TOMORROW: High 69°/Low 40°

Secret to Starbucks’ success decoded in new book.

IN ARTS, 7

Investigation of state dinner finds a third uninvited person.

IN WIRE, 3

Men’s and women’s basketball square off against Big West opponents.

IN SPORTS, 12

Volume LXXV, Number 54 Tuesday, January 5, 2010 www.mustangdaily.net

Campus construction ongoing as campus activities resume

UU Plaza Renovation

Construction in the University Union Plaza began in June 2009. It is funded by money from Associated Students Inc. reserves. The UU is set to reopen in April 2010 with an upgraded stage, landscaping and seating area. The total project budget is $4,478,000.

Rec Center Expansion

Seventy-five percent of the students who voted in a February 2008 referendum approved a $65 increase to the Student Union fee per quarter to fund the Cal Poly Rec Center expansion. The fee increase will not go into effect until the expansion project is estimated to be completed in June 2012. The total project budget is $71,128,000.

Congress task with multiple economic issues

Robert Schroeder
MARKETWATCH

WASHINGTON — Health care, job creation and tackling the gaping U.S. budget deficit await both President Barack Obama and lawmakers upon their return to Washington, getting the new year and new decade off to an intense start with a sharp focus on economic issues.

With midterm congressional elections coming up later this year, the heat is on Democrats in particular to deliver as the economy begins to crawl out of recession.

The health care overhaul, Obama’s top domestic priority, will be front and center when lawmakers return to work in earnest in the middle of the month. On Dec. 24, the Senate passed its plan to revamp the health care system, which seeks to extend insurance to millions of Americans and bar insurers from denying coverage to the sick.

Senate and House lawmakers must now hammer out a compromise version of the legislation, which Obama wants to sign before his State of the Union address this month.

The White House is hacking a bipartisan commission to cut federal borrowing, and Obama’s budget director Peter Orszag has said the administration will offer ways to:

see Economy, page 2

Gov. Schwarzenegger faces new lame-duck status

Michael Rothfeld
LOS ANGELES TIMES

SACRAMENTO, Calif. — No self-respecting politician wants to be one. The phrase itself is utterly demeaning. But with a year left in office, there are signs that California Gov. Arnold Schwarzenegger has begun his transformation into a lame duck.

This status, defined by the weakness of a politician whose term will soon expire, may be difficult to swallow for a former Mr. Universe known to legions of moviegoers for vanquishing opponents as Hercules, Conan and the Terminator.

Schwarzenegger reflected a particular kind of strength.

But legislators already have begun sensing that as a lame duck he is easy prey and have openly disregarded some of his wishes. Members of his staff have steadily been quitting, and replacements are hard to come by.

More of all this is probable in the year ahead.

The question for Schwarzenegger is whether he will focus his energy on resolving California’s renewed budget crisis or take a more passive attitude and spend his time on a publicity tour around the state or the globe to burnish his legacy, said Bill Whalen, who was a speechwriter for California Gov. Pete Wilson.

“He is by definition a lame duck, but being a lame duck does not...
Lame duck
Continued from page 1

mean that you have to sit back and let the situation overwhelm you." Whalen said.

 jobId-Schwarzenegger took a jaunt through the Middle East and Eu-
appears to be setting a pace of open pub-
lic primaries on the state ballot in June and an $11 billion bond mea-

...being a lame duck does not mean that you have to sit back and let the situ-
at the ongoing state budget crisis. Turf wars cannot wait for another
governor to resolve the problem.
Schwarzenegger may try during
to talk about changes to the state's costly pension system, to which
he has been seeking for several years, as a top priority or accomplish-
Schwarzenegger will lay out his
agenda for the year during his State of the State address Wednesday.

The governor's initial strategy for
the budget appears to be an attempt
to present the federal government
for more funding that he says Cali-

fornia needs to comply with federal
laws. Schwarzenegger is expected in
his budget proposal, due to come
out on Friday, to demand that the
state get back more of the taxes it
send to Washington, and to threaten
large new cuts to social services, mass transit and other programs if U.S.
officials do not provide extra money.

Other proof that his adminis-
tration is on a downward trajectory
comes from his own high-ranking

Economy
Continued from page 1

tackle the deficit in its next bud-
get, in February.

Lawmakers also will have to re-
novate issues in the nation's bor-
ing limit. Just before leav-
ing town on Christmas Eve, the
Senate joined the House in ap-
proving a short-term increase in
the U.S. debt limit. But the $900
billion increase bought time enough
to turn the ongoing Mike Genet in a tough budget
year, eventually pressing a deputy
Atao Matsuo, into service.)

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Secret Service says third uninvited person attended state dinner

Kathleen Hannaessy
TERMS WASHINGTON EIEAL

WASHINGTON — The list of uninvited guests at a White House state dinner got longer Monday when the Secret Service acknowledged that a third person had attended the gala for the Indian prime minister last November without an invitation.

The Secret Service discovered that a third person had made it into the White House dinner as it was investigating how Michaele and Tareq Salahi, the now-famous Virginia socialites, made it past security to attend the event.

The third interloper, who was not publicly named by the Secret Service, traveled from a local hotel with members of the Indian delegation, the agency said in a statement that was released after the incident was reported on a Web site.

The person bypassed one level of security procedures, according to Warren.top congenial to the president or first lady."

"This individual went through the receiving line in the Blue Room of the White House before the State Dinner with Prime Minister Manmohan Singh of India, on November 24. The Salahis and another unnamed person were at the dinner without an invitation but made it through security checkpoints.

The revelation is the latest embarrassment for the agency charged with guarding the president. The Secret Service has been the subject of criticism and mockery since it learned of the Salahi's exploits by reading Michaele Salahi's Facebook post.

The third interloper was detected in a subsequent Secret Service review of security procedures, according to Ronald Kessler, a journalist who first reported the incident Monday on the site Newsmax.com. Kessler said agents watched videotape of the event and matched images to names on the guest list. One man could not be matched to the list, he wrote.

"Procedural changes have already been implemented to address foreign delegations under the responsibility of Department of State who are entering facilities secured by the Secret Service," the Secret Service statement said.

Secret Service Director Mark Sullivan last month told the House Homeland Security Committee that Security Service says third uninvited person attended state dinner

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CIA bomber may have been Jordanian double-agent

Greg Miller  
*WASHINGTON POST*  
Tuesday, January 5, 2010

WASHINGTON — The suicide bomber who killed eight people at a CIA compound in Afghanistan last week was a Jordanian who had been recruited by that nation’s intelligence service to help U.S. spies penetrate al-Qaeda, according to a former senior U.S. intelligence official.

The bombing killed seven CIA employees who were apparently lured to a meeting with the supposed informant by the prospect of important new intelligence on al-Qaeda’s inner circle. The attack also killed a Jordanian intelligence officer believed to have been responsible for contacting the informant. The official said that the fact that the informant was able to enter the base with a bomb strapped to his body suggests that he had earned the trust of his CIA and Jordanian handlers.

“Just how you do these operations — you find people who can conceivably penetrate terrorist organizations, try to turn them and run them” against terrorist targets, said the former U.S. intelligence official, who is familiar with aspects of last week’s attack but spoke on the condition of anonymity. “Obviously, this one turned out tragically.”

Another former senior U.S. intelligence official who served in the region said that high-level CIA operations from Kabul had been summoned to the remote base near Khost for what they were led to believe would be an important meeting with a well-placed informant.

At least two of those CIA officers from Kabul were wounded, the former agency official said. The former official said that the fact that the informant was able to enter the base with a bomb strapped to his body suggests that he had earned the trust of his CIA and Jordanian handlers.

“What this tells you is that al-Qaeda is now capable of running a fairly sophisticated double-agent operation,” the former CIA official said. “This guy totally had them believing, which means he had (previously) given them verifiable information, and everything else.”

KABUL — U.S. forces in Afghanistan suffered their first combat deaths of the new year, the military report Monday, with four troops killed a day earlier in the country’s violent south.

The battlefield losses came as a freelance journalist who had been trying to secure a key swath of the Helmand River valley. Other U.S. troops are working to quell a rising insurgent presence around the city of Kandahar, the Taliban’s spiritual center.

The Western war effort has been complicated by months of political paralysis, and the deadlock may deepen in coming days. While parliament’s weekend rejection of 17 of Karzai’s 24 Cabinet choices was seen in some quarters as a welcome display of independence on lawmakers’ part, it has also left the government barely functioning.

Setting the stage for a potential showdown, Karzai suggested that the president may put forth some of the same Cabinet nominees when the issue comes up for a second vote. Among those rejected was Fawad Fawad, a potential warlord who is the incumbent minister of energy.

The support of a number of former militia leaders such as Khan helped Karzai win a second term in office, though the August election was clouded by massive fraud. While Karzai was eventually declared the winner, international auditors stripped him of nearly a million votes, depriving him of the clear mandate he had sought.

If Karzai is able to strong-arm his Cabinet choices through parliament, it may add to widespread public disillusionment over corruption and inefficiency in the government. But a new political defeat for the president could open the door to prolonged infighting that could render his government even more unstable for the West.

Western diplomats have made it clear to Karzai they expect him to carry out sweeping reforms, but that will be difficult if the Afghan leader is preoccupied with fighting off challenges from political rivals.

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"How was your winter break?"

"It was quiet and fun. I saw a concert and went snowboarding."

Robert Michael, biological sciences freshman

"My winter break was fabulous. I went to Monterey and it was fun."

-Ralph Lee, political science junior

"It was Ok. I went on vacation to Palm Springs with my family.

Robin Bayless, economics freshman

"It was really good. I traveled to Washington but there was no snow to see."

-Phebe Yip, civil engineering senior

"It was really nice. I went to St. Louis, Missouri with friends; it was fun."

-Rebecca Gleason, child development freshman

"It was really fun. I saw friends and family and got to snowboard."

-Philip Blacklock, mechanical engineering sophomore

State

SAN LUIS OBISPO (MCT) — A former Cal Poly farm mechanic filed a lawsuit against the university, claiming racial discrimination, including allegations that colleagues spat on his truck and cursed his name in writing.

Carlos Ramirez filed the suit against the university and former supervisor Gary Ketcham. The filing represents only one side of the case.

Ramirez was the only Hispanic working among a group of white colleagues at the university's farm, where agricultural equipment such as tractors, is stored and repaired by staff and students, said his lawyer, David Hagan.

Ramirez worked at Cal Poly from March 2000 until November 2007 and had positive performance reviews, Hagan said.

PLEASANTON (MCT) — They brought their guns to downtown Livermore — to have a cup of coffee and demonstrate their right to literally bear arms.

A group of more than a dozen people met at a downtown cafe Saturday afternoon, some of them had hidden semi-automatic pistols hidden in their belts with their ammunition clips readily available. The demonstration was put on by members of the "open carry" movement.

Uninvited

continued from page 3

human error was to blame for the Salini mla.Officers asked if the Salini were the only party crashed at the dinner, Sullivan said that he could comment in detail only in a closed hearing.

"But I believe that I can satisfy you in explaining that there were no other people there that night that should not (have been there)," he said.

Kesler said he reviewed the videos tapes occurred after Sullivan's testimony.

Bomber

continued from page 4

had checked out.

Well, former officials said the suicide bombing represented a serious and so far unexplained breach of security at the heavily guarded base.

A CIA spokesman declined to comment on the circumstances of the attack or the agency's relationship with Jordan's intelligence service. Sources who provided information about the attack cautioned that the broad details of the plot were only beginning to be understood, and that many details remained unclear.

The bomber was identified as Humam Khalid Abu-Mulal al-Balawi, a 30-year-old doctor from Zarqa, Jordan, the same hometown as Abu Musab al-Zarqawi, who was al-Qaeda's top operative in Iraq before he was killed in 2006. Al-Balawi's identity was first reported by Al Jazeera.

Balawi, according to the Arab news agency, was arrested by Jordan's intelligence service more than a year ago. The service, known as General Intelligence Department, or GID, believed he had succeeded in turning al-Balawi from an al-Qaeda follower into an asset who could be used to penetrate the terrorist network in Afghanistan.

Al-Balawi's assignment was to help track down al-Qaeda No. 2, Ayman al-Zawahri, also a doctor, according to the Al Jazeera report, which said that the bomber had fouled his Jordanian and CIA contacts for more than a year.

Evan Kohnmann, a counterterrorism expert said that al-Balawi was also a "notorious al-Qaeda cyberterrorist" known for extremist postings on sites tied to the terrorist network. Kohnmann said in an e-mail that al-Balawi's online moniker was "Abu Dujana al-Khurasani," and that he had announced he was leaving to go join the fight in Afghanistan, and was trying to inspire others to follow in his footsteps.

The Jordanian intelligence official killed in the attack was identified as Sharif Ali bin Zeid, Jordan's King Abdullah II was present when Ziad's casket arrived in the country, according to a report by Jordan's news service, which said only that Ali "fell as he performed his humanitarian duty with the Jordanian contingent" in Afghanistan.

U.S. officials said that the bombing is unlikely to have an impact on U.S. counterterrorism work in Jordan. The agency's relationship with the GID is "probably the most solid relationship we have in the Arab world, said a former high-ranking U.S. intelligence official who spoke on condition of anonymity because of the sensitivity of the subject.

The relationship dates back to the 1980's, officials said, and ex-

International

AMRITSAR, India, and Peshawar, Pakistan (MCT) — Five Americans detained in Pakistan were released Sunday by a group of militant Muslims over the Internet in a defiant move against the U.S. and other terrorist attacks, their defense attorney said.

The five, all young Muslim men from the Washington, D.C., area, were arrested in early December in Nairobi, Kenya, and were due to go on trial.

The suspects, who range in age from 19 to 25, denied they had ties to al-Qaeda or other militant groups during a court appearance in Nairobi, said their attorney, Amr Abdellah Rokbi.

BEIJING (MCT) — Web sites reported an outburst of China's strict Internet controls, known as the Great Firewall, for several hours Monday morning, allowing them brief access to banned Web sites such as Google, Facebook and Twitter.

Cautioned excitement spread on social-networking platforms as hope flared that Internet freedoms suddenly were being expanded after controversial international platforms had "finally unlocked, reasons unknown," wrote a blogger named "Mr. Nothing" who has a history of being blocked anymore. "I can't take it any longer!"

Bomber

continued from page 4

help track down al-Qaeda No. 2, Ayman al-Zawahri, also a doctor, according to the Al Jazeera report, which said that the bomber had fouled his Jordanian and CIA contacts for more than a year.

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Javier Caceres has received national attention for his music video of Hall and Oates' "You Make My Dreams Come True," which was shot forward, but is shown backward.

Even better for Caceres would be if the video was seen by Michel Gondry, the French director behind " Eternal Sunshine of the Spotless Mind," and Caceres' idol. "If he ever watched the video, I would lose my mind," said Caceres, 18, "He's the epitome of creativity."

The Shorewood lip-dub was a response to one made last month by rival Shorecrest High School to Outkast's "Hey Ya." Shorecrest's video-production class produced a continuous, one-take video involving hundreds of students dancing and singing through the halls. There's a banana in a wheelchair, the gym horserider and a topless Scot, and people lending sugar and shakin' it like a Polanoid picture. (You know what to do.)

The whole thing was captured by student cameraman Kollin O'Daniel.

Shorewood saw it, and the challenge was on.

There was talk of using the Beatles' cover of " Twist and Shout," but Caceres thought it was too slow. So he and video production

You have 50 days until Valentine's Day. Why am I giving you so much notice? Well, you might need it if you believe the media, you probably should have started planning months ago.

Valentine's Day used to be about sending cards. It's actually in your best interest to spend 50 years or so on just the range of gifts expanded to flowers, chocolate and jewelry. There are millions of options, which is all the better for the florists, chocolatiers and jewelers, but bad news for your budget. And at the very cheapest on this 12th of February, which doesn't even include dinner.

This is a lot of money, especially for modest, but advertisements make certain promises that might tempt you to buy. Buying something as expensive as jewelry must mean that it is true love, and of course, in every commercial chocolate is shown practically causing orgasms. Flowers aren't really portrayed as having any sort of special appeal, but they are such a staple (who doesn't get 12 roses?) that they barely need any ads at all.

What it comes down to is that society (i.e. companies that sell Valentine's Day gifts) want you to forget about all the love and feelings and stuff and just buy your girlfriend what everyone else is buying.

And yes, 1 said girlfriend, because I have never seen an ad that promises guys any sort of Valentine's Day gift, except sex as a direct result of the other gifts he has bought.

Session and prostitution aside, there is no way to succeed in this kind of system. So you bought flowers, chocolate and jewelry, but that's just the basics. To truly create a fairy-tale Valentine's Day, you will need to at least throw down $50 on a horse-drawn carriage to say nothing about the trained dogs and string quartet. Even a fairly basic romantic dinner is not only fairly pricey, but can easily fall through if you don't make reservations soon. So why do we even try?

Truth is, advertising doesn't only work on the guy who has to buy all this stuff; Whether they like it or not, everyone's expectations have been raised by these ridiculous standards. So care who you are, if you're expecting dinner at a fancy restaurant and a diamond necklace, and you get Pizza Pit and a ring pop, you're going to be a bit disappointed.

The secret to having at least of that disappointment as possible is, of course, communication. Try to figure out what each person in your relationship expects from the day. It would be class to do not do this the day before. There are many different ways you can celebrate Valentine's Day and you shouldn't feel pressured to celebrate in a way neither of you really want.

If your relationship is relatively young, Valentine's could be fraught with even more trouble. If you are still infatuated with each other, it wouldn't be very healthy to listen to the day's message of true love, marriage proposals and happily ever after. You will probably still want to celebrate it, but make sure that you're having fun, and not in a restaurant surrounded by couples who have been together for years. It's probably too soon to be thinking that far down the road, especially when you should be focusing on each other and not on what society thinks you should be feeling.

And if you find yourself on Valentine's Day with nobody to celebrate with, it is of course a perfect time to celebrate "Singles Awareness Day" with friends. Just try to do things that will place you far away from the happy couples, that defeat the purpose of celebrating your singlehood and your right to celebrate even if you aren't seeing anyone. Watching a movie while eating ice cream is a traditional favorite, but don't pass up a fun (not romantic) dinner or something more wild (sex party?).

There are endless possibilities.

Another benefit of Valentine's Day is that if you do feel lonely, it's likely that others feel the same way. While it would be unlikely to start a relationship with someone while under that sort of pressure, hooking up with someone might be just the thing to remind you of the fun of single life. Just be sure that you don't expect anything more than fun from your new companion.

In short, whatever your situation this Valentine's Day, don't let your day be dictated by our consumer driven culture. For hundreds of years, it was a holiday about love, and that should be your focus, not whatever you are supposed to buy to prove that you have love. As long as the day is special, who cares what you buy or get!

Anthony Rust is a biology junior and Mustang Daily sex columnist. Quibbles or quotes? E-mail him at mrust@wlu.edu.

High school senior gains national recognition for music video

Nicole Brodeur

SEATTLE — So Ashton Kutcher and Ben Stiller were tweeting about "The Joshua Tree," which was shot on You Tube Dec. 17. On Dec. 22, the " He's the senior at Shorewood High School in Shoreline, Wash., who helped conceive the video for " You Make My Dreams Come True," which was shot forward, but is shown backward.

The 16-minute, 37-second, how'd-they-do-it video went up on YouTube Dec. 17. On Dec. 22, it was featured on "The Rachel Maddow Show" on MSNBC. On Dec. 25, it was the focus of a story in the Los Angeles Times.

And now Ashton and Ben are all over—along with Nickelodeon powerhouse producer Dan Schneider, who The New York Times called "the Norman Lear of children's television."

"It's amazing, unbelievable," Caceres said the other day "I just never thought it was going to be this huge. I've just been in a date, taking it all in."
Professor decodes Starbucks' secrets to success in new book

Luciana Chavez

Temple University professor Bryant Simon believes he knows the Starbucks secret.

"And it's not the caramel macchiato or the 86,999 other drinks the international coffee purveyors sell us. It's the lifestyle we buy with that $3 cup of joe," Simon, 48, wanted to show how Americans communicate with their purchases.

So, for his book "Everything But the Coffee: Learning about America from Starbucks," he visited 435 Starbucks in the U.S. and 10 other countries, analyzing everything from the flooring to the signage and everyone from the customers to CEO Howard Schultz.

"I listened to Alain Morissette more than anyone should have to," Simon says.

In the book, the UNC-Chapel Hill graduate explains how Starbucks became a Wall Street favorite by making its customers feel environmentally aware, upwardly mobile, connected and cool by welcoming us, by name, into their clean, urban-chic stores, pumping hip music, and selling us (some) expensive drinks that serve 50 million customers per week.

Simon spent five years researching, thinking and writing about the global business phenomenon that is Starbucks, a company that serves 10 million cups of coffee a day.

Then he "avoided it like the plague" until his book was published in October.

While he worked, Simon chatted up people at Starbucks and organized focus groups. He talked to interior design experts and monitored message boards on Web sites such as www.urbandictionary.com and www.ihatestarbucks.com.

He dragged his wife to Guadalajara, Mexico, to meet a Starbucks fan he'd met online.

"Everyone had something to say," he says. "It became kind of tedious, but I'd end up in the bathroom scribbling down notes on napkins." 

Reading the store

Simon found clues to Starbucks' success all over each shop he visited. During a recent stop at Starbucks on Peace Street in Raleigh, N.C., Simon pointed out two big, royal purple chairs positioned in one corner. The comfy chairs offered a chance for respite; the royal purple color and velvety fabric oozed opulence and affluence.

At the store at the corner of Maynard and Chapel Hill Road in Cary, N.C., Simon explained how the napkins, featuring a message about recycling, gave customers a stake in the do-good Starbucks image.

A sign asserted Starbucks as a coffee expert, featuring a photo of coffee cups on a burlap coffee sack and asking, "Can you spot the coffee slide with the top 3 percent of the world's best coffee beans?"

Another sign advertised a caramel brulee latte, adorning like a holiday dessert. The message: You deserve this gift.

They work. Customers told Simon they went to Starbucks to treat themselves.

"One of Simon's former students from the University of Georgia told him she bought Starbucks' Ethos water because the company donated some of the money to clean water projects overseas.

Others said they went because the relatively expensive drinks were affordable ways to have a taste of a better life. Getting all of that for $3 or $4 is a steal. It's also the American way, Simon says. "It's us," he says. "We want these things and we want them as easily as possible." 

Reaction

Simon had to rewrite the book to explain how Starbucks got off track in 2007, long before the current recession.

"Starbucks is selling status, which is a different model than say Wal-Mart, which is about selling more," he says. "When we saw Starbucks pursue the selling-more model, it cut into the status-making that had been so successful. Wal-Mart is about value. Starbucks has never been about that."

Writing about the coffee titan left Simon wanting. He tried of seeing the same piece of art-work in every store.

He told his former Georgia student that she was paying an extra 35 cents for the privilege of buying Ethos water. Starbucks gives 5 cents from each bottle to water projects. Ethos water costs about $1.80. Other bottled water of that size are in the $1.40 range.

"I pointed out that they charged her extra to help people," Simon says. "She was like, 'Oh man. I felt bad because she was so earnest about it. She read the sign and thought, I'm doing something to help.'"

He noted how at one Starbucks he recently had to ask for a ceramic cup in order to avoid a paper cup. Then, that same day as he was marking his book, the company released a new glassccup.

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Caceres
continued from page 7

The Mustang Daily
ARTS
Tuesday, January 5, 2010

Continued from page 7

Caceres
continued from page 6

teacher Martin Bulloch, 36, settled on the poppy Hall and Oats song, which was featured in the recent film "500 Days of Summer."

They were inspired by director Spike Jonze's video for "Drop," by The Pharcyde — also shot forward but played backward.

But doing that meant Caceres had to listen to the song hundreds of times, backward, to figure out the mouth movements for students to lip-sync. He practiced forward, it looks like they're singing the lyrics perfectly.

Caceres can speak the gibberish on demand.

Still, he shies from the credit and couldn't say enough about Bulloch, or the others in his class who managed five different teams of students.

They shot during fifth period on Dec. 16, walking through some 300 students from 19 classes. They didn't run-throughs in 10 minutes.

Bulloch not only shepherded the whole project along, he followed Caceres through the school during the shoot, wearing a back-pack boombox that was blasting the song. He makes a camera in a knitted hat; Caceres does, too, wearing a crown of balloons.

And get this: Not one student did anything untoward or obscene.

"No one wanted to be the person who ruined it for everyone," said Bulloch.

If anything, it made Shorewood a tighter community.

"There are teachers who have been here for more than 20 years, who said they had never seen the school so excited," Bulloch said. "It really brought everyone together."

And while it may have put a little heat on the Shorewood-Shorecrest rivalry, well, it will never get that hot.

Bulloch has been friends with Shorecrest's video-production teacher Todd Mitchell since middle school, when they started making videos together. They were in the same program at Central Washington University and now teach a video-production class for students at both high schools.

"It's a thrill that we are where we are now," Bulloch said. "And we all have tremendous respect for each other."

So do others.

MSNBC's Maddow, who aired both videos, called Shorecrest's "Glee" meets Andre 3000 meets Robert Altman.

And she gave Caceres a shout-out for figuring out the phonetics and teaching his classmates how to sing them. "Dude, if that is not the first line on every college application you ever fill out," Maddow said. "You are totally blowing it."

Caceres still can't believe it.

Six years ago, he was new to this country, having moved here with his parents and brother from Peru. Now, he's a Running Start student, taking classes at Shoreline Community College, and dreaming of being a director.

And when the video debuted in the packed gym, Caceres got a standing ovation. "I've run out of adjectives," he said. "Just unbelievable."
Mustang Daily
The voice of Cal Poly since 1916

EDITORIAL

Tuesday, January 5, 2010

Editor in chief: Emile Egger
Managing Editor: Alex Krock
mustangdaily@gmail.com

www.mustangdaily.org

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Write a letter to the editor and send it to letters@mustangdaily.org.
HEY BRO!! JUST WANTED TO DROP BY AND SAY "HI!" CHECK OUT MY NEW PORSCHE! ISN'T LIFE SO WONDERFUL?!! SEE YA LATER!!!

"Oscar the Grouch's" more successful kid brother, "Larry the Annoyingly Happy"

ANSWER TO PREVIOUS PUZZLE

Across
1 City near the Great Sphinx
6 Mine treasure
9 Macaroni shape
14 Steve who was called Steverino
16 Golden egg
18 Magical powder
20 French lady friend
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27 Jamaica exports
28 Six-time smooth machines
30 Priest's robe
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The New York Times Crossword
Edited by Will Shortz
No. 1201
The man with no reputation nears end of his career

Daniel Brown

ST. LOUIS — Isaac Bruce said he wanted to be remembered in the NFL as "a man of no reputation." So it was appropriate that he practically snuck out Sunday.

Bruce started the game, took part in one running play, then called it a day perhaps a career.

Only later, when he was dressed in sweats and back on the sideline, did he get a proper sendoff. A shot of him on the scoreboard prompted cheers of "Broumienose" from the Rams fans and hugs from his perennial 49ers teammates.

"I can control my emotions. If I was going to cry, it nearly came, but it didn't come all the way out," Bruce said. "I was touched, truly touched, by the gesture."

Bruce continued to hold back on a retirement decision. Earlier in the week, he said the odds of walking away from the game were 75 percent. Asked if anything had changed, he said: "Now it's 76 percent."

If he steps away, Bruce, 37, retires as the NFL's second all-time leading receiver. His 1,1208 yards trail only Jerry Rice (22,879). Bruce's production this year was minimal, just 21 catches for 274 yards, but he is beloved as a mentor to the 49ers young receivers.

"His character far exceeds the type of player that he is," coach Mike Singletary said.

Based on this season's finish, the 49ers' opponents for 2010 are set.

At home, they will face the Rams, Broncos, Buccaneers, Saints, Arizona, Seattle, St. Louis and Philadelphia.

On the road, they will face Green Bay, San Diego, Kansas City, Carolina, Atlanta, Arizona, Seattle and St. Louis.

Several news outlets raised the possibility that one of the 49ers' "home" games would be an NFL showcase game in London. The Sacramento Bee, citing anonymous sources, reported that the 49ers might face the Eagles overseas in October.

Running back Frank Gore scored on a pair of short runs, giving him 10 rushing touchdowns for the season.


Gore also rushed for 107 yards Sunday, his 20th 100-yard game. That ties Perry for the most in franchise history.

"We're great," Gore said. "It's been an up-and-down year for me."

He came close to the end zone one other time against the Rams. He took a screen pass 22 yards to the cusp of the goal line. That set up Morten Nelson, the fullback and close friend of Gore, who scored his first career touchdown.

"That's why I got tackled at the 1-yard line," Gore joked.

Alex Smith's final stat line: 225 of 372 (.572 percent), 2,551 yards, 18 touchdowns, 12 interceptions and an 81.5 quarterback rating.

The 49ers finished 5-1 in the NFC West. Their only division loss was a 20-16 flip at Seattle on Dec. 16.

Shane Andrus, signed because kickers Joe Nedney (hamstring) and Ricky Schmitt (groin) were injured, was 4 for 4 on extra points and did not attempt a field goal.

THIS WEEK IN CAL POLY ATHLETICS

MEN'S BASKETBALL

WRESTLING

Admission for all Cal Poly Athletic Events is FREE for Cal Poly Students.
Men's and women's basketball sweep UC Irvine to begin conference play

Junior guard Rachel Clancy posted a new career high with 24 points in a 73-61 win against UC Irvine Monday night. Cal Poly (8-4, 1-0 Big West) posted its third win in a row, while also recording its first conference win of the season. Junior forward Kristina Santis posted her second double-double of the season with 19 points and 11 rebounds. Three Anteaters scored double figures against the Mustangs.

Conover named track and field/cross country director

After coaching the men's cross country team to its seventh straight and 16th overall Big West Conference Championship last fall, Mark Conover has been named the new Director of Track and Field / Cross Country for Cal Poly.

Conover replaces previous director Terry Crawford, who resigned last summer after 19 years at Cal Poly in order to accept a position with USA Track and Field as director of coaching.

"Mark emerged as the right candidate for this position among a very talented pool of candidates," Cal Poly Director of Athletics Alison Cone said. "Mark has demonstrated his ability to recruit and develop elite athletes and has a vision for continuing the success and tradition of the Cal Poly track and field program."

Conover is currently in his 14th season at Cal Poly and has led the Mustangs to 11 consecutive appearances at the NCAA Cross Country Championships, six of those as a team. He has coached the men's team to four top-20 finishes, including 13th in 2003, 10th in 2004, 13th in 2006 and 11th in 2007.

"I look forward to providing a positive environment that will allow the student-athlete to obtain academic and athletic excellence."

Mark Conover

Cal Poly track and field/cross country director

I seek the outstanding education and athletic opportunity that Cal Poly offers.

Conover also has coached 26 Big West Conference individual champions in track and cross country, produced three Big West Conference Track Athletes of the Year, seven Big West Conference Men's and Women's Cross Country Athletes of the Year and two Freshman Track Athletes of the Year.

Conover has been named the Big West Conference Men's Coach of the Year eight times and the United States Track and Field and Cross Country Coaches Association (USTFCCCA) West Region Coach of the Year twice (2004 and 2005).

"I am thankful to Alison Cone for providing me with this opportunity, which I view as the byproduct of hard work, passion, dedication, commitment and loyalty to the university," Conover added.

During his tenure at Cal Poly, Conover has coached a pair of two-time All-Americans in both track and cross country. He has coached 23 NCAA West Region men's and women's track and field qualifiers and 28 individual NCAA All-West Region men and women in cross country.

"I look forward to providing a positive environment that will allow the student-athlete to obtain academic and athletic excellence. I also look forward to recruiting and coaching bright, energetic and professional young men and women who seek the outstanding education and athletic opportunity that Cal Poly offers."

Conover has coached the Cal Poly track and field program since 1997. He has coached 13 NCAA All-Americans and 16 All-West Region performers. He is a three-time Big West Conference Coach of the Year.

Conover has also been named seven times Big West Conference Men's Cross Country Coach of the Year and eight times Big West Conference Men's Track Athlete of the Year.

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"I am honored to be selected as the director of track and field and cross country at Cal Poly," Conover said. "To be in the position to lead the program into the next decade is a coach's dream. Cal Poly offers everything that is necessary when it comes to having a successful program due to its prestigious academic standing and the 'learn by doing' experience that is offered to the student-athlete in a setting that is second to none."

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