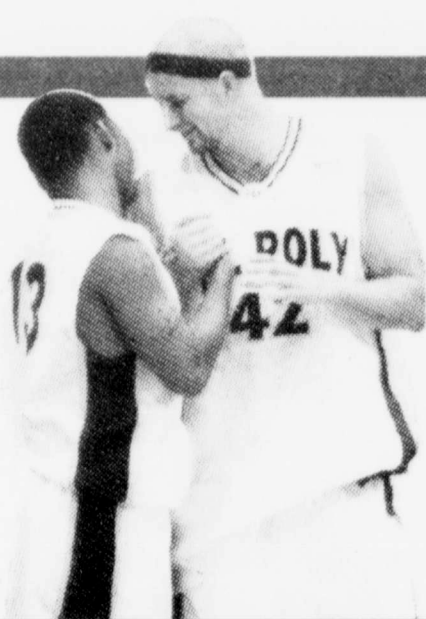


Beeson's world:

Basketball player battles back from string of accidents, 8

Drooling over fries: Poly food choices don't compare, 4**TODAY'S WEATHER**High: 53°
Low: 30°

Mustang

DAILY

Wednesday, January 30, 2002

Volume LXVI, Number 71, 1916-2002

Business college seeks \$200 increase

By Sarah E. Thien
MUSTANG DAILY STAFF WRITER

The Orfalea College of Business wants \$1.6 million, and the students will decide if it's going to get it.

The college has decided on a proposed fee increase of \$200 per quarter. If 2,400 business students each pay \$200 more a quarter, including summer quarter, the Orfalea College of Business (OCOB) would garner an extra \$1.6 million. The decision to ask for \$200 was made by administrators after weighing the opinions of approximately 400 business students and attending 17 different student forums.

"This is a collaboration between the administration, the faculty and the students," said Douglas Cerf, associate dean of the OCOB. "This group will provide consultation on the use of, and accountability for fees collected."

Some of the forums included the Cal Poly Accounting Club, the MBA Student Association, the Student Financial Management Association and numerous business classes.

Cerf said that, based on the survey results, the main priorities of students are quality of faculty, availability of classes and academic advising. The extra income generated by the fee increase would be concentrated in those areas, he said.

The \$15 million recently given to the OCOB by Paul Orfalea, the founder of Kinko's, is not yet able to be spent. Kinko's is a private company, and has yet to go public with its stock, which means that the OCOB will not be able to utilize its gift until the stock goes public, Cerf said. This could happen at any time. Even when the stock goes public, the OCOB will not have access to the money. Since it is set in an endowment and held by

Foundation, the OCOB will only be able to spend the interest collected from the \$15 million when it becomes available.

According to the estimated budget provided by the OCOB, the college expects to break even in the 2001-02 school year with total revenues and

expenses of \$8,250,000.

There are no departments within the OCOB, only areas, and they offer few general education courses. Cerf said that all new money would be filtered down equally throughout the college and can be concentrated in the college — not spent on GE courses.

Cerf said if the proposal goes through, a student committee will be set up to help decide how to spend the money.

Joe Tatala, an economics junior, said he suspects students won't have

see BUSINESS, page 7

College of Business Budget Statistics

* Total allocations from the state of California 2001-2002:
\$6,682,500

* Total anticipated operating expenditures 2000-2001:
\$350,000

* Total anticipated faculty salaries and benefits expenditures 2001-2002:
\$6,650,000

* Total student fees 2001-2002:
\$1,567,500

Workshop shows women's side



AARON LAMBERT/MUSTANG DAILY

Kara Woodruff Smith, project director of The Nature Conservancy Central Coast Conservation Office, speaks on success in the real world working environment. Smith's presentation was part of a workshop for city and regional planning students held Monday.

By Cynthia Neff

MUSTANG DAILY STAFF WRITER

When Doreen Liberto-Blanck began holding "Women in Planning" workshops three years ago, attendance was low.

"I remember 12 people showed up," she said, "And only one of them was male."

Now, the moderator of Monday's third annual "Women in Planning Workshop" is pleased with the large jump in interest — more than 40 students and faculty members came to listen to presentations that focused primarily on women's issues

and women's participation in city planning on the Central Coast.

Liberto-Blanck began the workshop by addressing how women have to deal with gender-related issues at work. This is an important topic to her because she has been exposed to gender discrimination in the workplace. When that discrimination turned into litigation, she was exposed to retaliation from her peers, especially women, who wouldn't support her case. They considered her "a liability."

Of the four people who supported her after she left that particular job, two of them were present at the

workshop: Shirley Bianchi, a member of the Board of Supervisors, and William Siembieda, department head of city and regional planning.

Bianchi married a man with a Ph.D. in soil physics, and on account of his severe dyslexia, was forced to edit all of his papers. Which is OK, she said, because she now possesses a strong understanding of groundwater physics.

Five children later, Bianchi realized that the San Luis Obispo County Courthouse needed someone who understood these principles.

see PLANNING, page 7

Society key in issue of alcohol abuse on campuses

By Renee Shadforth
MUSTANG DAILY STAFF WRITER

A lot has changed since Nancy Reagan first cautioned "Just say no" nearly 20 years ago. Critics claimed Reagan's message was oversimplified and that getting the anti-substance-abuse message across was a lot more problematic than anyone thought.

Administrators on college campuses across the country have implemented their own programs to prevent the irresponsible use of alcohol. These campaigns, some say, have been a long time coming.

"This was a trend that started on the East Coast with colleges and has been slow to move west," said Mary Peracca, the substance abuse counselor for Cal Poly Health and Counseling Services. "University presidents were afraid to say, 'We

have an alcohol problem,' because then the alumni weren't going to donate money, and parents would not want to send their kids to a party school."

Daniel Howard-Greene, executive assistant to President Warren Baker, said a few high-visibility alcohol-related incidents, involving serious accidents and deaths of college students, prompted universities to admit that heavy drinking is an issue among students.

Peracca expressed relief that action is finally coming from the top of the administrative ranks. In the past, she said, there had been many grassroots efforts to deal with alcohol abuse from counseling, peer help and housing.

"But, without it coming from President Baker, the efforts weren't able to come together," she said.

Cal Poly administrators created Peracca's full-time position less than one year ago. Her job represents only a portion of the time and money the administration has spent in the name of alcohol abuse prevention.

"We have a lot of different offices on campus dealing with the issue of alcohol abuse," Howard-Greene said.

Martin Bragg, who has been the director of Health and Counseling Services on campus for six years, said if anything has changed about his job, it's that he spends a lot more time on alcohol-related issues.

Also, Cal Poly received a \$25,000 grant to support alcohol education from CSU Chancellor Charles Reed.

The grant has helped fund the Social Norms Campaign, the university's latest attempt at curbing

high-risk drinking.

"Students drink based on their perceptions, which are often misperceptions, of what a normal college student drinks," Peracca said. "The point of social norms marketing is to put out the positive message and the truth about how much students are actually drinking."

The campaign's message: 60 percent of Cal Poly students have zero to four drinks per week. According to a nationwide survey, 46.5 percent of the students polled engaged in heavy drinking — had five or more drinks — at least once during the two weeks before completing the questionnaire. That means Cal Poly students drink less than the national average.

The social norms campaign also

see ALCOHOL, page 2

Accidents abound on icy morning

By Justin Ruttkay

MUSTANG DAILY STAFF WRITER

Windshields covered in ice, door handles frozen shut, steering wheels too cold to keep mitten-less hands on — these are the signs of a winter morning in San Luis Obispo. These also should be a warning to early morning drivers of dangerously icy streets and freeways.

From 1 to 8:30 a.m. on Tuesday, the California Highway Patrol reported 32 accidents from Templeton to Santa Maria. Although not all of the accidents

see ICE, page 2

Weather WATCH

5-DAY FORECAST



THURSDAY
High: 58° / Low: 37°



FRIDAY
High: 61° / Low: 38°



SATURDAY
High: 61° / Low: 39°



SUNDAY
High: 63° / Low: 39°



MONDAY
High: 59° / Low: 41°

TODAY'S SUN

Rise: 7:04 a.m. / Set: 5:29 p.m.

TODAY'S MOON

Set: 8:38 a.m. / Rise: 7:51 p.m.

TODAY'S TIDE

AT PORT SAN LUIS

Low: 4:17 a.m. / 2.04 feet
High: 10:21 a.m. / 6.50 feet
Low: 5:30 p.m. / -1.24 feet

ICE

continued from page 1

may not have been ice-related, the volume of crashes was abnormally high. CHP Public Affairs Officer Andrew Kenny said that icy roads definitely played a factor in the amount of crashes Tuesday.

"We usually don't have 32 accidents in one morning, but since the roads have been so icy lately, the two are most likely related," Kenny said.

According to the San Luis Obispo Police Department news line, the highest risk of ice-related crashes is near on- and off-ramps. At these areas, drivers tend to come to abrupt stops or fast accelerations, and ice on these areas can lead to vehicle collisions or a driver easily losing control of the vehicle, therefore resulting in a spin-out. Also, the rush of morning traffic often causes drivers to speed and not pay close attention, thus adding to the dangers of icy roads, according to the news line.

"The best way to avoid an accident while driving in the morning is to leave the house earlier than usual so you don't have to be in a big hurry," Kenny said.

He also said avoiding quick lane changes and stops will decrease the likelihood of an accident while driving in the recent early morning conditions.

California Boulevard accident slows traffic

By Chrystal L. Anderson

MUSTANG DAILY STAFF WRITER

At 7:32 a.m. Tuesday, a Mitsubishi Montero slid onto an embankment on California Boulevard, striking a tree, said Rocky Miller, San Luis Obispo Police sergeant.

The Montero was traveling south on California Boulevard, crossing the the Highway 101 overpass, when the driver, Victoria O'Toole, lost control of the vehicle, Miller said.

"It was a combination of the speed and ice that caused the accident," he said.

Miller added that the driver was

not exceeding the 35 mph speed limit.

Investigating officer Keith Storton said the frost that had built up on the overpass caused the vehicle to lose road traction — a factor in several other vehicle collisions reported today.

Three children were in the vehicle in addition to the driver, Storton said. The children were treated on scene for minor injuries, and O'Toole was treated at Sierra Vista Regional Medical Center, he said. O'Toole has been released.

The San Luis Obispo Fire Department had to operate the jaws of life to extract the driver from the

car, Storton said, but the children got out fine.

The SLOPD is advising drivers to remaining cautious during harsh winter weather, especially on raised surface areas such as the California Boulevard overpass, the Madonna Road overpass and the Marsh Street on- and off-ramps.

Black ice commonly forms on roads that wind around lakes and rivers, in tunnels, on overpasses and in highly shaded, rural areas, according to www.alllands.com. Black ice is almost invisible to the naked eye, and it is defined as ice that remains on roadways that are not subjected to direct sunlight.

ALCOHOL

continued from page 1

mentions that 80 percent of Cal Poly students drink less than two times a week, if at all.

If the numbers are correct, do Cal Poly students really have a serious drinking problem?

"It only takes one person to have a very significant and, most likely, negative impact on other people's lives," said Carole Schaffer, Cal Poly's director of Residential Life and Education.

Schaffer also mentioned that the problem is larger than San Luis

Obispo.

"It's a societal issue. For some reason, in our society, binge drinking is commonly associated with the college experience," she said. "Whether that was birthed out of the 'Animal House' genre, or whether it's come out of the increasing numbers going to college, the bottom line is that it is an issue on college campuses."

Michael G. Browne, president of Cal Poly's International Club and an Ireland native, agreed that heavy drinking is a cultural trait among American college students.

"In Ireland, you grow up with alcohol around more, and it's not as big of a deal," he said. "It's common

to go out for a few drinks. People here don't do that. They go out to get hammered."

Whatever the issue, the university has embraced the effort at hand. Recently, Baker put out a 14-page brochure addressing alcohol abuse. However, Peracca said that is only part of the solution.

"Every college campus across the U.S. has an alcohol problem," she said. "(Administrators) are facing the reality. I don't see that the administration has taken a lot of action. Primarily, they're bringing it to light. We're aware of it, we see it and we're doing something about it."

POLY calendar

*ASI's Rock in the Vote - voter registration drive in the UU Plaza, 11 a.m. today to noon tomorrow.



Y? Magazine

Friday & Saturday 8:30 p.m.
Sunday 12:00 p.m.
Channel 10



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- Don't leave a party with someone you just met or don't know well.
- Trust your instincts. If your date or a place makes you uneasy, GET OUT.



www.slopd.org

National Briefs

Enron board chooses new CEO

HOUSTON — Reorganization expert Stephen Cooper was chosen as interim chief executive and chief reorganization officer for Enron Corp. by its board on Tuesday. He will guide the corporation through the largest bankruptcy in history. Kenneth Lay resigned as chairman and chief executive less than a week ago. The board said it is still searching for a new chairman. Lay is maintaining his position on the board.

Also on Tuesday, the board announced the resignation of its president and chief operating officer, Lawrence G. Whalley. As part of the agreement UBS Warburg, a Swiss bank that acquired Enron's cornerstone trading operation this month, made with Enron, Whalley will accept a position with the bank.

Cooper will be succeeded by Jeff McMahon, who has been promoted from the corporation's chief financial officer. The new team will start working with Enron's current management and a creditors' committee immediately to aid the company's struggle to emerge from bankruptcy.

— Associated Press

Gov. Bush's daughter arrested, facing prescription fraud charges

TALLAHASSEE, Fla. — Gov. Jeb Bush's daughter, Noelle Bush, was arrested Tuesday at a pharmacy drive-thru window. She was charged with prescription fraud. Police said she was illegally trying to buy Xanax,

a sedative similar to Valium.

A woman claiming to be a doctor called in a prescription for Xanax for Noelle on Monday night, police said. Bush then called the pharmacy to ask about the prescription and was told it could not be filled due to lack of information. Someone claiming to be the prescribing doctor called back. Bush called back and was told the prescription would be ready in 40 minutes.

When Bush arrived at the Walgreen's drive-thru window, pharmacists called police. Investigators said that Bush admitted to police that the contact number was one of her home phone lines.

Noelle's parents, Jeb and Columba, have said that one of their children had a drug problem, but did not say if it was Noelle or one of her two brothers. Columba Bush has worked with Informed Families of Florida, a nonprofit group involved in educating families about drug abuse.

— Associated Press

Four prisoners escape Texas jail

MONTAGUE, Texas — Late Monday, two convicted murderers and two people awaiting trial on capital murder charges escaped from Montague County Jail by overpowering a guard with a homemade knife.

Authorities are searching ranch land near the Texas-Oklahoma line for the escapees. Officials believe the escapees are headed toward Oklahoma and possibly other states.

It is not known if they split up.

Two of the male fugitives were serving life sentences for the 1996 murder of a 16-year-old Oklahoma cheerleader. The other two, a man and a woman, were arrested in November and charged with killing an elderly Montague County couple. The suspects had been living on the land of the slain couple.

"These are some of the most dangerous criminals in our society," District Attorney Tim Cole said.

— Associated Press

International Briefs

Middle East

KABUL, Afghanistan — In two separate accidents on Monday, 21 U.S. soldiers stationed in Afghanistan were injured, one of whom was evacuated to Germany for treatment, the Pentagon said Tuesday. Five were hit by a forklift and 16 were injured in a helicopter crash.

Four of the victims hit by the forklift were treated on site, the fifth was in critical but stable condition, and one was evacuated.

The other 16 were injured when their helicopter crashed in eastern Afghanistan. They are being treated near Kabul, and their injuries are not life threatening, officials said. Their names have not been released.

The Army CH-47 Chinook helicopter was carrying 24 soldiers who were members of the 101st Airborne Division when it crashed, defense

officials said.

A statement from U.S. Central Command said the helicopter was damaged extensively and the wreck was under investigation. An Army Colonel said the pilot apparently did not see holes in the ground at the landing site because of the darkness and dust.

— Associated Press

Asia

TOKYO — Japanese Foreign Minister Makiko Tanaka was fired by Prime Minister Junichiro Koizumi on Tuesday. There was a long term feud between Tanaka and senior diplomats over economic reforms. Vice Foreign Minister Yoshiji Nogami was also relieved. Another senior lawmaker was also asked to resign over a dispute regarding aid to Afghanistan. News agencies have said Koizumi would assume the position of foreign minister.

Tanaka has a history of feuds with bureaucrats and cabinet members. The latest centered on Tanaka's allegations that influential party lawmaker Muneo Suzuki tried to bar two Japanese non-governmental organizations from an international conference on aid for Afghanistan last week because they were critical of the government. Suzuki has denied the charges.

— Reuters

Middle East

KABUL, Afghanistan — For the first time since a 1978 communist takeover, Afghanistan's old national flag was raised over the capital city

of Kabul. Noorullah Zadran, Frontiers and Tribal Minister, said during the ceremony that he hopes the flag would help unite Afghanistan's many ethnic and linguistic groups.

"We should put aside all thoughts of linguistic and tribal prejudice and feudality to give a hand to each other for the unity and reconstruction of Afghanistan," he said.

The restoration of the flag was called for last week by interim government leader Hamid Karzai. It was introduced by King Amanullah in 1928 and was banned after the 1978 takeover.

The flag has broad horizontal stripes of black, red and green and an emblem that shows a mosque with a pulpit and a dome with the inscription "There is no God, but Allah and Mohammad is his prophet."

The words "The interim government of Afghanistan," have been added.

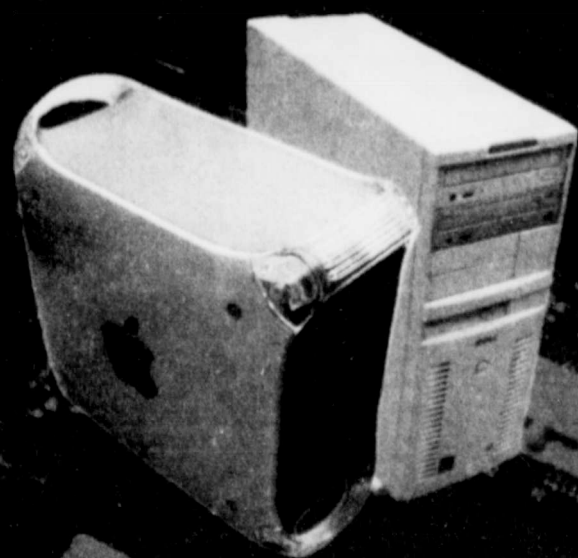
All governmental buildings and ministries across the country are now required to fly the national flag, Zadran said.

The Taliban flag was plain white, symbolizing purity.

— Reuters

Briefs compiled from various news services by Mustang Daily contributor Anne Guilford.

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Food selection better at other CSU campuses

By Lauren Chase

MUSTANG DAILY CONTRIBUTOR

Students may be craving crispy onion rings, zesty barbecue sauce, and mouth-watering bacon abread a juicy patty. Or they might even be salivating for a tender steak taco marinated in a flavorful lime sauce. In some state schools, these wants can be satisfied on campus with brand-name or fast food vendors. In others, a variety of independent vendors provide students with an array of choices.

San Francisco State, Cal Poly Pomona and Fresno State, just to name a few, offer brand-named foods such as Carl's Jr., Taco Bell, Round Table Pizza, Subway, Krispy Kreme, Panda Express and the Green Burrito as well.

"Branded names are a comfort zone," said Nancy Levandowski, Pomona's director of Dining services. "Panda Express isn't that cheap, but it's a recognizable name. You know what you are going to get when you go there because there is a perceived value."

After talking to a few schools and looking into what students are looking for, it seems students want fast, relatively cheap and well-known foods.

"The first thing the students value is convenience, but they recognize the brands much more than other concepts," said Bob Farrar, Fresno State's director of University Food Service.

"If you go out in the business world, 80 percent of companies are brand-named, versus 20 percent of independent companies," Farrar said. "This is comforting to students because they have brands they recognize."

To determine what venues of food to offer students, each school has a different method. The way that Pomona decides what product to bring in is figured out primarily through surveys.

"For example, we brought in two smoothie companies and let the students taste them and then give us feedback," Levandowski said.

The students are given a list of brands and asked to rank them. From those rankings, recommendations are written up, she said.

Pomona has three subsets out of its total number of people on campus.

There are people, such as the administration, who will eat sit-down meals, there are those who will spend \$5 and up for a meal, and

there are the "bottom feeders," Levandowski said. "Bottom feeders will go into the bottom of their purses and use whatever money they have. Taco Bell takes care of those people," she said.

Although Fresno State is an advocate for brand-name foods, Farrar also tries to keep diversity in its food venues.

"In all our concepts, including the restaurants, you will find very little duplication," Farrar said.

"Green Burrito is an add-on to Carl's Jr., but we don't carry it because we already have Taco Bell," he said.

Farrar pointed out that there are positives and negatives to brand-name food.

"Carrying branded foods is really expensive," he said. "You have to spread the cost over the period of the term."

Often times, schools pay a franchise fee, which allows them access to certain restaurants on campus.

For example, Carl's Jr. has a 20-year legal agreement with Fresno State.

But another downfall to franchise venues is that a school may be in a region populated mostly by ethnic groups whose eating habits can't be satisfied by American brand-named foods.

There is a high Middle-Eastern population in Fresno and at Fresno state, but there aren't many food venues that offer Middle-Eastern cuisine. This is why some schools may go independent to offer to cater to the needs of all students.

However, Farrar added that independent catering comes with a lot of extra work.

"With branded companies you must follow their concepts — they update you with product and cost information," Farrar said. "But working independently, we have to develop all of that ourselves. It is a very lengthy process to build up a brand name."

Although many schools find brand-name foods to be successful on their campuses, there are others still that do not opt for independent brands.

Chico State, for the most part, relies on outside venues to feed its students.

"Out of the 15,000 students that attend Chico, only about 1,200 students will have lunch on campus at 'The Marketplace' on a given day," said Colleen Phipps, Chico production manager of residence halls.



CRYSTAL MYERS/MUSTANG DAILY

Other CSU schools such as San Francisco State, Cal Poly Pomona and Fresno State, to name only a few, offer brand-name foods on their campuses.

"The percentage is pretty low for those who eat on campus," she said.

The decision on what type of food to offer is made by board members who include the president, university worker, corporate managers hired by students and the food service director.

"This group looks at what kind of restaurants and facilities are close to campus," Phipps said. "Downtown is half a block away with many restaurants available."

Phipps noted that the individuals who run food service on Chico's campus are not a part of the university.

"We are a corporation that run all the businesses on campus," she said.

San Francisco State offers brand-name foods for resident dining such as Taco Bell, Pizza Hut and Krispy Kreme donuts. The school also has 11 independent food contractors in their five-story "Cesar Chavez Student Center." A governing board made up of eight students and five faculty members runs the center.

When a vendor space opens up, the Vendor Services Committee reviews what type of food they think they want, said Guy Dalpe, SFSU's managing director.

Once the food is selected, they let vendors know about the opening.

Dalpe said that proposals are reviewed by the committee and then brought up to the Vendor Services Committee.

"It's all done at the board level," he said.

There are two things that influence what food to put in an open vendor location, Dalpe said. "Sometimes we do it through surveys; sometimes we keep it the same if a particular food was popular at that venue before."

There has also been a pub in the school's student center since 1982.

"Students seem to appreciate the fact that they have a place to go and relax," Dalpe said.

He added that the center's governing board conducts food surveys about once a year. Last year they found that about 94 percent of students come to the center and that 90 percent of those students come to eat.

Dalpe said that students at SFSU don't seem too interested in brand-name food and that he believes they are not missing out.

"If the surveys showed that they wanted McDonald's, then that is what we would provide," he said "Students just don't want that."

FUN FOOD Fact

What does 'al dente' mean when cooking pasta?

"Al dente" is a fancy term for pasta that's fully cooked, but not overly soft. The phrase is Italian for "to the tooth," which comes from testing the pasta's consistency with your teeth.

How does one cook pasta "just right"?

According to the National Pasta Association, you should boil 4 to 6 quarts of water for one pound of dry pasta.

Stir in the pasta and return the water to a boil. Stir the pasta occasionally during cooking. Follow the package directions for cooking times. Nibble the pasta to see if it's done.

Here we return to our old friend "al dente" — firm to the bite, yet cooked through. Drain pasta immediately (otherwise it'll keep cooking itself). You're done. You're just right. You're "al dente."

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Recipe of the Week

Wild mushroom pasta

1 tablespoon olive oil
4 cups assorted exotic mushrooms, cleaned and stemmed
2 tablespoons chopped shallots
1 tablespoon chopped garlic
1/4 cup chopped green onions
2 cups heavy cream
1 tablespoon butter
1 pound fresh bow-tie pasta
1/2 cup grated Parmigiano-Reggiano cheese
1 tablespoon finely chopped parsley



COURTESY RECIPE AND PHOTO/WWW.FOODTV.COM

Bring a pot of salted water to a boil. In a large saute pan, over medium heat, add the olive oil. When the oil is hot add the the mushrooms and saute for 3 to 4 minutes.

Add the shallots and garlic and season with salt and pepper. Stir in the green onions. Add the cream and bring the liquid to a boil. Reduce to a simmer and cook for about 5 minutes or until the sauce coats the back of a spoon.

Cook the pasta in the boiling water for about 3 to 4 minutes or until cooked al dente. Drain the pasta and toss with olive oil. Season the pasta with salt and pepper. Mound the pasta in the center of four plates. Spoon the mushroom mixture over the top of the pasta.

Sprinkle each plate with cheese and garnish with parsley.

BI-MONTHLY

FOOD & politics

By Meredith Rogers

Americans are in the midst of a public health crisis. We're fat, our kids are fat, and we're stricken by heart disease. In a perfect world, our national health associations, our doctors, and our dietitians would disseminate all available knowledge on how to prevent and treat heart disease, America's No. 1 killer. Unfortunately, we live in a

Column

world where corporate interests dictate our health information. Information that conflicts with tradition and the profits of powerful industries is never exposed to the public unless we seek it independently.

Anthony Knabel, a biology professor at Cal Poly, is thriving today not because he trusted what the doctor told him, but because he did his own research. At the age of 48, Knabel suffered a heart attack. He was lucky to have survived. The follow-up care included a list of foods that he should cut down on, but major dietary changes were not emphasized or even presented as an option. Knabel's life was changed forever when he came across Dean Ornish, MD, in one of his wife's magazines. Ornish's Lifestyle Heart Trial was groundbreaking because of its discovery that heart disease is reversible through diet. Knabel read Ornish's book, which outlines an extremely low-fat vegetarian diet, and decided that a dietary change, though drastic, was much easier than open-heart surgery. Ornish's therapeutic diet is a vegetarian diet that allows for no more than 10% of calories coming from fat. No meat, no cheese, no eggs, and no fish are included, and only very small amounts of non-fat dairy products can be eaten but are not recommended. Knabel has been on Ornish's reversal diet for 10 years now and is ecstatic to have regained control of his health. When he combined the diet with cholesterol-lowering drugs, his total cholesterol was an astonishing 87mg/dL! Most Americans struggle to get theirs below 200mg/dL. His current weight is the same it was in college, compared to over 200 pounds before the diet change. He has no problem maintaining his diet, has no nostalgia for the high fat meals he gave up, and proclaims, "When I smell burning meat, it reminds me of my trip to the hospital." He once

bought into the American lifestyle, but is now well aware that many health professionals and organizations are simply mouthpieces of industry that have sold their souls to corporate America.

Caldwell B. Esselstyn, MD, is a staunch critic of public health institutions bowing down to special interests of industry.

"We have a crisis of leadership in our public and private institutions with an emphasis on prevention," he remarked at the Summit Conference on Cholesterol and Coronary Risk in September 2000. "Their advice to the public of 30 percent fat in the diet guarantees disease development and progression. This level advocated by the National Research Council, the American Heart Association, the National Cholesterol Education Program, and the National Institutes of Health has been shown to scientifically worsen the disease. For them to sanctify this diet as healthy for the American public is egregiously inaccurate."

Esselstyn conducted an amazing 12-year study in which patients with severe coronary disease were put on a low-fat vegetarian diet. Twelve years later, 17 out of an original 24 patients continue to follow the prescribed diet, and their mean cholesterol level is 145mg/dL. Esselstyn clearly demonstrated that heart disease is reversible through a low-fat, plant-based diet, yet cardiac patients are still prescribed drugs with harmful side effects and put under the knife. No public or private institution publicized the findings that a vegetarian diet can save cardiac patients' lives. Why? I can think of a couple reasons: doctors and pharmaceutical companies make more money administering drugs and surgery, and half of the committee that creates the U.S. Dietary Guidelines has financial ties with meat and dairy industries.

I am not arguing that doctors, dietitians, nurses, and public health organizations are not the experts. However, the dominant medical approach of quick fixes instead of prevention, of "mopping the floor instead of turning off the faucet," as Knabel put it, is unethical when alternatives that are more effective exist.

Meredith Rogers is a nutritional science senior.

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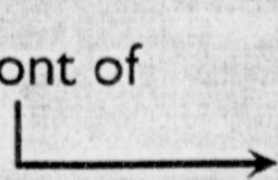
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The perils of enjoying the beautiful outdoors

I'm obsessed with the outdoors. Maybe it's because I grew up in sun-drenched San Diego, or maybe it's because my ex-boyfriend was a mountain-climbing fanatic who took me camping every weekend.

Whatever the reason, when it's even remotely sunny outside, I have to be frolicking in the foothills or I feel claustrophobic.

Last weekend changed all that.

Last Monday, while I was enjoying a glorious day off from school, I stumbled onto a killer that lurks in the seemingly peaceful mountains of San Luis Obispo. It's sneaky, disguising itself as a thing of beauty while it

Commentary

I know all this because I came into contact with it myself while hiking – and now I lie around my house with my arm in tight bandages taking three kinds of antibiotics while doctors at the Health Center ponder my disease.

I'm not kidding.

It's poison oak's fault that my left hand is a puffy baseball and my arm is about five times its normal size. It's poison oak's fault that my roommate, Craig, cowers in his room when I come home, in fear that he might brush against me, even though I'm no longer contagious. And it's poison oak's fault that I had to miss my dance midterm because there was no way I could execute a sashay across the floor when I can't even bend my arm.

The worst part about poison oak is that when the first itch arrives, it seems like it's just a bug bite. Itching usually makes things better, but scratching the alleged "bugbite" rubs the offending oil all over until the itch has become a flaring rash with no end in sight.

After two day of desperately ignoring the patch of red that had spread across both my arms (I knew I should have worn a fleece hiking that day!), I admitted defeat and waited three hours at an urgent care center on the weekend where they looked at my arms, nodded knowingly and promptly gave me a shot. It didn't help.

Finally, Monday and free health care rolled around, and as not to offend readers, I will only say that I don't even think my mother would have looked at my arms at this point. I stumbled into the Health Center after a rather tumultuous drive (trying to maneuver a stick with one hand isn't easy).

It was 8:30 in the morning, only half an hour after they opened, and the nurse told me they had already seen four cases of acute poison oak. I wondered if any of them were as bad as mine because the nurse felt the need to call in two other nurses and a doctor to consult about my arms.

"Wow," said the doctor. "I don't even want to look at that." He meant it as a joke, but after four days of suffering, I was in no joking mood.

Armed with an entire plastic bag of bandages and gauze, as well as immense sympathy from the Health Center staff, I bring us to today, where I sit at my computer, praying that the blasted poison oak will dry up by this weekend.

I've come to a conclusion. I'm never going hiking again. I would rather sit inside on every nice day for the rest of the year than have to face this kind of taunting itchiness that doesn't seem to want to leave. The fresh air, the mountains, the seductive little creeks that run through the county – none of them are worth the pain.

I know there are others of you out there who sit in class, desperately ignoring a growing itch on your leg. Make the sacrifice, friends. Don't leave your house.

Kirsten Orsini-Meinhard is a journalism senior.

Letters to the editor

Quoting a textbook isn't so impressive Editor,

I just wanted to congratulate the agriculture students who have been writing letters in response to Meredith Rogers' column, "Food and Politics." I'm very pleased that these students actually read the paper and are able to write letters by themselves. The most recent letter was from an ag science senior who quoted her textbook.

Bravo to her! She reads her textbook!

I'm very proud of those students for using words to express themselves; however, I wish they had paid more attention

"I highly doubt that grazing is a wonderful means of protecting native plant diversity like they claim."

to content. I highly doubt that grazing is a wonderful means of protecting native plant diversity like they claim. I thought that cattle and sheep would kill off the native plants, and then invasive, not native, plant species would infiltrate the ecosystem. But alas, perhaps I am being too harsh on our dear aggie friends.

However, I have been here for four years and I have yet to be shown that they are hard working, intelligent students. I have observed blatant cheating among ag students in GE courses and some upper division mathematics. Professors need to separate the agribusiness students during math quizzes and tests; they will cheat if given the opportunity.

Enough of that tangent...I just wanted to give props to the ag students who care enough to bring their propaganda to the school paper. Gee, thanks!

Justin Mason is an architectural engineering senior.

Potatoes for everyone could solve beef problem Editor,

I am writing in response to your bi-monthly columnist, Meredith Rogers, who so confidently espoused the evils of the beef industry, according to the standpoint of People for the Ethical Treatment of Animals. As an animal science student, I have heard many claims from this group and I have a challenge for its members. Instead of divulging half-truths, I would like to know what PETA suggests we DO eat and HOW to raise food to feed a nation. Maybe it would go something like this:

Miss Rogers found that you could grow 2,500 pounds of potatoes with the same amount of water it takes to produce one pound of beef. OK then, let's only eat potatoes. Set the cows free. Let them live of their own accord, and we will eat potatoes. We won't have to worry about killing any wildlife when we plant potatoes. No more starving elk, deer or mountain lions. They LOVE potatoes, and

"Set the cows free. Let them live of their own accord, and we will eat potatoes."

heck, they can graze our crops! Too bad I've never seen a 12-point buck chow down on a baked potato. Hmmm ... instead of grazing cows, we'll use the western state with the most land to plant our potatoes. I will affectionately refer to this state as Nevada. Yeah, that's the ticket! Plow under the majority of Nevada and plant our potatoes.

But wait. Where will the water come from? Won't we need to irrigate our crop? And what kind of result will disking up rangeland have on erosion? The answer to this is in the history books, folks. Talk to the farmers from Kansas and Nebraska who experienced the Dust Bowl and you will know what kind of erosion problems are in store if we disk up the state of Nevada.

So, Miss Rogers and PETA, since you have no real plan for feeding the nation, I have developed one for you. If this plan isn't as desirable as it could be, then what is your alternative? Don't have one? I do. Eat beef.

Stephanie Quinn is an animal science sophomore.

Agriculture contributes to water pollution Editor,

In Miss Lauridsen's letter to the editor, "Let's consider the facts" on Jan. 29, she stated, "Water has a problem when it becomes polluted, not when it is used." I won't go into the errors of the sentence structure because the main problem is that it is a false, misleading statement.

Civil engineers are in high demand because water management is very important to our survival and our economy. Potable water cannot renew itself quickly enough to support us because of the turmoil that we (and our farm animals) have wreaked upon the earth. Sure, there is a lot of water out there, but if it is polluted, like Miss Lauridsen pointed out, it becomes a problem. Agricultural practices, such as massive grazing, are a huge part of water pollution. For example, soil erosion occurs after a hillside has been cleared for grazing or after an area has been over-grazed. Excess sediments clog up stream systems and can introduce large amounts of fecal matter into the water.

Also, of course using water creates a problem! Ag students should be learning about water management. Common practices such as over-drafting wells are a huge concern in many farming areas, such as north SLO County. Parts of our own county are slowly beginning to sink because the water table is being drained for agricultural purposes. We are all a part of the problem, and our industries reflect our cultural practices that harm the environment. Certainly agriculture, including grazing, does not escape this fact. It is up to us to conserve water and to support

industries that conserve and take measures against its pollution.

Beth Anderson is a civil engineering sophomore.

Search for absolute truth should offer more options Editor,

In response to Holly Sell in her rebuttal to Justin Fraga ("If you don't know, find out," Jan. 28) concerning the Veritas forum: Ms. Sell argues against a close-minded attitude at the Veritas forum by mentioning that facilitating an Atheist/Christian debate is characteristic of open-minded behavior. In the search

"In the search for an 'absolute truth,' ... shouldn't a consideration for more religious backgrounds be considered?"

for an "absolute truth," as Veritas and Ms. Sell touted, shouldn't a consideration for more religious backgrounds be considered? An "absolute truth" argument seems pretty dang important if we are to go there. When informing the student body on such an important matter, shouldn't all aspects be considered? Instead of giving us a question with a, b, c, d and e as options for an answer, it appears that the only answer anyone wants to give is a or b. Yes, there is a God or no, there isn't. No in-between. That isn't the way life is, and Christianity and Atheism are certainly not the only major religions out there. I think the main reason Mr. Fraga was arguing was that a clear bias was apparent through ASI's funding an event that claimed to examine and be scientific in a search for the "absolute truth" but came from a one-sided perspective of Christianity and Christianity arguing against Atheism.

Barry G. Hayes is a political science sophomore.

Letter policy

Mustang Daily reserves the right to edit letters for grammar, profanities and length. Please limit length to 250 words. Letters should include the writer's full name, major and class standing.

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BUSINESS

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much say in the final decision.

"I think it's more just to appease the students," he said. "I don't think students will really have major input."

Tatala filled out one of the surveys given to business students by the administration. On the survey, he stated that he wants the money spent on more elective courses in his major and better technology for the college.

For students on financial aid, the extra \$200 per quarter would be picked up by financial aid, Cerf said, if the proposal is adopted.

At least one business student still thinks that \$600 per year is asking

too much, unless actual change can be made.

"I think it's a bit excessive, but on the other hand, it would be nice to get an appointment with my advisor," said Alex Brodd, a business junior.

Change can be made for \$1.6 million dollars, Cerf said. He said he thinks the increase would make a dramatic difference that will improve the situation significantly.

"If the proposal does not go through, the college will stay at the level that it is now, with large and hard to get core classes, Cerf said.

The Orfalea College of Business will be running an information campaign mid-February through mid-March on the fee increase proposal, and university wide voting will be held March 13-14.

PLANNING

continued from page 1

pals. She ran for the position in both 1986 and 1990, losing both times. In 1990, then-elected Bud Laurent appointed her to the County Planning Commission, where she remained for eight years. She noticed a lot of gender-based discrimination there.

"I began watching interactions between men and women while they were testifying before the board," she said. "The women were said to have soft data," and generally needed more facts to prove their point than their male counterparts.

Now, Bianchi has seen a shift in planning goals, from a pattern of decisions based on short-term goals giving way to looking at the long-term effects. She attributes this shift to women being involved in making planning decisions.

Liberto-Blanck said Bianchi has "paved a difficult road in this field."

Pam Marshall Heatherington, executive director of ECOSLO, shares the same path as Bianchi in her struggles to hold her own in such a biased field. She said she also takes pride in causing trouble by "butting heads" with different planning companies, and recognizes gender discrimination when it's "put to her."

"It's usually something that is put to me," she said.

For example, when Marshall Heatherington made suggestions on an Arroyo Grande environmental impact report, she was frustrated to see that they'd completely ignored her ideas.

"The toughest part is to be taken seriously," she said. "(Women) have to go that extra mile to be taken seriously. We have to make the case for the environment."

Kara Woodruff Smith, project director of The Nature Conservancy Central Coast Conservation Office, often has to make a case for the environment as a representative of her

"People don't expect me, as a woman, to know so much about (this type of) science. They got fooled."

Shirley Bianchi

member of the Board of Supervisors

non-profit organization. To date, The Nature Conservancy has protected more than 10 million acres of land in the United States; including 19,000 acres in San Luis Obispo in the last year alone.

Woodruff Smith said that it is possible for women to "find discrimination everywhere, although gender (bias) isn't the same as when Shirley was working with it."

She said women should "choose their battles wisely" when confronting gender discrimination.

But Bianchi said that not a day goes by when the issue of gender does not arise. She said it is important to understand where people are coming from in each situation. "Sometimes it isn't worth going into battle," she said, and Marshall Heatherington agreed.

"It's important for people interested in planning to put yourself in other's shoes," Marshall Heatherington said, "the ones that are affected by the planning (decisions) in the future."

A perfect example of those affected by planning decisions is Pilulaw Khus, a traditional Chumash Elder of the Bear Clan. She spoke of her experiences with gender- and ethnic-based discrimination. She said she is often looked at in a patronizing way as she struggles to protect several sacred areas for her people. She outlined a history that goes back thousands of years, and mentioned that even today, she and her clan take everyone — air, water, animals and humans — into account when establishing a living space. But there is always an ongoing battle to protect these areas, and usually a bias exists toward the indigenous people that makes it difficult for them to argue their case in front of a planning commission, she said. Her reasons for pre-

serving land are seen as "soft data."

"When we spoke with planners or government officials, we didn't have hard data," she said. "Some (of our) people had to develop an expertise at giving that. It is terrifying at how quickly our areas are being destroyed."

To overcome the prejudice, Pilulaw said her people must get academic, on-the-job training, to know how to effectively use the terminology and language when speaking with people in planning positions.

"There has been a lot of changes, but it's a pretty big ongoing struggle," she said.

Liberto-Blanck said that as more people begin to use the indigenous people's process of dispute resolution, or coming together to make decisions, it will remind them that indigenous people are a large part of the planning process.

The final question posed to the panel of speakers was that of the ambiguous "glass ceiling."

Woodruff Smith said that there are so many different levels in her organization, a glass ceiling exists, but in smaller ways.

Liberto-Blanck said that the glass ceiling "absolutely exists," and that women still are not given the same entry level opportunities or training as their male counterparts, blocking any possibility of being promoted.

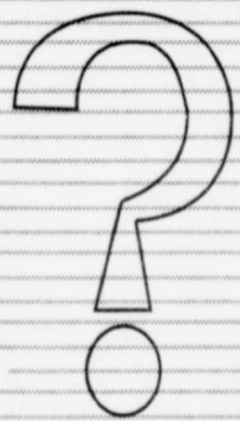
"It won't change until more women are able to take control," she said.

Bianchi urged women to stick to their viewpoints in their respective subjects of expertise, her's being "good science" gleaned from 48 years with her husband.

"People don't expect me, as a woman, to know so much about (this type of) science," she said. "They got fooled."

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Hangin' with Mr. Beeson

By Eric C. Rich

MUSTANG DAILY STAFF WRITER

Success is something that's hard to come by. To most people, shining in the spotlight is everything: the means to an end of all the hard work. However, for Brandon Beeson it's just another part of life.

Beeson's 6-6, 210-pound frame is definitely intimidating, but talking to the star basketball player is far from it. The business marketing senior is one of the most positive individuals at Cal Poly, a genuine guy always trying to learn as much as possible from people.

"He's a one-of-a-kind guy, with a lot of heart and courage," guard Jason Allen said. "I'd go to war with him any day."

Without his positive outlook, Beeson might not have developed into the role player he is today. Throughout his entire career at Cal Poly, Beeson has been riddled with injuries. He missed the entire 1999-2000 season with a knee injury, and then re-injured the knee last season in a game against his hometown UC Irvine.

"His longevity is incredible after fighting all those injuries," head coach Kevin Bromley said. "I've learned a lot from Brandon through his persistence and mental toughness."

Though most athletes would be devastated by an injury, Beeson used the time to explore the arts and learn about himself. He started reading spiritual books and immersed himself in the music of his favorite bands such as Phish, The String Cheese Incident and the Steve Kimmock Band.

"I started thinking freely and realized things about life and happiness," Beeson said. "What's the point of being negative?"

Beeson's perseverance has paid off, being named Big West Player of the Week twice this season and averaging 12.6 points per game along with 7.2 rebounds. In addition to his personal achievements, Beeson is helping to lead the Cal Poly basketball team toward its first winning season in six years.

"We're having a big-time season this year, with some monster wins," Beeson said. "We have a great shot at winning the Big West Tournament. It's a real chance to do something magical."

In his last year at Cal Poly, Beeson strives to do something great for the school and the community. He enjoys the atmosphere and people of San Luis Obispo, and he feels like a native to the area after living here for five years.

Beeson still reflects

on what attracted him to Cal Poly.

"I really got sold on the SLO life and the amazing education that Cal Poly offered. I was never into ego and being the big-time player at a big time

AARON LAMBERT/
MUSTANG DAILY

school," Beeson said. "I really just wanted a nice place to live. I still remember driving up along Shell Beach with the sun out and the beach. San Luis really hit me."

Cal Poly was fortunate to recruit Beeson, as he was touted as one of the top 20 high school prospects in California. As a senior he led Woodbridge High School to a CIF State Championship, and was named MVP of the

Orange County All-Star game where he scored a dominating 33 points.

"Brandon is a gifted basketball player," Bromley said. "He's an exceptional rebounder, can shoot off the dribble, and uses his left and right hands well around the basket."

Of course, things were never easy for Beeson. No stranger to adversity, he has repeatedly risen from out of the shadows of talented players. In high school, he played with the Sporting News Player of the Year and Duke signee Chris Burgess.

Upon arriving at Cal Poly as a freshman, he played during the emergence of stars like Chris Bjorklund, Jabbar Washington and Mike Wozniak.

"Nobody would ever let me give up," Beeson said. "I really have to thank my family and friends for being so great and supporting me through everything."

After graduation, Beeson plans to take a road trip with his

friends to see every-

thing that

America has to offer.

He's a lover of wine, and gained experience in viticulture last summer working for Castoro Wine Cellars in Paso Robles. He intends to continue working in the wine industry, marketing for a new winery named Robert Hall Vineyards. Ultimately, he would like to remain on the Central Coast, an area that he feels is amazing.

The story of Brandon Beeson is really about a normal guy who found his niche. Like any college student, he faced obstacles, only to smile through them. Beeson isn't the only one smiling though, as the future looks to be smiling on him, too.

"There's nothing more exciting than the future," Beeson said.

The best baseball films on the silver screen

Everybody loves the great outdoors, especially here on the Central Coast. Nothing can match the sun, the surf, and the sports.

However, there is the occasional day of rain or cold, like this week, and since my roommate is in the process of installing a massive home theater system, staying out of the rain and watching movies seems like a fantastic idea. The catch is that no one likes to sit at home and watch anything even resembling a bad flick.

So, in the interest of humanity, the following personal list of the all time great baseball movies should keep anyone away from sitting through two hours of hell. You just can't go wrong with these movies.

America's pastime may have the most, and possibly the best, movies written for it. Baseball captured America a long time ago, and still holds the hearts of millions. While

Hollywood took notice a long time ago, making a baseball movie doesn't guarantee a hit — just ask Freddie Prinze Jr.

Yet there are a few flicks that capture the essence of the great game. No one could possibly cover all the great baseball movies, but three stand out to me: "The Natural," "Major League," and "Bull Durham."

For pure spine-tingling sports drama, nothing can match "The Natural." Robert Redford plays Roy Hobbs, who isn't perfect, but he plays with passion. Even though he is fictional, he is my definition of a sports hero. No one can deny the sheer drama of the moment when Hobbs smashes the mammoth homerun into the light standard. While willing his team to victory, he creates the original fireworks show after a homerun. Every boy has dreamed of hitting the lights, and every boy wants to play like Roy Hobbs, with talent and a knack for the dramatic game-winning hit.

"No one can deny the sheer drama of the moment when Hobbs smashes the mammoth homerun."

While "The Natural" tugs at the heartstrings, the appeal of "Major League" comes from pure comedy. The Cleveland Indians even started to win after this movie became popular. Although I'm not allowed to print the best lines from this raucous, racy comedy, there are certain traditions that came about because of the flick. Every speedster now has to do push-ups whenever he pops one up at the plate and everyone sings "Wild Thing" whenever the closer who throws heat trots out to the mound. If you have only ever seen this movie on TV, go out and rent the unedited version, it is so much better. Trust me.

Finally, the baseball insiders' movie, "Bull Durham." Everyone who loves all the small details of

baseball, all the little things that makes the game so great regards "Bull Durham" as a masterpiece. The movie shows the inner workings of a minor league team: the true heart of all baseball.

The movie, seen through the eyes of a self-proclaimed high priestess of baseball, brings the whole baseball package, the big and the little, to the silver screen. Crash Davis personifies the hard-nosed player who only cares for the game, and playing baseball the right way.

This wholly inadequate list leaves out some other great movies. "Field of Dreams," for one, and "Eight Men Out" is another. But this is my list, and yours may be different. Send me yours if you think it is better, and it can include any sports movie, not just those about baseball.

And don't worry, the weather will get better soon.

Ian Lindsey is an aeronautical engineering senior and the true high priestess of baseball. E-mail him at ilindsey@calpoly.edu

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vs. utah state	@usu	
WOMEN'S BASKETBALL	fri, feb. 1	7 p.m.
vs. idaho	@calpoly	
WOMEN'S TENNIS	fri, feb. 1	2 p.m.
vs. westmont	@calpoly	
MEN'S TENNIS	sat, feb. 2	10 a.m.
vs. fresno state	@fsu	
RUGBY	sat, feb. 2	1 p.m.
vs. san diego st.	@calpoly	
MEN'S LACROSSE	sat, feb. 2	2 p.m.
vs. ucla	@ucla	
WOMEN'S LACROSSE	sat, feb. 2	tba
vs. ucsb	@ucsb	
ALPINE SKI	sat, feb. 2	tba
at giant slalom	@mammoth	
SOFTBALL	fri, feb. 8-10	tba
vs. mustang rndup.	@calpoly	
MEN'S LACROSSE	sat, feb. 2	2 p.m.
vs. ucla	@ucla	
MEN'S VOLLEYBALL	fri, feb. 8	6 p.m.
vs. lmu	@calpoly	
SWIMMING	thu, feb. 14-16	tba
vs. big west trnmt.	@long beach	

BRIEFS

Martz expects to see Bledsoe on Super Sunday

THE BALTIMORE SUN

If New England Patriots coach Bill Belichick wants to play a guessing game over the identity of his starting quarterback for Super Bowl XXXVI, St. Louis Rams coach Mike Martz isn't taking the bait.

Martz said Monday in his first news conference after arriving here that he expects to see veteran quarterback Drew Bledsoe start on Sunday night, not second-year man Tom Brady.

He based that opinion on reports that Brady suffered a high ankle sprain in the Patriots' 24-17 AFC championship game victory at Pittsburgh on Sunday.

"My experience is it takes four to six weeks (to recover sufficiently from that injury)," Martz said.

Martz backed off somewhat when questioned further. He said his defensive coaching staff was still in St. Louis, and that he didn't know which quarterback those coaches were preparing for.

Rams middle linebacker London Fletcher said there wasn't much to choose from between the Patriots' two quarterbacks.

"They're both very good quarterbacks," he said. "Bledsoe is a three-time Pro-Bowler who handled his demotion like a true professional. Brady came in and took them to the AFC championship. They're both proven winners."