ASI candidates address issues

Panel questions office-seekers on campus concerns
By Larre M. Sterling

A panel discussion held in the University Union plaza Tuesday morning allowed ASI presidential and chairman of the board candidates the opportunity to express their views and opinions about the key issues facing Cal Poly.

The panel discussion, sponsored by ASI, was a one-hour forum dedicated partly to questions from the panel and partly to student questions from the audience.

The four primary topics of discussion were:
1. Financial institute
2. Panel discusses women's role in politics, activism
3. Exercising your right...
4. A vote for children...

Financial institute to recognize two top Poly finance students
By Caroline E. Pinola

Two outstanding Cal Poly business students will be honored as the university's top finance students by the Financial Executives Institute tomorrow in Los Angeles.

Jim Sundali and Steve Albert were chosen by the finance department faculty as advanced students who have demonstrated outstanding academic potential and achievement.

They will join the top finance and accounting students from other Southern California colleges and universities, and will receive a medalion award for their success from the Los Angeles chapter at its annual awards dinner.

Sundali, who is originally from Anaheim in Orange County, has maintained a 3.75 GPA, and will graduate with a master's degree in business administration in June. He also graduated from Cal Poly in 1983 with a bachelor's degree in economics.

Sundali will go to the University of Arizona in the fall where he will pursue a doctorate in business administration. His career goal is to teach and do research while consulting on the side.

He taught an economics course at Cal Poly last spring, and is currently working as a graduate assistant and researcher.

Sundali attributes his success to working hard, and would like to use his degree as a tool to help others.

"I think that being true to yourself is the most important thing," he said. "Money is important, but the lifestyle that you choose for yourself is more important."

Panel discusses women's role in politics, activism
By Mary Frederisy

A panel of four San Luis Obispo County residents was organized by the National Organization for Women, and included former San Luis Obispo mayor Melinda Billig; Della Malins, a local grass roots activist; Bonita Borgenson, Atascadero City Councilmember; and Lillian Judd, community activist.

The panel, sponsored by the National Organization for Women, included former San Luis Obispo mayor Melinda Billig; Della Malins, a local grass roots activist; Bonita Borgenson, Atascadero City Councilmember; and Lillian Judd, community activist.

While the theme of the discussion was women in politics, the main emphasis turned to how anyone, not just women, can make a difference in how things are run.

"Once women recognize the power they have, the changes will come, very rapidly," Malins said. "But getting people to recognize, after seeing a problem, that they can do something is important. It is change that can start very slowly, but once you get people involved, you can work from there. Momentum gets going when people think the cause is right."

The panel also said that early everyone can get involved in the same way, and see the changes on the local level.

People either think their vote does not count, or that nothing can change the law, but people think the cause is right."

A vote for children...

Guest columnist Brenda Martin examines the child care situation on campus, and questions why it isn't a priority, not only here, but throughout the U.S.
Opinion

The newspaper for Cal Poly. Since 1916.

Our ASI election endorsements

It's time again for the Mustang Daily editorial board ASI election endorsements.

After a long debate, we are endorsing Michael Gomes for president. This was the choice among the editors, with Gomes edging Adam Taylor out by only one vote. Although we think that Taylor would make a great president based on his platform and the promises confronting ASI, we are rooting for Gomes because of his experience and proven leadership abilities.

For the office of Chairman of the Board, we are endorsing Mark Denholm. Based on his involvement in ASI we saw Denholm as the clear choice.

We are also endorsing the Children Center Resolution, although we want to express our concern that it may not be enough. The Children's Center probably needs more money than this bill provides, but it is a great start. Perhaps approval of this resolution will send a message to the Board of Trustees that providing child care is a priority on this campus.

CORRECTION

We would like to clarify a point about the Student Referendum concerning the Children's Center from yesterday's story "Children's Center resolution." The referendum calls for a fee increase of one dollar per student per quarter.

Letters to the Editor

Readers challenge mislabeling letter

I am writing in response to Michelle Hampson's letter "What's in a name." Let's define some terms. Fetus is a perfectly good Latin word. It means unborn child. Induced abortion means to kill the fetus (unborn child). Choice means what? To decide whether to be pregnant? If I hold that a fetus is not a human being, and therefore that abortion is murder, then I must be anti-choice.

Bill Spencer

Architecture

In response to Michelle Hampson's letter to the Mustang Daily, dated April 16. I think that Mrs. Hampson doesn't understand the reasons for the labels "pro-life" and "pro-choice". These labels have been chosen by the two sides in this issue because they demonstrate what each side thinks is the truth.

For example, if I am pro-choice, I must say myself that I hold that a fetus is not a human being, and therefore that abortion is murder. Since it's not murder then I have the right to choose it or not, hence pro-choice. If I am pro-life, I call myself this because I hold that a fetus is a human being, and therefore that abortion is murder. Then I must be anti-choice. I am representative of the enrolled student families that can change, a much larger step needs to be taken along the lines of attitude. For example: Recently, in my History 315 class some students criticized those who are on welfare as being lazy. Yet, without child care, the choice for a better future is simply not there.

Brenda Martin is an English major graduating this June and the mother of four.

Letters to the Editor

Letters to the editor should be no longer than 200 words. They should include the author's name, address, phone number and major/title. Submit letters to Room 226 of the Graphic Arts building. They may be edited for length, clarity or factual content. Contact the Opinion editor if you wish to write a guest column.

LETTERS POLICY

Penguins peaved by earthy critic

When a person writes a letter to be published where others will read it, that person has a responsibility to get some facts regarding the issue. I am talking about Don Kimball's letter, April 16. He says that there is a "serious High Mountain Enduro." This event will take place on April 22, coinciding with Earth Day 1990. To say that we are "racing in the environment" is typical of the stereotyping that people with a biased attitude rely on. Our enduro date was set over nine months ago, before most people, including us, had heard about Earth Day.

Contrary to Don's accusations, the Penguins are quite concerned with the environment. In addition to putting on our enduro, the club, in conjunction with at least 50 volunteers from other local organizations will be cleaning campgrounds and performing much trail maintenance. As far as our use of the trail is concerned, strict U.S. Forest Service guidelines require us to use established trails and post a monetary bond to ensure that the environmental impact of the event is negligible.

This is representative of the things that we are doing throughout the year to help dissuade the preconceived negative image of motorcycling that many people have. We sincerely hope that the population of both Cal Poly campuses can develop a better informed opinion before passing judgement.

Mark Hopper and Sean Dobkins
Cal Poly Penguins

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Lack of awareness, apathy add up to low voter turnout

By Jena Thompson
Staff Writer

Last year, only 12.5 percent of the student body voted and there was only one candidate for ASI president. This year three students are running for ASI president and two for Chairman of the Board, which should make students more interested in their directors, and make them want to find out who these people are.

Students can only speculate as to what makes a good president. Some are apathetic, and some are unaware of how the system works.

Is ASI powerful?

Echeverria: Has ‘substantial’ role

By Larre M. Sterling
Staff Writer

Associated Students, Incorporated is one of the controlling student bodies on campus, but just how powerful is it?

ASI President Ricardo Echeverria said ASI plays a substantial role in determining where student funds go.

"ASI has two roles," said Echeverria. "We handle the funding by proper allocation, and the other aspect is that we are the voice of the students."

Roger Conway, executive director of ASI, said the power that ASI has depends upon one’s perception of ASI.

"If you see ASI as a non-profit benefit corporation with control over their own affairs, there’s a lot of power," said Conway. "As a political entity advocating on behalf of students, I see ASI having considerable sway with the administration."

The difference is that ASI has ultimate control over its financial matters, but no control over the outcome of administrative decisions, said Conway.

ASI has control over only those issues that it has contributed to with ASI funds. Any club, organization or project that ASI donates to or helps to fund is considered to be under the jurisdiction of ASI.

"The decisions we make stand as far as funding is concerned," said Echeverria.

ASI has minimal say over see See AUTHORITY, page 10

Restructuring of ASI has altered public’s view of business — Alberstein

By Tara Murphy
Staff Writer

One year after it went into effect, the restructuring of ASI into a public benefit corporation hasn’t been as major a change as it would seem, said ASI Greek Relations chair Terry Alberstein.

The main benefit of the restructuring, said Alberstein, is that the bill "moved the public impression more in line with the actual structure of ASI."

"It changed the sound of ASI from a government, which it isn’t, to a business, which it is," he explained.

Alberstein wrote ASI Bill 89-02 last year as a member of 1988-89 ASI president Tom Echeverría had a substantial role in determining

The opportunity for directors to be appointed for a second term was eliminated by the restructuring. Alberstein likened this change to the way the chain of command works in a corporation. If the president for any reason steps down, a successor is appointed rather than the vice president taking over the job.

By Larre M. Sterling
Staff Writer

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I
f California was a country, how would its educational system fair in comparison to other countries of similar economic standing? The California Community Colleges, the University of California (UC), and our very own California State University (CSU) systems came under the microscope last year by an international organization. And guess what? We didn't do too bad.

The year-long study was conducted by the Paris-based Organization for Economic Cooperation and Development (OECD) which sent a team of observers to analyze the functionings of California higher education systems.

"It's given us a chance to look at ourselves," said Leann Parker, Educational Relations officer for the University of California. "To see ourselves as others see us. It's good to get a different perspective on yourself sometimes."

The OECD is a consortium of 25 Western nations aimed at achieving sustainable economic growth. Though the organization had previously only focused on national systems, the higher education processes in the United States vary so greatly from state to state that it would have been difficult to study the nation as a whole.

California was selected as the experimental base since it is the most populous and prosperous of the states. It is blessed with a vigorous economy which ranks sixth in the world, and is comparable to many OECD countries.

"It would be fair to say that the focus wasn't to compare institutions as it was to have an increased understanding of Californian attempts to form and address public policy in educational institutions," said Dr. David Leveille, the study's coordinator for the CSU Chancellor's Office.

A central focus for the OECD survey was the economic links between universities and business and industry. It called for the study of the complexities of higher education finances and its influences on the retention of the work force and the upgrading of labor skills to meet new workplace demands.

The most notable of California's educational struggles are many access with success for its students, equality with excellence within the system, and financial independence with independence from state legislature. California is a state of great ethnic diversity, assimilating many peoples from Mexico, Central America, and the Pacific Rim.

"The visitors were struck by the diversity on the campuses," said Leveille. "They were impressed by the variety of ages, the number of adult students and the number of women on campuses."

In the January 1990 report for the OECD Observer, Dr. A.H. Halsey noted that "...there is no country with a more clearly announced intention involving the drop of standards at the apex of the public education structure, they would sacrifice quantity for quality without hesitation.

Halsey believes that if Californians had to choose between an expansion involving the drop of standards at the apex of the public education structure, they would sacrifice quantity for quality without hesitation.

"How do you reconcile educating the masses with educational quality? Put your money where your mouth is. It takes a lot of effort and the fulfillment of commitments."

The California University: A Class By Itself

"Put your money where your mouth is. It takes a lot of effort and the fulfillment of commitments."

"The university is very concerned with quality," said Parker. "If we can't accommodate the projected growth, according to public announcements, quality would be of prime importance."

This quality was found to be evidenced by the standards set by the majority of the faculty and the policy makers in and out of the system.

"The OECD was also very impressed by the level of the faculty and their length of experience," said Leveille. "They were struck by the commitment and involvement of policy makers within and outside of the educational system."

Halsey, Leveille, and Parker all felt that having paid so

Please see OECD, page 6
WASHINGTON (AP) — The Supreme Court ruled Tuesday there is no constitutional right to take the hallucinogenic drug peyote as a religious practice.

The justices, voting 6-3, said Oregon officials may deny unemployment benefits to two fired drug counselors who in­
gested small amounts of peyote in Indian religious ceremonies.

Justice Antonin Scalia, writing for the court, said the First Amendment does not permit people to break the law in the name of religious freedom.

"We have never held that an individual's religious beliefs ex­
cuse him from compliance with an otherwise valid law pro­
hibiting the conduct that the
From page 1
the forum were the Children's Center referendum, a resident advisor priority registration proposal, campus-community relations and the integration of better cultural group campus involvement.

Regarding the Children's Center referendum, the candidate priority registration proposal ed by the Interhall Council did not support the referendum, he said. "I don't see that it is very pertinent to the entire student body," said Denham. "We need to do more investigation. One group of students getting priority over others causes distinct turmoil."

Although Denham was initially against the proposal, he said he now feels that the priority registration would help the resident advisors meet the requirements and still be available for the students.

"Resident advisors carry a large task with the job," said Taylor. "We need to coordinate and plan." Resident advisors play an important role, said Monzon. "The majority of students are first-time students and need RA advisement," he added.

On the issue of community-campus relations, Monzon said that he sees community relations growing and that he wants to encourage both student attendance at city council meetings and a greater awareness between students and the community.

"I think students' input should be heard loud and clear," said Denham. "We are half the population. Next year I'd like to get involved with the student liaison committee."

More students need to be actively involved in community relations and attend city council meetings, said Taylor. "We need to get the whole campus involved in getting out."

The community seems to do a lot of things to hurt and hinder us," said Denham. "There needs to be some medium for the students. We seem to get pushed around by the city — the very city we support."

Denham said that he strongly supports developing a good relationship with the community. He encourages the student-community liaison committee and wants relations to continue to improve.

The last key issue was that of ethnic group integration into the university.

"Ethnic groups are a very intricate part of the puzzle," said Gomez. "They need to feel that they are a part of ASI. I'd like to see a member of the ASI executive staff primarily for cultural groups."

The ethic voice needs to be heard, said Denham. "We need to get ethic groups involved," said Taylor. "We need to actively recruit ethnic students from high schools."

Denholm said that he would like to create an ethnic relations position on the ASI executive board. He would like to see an ASI multicultural board create better communication between ethnic groups and ASI.

"My main goal is to get student awareness," said Monzon. "Ethnic groups are a large part of this."

All candidates agreed that better voter turnout can best be improved by promoting ASI all year long.

The panel posing the questions to the candidates included Heidi Linkenbach, a representative from KCPR; Fleoros, a representative from Interhall Council; Angie Saline, a representative from ASI elections; and Christine Kohn, a representative from Mustang Daily.

"I don't see that it is very pertinent to the entire student body," said Denham. "We need to do more investigation. One group of students getting priority over others causes distinct turmoil."
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Speaker focuses on advertising

Brandon K. Engle

The usually quiet study room, San Luis Lounge in the University Union, became a window through which students could view the world of advertising Monday night. Those who were eager to look through the window found guest lecturer Allen J. Larson, senior vice-president and media director for Ruud & Partners, a Los Angeles based advertising agency, holding the latch. Larson’s lecture, “Everything You Ever Wanted to Know About Careers in Advertising, but Couldn’t Find Anyone to Ask,” focused on the pathways into the advertising business and how students could get there from college.

The world of advertising was opened to the attentive audience with advice from a professional who has been working in advertising for more than 25 years. You are exposed to a barrage of advertising everywhere you go, said Larson. “Each day the average consumer is exposed to approximately 123 television commercials, over 65 newspaper ads, not including the want-ad section, and at least 60 radio commercials heard on one of the five radios owned by their household.”

With these statistics Larson showed the audience a video tape of commercials that college students deemed by college students as the ones they most enjoy watching. But behind these flashy, high-energy commercials is the business of advertising: a business Larson sees as being wasteful to some degree but he feels that “it’s still the best, most efficient method of providing information to potential customers.”

Larson showed the many different opportunities that the advertising business has. The main agency staffs are comprised of people who are creative, employ the techniques of marketing and are good administrators. “Simply and briefly, this is the way advertising works,” Larson said. “It is a little bit of science and a little bit of art.”

Having knowledge in sociology, psychology, management and learning to be a good follower is a good way to learn about the business. Good writing and speaking skills are also a must in the business. Developing professionalism early will be advantageous for college students, said Larson. “It ain’t going to be easy.”

Stress management is another important lesson one must learn for this business. “Work smart, make it fit your life,” said Larson.

The lecture was co-sponsored by the student chapter of the American Marketing Association, the Word of Mouth Club, and the MBA Association.

Larson has worked for Quaker Oats Co., the Bloom Agency in Illinois and began his career in Dallas, and for Ketchum Advertising in San Francisco. He earned a master’s degree in advertising from the University of Illinois and began his career in Chicago.

His visit was part of the Ambassador Program of the Advertising Educational Foundation. The Program sends seasoned advertising executives to colleges and universities nationwide to discuss the advertising process with students and faculty.
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AUTHORITY

From page 3

issues that do not concern the

utilization of ASI money. Deci-

dions that do not directly concern
the use of ASI money are made by
the administration. ASI can, how-

ever, submit a resolution to

suggest what the student body
would like to see happen.

ASI has a bipartisan working

relationship with the administra-
tion, said Echeverria. ASI can

only offer advice about non-

financial decisions regarding the

students. ASI is primarily advi-
sory where administration mat-
ters are concerned.

"The university is willing to
listen on a wide variety of issues
and take into account student
positions," said Conway.

"There are a lot of times stu-
dents don't have as much power
as we'd like to," said Echeverria.

All decisions must pass

through a channel of approvals
before they are considered final.

Fundng decisions start at

either the ASI Finance Commis-
tee or the Union Executive
Committee (UEC) and are then
passed to the ASI Board of

Directors and the administration
for approval or amendment and
are finally given to President
Warren Baker for approval.

"President Baker is more

responsive to students than

other university presidents are," said Echeverria.

Echeverria said there have only
been one or two decisions over­

turned somewhere in the

process of approval.

ASI funds ASI-coded groups and the University Union using

money that comes from student
fees. Echeverria said ASI remits $230 from each student
annually. Of this money, $47
goes to ASI, $159 goes to the
University Union, and the new
recreational center, and $24 goes
to instructionally-related activi-
ties. ASI controls about $5
million annually.

"I certainly hope that ASI

protects the needs of the stu-
dents," said Echeverria. "I try to
keep in mind that it's the stu-

dents first. ASI can be more ef-
fective when the general student
body is involved in the process
and works with ASI.

"It's a tool that students can use
as their voice. It gives them
cash power. They can use the
infrastructre of ASI to give
their arguments more power."

Bicyclist collides with the rear end of a pick-up truck

A biology sophomore rode her bicycle into the back of a pick-up truck on campus Monday at 10:05 a.m.

According to Public Safety of­

ficials, Lisa Petty's bicycle col­

lided with political science

freshman Steven S. Jones' truck

on Via Carta.

Petty was taken to the Health

Center and treated for minor

abrasions and bruises. Jones was

not injured.

— By Laura Daniels
Multimedia
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