students (college offices and operations will be open Wednesday, Nov. 25, but closed Thursday through Sunday, Nov. 26-29).

Varsity Basketball -- Monday, Nov. 30, 8 p.m., Men's Gymnasium. Annual exhibition game between Cal Poly's varsity and freshman basketball teams. Tickets - General admission - adults, \$1.50; students and children, \$1.

Cal Poly Women's Club Walking Section Meeting -- Tuesday, Dec. 1, 9 a.m., Parking Lot, College Square Bank of America, San Luis Obispo. Meeting for a walking tour of Morro Bay and Atascadero State Beach East. Members invited.

Cal Poly Women's Club Sewing Section Meeting -- Tuesday, Dec. 1, 2 p.m., 654 Rancho Dr., San Luis Obispo. Regular meeting of the section in home of Mrs. Archie Higdon. Members invited.

Cahper High School Invitational Basketball Tournament -- Tuesday through Wednesday, Dec. 1-3, afternoons and evenings, Men's Gymnasium. Tenth annual high school basketball tournament for teams from throughout the Central Coast Area; co-sponsored by the Cal Poly student chapter of the California Association for Health, Physical Education, and Recreation and San Luis Obispo Senior High School. General admission tickets - adults, \$1; students and children, 50 cents.

Folk Music Concert -- Wednesday, Dec. 2, 8 p.m., Cal Poly Theater. Concert by The New Folk, a folk music group; sponsored by Cal Poly's Campus Crusade for Christ organization. Students, faculty, and staff invited.

Cal Poly Staff Club Luncheon Meeting -- Thursday, Dec. 3, 12 noon, Staff Dining Room. Program featuring description of Southern San Luis Obispo County Dunes ecology program by Robert Rodin. Faculty and staff invited to attend.

Cal Poly Women's Club Newcomers Section Meeting -- Friday, Dec. 4, 7 p.m., 215 Highland Dr., San Luis Obispo. Meeting with pot luck dinner in home of Mrs. John W. West; RSVP by Dec. 3 to Mrs. Michael Cirovic (544-6022) or Mrs. Steve Weinstein (544-1726). Members invited.

BLOOD BANK DRAWING AT CAMPUS HEALTH CENTER SLATED FOR DEC. 2

A blood bank donation drive will be held on campus Dec. 2. Scheduled for 10 a.m. to 3:30 p.m. in the Campus Health Center, the drive is being sponsored by the Cardinal Key women's honor society, according to Dr. Billy Mounts (Director of Health Services).

A goal of 150 units has been set to replenish the Cal Poly Fund in the Tri-Counties Blood Bank. This blood is available to all faculty, staff, students, and their families.

Appointments may be made by contacting members of Cardinal Key or the Health Center, 546-2151, prior to Dec. 2. Donations of blood will be accepted without previous sign-up, if time and facilities permit. Members of the faculty and staff are invited and encouraged to take part in the drive.

EXHIBIT OF AFRICAN OBJECTS WILL RUN THROUGH NOV. 30 IN LIBRARY

An exhibit of ethno-botanic studies of Ovamboland, Southwest Africa, will continue in the foyer of Dexter Library through Nov. 30, according to Mrs. Joy Berghell (Reference Librarian). The collection of artifacts, baskets, tools, and other objects is the property of Robert J. Rodin (Biological Sciences Department).

COMING EVENTS . . . (Continued from Page 5)

Aggie Invitational Basketball Tournament -- Friday and Saturday, Dec. 4-5, 7 and 9 p.m., Men's Gymnasium. First annual Cal Poly Aggie Invitational Basketball Tournament featuring teams from St. Mary's College, Northwest Nazarene College, California State College at Hayward, and Cal Poly; sponsored by the student council of Cal Poly's School of Agriculture and Natural Resources. General admission tickets for adults, \$1.50; students and children, 50 cents.

Christmas Caroling -- Saturday, Dec. 5, 7:30 p.m., Crandall Gymnasium. Annual all-campus Christmas caroling and party; sponsored by the Music Club. Public invited.

Final Examinations -- Monday through Thursday, Dec. 7-10. Fall Quarter final examination period for members of Cal Poly student body and faculty.

Cal Poly Women's Club Bridge and Beginning Bridge Sections -- Monday, Dec. 7, 7:30 p.m., Dexter Library Room 129. Regular section meeting with play for members of both sections. Members invited.

Christmas Academic Holiday -- Friday, Dec. 11, through Sunday, Jan. 3. Christmas season academic holiday for members of Cal Poly teaching faculty and student body.

Mid-State Holiday Basketball Tournament -- Thursday through Saturday, Dec. 10-12, afternoons and evenings, Men's Gymnasium. Second annual invitational basketball tournament for community college teams; sponsored by the Cal Poly Block "P" Society and Cuesta College. General admission tickets - adults, \$1; students, 50 cents; and children, free.

Varsity Basketball -- Saturday, Dec. 12, 8 p.m., Men's Gymnasium. Cal Poly vs. University of California at Santa Barbara. General admission tickets - adults, \$1.50; students and children, 50 cents.

A A S C U SUPPORTS SOCIAL SECURITY EXEMPTION FOR WORKING STUDENTS

National support of federal legislation which would mean more money for some working college students has been assured, President Robert E. Kennedy announced today. Dr. Kennedy said the American Association of State Colleges and Universities has resolved to support social security exemption for students employed by state college auxiliary organizations.

The action was taken by the AASCU Board of Directors, of which Dr. Kennedy is a member, during a business meeting held Nov. 17 in San Antonio, Tex., in conjunction with the 10th annual meeting of the association.

Approval by the board and by the AASCU Committee on Federal Relations is expected to lead to introduction of federal legislation to insure equal treatment of students employed by educational auxiliary organizations.

At present, students employed by a school, college or university are excluded from social security coverage. Students employed by an auxiliary organization of a school, college or university and doing the same kinds of on-campus work at the same wage rates do not receive exemption from social security coverage, and consequently their take-home pay is not as high.

Dr. Kennedy said that Cal Poly has been opposing the unequal federal restrictions for two years and that the AASCU support of its 274 member institutions throughout the country is expected to be highly significant in obtaining legislation which will exclude student employees of auxiliary organizations from social security deductions at a time when their need for a maximum cash income is greatest.

The national association endorsed a resolution which had been proposed by the Cal Poly Foundation and was introduced by President Kennedy. The resolution points out that such auxiliary organizations are operated solely for the benefit of a school or college and are, in fact, integral parts of the institution.

FUND DRIVE FOR ROSE PARADE FLOAT WILL END TOMORROW

A donation drive offering two tickets to either the 1971 Rose Bowl football game or the 1971 Tournament of Roses Parade in Pasadena -- and an opportunity to help defray the costs of a student float entry -- is nearing its final stages on campus.

The tickets, priced at 25 cents each or a packet of 10 tickets for \$2.25, will continue to be sold through Wednesday (Nov. 25). The drawing for the winner will be held during the Thanksgiving Day football game Thursday (Nov. 26) to be held in Pomona between the sister Cal Poly colleges in San Luis Obispo and Pomona.

Tickets are being sold at the Temporary College Union by individual members of the college's Rose Parade Float Committee, and at key locations at banks and shopping centers in downtown San Luis Obispo.

A separate donation drive is being conducted by Pomona students to raise additional funds to help finance construction and decoration costs of the float. The Cal Poly colleges annually pool the resources of their students to build the float and to grow and harvest the blossoms with which the float will be decorated.

SUPPORT STAFF OPENINGS LISTED BY PERSONNEL OFFICER

Two position openings on the support staff of the college have been listed by S. Milton Piuma (Staff Personnel Officer). Descriptions of the positions, which are also posted on the bulletin board located in the personnel office, Adm-111, 546-2236, read:

Clerical Assistant II-B (\$492-\$599), Educational Opportunity Program, Student Affairs Division. Duties include shorthand, typing, filing, maintaining records, and serving as receptionist. Applicants with clerical experience desired. Spanish speaking applicants will be strongly considered.

Clerical Assistant II-A (\$457-\$556), Library, Academic Affairs Division. Duties include typing and filing catalog cards. Applicants must be accurate in detail work, must have passed the General Clerical Test, and must be able to type 45 wpm.

Departmental Secretary I-B (\$517-\$628), Curriculum and Planning, Academic Affairs Division. Duties to include shorthand and transcription, typing letters, memoranda, tables, statistical charts, reports involving the use of independent judgment, assisting in the preparation of catalog copy, requisitioning and care of office supplies, receptionist. Applicants must be high school graduates with one year of experience in stenographic and clerical work.

FARM-CITY WEEK DISPLAY COMPETITION WON BY SOILS CLUB

The Soils Club won the trophy for the best Farm-City Week window display in judging held Saturday. The Cal Poly Chapter 97, California State Employees Association, presents the trophy. The winning window display emphasizes pollution problems. It is located at 864 Higuera Street. A second place trophy, presented by the Morro Bay-Estero Kiwanis Club, was shared by the Collegiate FFA and the Ornamental Horticulture Clubs (see earlier article on Page 2).

PHI KAPPA PHI MEMBERS WILL MEET NEXT WEEK

Cal Poly members of Phi Kappa Phi national honorary society will meet next Thursday (Dec. 3) at 4 p.m. in MHE-152, for the annual fall meeting of the society's Cal Poly Chapter, according to Kenneth G. Fuller (Mathematics Department), president of the local group. Business for the meeting includes approval of prospective new student members of Phi Kappa Phi. Current members, as well as anyone who has been elected to membership while at other campuses, are invited to attend. Members among faculty who are new to the college are especially urged by Dr. Fuller to attend.

FUND DRIVE FOR ROSE PARADE FLOAT . . . (Continued from Page 7)

"Student resources provide for all but about \$3,000 of the total cost, so the donations help defray these costs," said Brock Thoman, junior architecture student at the San Luis Obispo campus who heads that college's Rose Parade Float Committee. "If labor and man-hours were paid for at the commercial rates, the cost of the float would certainly exceed \$40,000," Thoman continued.

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VARSITY GRIDDEERS WILL CLOSE 1970 SEASON ON THURSDAY

Cal Poly's varsity footballers will conclude their 1970 season Thursday (Nov. 26) morning when they meet the Broncos of Cal Poly, Kellogg-Voorhis. The game, fast becoming a Thanksgiving Day tradition between teams of the sister colleges, is scheduled for 10 a.m. in the campus stadium in Pomona.

Head Coach Joe Harper's Mustangs tuned up for their season-ending tussel with the Broncos by trouncing University of California at Santa Barbara 42-7 last Saturday afternoon. That contest saw the Mustang's senior quarterback Don Milan establish two new Cal Poly records. He now holds the marks for most total yards passing in a single season and the most total yards passing in a career. The Mustangs now have a 7-2 won-lost mark for 1970.

As far as records are concerned, Thursday morning's game may be a real close one. A victory for the Mustangs will give them the undisputed California Collegiate Athletic Association championship for 1970, while a win for the Broncos, who own a 5-4 mark, will give them the satisfaction of knocking the Mustangs off and will give them the first football win ever recorded over the San Luis Obispo team by a Pomona team.

JENSEN NAMED DIRECTOR OF GOVERNMENTAL AFFAIRS FOR STATE COLLEGES

Appointment of James E. Jensen as director of governmental affairs for The California State Colleges was announced last week by Chancellor Glenn S. Dumke. Dr. Jensen is presently coordinator of legislation for the State Department of Education.

The appointment is effective approximately Dec. 1. William L. Storey Jr., who has been acting director of governmental affairs for the state colleges, will return to his former positions as assistant director of the Sacramento Office.

Born in 1926, Dr. Jensen was consultant to the Senate Education Committee and administrative analyst for the Senate Fact Finding Committee on Education from 1965 to 1967. He was executive officer of the Senate Rules Committee during the 1969 fiscal year.

Between 1967 and 1969 he served at the University of California at Berkeley as assistant dean of university extension, as director of the university's field service center, and as a lecturer in the School of Education.

Dr. Jensen holds bachelor's and master's degrees from the University of Minnesota and a doctorate in educational administration and political science from UC at Berkeley. He has had public school teaching and administrative experience in Minnesota and California.

The new director of governmental affairs is author of two 1967 California State Senate publications, "The Interrelationship Between State and Federal Education Laws" and "California Educators: Their Preparation, Assignment and Compensation."

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THANKSGIVING WEEK SCHEDULE ANNOUNCED FOR LIBRARY

Because of the Thanksgiving holiday, Library hours for the remainder of this week (Nov. 22-29) will be as follows:

Tuesday, Nov. 24	7:45 a.m. - 5:00 p.m.
Wednesday, Nov. 25	8:00 a.m. - 5:00 p.m.
Thursday-Friday, Nov. 26-27	Closed
Saturday-Sunday, Nov. 28-29	Regular hours

C S E A COMMITTEE SETS FEBRUARY DATE FOR SOCIAL EVENT

The Social Committee of Cal Poly Chapter 97 of the California State Employees Association has established the evening of Feb. 13, a Saturday, for its "Night in New Orleans on Bourbon Street" social event.

HOLIDAY SCHEDULE RESULTS IN DEADLINE CHANGE FOR "CAL POLY REPORT"

Changes in operation schedules caused by the Thanksgiving Day holiday, Thursday and Friday (Nov. 26-27), are the cause of a change in copy deadline for the next issue of Cal Poly Report. Copy for that edition is due in the Information Services Office, Adm-210, by 12 noon today (Tuesday, Nov. 24).