Cal Poly celebrates Earth Day, takes steps to preserve environment

Katie Hofstetter, Staff Writer

World-renowned environmentalist Peter Raven encouraged Cal Poly students and staff to inform the public about global sustainability in his lecture "Biodiversity, Sustainability and the Modern University" on Friday night.

Raven, who was named "Hero of the Planet" by Time magazine in 1999, came to Cal Poly in preparation for Earth Day on April 22. His visit was sponsored by the Provost's Office.

In his lecture, given to an audience of approximately 1,000 people, Raven called on the school as a whole to set an example in moving toward global sustainability.

"Particularly appropriate to Cal Poly, we can improve the technologies we use, which themselves have an alarmingly tough impact throughout the world," he said.

During his visit to San Luis Obispo, Raven toured Cal Poly facilities as well as organic vineyards in Edna Valley and the San Luis Obispo Botanical Garden.

Raven attended UC Berkeley for his undergraduate and received his doctorate from UCLA before teaching at Stanford for nine years. A California native, he praised the San Luis Obispo environment.

"Here it's the mixture of Northern and Southern elements growing together that make it so incredibly exciting biologically," he said.

But Raven warned about what the current state of consumption worldwide, and especially in the United States, will eventually mean for the planet. He estimated that half of the world lives on less than $2 a day while one-eighth of the population could be considered starving based on caloric intake.

He also predicted that another 2 billion people will be added to the world's population before there is global sustainability.

"We will reach sustainability at some point. We have to," he said. "I think the choice we have to make is will it be a soft landing or will it be a hard landing? Are we going to be clever enough to be limiting population, to be figuring out better and less wasteful ways to consume? Will we be finding better technology to use so that we can find this sustainable condition while this earth is still rich and diverse and beautiful?"

Raven said to conquer the problems contributing to the earth's destruction, individuals must promote international understanding, learn, vote and act politically.

Peter Raven said in his speech that while Cal Poly allowed him to learn the theoretical aspects of owning a business, it wasn't until he started his own company that he realized it was an entirely different world.

"In the beginning, I felt that Cal Poly hadn't prepared me at all. I was struggling and learning along the way. But the more I am able to apply what I learned in school, the more I am able to apply what I learned in school," he said.

Raven's speech is part of Cal Poly's implementation of the Talloires Declaration, signed by President

see Environment, page 2

get 'Dazed and Confused' during the next ASI free movie night IN DIVERSIONS, 5

Mediums in the making: Students start local business

Ronnie Meehan, Mustang Daily

When Cal Poly business students Lance Brandenberg and Ryan Reyes started screen printing, it was only a weekend hobby. However, this weekend hobby has now blossomed into their own screen printing shop in San Luis Obispo called Mediums.

"Ryan and I did it just for fun and never thought long term," Brandenberg said. "The more we started doing it, we really got into the industry and learned a lot of things."

Brandenberg, 22, and Reyes, 22, will be graduating from Cal Poly in June. They also share ownership with Cal Poly graduates Matt Johnson, 23, and UC Santa Barbara graduate Spencer Kellogg, 23.

Mediums, which is located off Broad Street on Capitolio Way, does custom screen printing on promotional products like T-shirts, hats, shot glasses and banners.

Brandenberg said that while Cal Poly allowed him to learn the theoretical aspects of owning a business, it wasn't until he started his own company that he realized it was an entirely different world.

"In the beginning I felt that Cal Poly hadn't prepared me at all. I was struggling and learning along the way. But the more we developed we get with Mediums, the more I am able to apply what I learned in school," he said.

Juggling college classes and starting a business is not always easy as the team discovered.

"It was crazy — we worked a lot of weekends. We joke around here that the next part about owning your own business is that you know you will have to work half the day, but it doesn't matter which half you work," Brandenberg said.

However, after many hours in the office, Reyes said that seeing results is gratifying.

"You don't see how tough it is until you sit back and realize how long it took to get to the point you're at now," Reyes said. "On the bright side, I think once you realize that you have the foresight to look ahead to future goals."

Brandenberg credits much of Mediums' success to the San Luis Obispo community.

"San Luis is an amazing place to start a business. We had so much support through the Chamber of Commerce," he said.

"I was blown away when we started meeting people in this local community and seeing how
Environment
continued from page 1
Baker in 2004 and designed to educate students on the depletion of natural resources. The adoption of the declaration puts Cal Poly in the company of some 350 other universities dedicated to global sustainability.
"I wasn't aware of how much our school is involved in sustainability," said junior biology student Aneesa Wehner. Prior to Raven's speech, Dean of the College of Agriculture David Wehner spoke of the environmentally sound steps being taken by the college. He cited the addition of environmental protection management and earth science majors, as well as research into improved grazing practices and reduced erosion, as a few of the ways the college is working toward sustainability.
Wehner also announced in the fall that the name of the College of Agriculture will be expanded into the College of Agriculture, Food and Environmental Resources.
Raven called the College of Agriculture's commitment to sustainability "wonderful and ingressive." He estimated that since 1950, soil erosion has increased 20 percent, and there has been a 20 percent loss of agriculture land, more than one-third of forest land has been destroyed, carbon dioxide has increased by one-sixth and 6-8 percent of the ozone layer has been depleted.
Raven also said that by the year 2000 about two-thirds of the earth's 10 million organisms will be extinct, with the current extinction rate at 1,000 per year.
"People being informed about organisms will not only be able to deal with them more intentionally and successfully, but they will actually care about them, they'll get even more attached to them," he said.
Raven concluded his lecture to a standing ovation by the audience. There was another eruption of applause when Raven quoted Mahatma Gandhi who said, "The world provides enough to satisfy every man's need but not every man's greed."

Business
continued from page 1
they were willing to go out of their way to help us.
For other Cal Poly students who are interested in starting a business, Reyes and Brandenberg said that most importantly, "you have to really want to do it" and that obstacles and frustrations are part of the game, once you get through them, you will be on your own.
The two also said that they will always feel connected to the Poly and the students who go there.
"If you're a Cal Poly student we will deal with you," Brandenberg said. "We give all Cal Poly students 15 percent off — I like dealing with Cal Poly kids because we can relate to them and I think we understand what they are looking for." Reyes said he knows that a lot of work still lies ahead, but the future does not look as daunting when Mediunm first started.
"I'm just happy I found a way to stay in the city. I love the city and I wasn't ready to leave," Reyes said.

Breaking News
Representatives are part of the game, according to a recent study by the Center for College Affordability and Public Policy (CCAPP). The twos also said that they have always felt connected to the Poly. They were willing to go out of their way to help us.
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• Align your car
• Replace air filter, air filter
• Replace or align tire
• Replace or align tire
• Replace or align tire
• Replace or align tire
5-Day Weather Forecast

**Monday**
- High / Low: 62 / 47
- Forecast: 90 percent chance of rain. Winds SSW 11 mph
- Sunrise: 6:37 a.m.
- Sunset: 7:32 p.m.
- UV Index: 3 Moderate

**Tuesday**
- High: 61
- Low: 49

**Wednesday**
- High: 61
- Low: 49

**Thursday**
- High: 64
- Low: 48

**Friday**
- High: 60
- Low: 46

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### The Face of Cal Poly

**Meet the Editors**

**Name:** Frank Stranzl  
**Year:** Senior  
**Hometown:** Petaluma  
**Major:** Journalism

---

**Favorites**

- **Color:** Blue  
- **Atomic element:** Americium  
- **Wood or phrase:** Spicy  
- **Food:** I am a chocolate chip cookie addict  
- **Board games:** "ESPN Scene It," because I am undefeated.

---

**If You Could ...**

- have any superpower, what would it be?  
  - Speed, like Dash from "The Incredibles."

- change the Cal Poly mascot, what would you change it to and why?  
  - The Penguins, because penguins are my favorite animal.

- be any character from anything who would you be?  
  - Bobby Boucher, the waterboy.

- travel anywhere?  
  - Australia, so I can meet the crocodile hunter, Steve Irwin.

---

**Either/or**

- Fight a cougar in the octagon or paint the White House?  
  - Fight a cougar in the octagon, but I don't really like to paint things.

---

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**American Dreamz**

**DATE:** THURSDAY, APRIL 13, 2006  
**TIME:** 8:00 PM  
**LOCATION:** DOWNTOWN CENTRE CINEMA

**UNIVERSITY UNION EPICENTER**

Arrive early! Seating is first come, first served!
White House seeks to dampen talk of military strike on Iran

Nedra Pickler

WASHINGTON — The White House on Sunday sought to dampen the idea of a U.S. military strike on Iran, saying the United States is conducting "normal defense and intelligence planning" as President Bush seeks a diplomatic solution to Tehran's suspected nuclear weapons program.

Administration officials — from President Bush on down — have left open the possibility of a military response if Iran does not end its nuclear ambitions. Several reports published Sunday said the administration was studying options for military strikes, one account raised the possibility of using nuclear bombs against Iran.

Experts say a military strike on Iran would be risky and complicated. U.S. forces already are preoccupied with Iraq and Afghanistan, and an attack against Iran could inflame U.S. nuclear weapons. Bush has said Iran may pose the greatest challenge to the United States of any other country in the world. And while he has stressed that diplomacy is always preferable, he has defended his administration's strike-first policy against terrorism and other enemies.

"The threat from Iran is, of course, the stated objective to deny our strong ally Israel," the president said last month in Cleveland. "That's a threat, a very serious threat. It's a threat to world peace; it's a threat, in essence, to a strong alliance. I made it clear, I will make it clear again, that we will use military might to protect our ally." Vice President Dick Cheney told the pro-Israel lobbying group AIPAC last month, "The United States is keeping all options on the table in addressing the irresponsible conduct of the regime. And we join other nations in sending that regime a clear message: We will not allow Iran to have a nuclear weapon."

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**Immigration near the top of nation's concerns**

Will Lester

WASHINGTON — People are now about as likely to mention immigration as they are to mention the war in Iraq, according to a new poll of 1,501 adults conducted April 3-3. The survey found.

People are now as likely to mention immigration as they are to mention the war in Iraq, according to a new poll of 1,501 adults conducted April 3-3. The survey found.

"Nobody is happy about the war, but the war is far away — the immigration issue is right here," said Dagmar Washington, a nurse from the Atlanta suburbs.

Efforts in the Senate to pass sweeping immigration legislation faltered Friday, leaving in doubt the prospects for passage of a measure that offers the hope of citizenship to millions of men, women and children illegally living in the United States.

The rise in public concern about immigration over the last three months has been substantial.

When people were asked this past week to name the top national problem that came to mind, 13 percent said immigration — four times the number who said that in January. Roughly the same number, 14 percent of those polled, named the economy, according to the poll of 500 adults conducted April 3-3. The survey has a margin of sampling error of plus or minus 5 percentage points.

More than 11 million illegal immigrants are believed to be in this country now, with thousands more coming in all the time. About 1.2 million illegal immigrants were apprehended last year along the nation's border with Mexico, according to immigration officials.

Ron Smith of Corpus Christi, Texas, has a front-row seat.

"A lot of it is happening where I live," said Smith, who lives about 150 miles from the Mexican border. "When I was younger, the amount of illegals coming across the border was a lot less," said Smith, 51. "Now, I think there is a systematic disregard for the border patrol.

As immigration concerns have grown, economic costs have dropped. Only 14 percent now say the economy and related issues are their top concerns, compared with 24 percent in October.

While consumers remain edgy and the housing market is colder, the economy is believed to be growing at a brisk rate so far this year. Solid hiring totals during the last month pushed the unemployment rate to its lowest point in more than four years. For Shirley Maykos of Tampa, Fla., the economy is a big concern that is tied closely to the war in Iraq.

"Iraq leads to this nation's economic problems," she said. "We didn't have the huge deficit before the war. I want to see the people of Iraq to form their own government, let them take control of their own country and I want us to get out of there as soon as we can."
**Last chance to catch free flicks this quarter**

Jennifer Boudreau

For students longing to watch their favorite classics on the big screen, Associated Students Inc. (ASI) just might hold the opportunity.

Again presenting its popular quarter film series, ASI Events hosts "Oldies but Goodies," a trio of films to be screened for free on campus.

Formerly held at Chumash Auditorium, the showings are now at a new venue — Spanos Theatre — a move triggered by student request.

"A lot of people requested more comfortable seating and a better quality of sound and picture," said Nicole Stivers, ASI Events student supervisor of marketing and public relations. "We decided to move the movie screenings into the Spanos Theatre in direct response to these requests."

According to a press release, the first film of the quarter, "Ferris Bueller's Day Off," was shown April 3. The next movie in the series, "Dazed and Confused," will be presented at 8:15 tonight.

This film follows a group of incoming high school and junior high students through their adventures on their last day of school in 1976.

"The movie series is a lot of fun for groups of friends to come to," Stivers said. "The movies are free and you get to see some of your favorite films on the big screen one more time."

"Animal House," the final movie of the series, will be shown April 17 at 8:15 p.m.

Doors at the Spanos Theatre open at 7:45 p.m. for each showing. Seating is on a first come, first serve basis.

For more information about the spring quarter movie series, call ASI Events at 756-1112, e-mail asisevents@asi.calpoly.edu or visit asi.calpoly.edu/asi/events.

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**To Do This Week**

**Billboard**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/10</td>
<td>COMPUTE your way into Kennedy Library, where beginning Monday, April 10, Cal Poly computer engineering and computer science majors will show their storyboards for a class project entitled &quot;Designing Interactive Systems for Learning Environments.&quot; The display will be in the Learning Commons through May 12.</td>
</tr>
<tr>
<td>04/10</td>
<td>WANT to write a spicy column on drinking culture? Submit a Velvet Rope story to <a href="mailto:mustangdailydiversions@gmail.com">mustangdailydiversions@gmail.com</a>.</td>
</tr>
<tr>
<td>04/11</td>
<td>WRITE your thoughts in &quot;Women’s Words,&quot; a creative writing group on Tuesday, April 11 in the Women's Center at 6 p.m. Refreshments are provided.</td>
</tr>
<tr>
<td>04/11</td>
<td>SEE local bands Dominic Castillo and the Rock Savants and Red Lights on Tuesday, April 11 at Downtown Brew. Tickets are $4 at the door for the 21 and over show.</td>
</tr>
<tr>
<td>04/11</td>
<td>LISTEN to Cal Poly music faculty member Amber Ferenza play with a free bassoon recital with special guests pianist Mark Menzies, Kathryn Pisaro and Julie Faves at 7:30 p.m. on Thursday, April 13 in Room 218 of music building at Cal Poly.</td>
</tr>
<tr>
<td>04/11</td>
<td>THINK about a talk given by a second-generation Chinese-American, Helen Zia on Thursday, April 13 in the Vista Grande Cafe at 8 a.m. following breakfast at 7:30 a.m. Zia has outspoken on issues ranging from women's rights and homophobia.</td>
</tr>
<tr>
<td>04/13</td>
<td>SWOON your partner after learning swing dancing on Thursday, April 13 for the last of a three-part lesson at 8 p.m. in Bldg. 5 room 225. Cost is $2.</td>
</tr>
<tr>
<td>04/13</td>
<td>WATCH an early screening of &quot;American Dreams&quot; on Thursday April 13 at 8 p.m. at the Downtown Centre Cinema. The comedy stars Mandy Moore, Chris Klein and Hugh Grant. A limit of two free tickets per person is available in the UU epicenter, Monday through Friday from 8 a.m. to 6 p.m.</td>
</tr>
<tr>
<td>04/14</td>
<td>CATCH an anniversary screening of &quot;Leave It to Chance,&quot; a romantic comedy made by Cal Poly alumni filmmakers on Friday, April 14 at 6:30 p.m. in the business silo.</td>
</tr>
<tr>
<td>04/14</td>
<td>TAKE a date to see the new comedy &quot;Bench Warmers&quot; with David Spade and Jon Heder. The movie is playing at the Downtown Centre Cinema every night this week.</td>
</tr>
</tbody>
</table>
ILLEGAL IMMIGRANTS KEEP THE AMERICAN DREAM ALIVE

By Melinda, while she was a project coordinator's professional contributor contributions to saveface. There is no need to perceive the boss as playing favorites. It's just as difficult to be subjective about it.
Baseball
continued from page 8
complete-game shutout with 10
strikeouts against Cal Poly two
times at Hardman Stadium,
struck out eight in eight innings
Friday.
In game two, Cal Poly
cracked five for the nineth inning
to beat the Mustangs 7-4.
Mustang junior right-hander
Gary Daley Jr. pitched a
perfect game for six runs on four doubles,
two triples and a pair of walks to
dake Daley in the ninth inning.
Senior right-hander
Chuckie Fick held Cal Poly to
two runs and four hits in
8.1 innings before the Mustangs rallied
two for the ninth inning to
crack Fick.
Roque, a junior right-hander
who already had recorded a pair of saves against Cal Poly this season,
relied on the ninth and surrendered a game-tying two-
run home run to Grant Desme fol-
lowed by a two-out RBI double
to left-center field by Mart Cooper.

Mustad center fielder Johno
Coffin made a diving attempt to
rise up, but the half ball dribbled off
glove and Pie Poret scored to give
Cal Poly a 7-6 lead.
Senior right-hander
Rocky Rosset gave up a two-out single in
the bottom of the ninth and walked
for his seventh save of the season.
He struck out two.
Desme and Bryan Kepner both
had two hits for Cal Poly and both
hit home runs. For Desme, it was
his seventh of the season. Kepner's
blitz, his second of the year, was a solo shot that gave the Mustangs a
seven inning and started the Mustangs comeback from a 6-1
deficit.
The ninth inning began with
career Barryth, in just his
third game of the season, capturing a
single.
Barthel is 3-6 for this season.
Jimmy Van Outal and centerfielder Jimmy Garnder
produced a two-run single to left field,
drawing the Mustangs to within 6-
and chasing Fick.

Desme greeted Roccochio with a
1-1 smash to center field, tying the
game at 6-6. Peret drew a walk and
Cooper's double to left center field
scored Pezet with the go-ahead
run.
The win went to freshman
right-hander BJ. Mauldin (1-2),
who relieved Daley in the sixth
inning and allowed two hits in 2.2
scoreless innings with one walk and
one strikeout. Roccochio (2-1), build-
ing for his sixth save, instead suf-
f ered the loss.

The Mustangs dominated in the
final three innings of the game, winning
11-3 to keep pace with the leaders
in the Big West.
BULLDOGS TOO MUCH FOR POLY

Cal Poly, which cracked the top 75 in the country for the first time in 2006 on Monday, was defeated by Fresno State 7-6, 6-1 at the No. 1 spot. The Mustangs were led by team leader in wins Carol Erickson (18-5), but an unfortu-

'STANGS SWEEP IN ARIZONA

T he Cal Poly men's tennis team defeated Northern Arizona University with a decisive score of 7-0, sweeping the singles competition and winning two of three doubles matches. With the win, the Mustangs improved to 1-3 on the season.

John Nguyen added another win to his 18-5 record, defeating Garrett Dacrey 6-2, 6-1 at the No. 1 spot. Matt Baca, a consistent force at the No. 2 spot with a current record of 12-7, earned a 6-2, 6-4 win over Northern Arizona's Henrik Lilla. For Bert Vann Lands, it was a score of 6-0, 6-2 that put him on top against Brent Hayward.

Fred Dewitte brought it home for Cal Poly, winning 6-3, 7-6 against Brian Grooms. At the No. 5 spot, Kyle Royal improved on his 13-13 record with a 7-5, 6-3 win over Casey Ross. Austin fought defeated Kyle Thiemre 6-2, 6-2 at the No. 6 spot. In doubles competition the Mustang team of Nguyen and Van Linge continued to rack up the wins for Cal Poly, defeating Dacrey and Lilla 8-1. Nguyen and Van Linge improved to 10-8 on the season.

The Mustangs continue to perform well on Friday, visiting the University of San Francisco, and on Saturday, hosting UC Davis.