

Pro logo licensing

One student thinks that logo licensing will keep name strong

Opinion, page 5



Roadrunners lose

Roadrunners end season with a disheartening playoff loss

Sports, back page

Another sense to see

Child actor makes "Sixth Sense" a sensation

Arts & Entertainment, page 6



High 74°
Low 56°

SUMMER MUSTANG

Thursday

August 12, 1999

CALIFORNIA POLYTECHNIC STATE UNIVERSITY SAN LUIS OBISPO

New tractor pulls Mustangs forward

By Kristin Dohse
Summer Mustang

Cal Poly's tractor pull team has been busy this summer showing off its horsepower at tractor pull competitions throughout the country.

Most recently, the team placed third in its class last weekend in Turlock in front of a crowd of more than 4,000.

With the newly-constructed green and yellow "Mustang Fever" tractor, three bioresource and agricultural engineering seniors have taken it to tractor-pull competitions.

The key to winning a tractor-pull competition is to pull — with a tractor — the steel, weight-transfer sled the farthest distance down a dirt track.

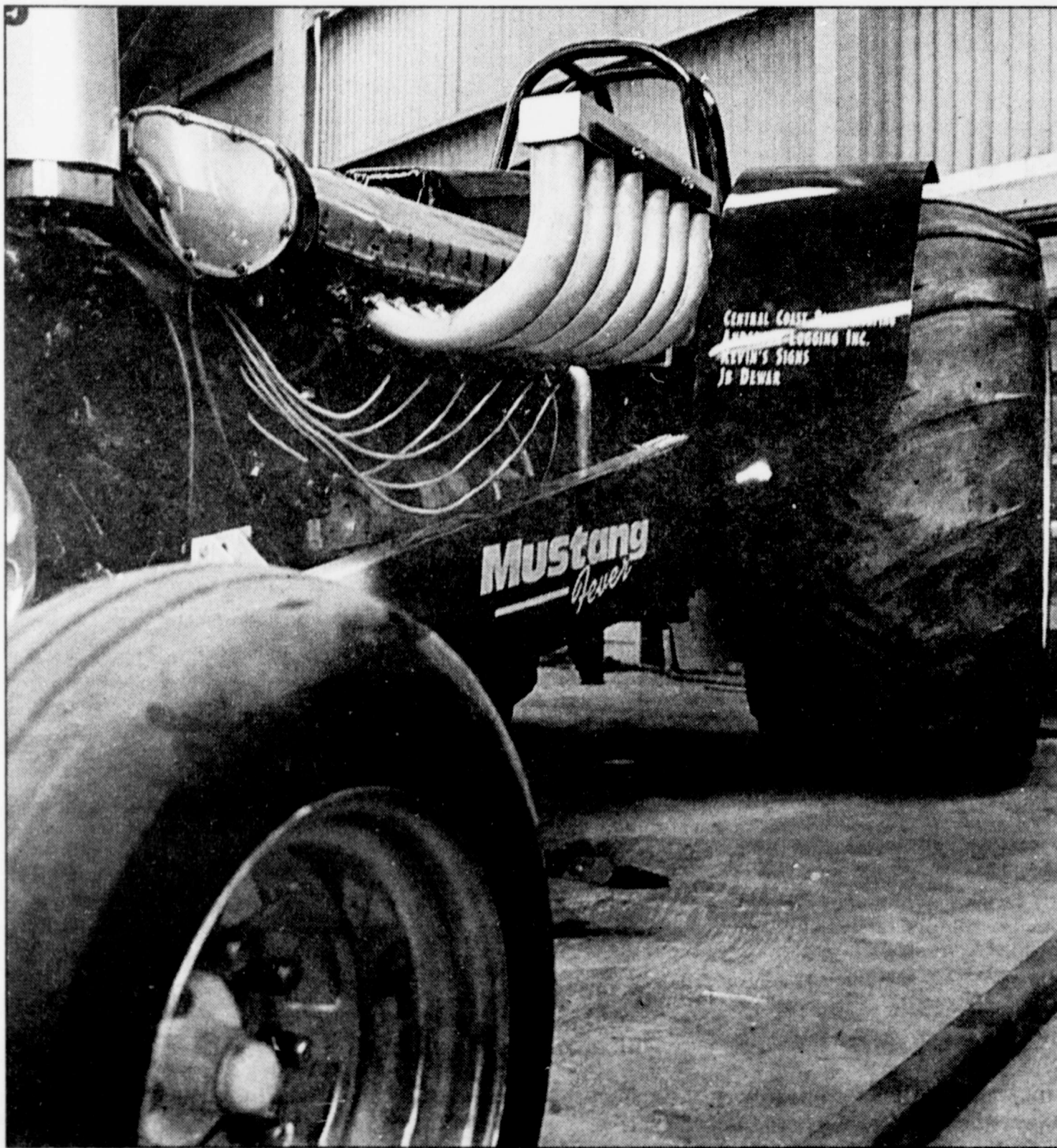
With back-to-back performances in San Jose and Turlock the last two weekends and nearly 15 tractor-pull competitions this year, these students and their advisers have been busy.

More than a year ago, bioresource and agricultural engineering professor Mark Zohns granted permission to Bobby Pierce, Myles Anderson and Russ Angold to build a tractor for their senior-level design course during the 1998 fall quarter.

"I told the guys that if they found a sponsor to pay for the materials, I'd go for it," Zohns said. "Bobby came to me the next day offering his father as a sponsor."

Angold said the three worked very well together, considering they were spending more than 40 hours each week just working on the tractor.

"We were friends before so we already knew what bothered us about each other," Angold said. "Also, if one of us grew frustrated with a part of the process, another person could take over and complete that portion. And we criticized each other and rebuilt parts of the tractor so it would be perfect once we finished."



Jon King/ Summer Mustang

The new yellow and green "Mustang Fever" tractor has taken three bioresource and agricultural engineering seniors to back-to-back performances in San Jose and Turlock.

After designing and building the tractor during fall and winter quarters, they unveiled the finished "Mustang Fever" at Cal Poly's Open House in April.

"The worst part was that we had some trouble at the tractor pull we hosted back in April," Zohns said. "That's the only performance that gave us trouble and, of course, it

was unfortunate that it happened here."

With a new clutch installed, "Mustang Fever" broke its own distance record in San Jose a couple weeks ago.

"We reached 294 feet at the San Jose competition, which is six feet away from what judges consider a perfect score," Zohns said.

The sport of tractor pulling has experienced many changes since its inception more than 30 years ago.

The sport began in the early 1970s along the East Coast. Manufacturing engineering professor Gary Weisenberger was an

see TRACTOR, page 2

Most Poly staff are for "Fair Share"

By Kristin Dohse
Summer Mustang

Although many staff members at Cal Poly have not heard of the proposed state-wide "Fair Share" bill, others say they strongly support the bill.

State Bill 645 (SB645), which applies to both faculty and staff at Cal Poly, would require all staff and faculty to pay a portion of the representation and bargaining costs that the union spends to promote and protect their interests and rights.

According to Epstein, most student employees aren't included in the staff portion of the bill.

The state Assembly appropriations committee passed the bill last month by a vote of 13-7, and the State Senate also passed the bill. The bill is expected to reach the State Assembly once its summer recess ends Aug. 16. According to Marsha Epstein, who sits on the union's board of directors, Gov. Gray Davis has already said he'll sign the bill if it passes in the Assembly.

Before introducing this bill, membership has been voluntary, which led to very low enrollment from the staff, Epstein said.

Ellen Stier, administrative assistant in the computer science department, was a member of the union — California State Employee Association — until quitting in June. Stier said she supports "Fair Share."

"The way it is now, there's a very small group of people working to represent 100 percent of the staff, but only 20 percent of the staff are dues-paying union members," Stier said. "I quit because I got tired of being part of the 20 percent that was carrying the other 80 percent."

Jana Favalora, administrative assistant in the mathematics department, said she also quit CSEA in June.

"There are so few staff who are union members," Favalora said. "I just

see FAIR SHARE, page 2

Lagoon will energize Poly and keep dairy clean

By Kristin Dohse
Summer Mustang

A lagoon designed to process waste produced by the dairy unit at Cal Poly is on its way to a successful start.

Project designer agricultural engineering professor Doug Williams is

waiting for the lagoon's completion.

"Right now, I'm looking toward writing new proposals for grants, which will provide for the additional features that we will need to reach the goals of this project," Williams said.

Williams completed the first stages of the lagoon with grants from

the California Department of Energy and the United States Dairy Association, which also helped design the lagoon's technical aspects.

The lagoon is nearly three years in the making but already shows signs of carrying out its purpose.

Located adjacent to Cal Poly's

dairy unit, the lagoon was first developed as a way to get rid of all the waste that was continuously produced by the dairy, and to create a "flush dairy."

The lagoon first pumps solid waste from the cattle pens into the lagoon area. The waste is then sifted and strained to remove all solid

pieces, preventing a film from building up along the lagoon's surface.

"The lagoon's ultimate function is to create usable energy by capturing methane gas and converting the gas energy," Williams said. "Once the project is complete, the economical

see LAGOON, page 2

TRACTOR

continued from page 1

agriculture student at Cal Poly at the time.

"Cal Poly hosted the first tractor pull on the West Coast in 1973, which was only a few years after the sport began," Weisenberger said.

"The first tractor pulls involved increasing numbers of people jumping on the sled as the tractor moved progressively down the track," Weisenberger said. "As horsepower increased, it became too dangerous for people to jump on the sled as the tractor moved down the track, which is why a weight-transfer sled was later developed."

Immediately after graduating, Weisenberger began teaching bioresource and agricultural engineering classes at Cal Poly. In 1984, Weisenberger took a 10-year break to travel throughout the United States and into other countries to display and show off Cal Poly's sled.

"Even now, Cal Poly's sled is only one of 50 operating in the country so when I took it to competitions then, it really created a reputation for Cal Poly, all on its own," Weisenberger said. "At one point, I was attending more than 60 tractor pulls each year, which helped publicity a lot."

Weisenberger returned as a professor in 1994, but he's teaching manufacturing engineering courses now.

Angold said at times it was comical having both Zohns and Weisenberger as advisers during the planning and construction phases of "Mustang Fever."

"They have very different ideas about everything, and they rarely agree on anything," Angold said.

"Gary has so much experience with machines, and Dr. Zohns has a strong theoretical knowledge and knows calculations well."

Last weekend, at the Turlock pull, "Mustang Fever" went up against a dairyman's more than 7,500 horsepower tractor, "Godfather," equipped with four racing motors.

"Our tractor only has about 1,400 horsepower, but we really just went up there to have a good time and give it all we had," Zohns said.

Zohns said seats for the whole event were sold out more than a week in advance of the competition, which boasted much more than tractor pulls.

"The competition included stock 4x4s, country-modified 4x4s, modified 2-wheel drives, super stock tractors, antiques, single engine blown tractors, and 7200-pound modified class," Zohns said.

"Mustang Fever" competed in the 7200-pound modified class.

According to Zohns, the team has a tremendous rooting section that travels to the competitions.

"Our parents, relatives, friends and classmates come with us to pulls and help us prepare for the competition," Angold said. There's a lot that needs to get done, and they help out a lot."

Angold said he, Pierce and Anderson either graduated in June or are graduating soon so they'll have to turn "Mustang Fever" over to a new group of students.

"There are younger students in our major who come with us to the competitions and help us prepare the tractor and the sled so they'll be ready when we leave, I'm sure," Angold said.

According to Epstein, CSEA members currently pay 1 percent of their gross earnings plus \$3.50 each pay period. Epstein said if the bill passes, she thinks rates will drop and everyone will pay less.

Epstein said the unions representing state university employees are among the last to adopt a fair share arrangement.

The "Fair Share" bill does not force staff into compulsory membership to CSEA. Instead, it gives staff the option of joining CSEA and paying additional dues beyond their fair share — an option few staff will probably take.

"I don't think membership in the union would offer greater advantages," Favalora said.

Harriet Ross, one of the five department secretaries reclassified as administrative analyst/specialist last year, thanks to CSEA negotiations, said although she has received many benefits from the union, she doesn't plan on joining the union once "Fair Share" takes effect.

"I've benefited a lot from the union's efforts and its support of administrative assistants on this campus," Ross, a biological sciences staff member, said.

"I support the union because it prevents employees who have reached the top of their pay scale from being replaced by younger, less expensive workers. But, the union also wrongfully protects employees who have been repeatedly reviewed as unsatisfactory performers."

If approved by the State Assembly, "Fair Share" will go into effect next January.

LAGOON

continued from page 1

benefits will be outstanding, but also — in a noneconomical sense — the smell that bothers so many, will be greatly reduced."

So far, Williams secured grants to construct the lagoon and cover more than half of it with a weather-proof cover that allows methane gas to be collected, channeled through a piping system and burned off by a continuously-lit torch, which uses up the energy produced by the methane gas. Methane gas is produced during the decomposition of manure, which occurs underneath the lagoon's reinforced polypropylene cover.

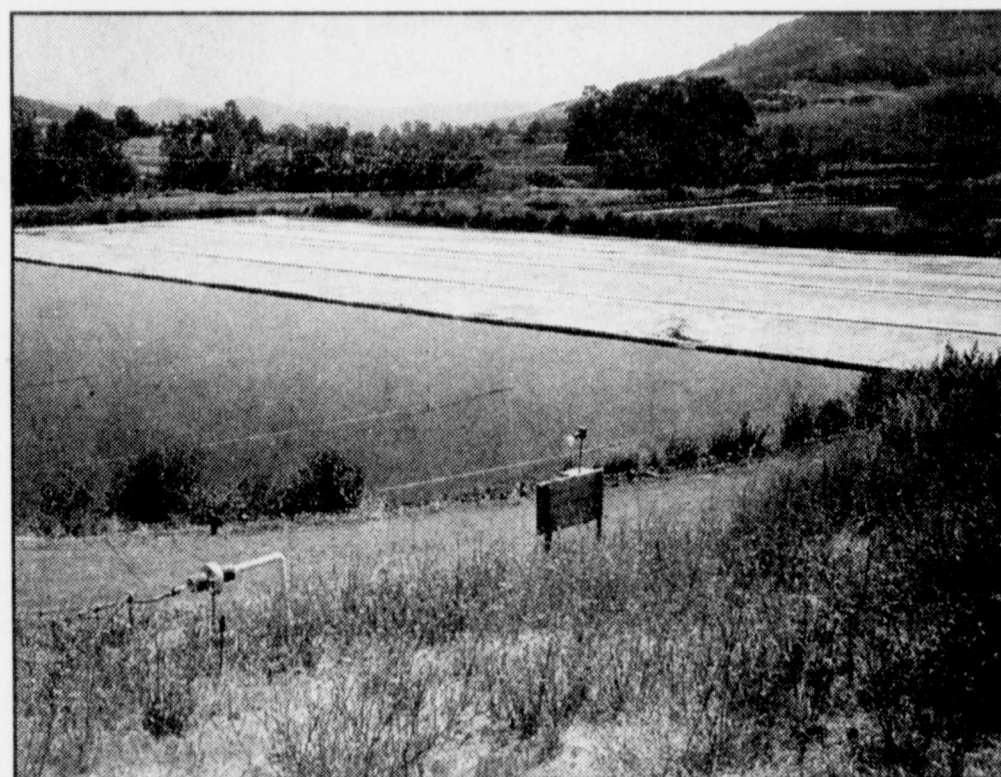
"I plan to purchase a microturbine and cover the rest of the lagoon once I locate enough grant money, which will allow the lagoon to fulfill its potential," Williams said. "Once completed, I estimate the lagoon will provide nearly 75 percent of the dairy unit's energy demands, saving the dairy about \$17,000 annually."

According to Williams, once the microturbine is acquired and operating, energy will flow directly into power lines from the generator and from the power lines into the dairy unit.

For now, agriculture systems management senior Jim Grant is converting a generator from the old poultry unit to temporarily fill the role of the microturbine.

"Once I finish the generator, we should be able to capture enough energy to run the pumps from the dairy unit to the lagoon, flushing waste out of the unit and into the siphoning system," Grant said.

Grant, who has been involved in



Courtesy Photo

Cal Poly's lagoon, designed by bioresource and agriculture engineer Doug Williams, processes waste production by the dairy unit.

the lagoon project almost from the beginning, remembers putting the cover over the lagoon.

"That was a really messy day," Grant said. "We were up to our elbows in manure. It's interesting though that once you get used to the smell, you don't even notice it."

Grant said since that day, the lagoon has required very little upkeep.

"The lagoon needs very little maintenance," said Grant, who also takes gas-emission measurements and records the data at the lagoon. "On average, I don't spend more than a few minutes each day collecting data."

According to Williams, once the lagoon is complete, it will flush out all waste from the dairy, prevent overflow of waste water into nearby creeks, save the university thousands annually in electricity costs

"We were up to our elbows in manure. It's interesting though that once you get used to the smell, you don't even notice it."

— Jim Grant
agriculture systems
management senior

and control the waste's odor.

Grant said working on the lagoon has opened him to a whole new world of employment possibilities.

"I've really enjoyed working one-on-one with Dr. Williams, and once I got over the smell, I learned the work is actually a lot of fun," Grant said.

FAIR SHARE

continued from page 1

felt like, why pay for everybody else."

Epstein, who coordinates computer training for Cal Poly's Information Technology Services, says once staff members are forced to pay their fair share, the union will be able to provide even greater services than they currently do.

"When all staff pay their fair share, CSEA will be able to hire more staff, bring more research to the bargaining table, provide greater and better representation and offer advice to staff members," Epstein said.

But Stier says CSEA has already shown it provides a valuable service.

"Just last year, the union negotiated a win for all department secretaries, which reclassified them as administrative assistants," Stier said. "Also, we just got the best pay raise package that we've seen in ages."

Stier said the problem with the union's structure lies in its combination of voluntary membership and absolute representation.

According to Stier, if a staff member has a grievance or complaint or needs representation for any reason, the state mandates that only CSEA can process these situations and represent staff.

But many staff members don't yet know of the bill or its potential impacts.

"I've never heard of it (the bill); what is it?" asked Francesca Fairbrother, office manager in the mathematics department.

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Open Mail has a new look

By Cassandra Jones
Summer Mustang

Cal Poly unveiled a new e-mail system armed with added graphics and new features, as well as problems.

At <http://email.calpoly.edu/>, users can view web pages that are sent as attachments and can customize a signature to send with their messages. The key features, however, are auto reply — a capability that automatically responds to sent messages explaining that the individual is away and not able to reply, auto forwarding — a feature that automatically sends the e-mail to a new location at the users request, and filing (sometimes called "rules") — a feature that sorts e-mails by date, subject or sender into folders for the user.

On the new e-mail system, which was upgraded July 29, MTV-like graphics meet the users from the time they log on to the time they log off, with more icons and visual displays than words and explanations.

"Flash isn't necessarily bad," said Tommy DeMerville, the information technology consultant for the multimedia lab in the learning resources and curriculum department.

However, DeMerville thinks the new system is too easy to make mistakes on, having thrown away the first message he tried to open up on the new e-mail retrieval client.

"I don't think [it was] tried out on enough people," he said. "It's just asking people to throw away things by

accident because it is not a standard layout."

According to DeMerville, scrolling up or down a screen usually occurs on the right. With the new client, however, the trash (or delete) icon along with an arrow is located on the right without any written notification other than the pop-up bubble which comes up slower than a click of a mouse.

Terry Vahey, Information Technology Services systems analyst, was also concerned with whether Hewlett Packard actually tested the new look on people before HP decided to upgrade the old web client.

"My personal initial reaction was—I don't like it," she said.

According to Vahey, she called HP, and a representative told her tests were done and people unfamiliar with either web clients responded favorably to the one with newer graphics.

So, ITS tested the software upgrade on individuals from its department, receiving mixed reactions and decided to keep the old web client in addition to the new one offered by HP. Vahey said they will keep it for about two years.

"It's usually important to go with what the venders (HP) are offering," said Peggy Rodriguez, an ITS coordinator. "In this case, what was being offered was sufficiently different, so we decided to keep the old one."

According to Vahey, keeping the old client isn't an extra cost and nei-

ther is the upgrade, but when HP offers new features, the new client will be given them, not the old.

She said ITS has received about an equal number of compliments and complaints. The biggest complaint, though, is not the graphics but the slower speed.

"It's nice," said Lino Lozada, an architecture senior and computer tech aide for learning resources. "But, if you don't have a fast connection, you're up the creek."

A fast connection would either be an on-campus hook-up to one of Cal Poly's computer networks, which are connected to dorm residents, faculty members and labs. Another possibility would be a home system with at least a 56 K modem.

The upload from a 56 K modem from home works out to be approximately five seconds for the old client and 30 seconds for the new version.

The loading is slow, according to DeMerville because the new client uses Java language for the programming behind the added features.

"It has more functionality, but the price has been the speed it's coming up at," he said. "Once it loads, the speed isn't bad."

ITS will attend a conference with HP next week to see if the new client is customizable, taking with them all the suggestions they have received from respective users.

"We're looking at improving how we can do it," Vahey said.

Harvard gets its first Catholic head, replacing dean in porn scandal

CAMBRIDGE, Mass. (AP) — The Rev. J. Bryan Hehir, a Roman Catholic priest, was named Wednesday as head of Harvard's Divinity School, replacing the dean forced to quit after pornography was found on his university-owned computer.

Hehir is the first Catholic to assume the role in a permanent capacity. A Harvard divinity graduate himself, Hehir specializes in the study of Catholic social teaching and has been a Harvard professor of religion and society since 1992.

He had been acting dean since the university asked Ronald F. Thiemann to resign last fall for "conduct unbecoming."

Four decades ago, it wouldn't have been possible for a Catholic to head an egalitarian institution such as Harvard because of church attitudes, Hehir said. In the early 1960s, the Catholic Church opened up ecumenical discussions with other Christian faiths and world religions.

"That was a kind of symbolic

recognition that there was a major change going on in Catholicism," Hehir said.

To allow him to continue his commitments as a Catholic priest and his role as a counselor with the Catholic Relief Services, the 58-year-old Hehir will be assisted at the school's helm by several other faculty members and associate deans.

"Primarily, his responsibilities as a Catholic priest are to the Catholic Church. Given that, the job has been adjusted slightly in order to take advantage of his talents," said Joe Wrinn, a university spokesman.

Hehir has parish responsibilities at Church of the Resurrection in Ellicott City, Md., outside Baltimore.

Another, Catholic priest, the Rev. George W. MacRae, was acting dean for several months in 1985 but died of a heart attack at age 57.

Hehir said he views the appointment as a "unique privilege and a major challenge."

Correction policy

Mustang Daily publishes corrections on its own and in its own voice as soon as we are told about a mistake by anyone — our staff, an uninvolved reader, or an aggrieved reader — and can confirm the correct information. This policy, however, should not be taken for a policy of accommodating readers who are simply unhappy about a story that has been published. For corrections or complaints, contact editor Joe Nolan at (805) 756-1796 or editor@mustangdaily.calpoly.edu



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OPINION

4 Thursday, August 12, 1999

Summer Mustang

Individuals are more than the labels we give

Since our birth, every one of us has been taught to discriminate in every aspect of our lives. We have been taught to discriminate between good or bad, more or less and better or worse. Now, when I use the word discriminate, I mean it in its root meaning — to differentiate between things. It is only recently that this term has taken on its more common pejorative sense regarding race. However, it is the mistaken use of discrimination where the factor being differentiated is of no relevant use. Simply put, do not discriminate between things based upon an irrelevant factor. But when is a factor irrelevant? It depends on the situation. Where race can almost never be a relevant factor, age has a few more relevant applications, just as sex is less relevant than being a rapist.

Scott A. Lemos

Perhaps a more subtle and relevant issue to all of this is one aspect of the manifestation of discrimination.

Discrimination tends to lead to a label of some sort. For instance, one might be

labeled a slut, jock, battered woman, gay or lesbian, or felon. Most often these terms are likely to cause an image to form in your head. At this point, the person ceases to exist as a person and takes on the identity of the label based on your personal prejudices. This depersonalization has the potential to infect every perception we have of that person.

The problem with this imagery is the fact that the basis of the image or the act that causes the label usually constitutes a small proportion of a person's life. Is it proper to take one aspect of a person's life and use that to define their entire existence? Usually the more heinous the label, the more the label is used to define a person's life. Shouldn't the proportion of time spent actively engaged in the label be proportional to the identity it establishes? Absurd as this sounds, the flim flam rule now endorsed seems to be more similar to political correctness.

For instance, mentioning the name Rex Allan Krebs conjures up many images of the worst kind. This man has yet to stand a day on trial, but the defense is in the process of seeking a change of venue because he is seen as a predator worse than the devil. Can anyone blame the defense for seeking this course of action to avoid this already evident bias? It seems as though the presumption of innocence has left the building in spite of his past interviews.

Now I am sure most zealots who oppose this move probably have their feathers ruffled. My suggestion to you is to write until you are blue in the face. The point still stands: labels are very dangerous and when cast should be viewed upon with a skeptical eye. You will probably find the basis of the label is less relevant to the person's entire identity than you think it is. As I think back into my past, like everyone else, I have been labeled. But I am much more than that label, as are you.

Scott A. Lemos political science senior.

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LETTERS TO THE EDITOR

Check your science facts: no homosexuality gene exists

Editor,

This letter is a response to Corey King's letter to the editor. I think Cassandra was right on in her letter, and I saw only love. She didn't judge anyone; she only read straight out of the Bible what is true. The Bible is very clear about homosexuality being a sin.

Corey, in your article you said, "It is a proven fact throughout the scientific community that homosexuals are indeed born gay." Is it? Not that I know of. If you're talking about the research of Dean Hamer of the National Institutes of Health, then you're wrong. That research, which was printed in The New York Times as "The politically explosive study of the origins of human sexuality," was found to be false. It turns out that Dean Hamer himself is a homosexual activist and biased in his own research. There is no proof of a "gay gene," and there never will be.

However, if they found this gay gene, would it give gays a right to live in sin? No. We're all born with a sinful nature, and we all have sinful tendencies, but that doesn't make it OK. God gives us a free will to make whatever decisions we want to in our lives. Whether or not gay people choose to be this way doesn't matter. It's still sin, and they can be set free from it. God is always willing to help but we have to be willing to accept his help.

I am in no way judging gay people, but as a Christian, it is my job to speak the

truth, and that's what I'm doing. I don't hate gay people I do however hate their sin. Just as I hate the sins of an alcoholic or an adulterer. No, Cassandra didn't expect people to read her letter and be saved. She was merely speaking the gospel out of love. The truth is there is only one way to be forgiven of any sin and that is to accept Christ as your Lord and Savior and repent for all sins whether it be homosexuality or hatred.

Casey Comstock is a social science freshman.

Reviewer didn't take Prozac: Spears' show rocked my world

Editor,

That was an interesting concert review by Ryan Huff about the Britney Spears concert at the Mid State Fair ... interesting in the sense that apparently Huff attended a different Britney Spears concert than I did that night! Huff said "the talented band could hardly be heard over the dominant Spears"... excuse me? I could hardly understand a word she said because the mix was so heavy on drums and bass, with the vocal so far down that it was completely lost. And no, I didn't just have a bad seat ... I was so concerned over the poor mix that I took a brief stroll throughout the arena to see if it was that bad everywhere ... and yes, it was.

Huff obviously didn't enjoy himself at the concert, and I can only conclude from reading his review that either

(A) he does not like Britney Spears' music in the first place

(B) he did not take his Prozac this week

(C) he was too stoned after the ZZ-Top concert to appreciate Britney's performance.

I think Britney's a very talented lady, and she sang well at her SLO County concert. Even though the mix was not up to the level we've come to expect from her CD, I thought her performance was a real treat. And no, I'm not a teenager ... I'm a 41-year-old Cal Poly alumnus who took his teenage boy to see the boy's favorite singer and ended up becoming a Britney fan himself.

I guess it shouldn't surprise me too much that Huff seemed to miss the boat on this concert ... if he knew much about music, he'd probably be working down the hall at KCPR instead the Mustang Daily!

Jim Zimmerlin is a Grover Beach resident.

Letter policy

Columns, cartoons and letters reflect the views of their authors and do not necessarily reflect those of Summer Mustang.

Summer Mustang reserves the right to edit any and all letters for grammar, profanities and length.

Summer Mustang encourages comments on editorial policy and university affairs. Letters should be type-written, double spaced, signed with major and class standing. Please limit length to 350 words. They can be mailed, faxed, delivered or e-mailed to opinion@mustangdaily.calpoly.edu

SUMMER MUSTANG

Thursday, August 12, 1999

Volume LXIV, No. 8

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Cal Poly San Luis Obispo
San Luis Obispo, CA 93407

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Printed by University Graphic Systems

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"Did you just taste your skin, Andrea?"

COMMENTARY

A world's worth of problems all because there are too many people

Now that I have all of you summer school nerds in one place, I would like to ask you all a serious question: What would you be doing with your life without school? No, not this summer. I mean if you had quit after high school, or never went to high school at all, what would you do? Can you imagine what your life would be like now if no one had ever invested in your future with minor things such as free public schooling and financial aid for higher education? I could possibly envision what my life would be like if I had quit after high school, but no school at all? Can you imagine the society that didn't have pervasive public schooling?

Last month marked the earth's population at six billion inhabitants. To put that into perspective, the summer of 1960 marked the point in history when the earth's population surpassed 3 billion inhabitants. That means there are twice as many people on the planet now as when our parents were our age. At this rate, population will probably double again before our kids reach our age. The United States, with 272 million citizens, is the third most populous country in the world, but that can be accredited to immigration and a life expectancy rate that has risen 30 years this century. China has more than a billion people, and that is with child-bearing restrictions. India will have more than a billion people next year and soon after, is expected to surpass China as the planet's most crowded place. The sad thing about India is that it is the prototype of Third

World countries lacking education and spiraling out of control population-wise. It truly is a thin line between education and poverty.

And now for what this means to all of us who don't live in Third World countries and received free educations. We may not have to deal with their crowd problems, but the whole planet, including each of its inhabitants, the land, water and air, has to deal with their life-cycle problems. Industrialized nations are obviously major contributors to pollution, but the whole world has exponential population growth to thank for water shortages, food shortages, global warming, deforestation, salinization of soil, soil erosion and massive species extinction to name just a few problems.

And now what I would like from all of you — three simple little things. First of all, know this is a problem for all and only countries with money and technology can help. Support aid for underdeveloped countries and you will be doing the whole world a favor. Secondly, thank your parents for grounding you when you got bad grades and making you do better. That is why you are in summer school — that drive didn't come from nowhere. Lastly, thank your professors for helping you become the person you are. It's all of those people that give up higher paying jobs to teach a bunch of brats a bunch of stuff they don't want to know that will help turn problems like overpopulation into a thing of the past.

Aaron Emerson is a journalism senior.

Licensing our logo isn't so bad

A university degree could be the most important tool a college graduate uses to land a job. Along with career experience, a degree from the right school can be the deciding factor between getting the job and filling out the next job application.

While career experience is a fixed variable — either you have experience or you don't — a degree's value varies according to the school's reputation. And, to make matters even more complicated, a school's reputation fluctuates over time depending on how well the school manages its public relations.

Cal Poly Foundation and Administration are very interested in protecting the reputation of Cal Poly, which is why they are currently looking into licensing the Cal Poly logo (and it's also why they are participating in legal activities with local companies if you catch my drift).

Licensing the logo will allow Cal Poly to accomplish two tasks. First, the school will have the possibility of making money off companies that sell merchandise with the school's logo. Second, the school will have better control over how the outside world views Cal Poly.

It would be very easy to say that Foundation is looking into licensing the logo as another way to make a buck. People on this campus have a way of jumping on the "we hate money-swindling Foundation" bandwagon without looking at the reality of the situation.

In reality, the school probably won't make that much revenue off licensing the logo. No offense to the Athletic Department — I support our sports teams — but until we win something big, we won't have any fans outside of the Cal Poly community. No fans means no licensed paraphernalia sales. That translates into no big bucks. Foundation is well aware of this. Maybe Foundation isn't as money-grubbing as students think it is; maybe Foundation just has the students' best interests at heart.

Students should be interested in protecting the reputation of their degrees.

How does a school protect its reputation? It builds a strong brand image.

Any person in public relations or advertising will explain that the best way to consistently sell a product is to create a good, strong brand image. A brand image is the combination of a reputation and the logo that represents that reputation. Cal Poly is a brand of university, and selling it as best as possible benefits everyone on campus. There are two basic rules to follow to build a strong brand image.

Cal Poly has done the first one — have a good product. Make sure the product does what it is supposed to do. Cal Poly provides a quality education. Employers and students alike have said so.

The second rule in having a strong brand image is have a consistent "look." The idea behind a brand image is people see the logo, and they associate the reputation with that logo. In order for this to work the logo needs to be consistent and uniform. If people see lots of different logos they will either not recognize the logo as representing Cal Poly or, even worse, they will get the impression that Cal Poly is as haphazard as its set of logos.

If Cal Poly licenses its logo, then outside companies will not be able to "create" a Cal Poly logo and put it on a T-shirt. The companies will have to use the logos Cal Poly has deemed appropriate. This provides a uniform image for the outside world looking in on Cal Poly, and it also provides Cal Poly with a certain amount of control over how people see the school's image.

If Cal Poly licenses its logo, the school will have more control over its reputation. The guys at Foundation and Administration will be better equipped to sell your product — your degree.

Erin Green is a journalism senior, and she doesn't hate Foundation.

GET YOUR PENS READY.

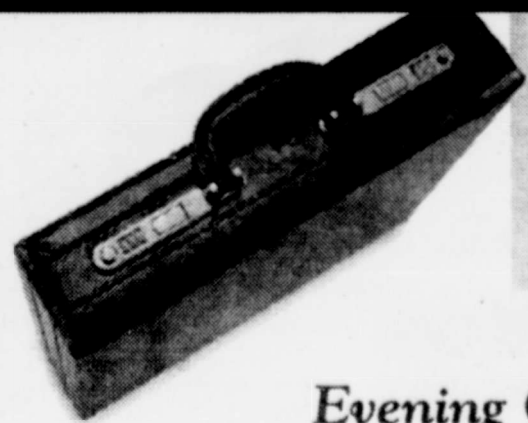
Fall is coming, and that means the Opinion page needs columnists.

If you are a student, faculty or staff and are interested, please e-mail the editor at opinion@mustangdaily.calpoly.edu

Can you draw?
Think you're funny?

The Opinion page will need cartoonists for next year. Please contact the editor at opinion@mustangdaily.calpoly.edu

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Child actor shines in 'The Sixth Sense'



Courtesy Photo

Haley Joel Osment delivers a solid role for such a young age. 'The Sixth Sense' is playing daily at the Downtown Centre Cinema. The movie, about a boy who "can see dead people," also stars Bruce Willis.

By Cassandra Jones
Summer Mustang

It is refreshing to see a movie that isn't told in a trailer. Unfortunately, because that is often the case, many people will assume from the previews that "The Sixth Sense" is some movie easily to be ignored, when, in fact, it is not.

The movie begins with Malcolm Crowe (Bruce Willis) and his wife celebrating his award for outstanding successes in child psychology. They bring their celebration to the bedroom only to find one of Malcolm's patients in the bathroom, ranting that he knows what it's like to be alone. Here, clues drop like leaves in the wind waiting for the audience members to pick them up as the movie unfolds.

Malcolm is shot by his patient, and the next scene reads "The next fall." The audience meets Cole Sear (Haley Joel Osment). He's a nervous kid, with the same blonde streak in his hair as Malcolm's former patient. He runs into a church, and Malcolm follows him in to begin the therapy Cole's mother (Toni Collette) hired him for.

Malcolm is driven by redemption,

because he failed his former patient. Cole is driven by fear, stealing religious icons from the church for protection.

After a series of sessions, Cole eventually opens up to Malcolm in one of the most brilliantly acted scenes of the movie. Osment plays the role of a young boy without any apprehension or pretension most young actors bring to the screen. The audience is connected to every sentence that falls from his lips, the pivotal phrase being "I see dead people."

Bruce Willis joins Osment's acting abilities reaching beyond the tragic one-liners of most of his movies, even developing tears.

After Cole opens up, Malcolm questions his original take on the boy's emotional state, speaking into his recorder that Cole may be schizophrenic and may need hospitalization. The audience, however, begins to see what the boy sees in cinematic displays of fear, waiting for

Malcolm to realize the boy is telling the truth.

One telling scene is when Cole sees a young boy, who doesn't look like a ghost at all, asking Cole to follow him to see the his dad's gun. Then with a swift turn of the head, the audience sees that half of the boy's head has been blown off.

Soon after, Malcolm discovers the truth, and the two decide it is up to the boy to face his fear and ask the ghosts if they are sending a message. Of course, they do.

"The Sixth Sense" is an intelligent ghost story that will leave the audience frightened in all the right places and thought-provoked in others.

Director M. Night Shyamalan carefully weaves through the scenes surprising the audience members at

"The Sixth Sense" is an intelligent ghost story that will leave the audience frightened in all the right places and thought-provoked in others."

each turn, until finally the end blindsides them with a conclusion that makes movie history.

The only fear that remains from this well-told and well-acted movie is that the plethora of recent thrillers will snuff the blaze of its success.

Local jazz band hopes to expand potential fan base

By Teresa Wilson
Summer Mustang

The rhythm is infectious, the lyrics rich and soulful and the music inspires constant movement. Instantly the most rhythmically-challenged listeners can find themselves tapping their foot with enough intensity to drive a bass drum for hours.

So it's not the Austin music scene, but the Central Coast is the base for Jivendirect, one band with fabulous funk and serious groove.

The brainchild of singer/guitarist Damon Castillo, Jivendirect hit the local music scene at full force in 1996 with the help of five other talented musicians. The current lineup includes two Cal Poly students, business major Larry Kim on saxophone and computer science major Kristian Ducharme on keyboards.

The musicians all come from a primarily jazz background but they bring in diverse influences from every musical genre from jazz to R&B to rock.

Despite the diversity of its music, Jivendirect has been pigeonholed as a jazz group but according to drummer Jennings Jacobsen, it goes much further than being just jazz.

"We transcend a lot of boundaries," Jacobsen said. "Think about a salad-you put a lot of different things into a salad and it makes up

that one thing. We're kind of like a salad."

The group markets its music as having a new funk-infused pop sound stemming from origins in acid jazz.

Whatever the genre, the band is red hot and the crowds at the show illustrate their increasing popularity. The band's fan base is expanding nationwide thanks to live shows as far away as Yellowstone National Park and their web site at www.jivendirect.com.

Jivendirect's first CD, "Then When," was released in 1997 but continues to sell at the live shows. Bass guitarist Matt Taylor says the band has evolved since the production of the first CD, but the energy at live performances motivates people to buy the album.

As the primary songwriter and lyricist for the band, Castillo's goal is to produce music that incorporates the music and the lyrics as a whole.

"The best songs for me are when you can't separate the music and the lyrics," Castillo said.

Jivendirect's shows, at venues like Farmer's Market and Mission Plaza, draw in a multi-ethnic audience spanning young children to senior citizens looking for indisputably good music.

Though the band still plays many

"We transcend a lot of boundaries," Jacobsen said. "Think about a salad-you put a lot of different things into a salad and it makes up that one thing. We're kind of like a salad."

— Jennings Jacobsen
drummer of Jivendirect

of the same songs on the album at live shows, it throws more funk into performing for an audience.

"It's a snapshot of the way we were playing at that point in our lives," Taylor said.

Jivendirect's new CD, "Grip" is due to be released in September and shows great promise with such danceable tunes as "Waking Life" and "I Can't Say." "Grip" seems to have a more mainstream — but nonetheless appealing — quality than "Then When" as it reaches out to broaden its fan base.

If you haven't heard Jivendirect, run — don't walk — to Boo Boo Records. These guys are no Backstreet Boys. This is a really good thing.

KCPR TOP TEN ALBUMS

- | | |
|------------------------|----------------------|
| 1. Groove Collective | 6. Robyn Hitchcock |
| 2. Los Lobos | 7. Havalina Rail Co. |
| 3. Macy Gray | 8. Rahzel |
| 4. Astin Barrett | 9. Ursula 1000 |
| 5. Super Furry Animals | 10. DA 2000 |



'Are You Experienced' delivers lustful journey through India

Aaron Emerson
Summer Mustang

"Are You Experienced" enough for the real world? The international best-selling book by William Sutcliffe is a humorous look into a young traveler's ordeals in his search for himself.

The story is a year in the life of Dave, a horny British student who takes a year off school to tour India as an attempt to "shag" his friend James' girlfriend, Liz.

Dave is a bit frightened at first of traveling abroad. After a meaningless summer trip to Switzerland, Dave sees an opportunity to get his goal one-on-one. While James is away for an unforeseen amount of time, Dave moves forward to discover a few things, mainly what Liz looks like in the morning.

The two eventually embark on their trip to India. Liz has her own agenda while Dave dreams of copulation. The chase after the girl begs the reader to reminisce about times they made bad decisions in hopes of something glorious. The idea of spend-

ing the next few months alone in a big country seemed like a good one for Dave, but like many things, it doesn't last.

Dave is successful — almost. Liz's constant teasing doesn't allow Dave to reach his destiny, causing the two to have a falling out and part ways. Now alone in India, Dave begins to wonder if he has been making the right decisions for the right reasons or if it even really matters.

The story goes on to follow Dave's journey from partaking in hash spliffs in the Himalayas to finding the nearest toilet after a brush with the local water. Through it all, the reader begins to see Dave's transformation into a more mature version of himself as he overcomes his prejudices and old habits.

As the story slowly reaches the end of its path, the book incites the question: are new friends required to find out who you really are or is a new environment in order? As Dave finds himself through his own fortunes and mishaps, the book suggests the reader do the same, for experience will show the way.

Book Review



Are You Experienced:
William Sutcliffe
Penguin Books
256 Pages
Retail Price: \$9.95

arts & entertainment

Linnaea's Cafe

Thursday: Ripe, fresh rock
8:30 p.m.
pass the hat, all ages
Friday: Paul Spraul, songs of experience
8:30 p.m.
pass the hat, all ages
Saturday: Jamie Findlay Quartet, jazz
8:30 p.m.
\$6 cover, all ages

Rudolph's

Friday: Bob and Wendy, folk
6 to 8 p.m.
no cover, all ages

Tortilla Flats

Thursday: Rock and Roll Dance Mix
9:30 p.m.
no cover, 21 and over
Friday: Disco Funk Dance Mix,
9:30 p.m.
\$2 cover, 21 and over
Saturday: 80s Dance Mix,
9:30 p.m.
\$2 cover, 21 and over

The Graduate

Thursday: Country Night,
9 p.m.
18 and over
\$3 cover, 21 and over
\$6 cover, under 21
Friday: KISS 99.7 Night,
9 p.m.
\$4 cover, 21 and over
Saturday: Country/Top 40 Dance Mix,
9 p.m.
18 and over

\$4 cover, 21 and over
\$7 cover, under 21

Mother's Tavern

Thursday: Sugar Daddy Swing Kings, swing
9:30 p.m.
\$4 cover, 21 and over
Friday: World Tribe, ska,
9:30 p.m.
\$4 cover, 21 and over
Saturday: Joe Groove and the Bolegged Monkeys, groove,
9:30 p.m.
\$3 cover, 21 and over

Frog and Peach

Thursday: Susan Henry, solo guitar,
6 to 8 p.m.
no cover, 21 and over
Dynamo Effect, jazz fusion,
9 p.m.
no cover, 21 and over
Saturday: Guy Budd, rock/funk
10 p.m.
no cover, 21 and over

Sweet Springs Saloon

Thursday: Tilt,
9 p.m.
no cover, 21 and over
Friday: Neighborhood Creep,
9 p.m.
\$3 cover, 21 and over
Saturday: Fantasy Sandwich,
9 p.m.
\$3 cover, 21 and over

Strangely-named heroes make 'Mystery Men' work

By Erin Green
Summer Mustang

George Clooney starring in "Batman Forever" all but killed the superhero movie phenomenon. Last weekend a group of rag-tag wanna-be heroes stepped on the screen to fight evil and save the dying comic-book movie genre.

"Mystery Men" is a live-action consortium of every comic-book-turned-movie, complete with a self-absorbed superhero, Captain Amazing (Greg Kinnear) and a supervillain, Cassanova Frankenstein (Geoffrey Rush). Much like Batman's Gotham City, the movie's Champion City is urban, gloomy and dirty. However, the set contains all the color Dick Tracy made famous.

But, unlike its predecessors, "Mystery Men" has a sense of humor. The movie recognizes that dressing a man up in a silly outfit to fight crime is laughable. The movie parodies among other clichéd characteristics.

Everyone's favorite model of hair gel, Ben Stiller, leads the group of pseudo crime fighters as the rageful skeptic Mr. Furious. (If you ever saw Stiller on "Friends" when his character dates Rachel, you've seen Mr. Furious before, but he still is funny.)

Mr. Furious, both in name and action, typifies the type of humor found in "Mystery Men." Subtle mocking of everything from comic books to corporate America abound. If you don't find it funny that someone explains why Clark Kent cannot be Superman due to the fact



Courtesy Photo

Bowler (Janeane Garofalo) aims to hit her target in 'Mystery Men.' The movie also stars Ben Stiller, Paul Ruebens, and William H. Macy.

that he wears glasses, this movie is not for you.

Stiller is joined by loads of famous names, including Janeane Garofalo as Bowler. Garofalo worshipers will be pleased. The unaffected, brash Generation Xer keeps her sarcastic tongue while she avenges her father's death by bowling.

Other well-known actors, past or present, star in the comedy. All hail the return of Paul Ruebens as Mr. Spleen. The former Pee Wee Herman makes us laugh again but he doesn't need a playhouse this time - bodily functions do the trick. Hank Azaria dons a turban and intentionally inconsistent British accent as The Blue Raja - fork thrower extraordinaire. Kel Mitchell is The (visible) Invisible Boy, whose portrayal of innocence is endearing. Lastly, Oscar-nominated William H. Macy

is The Shoveler and a good straight man, but like a lot of the rest of the movie, he is subtle and funny, however, not uproarious.

In order to appreciate "Mystery Men," the audience has to appreciate intelligent humor and mocking through dry wit. The movie attacks social taboos like "cutting the cheese." It deals with social issues like selling out through corporate sponsorship. But, the movie does not throw the humor in your face like "South Park" or "American Pie." With the exception of Mr. Spleen, there is no conventional humor found within the confines of Champion City.

"Mystery Men" is funny if you appreciate the humor in one of Cassanova's gangs - The Suits - who "downsize everyone who stands in their way." If you don't get that joke then "Mystery Men" will be a mystery to you.

Movie Review

'Black Notice' is not for Cornwell's beginning readers

By Kimberly D. Kralick
Summer Mustang

Patricia Cornwell's latest Scarpetta novel does more than just solve a mystery. "Black Notice" delves deep into the soul of Kay Scarpetta, her niece Lucy and her best friend Marino. All are reeling from the death of Kay's significant other, FBI profiler Benton, who was tortured and killed in the last Scarpetta novel.

Cornwell relies heavily on past novels to bring readers a full understanding of what is happening to her characters' hearts and minds. To know Kay Scarpetta is to know a complicated woman with a past filled with murder, intrigue and soul-searching. For first time readers, at least pick up one of Cornwell's earlier novels, if not all, before reading "Black Notice."

However, for the fans that have read them all, "Black Notice" is a treat. While the premise of the novel, solving another murder mystery (a serial killer yet again) is sound, the real writing talent lies in the development of the characters.

Cornwell allows her readers to get a glimpse of the inside soul of the hard-nosed coroner. Readers will see that the strong woman, who can handle everything, is vulnerable and sensitive.

Readers have a front row seat for the wrestling emotions, the process of grieving and the interaction between complex characters. Cornwell does an excellent job of showcasing how one death affects numerous people. Her interacting characters not only deal with their own grief, but are shown trying to deal with not understanding how others choose to deal with death.

Lucy, Scarpetta's niece, is an angry ATF agent doing dangerous undercover work and lashing out at everyone and anyone that she can. Her ability to deal with her anger is non-existent. She is almost a daughter to Scarpetta

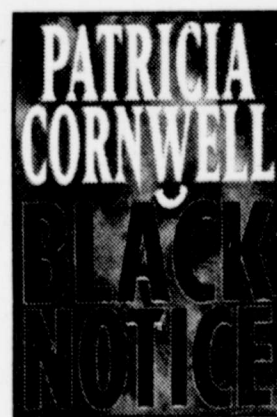
and yet their emotional distance in this novel is as wide as the Pacific Ocean.

Marino, Scarpetta's best friend, is a police detective who can't understand why his friend is burying herself in her work. Their gruff exchanges, normally made with underlying humor, are biting, sarcastic and hurtful now as each tries to work out their places in life, for the death of beloved Benton has screwed them all up royally.

On top of all of that, they are dealing with a ferocious serial killer from overseas. A strange tattoo, weird bite marks and odd-colored hair all lead to a dangerous man. His transgressions have finally caught up with him in the form of Kay Scarpetta, ace medical examiner.

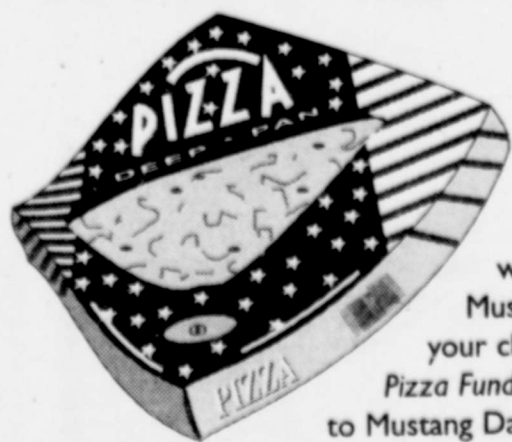
Cornwell has outdone herself with her latest novel. The mystery is as good as ever, the characters even better. The only fault lies in that first time readers won't fully experience the novel the way it was written to be.

Book Review



Black Notice:
Patricia Cornwell
Putnam Pub Books
368 Pages
Retail Price: \$25.95

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SPORTS
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SPORTS TRIVIA

LAST WEEK'S ANSWER

Danny Ainge is the NBA coach who once played for the Toronto Blue Jays.

Congrats Marty Kaliski!

TODAY'S QUESTION

Who holds the NFL record for most sacks in a season?

Please submit answer to: sports@mustangdaily.calpoly.edu Please include your name. The first correct answer received via e-mail will be printed in the next issue of the paper.

SCORES

SOCCER

Roadrunners	0
Willamette Valley	1

BRIEFS

■ NFL

The Atlanta Falcons reached a contract agreement Wednesday afternoon with tailback Jamal Anderson, CBS SportsLine confirmed.

The NFC's leading rusher in 1998 will sign a five-year contract Wednesday night. Details of the deal were not immediately available, but the contract is believed to include a signing bonus between \$7 million and \$8 million.

"It puts me in line with the top running backs in the league," Anderson told SportsLine. "It's a good deal, it's the best I could have expected from the situation. I just want to get to work now and help this team get back to the Super Bowl."

■ Hall of Fame

Cal Poly will induct five new members into its Athletic Hall of Fame in a ceremony to be held on Friday, October 1. The honorees are Louis Jackson (football), Berdy Harr (baseball coach), Janet Benford (track and field), Marie Lundie-Salyer (volleyball) and John Orton (baseball). The five new members will bring the total of inductees to 57 since the inception of the Hall of Fame in 1987.

SOCCER

Disappointing season ends

By Aaron Culp
Summer Mustang

The Central Coast Roadrunners were left disillusioned when the Willamette Valley Firebirds quietly upset their shot at a third Premier League national title.

After blazing through the second half of the season, winning six of eight games, the Roadrunners fell victim to a controversial call that eventually led to their loss at Citrus College in Glendora Saturday.

The playoff match was little more than 30 minutes old when Firebird Greg Howes' free kick was deflected and found the bottom left corner of the Roadrunners' net. According to Roadrunner head coach Larry Smyth, the foul that set up the Firebirds' only score was questionable.

"We should be going to Spokane Friday," Smyth said. "But that's just the nature of the game."

In addition, the Roadrunners had problems rallying from the onset and failed to convert several opportunities to score. Following half-time adjustments, the team lit up Willamette in the second half, out-shooting them 14-4. Yet none of the shots penetrated the goal.

"I'm very surprised we didn't score three goals (in the second half)," Smyth said. "We had some really good chances I thought would have found the net for sure."

The first half of the game was reminiscent to their play early in the season when bad luck plagued the Roadrunners.

"It was kind of the same situation we had in the beginning of the year," Roadrunner Doug Gregerson said. "We tried our hardest but couldn't find the nets. They just didn't seem to fall for us."

Roadrunner Ryan Katz said Willamette Valley played a strong, physical game, but he was shocked after the loss.

"The first half, they basically had their way with us," Katz said. "The second half, we turned up the intensity but couldn't finish anything off."



Corey Hartung/Summer Mustang

The Roadrunners season ended Saturday with a 1-0 loss to Willamette.

Spirits were high going into the playoffs after closing the season with five victories in their last six games, which rekindled hope for a national title. Although a win was expected by the Roadrunners, they knew they had their work cut out. Willamette Valley won the Northwest Division and finished the regular season 14-2.

"It wasn't like we lost to a really bad team, but we should have won," said Katz.

The Roadrunners completely turned their record around after starting the season 2-6. The combination of personnel changes and a solidified lineup contributed to the team's increasing depth as the season wore on.

"It was really a question of chem-

istry more than anything," Smyth said. "It's like a quantum leap because we know what players we can count on now."

By the time they left the field Saturday, the Roadrunners were already anticipating a successful 2000 season.

"We walked off that field knowing we were the best of the four teams in the playoffs," Smyth said. "I think (the loss) makes us want to win even more."

A loss the Roadrunners are calling a fluke will help fuel the team for next season.

"If we come back with the same players and the same attitude next year, I don't think anyone is going to touch us," Gregerson said.

Giants lose again, swept by Marlins

MIAMI (AP) — Trailing again by four runs, the Florida Marlins had the San Francisco Giants right where they wanted them.

Florida overcame a four-run deficit for the third consecutive game against slumping San Francisco, and Mike Lowell singled home the winning run with one out in the 10th inning for a 6-5 victory Wednesday.

Lowell also hit a pinch three-run homer against Shawn Estes in the sixth inning to start Florida's comeback from a 5-1 deficit.

"Those guys are playing with a horseshoe in their pockets," Estes said. "This is the low point of the year — getting swept by the Marlins. We probably should have won all three games."

The Marlins, who have won six in a row, completed their second consecutive series sweep. They took three in a row from Colorado last weekend.

In contrast, the Giants completed a 3-9 trip. The loss dropped them a season-worst 7½ games behind division-leading Arizona in the NL West.

"I'm glad we have an off day Thursday," manager Dusty Baker said. "We're heading home, and this nightmare trip is over."

The Giants squandered leads of 4-0 Monday and 6-2 Tuesday before Wednesday's stunner.

"It's impossible to believe it happened, because their bullpen has been shutting people down all year," Florida manager John Boles said. "Baseball is the greatest game because anything can and does happen."

Chris Clapinski walked to start the 10th, stole second and took third on a sacrifice. He came home when Lowell pulled an 0-1 pitch down the left-field line against Robb Nen (3-6).

"We're in a bad funk, and something has to change," Nen said. "We're not playing real well, and I'm not pitching well."

Lowell, who hit a grand slam to spark Monday's comeback, became a hero for the second time in the series.

Poly teams begin fall training camps this week

By Aaron Emerson
Summer Mustang

Cal Poly football, women's volleyball and men's and women's soccer kick off the new sports season beginning with training camp this week.

Camp Roberts, in San Miguel, plays host to the Cal Poly football teams' training camp, as head coach Larry Welsh and his returning players try to erase last year's performance.

"We will definitely be improved over last year," Welsh said. "We have a stronger team and an excellent schedule."

Welsh thinks the schedule will appeal to the team's fans as well.

"We will be playing six of the top 15 Division I-AA teams, while the quality of our home games has risen substantially," he said.

Camp Roberts figures to set a good

tone for the team as the regular season nears.

"I think it will be good training there because we will be close together," starting tailback Craig Young said. "It will help bond us, get us all on the same page," the senior said.

While the team would like to make the playoffs, improving last year's 3-8 record is the main concern.

"We just want to win ballgames one at a time," Young said. "We aren't even thinking about the playoffs right now. Beating Northern Arizona is our only goal."

While the football team is heating up at Camp Roberts, the women's volleyball team will be practicing at Mott Gym.

"We meet today as a team, and start practices tomorrow," head coach Steve Schlick said. "The Cal Poly Invitational Tournament starts Sept.

3, so we have our work cut out."

After finishing with an even record last year, sophomore Sarah Lowry believes the team can get into the NCAA Tournament this year.

"We played pretty well last year, but we are going to be even better this year," she said. "I think we are in the best conference in the nation, but we can compete and get into the tournament."

While the team had some glory in the 1980s, they haven't fared as well this decade.

"We want to re-develop what the team did in the eighties when it went to the tournament (several) straight years," Schlick said. "At one time, Cal Poly had the best team in the nation."

The women's soccer team will be having tryouts today and tomorrow, before starting their training camp in

Santa Rosa next week. Head coach Alex Crozier believes the team has much potential after many years of nearly making postseason play.

"We will be a very experienced team this year," he said. "We have eight seniors and a total of 21 players returning. I think we can receive an at-large bid this year if not the automatic berth for being the top team in our conference."

The team will be set to play its first game of the year at Pepperdine Aug. 28.

"We don't have a lot of time, but we have good experienced players that have been playing together for some time now," Crozier said. "Hopefully we can keep building on what we have here."

The men's soccer team will be leaving for their training camp at Lake Tahoe this weekend.