Business college seeks $200 increase

By Sarah E. Thien

The Orfila College of Business wants $1.6 million, and the students will decide if it's worth getting.

The college has decided on a proposed fee increase of $200 per quarter. If 2,000 business students each pay $200 more a quarter, including summer quarter, the Orfila 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 approxiately 400 business students and attending 17 different student forums.

"This is collaboration between the administration, the faculty and the students," said David Cerf, associate dean of the OCOB. "This group will provide consideration 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 survey results, the main priorities of students are salaries and benefits, availability of quality business classes and parental involvement.

"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 — not spent on CE courses.

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

"It's an important issue," Joe Taneda, an economics junior, said that he suspects students won't have a say.

The $1.5 million recently given to the OCOB by Paul Orfila, 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 in an endowment and held by Foundation, the OCOB will only be able to spend the interest collected from the $1.5 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.

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College of Business Budget Statistics

- Total allocations from the state of California for 2001-02: $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

According to Cerf, the revitalization of the college, the increased focus on alcohol and substance abuse, and the increased focus on the environment and sustainability are initiatives that will support the increase.

"These changes are crucial to the college's success," Cerf said. "We have to be able to attract and retain the best students, and the increase will help us do that."
Herd Story: Ordinary Women, Extraordinary Impact

March is Women's History Month...

Pay tribute to a woman that has made a difference in your life.

Contribute to the Her-Story Display

For More Info contact Jenn at the Cal Poly Women's Center
756-5600 or email jennherb@calpoly.edu
Entry Deadline: February 15th

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 number 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.

ALCOHOL
continued from page 1

mentioned 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 it is an issue on college campuses."

Michael G. Brownie, 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 be aware of it, we see it and we're doing something about it."

Rape isn't just committed by prowling psychopaths. Rapists can be a date, boyfriend or casual friend. While you shouldn't live in fear, you should be aware of ways to protect yourself from a dangerous situation.

They're Not Always Strangers

Check out a first date or blind date with friends. Insist on going to a public place like a movie, coffeehouse or restaurant. Drive your own car to the date, or bring a cellular phone to call a taxi.

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.

For More Info contact Jenn at the Cal Poly Women's Center
756-5600 or email jennherb@calpoly.edu
Entry Deadline: February 15th

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.allands.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.
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.

Mustang Daily contributor

NATIONAL BRIEFS

MIDDLE EAST

KABUL, Afghanistan — Two separate accidents on Monday, killed 11 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 66th 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

INTERNATIONAL BRIEFS

ASIA

TOKYO — Japanese Foreign Minister Makito Tanaka was fired by Prime Minister Junichiro Koizumi on Tuesday. There was a long 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 Munero 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 U.S. involvement. Suzuki has denied the charges.

— AP

Middle East

KARZAI, Afghanistan — The Taliban flag was raised over the capital city of Kabul. Noorullah Zadran, a 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.

Zadran was called for last week by interim government leader Hamid Karzai. It was introduced by King Amansullah 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 Mohammed 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 Guiffard.
Food

Food selection better at other CSU campuses

By Lauren Chase
MUSTANG DAILY CONTRIBUTOR

S

udents may be craving crispy onion rings, zesty barbecue sauce, and mouth-watering bacon amidst a juicy patty. Or they might even be salivating for a tender steak táco 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. At San Francisco State, Cal Poly Pomona and Fresno State, not to mention a few other branded foods such as Carl’s Jr, Taco Bell, Round Table Pizza, Subway, Knotty Krone, Panda Express and the Green Burrito, in well-known names and a comfort zone, 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 factors,” 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 bought 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’s food includes a 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 up to 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 addition to Carl’s Jr., but the vegetables aren’t because we already have Taco Bell,” he said.

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

“Catering branded foods is really expensive,” he said. “You have to spread the cost over the period of the term.”

Often times, schools pin 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 foods that cater to this group,

Farrar said. “This is comforting to students because they have 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 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 independents who run food service on Chico’s campus are not a part of the university.

“We are a corporation that runs 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 Kreame 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 foods they think they want, she said.

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 SF State 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.”
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

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

COURTESY RECIPE AND PHOTO/WWW.FOODTV.COM

Food

American 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 dentists would disseminate all available knowledge on how to prevent and treat heart disease, America's No. 1 killer. Unfortunately, we live in a 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 46, Knable 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. Knable's life was changed forever when he came across Dean Ornish, M.D., 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. Knable 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. Knable 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 250 pounds before the diet change. He has no problem maintaining his diet, has no rationale for the high fat meals he gave up, and proclaims, "When I smell burning meat, it reminds me of a trip to the hospital." He once bought into the American lifestyle, but is now well aware that many health professionals and organizations are simply misinforming the industry that have sold their souls to corporate America. Caldwell & Esselstyn, M.D., 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 does not result in disease prevention and progression. This level advocated by 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. In contrast, 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 doc­ tors, dentists, 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 Knable put it, is unethical when alternatives that are more effective exist.

Meredith Rogers is a nutritional science senior.
The perils of enjoying the beautiful outdoors

I'm obsessed with the outdoors. Maybe it's because I grew up in sun-scorched 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 beautiful outdoor world. I came into contact with it myself while hiking - and it covers its victims in poison oak.

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

I'm not kidding.

It's poison oak's fault that my left hand is a puffball and my arm is about five times its normal size. Its poison oak's fault that my pharmacist, Craig, covers in his room when I come home, in fear that he might brush against me, even though I'm no longer contagi­ous. It's poison oak's fault that I had to miss most of my dance midterms because there was no way I could execute a sashay across the floor when I can't even bend my elbow.

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

After two days of desperately ignoring the patch of red that had spread across both my arms (I knew I should have worn a hike-thru hiking hat!), I admit defeat and wait three hours at an urgent care center to be told that it's poison oak.

"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 from the itch, 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'm cleared for grazing or after an area has been seeded with clover. That isn't the way life is, and the only answer anyone wants to give is: "Oh, 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 so that a clear bias was apparent through ASI's funding an event that claimed to 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.

Opinion

Letters to the editor

Quoting a textbook isn't so impressive Editor,

I just wanted to congratulate the agribusiness students who wrote the 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 a chemistry science editor who quoted her textbook.

Bravo to her! She reads her textbook! I'm very proud of the students for using words to express themselves; however, I wish they had paid more attention 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 tender plants, and then invasive, not native, plants would infiltrate the ecosystem. But alas, perhaps I am being too harsh on my 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 cared enough to bring their propaganda to the school paper. Gee, thanks!

Justin Mason is an architectural engineering senior.

Potatoes for everyone and solve beef problem Editor,

I am writing in response to your bi-monthly columnist, Meredith Rogers, who was discussing the benefits and 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 eat potatoes. Set the cows free. Let them live on pasture. No more starving elk, deer, and mountain lions. They LOVE potatoes, and

Sonia Sztuczki editor in chief

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back, 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 waste ­stream from the most land to plant potatoes. I will affectionately refer to this state as Nevada. Yeah, that's the ticket! Plow under the majority of Nevada and plant potatoes.

But wait. Where will the water come from? Won't we need to irrigate our crop? And so, the rest of the year than have to face this kind of pollution are in Nevada. So, Miss Rogers and PETA, since you 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 cared enough to bring their propaganda to the school paper. Gee, thanks!

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PLANNING
continued from page 1

"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

"If the proposal does not go through, the college will stay at the lion dollars, Cerf said. He said he
improve the situation significantly.

Bianchi has seen a shift in planning goals, from a pattern of plannings, from a pattern of
"The women were said to have
between men and women while they
remained for eight years. She noticed
a lot of gender-based discrimination
in each situation. "Sometimes it isn't worth going into battle," she
da, and Marshall Heatherington agreed.
"It's important for people interested
in planning to put yourself in
another's shoes," Marshall Heatherington
said. "They got fooled."

"The toughest part is to be taken seri­ouby."

"I began watching interactions
and university wide voting will he
organized, recognizing 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 Amaro Grande environmental
impact report, she was frustrated to see
that it completely ignored her ideas.

"The toughest part is to be taken seriously."

"They have to go to 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
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 (tactics)
aren't the same as when Shirley was working with it.

She said women should "choose their battles wisely when cor­recting 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
da, and Marshall Heatherington agreed.
"It's important for people interested
in planning to put yourself in
another'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 Khas, a traditional Chumash Elder of the Bear Clan. She spoke of her expe­riences with gender- and ethnic¬based discrimination. She said she often looked at in a patronizing way as she struggled to protect sacred areas for her people. She out­lined a history that goes back thou­sands of years, and mentioned that even today, the other clan take said 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 pre­senting 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-Blanch 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-Blanch 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.

Bunchi urged women to stick to their viewspoint in their respective subjects of expertise, let's be "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."
MUSTANG DAILY STAFF WRITER

senior is one of the most positive.

definitely intimidating, but talking
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, 215-pound frame is definitely intimidating, but talking
to the star baseball 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. The journey of 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 Pink, 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 baseball team toward its first winning season in 22 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 on the SLO life and the amazing education at Cal Poly offered. I was never into ego and being the big
time player at a big
m a n g e m e n t."

AARON LAMBERT, Mustang Daily

BRIEFS

If New England Patriots coach Bill
Belichick wants to play a gameday
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.

Martz based that opinion on reports
that Brady suffered a high ankle
spiral in the Patriot's 24-17 AFC
championship game victory on
Pittsburgh on Sunday.

"My expectation is four to six weeks to be back sufficiently from
that injury," Martz said.

Martz backed off somewhat when
questioned further. He said his defen-
sive coaching staff was still in St.
Louis, and that he didn't know which
quarterback those coaches were
preparing for. Rums middle linebacker
London Fletcher said there wasn't much to choose from between the
Patriot's two quarterbacks.

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