Taking a ‘Green Step’ in the Right Direction

MBASE working to supply CSUMB campus with green energy

by Mary Pajiten

As the world population tops 6 billion this month, the push to develop alternative, sustainable energy takes on a greater urgency than ever before. Although the ‘six billion baby’ was reportedly born to a humble family in Bosnia, he will surely grow up aspiring to attain the wealthy standard of living enjoyed by most Europeans and North Americans.

How will electric power and all the attendant appliances and conveniences be provided to a growing world population? If current coal- and oil-burning industries and practices continue to expand to meet the needs of the growing human population, the Earth may wither piecemeal under the pollution, suffer flooding, pestilence and more from global warming, run out of oil and coal, or sustain some other equally undesirable catastrophes, scientists warn.

Finding less damaging ways of producing energy is high on the ‘wish list’ of environmentalists around the globe. Innovative energy production is being researched by many organizations. For example, the United States Department of Energy (DOE) is funding alternate energy research, and helping to establish renewable, green energy companies that manufacture power from resources such as the wind.

Despite promising breakthroughs, it is not yet common for corporations and large institutions to use green energy. Its also uncommon to find such entities agreeing with environmentalists that progress is being made towards finding a solution for the worsening energy crisis.

Yet here at CSU Monterey Bay, just such a rare occurrence seems to be in the making. The student group Monterey Bay Alliance for a Sustainable Environment (MBASE) is preparing to talk to Enron Energy Services (EES) about supplying ‘green energy’ to the CSUMB campus, with the help of CSUMB Campus Energy Manager Tony Lucas.

What exactly is ‘green energy’? ‘Green energy is an interesting thing,’ said MBASE president Ryan Unmack. “The term ‘green’ (as currently defined by the DOE) means that 51% of the energy produced is from renewable resources. When that energy is produced it goes to PG&E, who distributes energy to all of California. So in essence you never know where the energy that you are using comes from. The fact is... that it is a political statement to say that as a school we would only like to pay for the production of energy that is 51% from renewable sources.”

That political statement reflects the beginning of what environmentalists and smart businesses believe is the key to energy for the future - electricity produced wholly from renewable resources such as the wind and sun, rather than from polluting fossil fuels and nuclear power. Wind and solar power dramatically lower pollution emissions and cause much less environmental damage, according to DOE. By 2020, DOE-funded wind power projects are predicted to reduce atmospheric carbon emissions by 3.5 million tons.

EES, the company supplying CSUMB’s power, is Green-certified according to Jan Hamrin, Executive Director of the Center for Resource Solutions (CRS). CRS is a non-profit organization that monitors power companies for compliance with DOE standards for ‘green energy.’ Hamrin said CRS’ audit of EES last year indicated that the company produces “more than enough” green energy to meet current demands.

EES is now bidding to supply power to nearly all the CSUs and UCs a little over a year ago. It is likely that some of the power CSUMB now receives is from renewable resources, but there is no agreement establishing how much of the power is green, according to Campus Energy Manager Tony Lucas.

Lucas told MBASE that EES is willing to discuss guaranteeing that only green energy is supplied to the CSUMB campus from now on, though no date has been set for the discussion.

“I think that an eventual goal would be to have the whole CSU/UC system... request green energy,” said MBASE president Unmack. “It would be great to have an entire student body engage in social and environmental action that would eventually effect not just our immediate environment, but the world.”

In a recent meeting with Lucas, MBASE members also talked about the need to engage the CSUMB community in discussions about electricity usage. “A big thing that Tony pointed out was the huge energy waste that goes on in the apartments,” said MBASE member Marisa Mercado. “Basically it’s because we don’t see the bills. We run the water like mad, and leave the lights on. Another big culprit is guzzling appliances. Like a ’57 Bel Air getting eight miles to the gallon, these fridges... are a bi wasteful. So we are going to work with Tony on logistics and come up with some kind of effective awareness plan... because it really does come down to the way we all live in the day to day that makes the difference. Tony really threw down the gauntlet on that one. This is honestly our most important project.”

While MBASE prepares to network with both EES and the CSUMB community, university administrators are expressing their pleasure over the package deal with EES. Over the past year, the CSU and UC systems combined saved $3.5 million from the package energy deal.

Besides saving money, the deal also helped start new energy-saving projects that will reduce costs even further, said UC President Richard C. Atkinson in a CST press release last month.

Every stakeholder in this deal is pleased with the arrangement, to some degree Enron Energy Services has a plum deal a sole supplier for two of the largest educational systems in the nation, the UC and CSU systems are saving big bucks, an environmental group is promised both energy-efficient projects and a way to attract ‘green power’ for university campuses.

Key MBASE members see their late accomplishment as just the beginning. ‘It’s foolish to entice people onto this campus with promises of a green-minded school... when it just isn’t the truth,’ said Mercado. “When students arrive they find that being green is nowhere near the central focus, a reality they were encouraged to take back to their own schools.”

“Tending to local community leaders... there are larger steps that can be taken,” said Mercado. “There will be a time when just by making small changes the whole system will be better.”

“The work that people like Laura Lienk and Drew Ready have done is amazing, and it goes to show how much difference a few people can make working together in the same positive direction. If you would like more information about MBASE, contact Ryan Unmack by e-mail: ryan_unmack@monterey.edu. MBAS meetings are held Wednesdays at noon in the CSUMB Dining Commons. Interested parties are encouraged to attend.”

CSUMB Students Hold “Stop the Hate” Vigil

Campus groups join forces to protest hate crimes

by Connie Williams

On Thursday, Oct. 7, a group of CSUMB students joined local Monterey county religious leaders to make a statement against hate crimes at the “Stop the Hate” vigil, which was held at Window on the Bay park in downtown Monterey. The group, composed of club members from the Newman Catholic Community, Jewish Student Union, All in the Family and others, stood united in the candlelight to express their deep sadness and outrage at the increase in hate violence directed at people because of their race, religion, sexual orientation, nationality, gender or disability.

The group protested acts of hate violence which are designed to generate fear and send threatening messages to certain groups of people. According to a national interfaith organization called The Interfaith Alliance, when a person is attacked because of their race, all people of that race may feel that they, too, could be the next victim.

A belief held by many people is that violence is about power and control. As the group sang, prayed and listened to local community leaders, they were encouraged to take back the power and control from perpetrators of violent hate crimes by joining campus organizations involved in reducing these senseless acts.

For more information about this or other activities being planned by the CSUMB Interfaith Council, e-mail MBASE president Ryan Unmack. “The term ‘green’ (as currently defined by the DOE) means that 51% of the energy produced is from renewable resources. When that energy is produced it goes to PG&E, who distributes energy to all of California. So in essence you never know where the energy that you are using comes from. The fact is... that it is a political statement to say that as a school we would only like to pay for the production of energy that is 51% from renewable sources.”

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First CSUMB Graduate Fair A SUCCESS!

By Kechia Smith-Gran

More than 50 graduate schools and graduate services set up shop in the University Center as part of the first graduate fair offered at CSUMB. About 150 students and visitors shopped for information, received answers to questions, and were able to interact with college representatives.

In addition to Chico, Hayward, Monterey Bay and San Jose CSU campuses, Stanford Law College, Purdue University, and Monterey Institute of International Studies also participated. Students looking for non-traditional options found representatives there from the Peace Corps, the Princeton Review and the Japan Exchange & Teaching (JET) Program.

Though we have over 600 seniors, very few turned out on the Friday before Fall Break. Despite the low turnout, Katrina Cope, Director of the Student Activities and Career Development Center, said she was pleased that there were diverse offerings for the people who did attend, with all majors represented, and considers this inaugural fair a success.

Arson Mystery Solved

Arsonist confesses to series of closet fires at children’s daycare facility

by Charles Stringer Jr.

An Assistant Director of the Presidio's Child Development Center was arrested on Friday, October 8 in connection with a spate of arson fires inside the Child Development Center.

Derek Niegemann, 42, from Ohio, began working at the Child Development Center on Monterey Road in Fort Ord over a year ago. During questioning by the military's Criminal Investigation Command officials, Niegemann confessed to the crimes, according to Kay Rodrigues, Public Affairs Officer at the Presidio of Monterey (POM). If Niegemann is convicted, he faces a maximum penalty of 25 years in prison.

Niegemann did not resist when he was approached by officials who had been investigating the cases. He is being held in Santa Clara County Jail, the closest Federal Marshall's base, Rodrigues said.

Dan Carton, Special Agent in charge, advised that the Army’s investigators are continuing the investigation of the cases, and that Niegemann gave information that implicated him in three fires. Child Development Services Coordinator, Vickie Ashenbrenner, said Niegemann was probably "disgruntled on some issues." Ashenbrenner said Niegemann had received one disciplinary letter from the management at the Child Development Center but would not give details.

Niegemann is scheduled to appear in Federal Magistrate Court on Thursday, October 14, 1999 for a bail hearing.

Colonel Peter Dausen, Garrison Commander, said a high-ranking outside Army officer will review the Child Development Center's security procedures and policies. This review was initiated by Colonel Dausen and will take from 30 to 45 days to complete. According to Colonel Dausen, the Child Development Center (CDC) is now a "critical" part of the Presidio police beat.

Editorial: How You Can Make a Difference

By Otter Realm Staff

Save the ocean! Save the redwoods! Save the homeless, the downtrodden, the weak, and the weary! Recycling those cans! Don’t use styrofoam! Recycle those cans! Don’t use styrofoam! No meat? That paper recycled? You mean, you actually eat weary!

How is the average person-on-the-street to decide what is best, who is telling the truth, and what actions will bring the most substantial and equitable returns? Education is the answer, and not necessarily the kind you get in the classroom.

Reading the newspaper, going to seminars and forums, talking to people, and researching topics that interest you on your own are the best ways of finding and keeping informed about issues of concern.

One way of getting involved while attending CSUMB is through Service Learning, which can give students excellent opportunities for becoming involved with organizations that are making a big difference in issues such as environmental sustainability, childhood education and fair business practices. Service Learning can only bring a sense of satisfaction from helping the community, it can be a stepping stone to a career which satisfies the heart, soul and mind.

In today's society, we often want to do it all, but it's important to realize that's not necessarily true. One person can have an effect, but organizing a group effort is often the key to success in bringing about great change. For example, groups such as Monterey Bay Alliance for a Sustainable Environment (MBASE) can work for environmental sustainability, starting right here on campus, and have greater success than one person might.

In the end, you can guard against being overwhelmed by all you can do to 'save the world' by choosing an area of interest, educating yourself on it, and acting for change that you believe in.

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Otter Realm serves two purposes: it is a training lab for students who wish to learn journalism skills, and it is a forum of free expression and news. We reserve the right to edit for libel, space or clarity.

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CSUMB Police Chief Goes Out with a Bang

by Leon Smith

The current Police Chief, Tom Fitzpatrick, was here before CSUMB opened its doors. He is now heading to the University of Oregon in Eugene after completing 29 years of police work. His last workday will be October 29th. He will then take a vacation, retire Cal Pers, and begin consulting in his new position prior to beginning work on January 3rd, 2000.

I asked Chief Fitzpatrick what it was like in the beginning of a start up university. He came here first in 1993 to meet with Hank Hendrickson. They were discussing the transfer of land from Ft. Ord to the University and were figuring out ahead of time how to approach the policing of it," he said. Then they were still caught by surprise when the University began bringing officers into the building. Fortunately, he had some lead-time but still hit the ground with his feet running.

I asked Chief Fitzpatrick about controversies on campus, including alcohol and drug issues, Megan's Law, restorative justice and rehabilitation vs. jail time, military police on Ft. Ord, enforcement in alignment with the vision statement, and tickets.

He started off by saying that he "take[s] the job seriously, but it is important not to take yourself too seriously. There have been problems here, but few serious ones. We have a close relationship with Residential Life and Student Affairs and we meet every Monday morning and discuss previous week's incidents so we are on the same page. We look at who was arrested, whether it is a legal violation, and how we will process them through the system." I mentioned to him that students I polled all had a favorable opinion of the University Police Department compared to a couple of years ago. He suggested that the integrity, honesty, and professionalism of the department starts with him.

I asked Chief Fitzpatrick what the worst incident was during his reign here. "There was a party incident where there was a lot of drinking going on and two officers got injured by this one large individual, as a result they were out of work for a few days," he said. "We are more concerned now in how we approach students and not let parties get to the point where they may result in terrible circumstances." He stresses that getting information out to folks is important.

"We have a responsibility to students by giving lectures and films about responsibility and Fitzpatrick believes that his department has been treating people fairly, showing compassion, being positive solutions in serving the community.

"If we are doing a good job, then if you have a problem, you have an established record to fall back on," he said. "We have a good public relations policy in the community." Fitzpatrick has treated problems of this working relationship with other jurisdictions, in which he said that he was trying to get computers in cars to bring the department up to speed in that area.

Chief Fitzpatrick noted that the vision statement was here before anybody else and so all his officers are informed about it when they are hired. He has practiced fairness in hiring officers: representation across the board: race, ethnicity, and gender. Fitzpatrick believes that his department is consistent with their military training. They are well trained. For example, one of the lieutenants flew to L.A. to participate in a Department of Justice seminar on how to film and investigate crime scenes. "We are proactive in seeking out this kind of training rather than waiting for it to come to us. This works against us sometimes in that other departments hire personnel from us and pay them more because they are so well trained."

He is trying to get computers in cars to bring the department up to speed in that area.

Fitzpatrick believes that the Federal Police have no jurisdiction on state property and UPD has no jurisdiction on Federal Property. There has been much criticism from students about how strict the MPs are on Ft. Ord. It's hard to be critical of other departments: It's important to remember that they are active military and the role of Military Police is consistent with their military training. They are in constant contact with UPD in working student problems out but they have a boss to be accountable to." As an example of this working relationship with other jurisdictions, in 1995 when Clinton dedicated the University, 90 police officers responded to help out in providing security with the President's visit.

Fitzpatrick recommends and values his friendship with Lt. Joe Maltby as interim replacement until a new chief is selected. The chief's parting words were that this position here at CSUMB has given him a rise- a career dream "building a department from the ground up with good support from Peter Smith and Hank Hendrickson."

Many students, staff and faculty say, "Thank you, Tom Fitzpatrick, from the CSUMB Community for laying a good foundation here in police work, and good luck in your new venture in Oregon."

Kelp Kraze Day

November 20, 1999, 11:30 a.m.-4:00 p.m. Sixth Avenue

Campus call for talent! Call today to find out how you can SHARE YOUR TALENT during Kelp Kraze Day! Please contact: Lin Blaskovich (831) 582-4141

"If you were President of CSUMB for one day, what would you do?"

Mike Martin, WLC (Junior)
"If I was president for a day I would take a day off, I would go hiking, then I would get rid of the CST ULIR requirement."

Robert Whited, ESSP (Junior)
"I would address the look of the campus.

Michel Beets, ESSP (Junior)
"If I was president I would address housing, I would make better use of the buildings we have on campus.

Ingrid Villeda, Liberal Studies-Teacher Track (Senior)
"I'd start by assessing student morale, getting my faculty together to give them a big pep talk for a job well done, visiting kids at child care, getting a sense of where everyone's at."

Melissa Gibson, LS, (Senior)
"I think if I was president for a day I would ask students what changes we need on campus, what needs adjusting, what's important to students."

Jessie Chun-Robare, CST (Sophomore)
"I would give everyone a day off."

Greg Pool, Web Services Specialist
"I would develop and sponsor a series of workshops for faculty and staff to develop tech skills so we can reach the 21st century soon enough, build the 21st century campus."
The inaugural CSUMB ‘kick off the new millennium’ cruise will take place in the Spring of 2000 for all students who enroll in ICST and other courses entitled ‘Study at Sea’. The ship will carry us to Cabo, Chile and Peru, back through the Panama Canal to the Grand Cayman islands and on to New Orleans.

by Robert van Spyk

San Francisco Bay gave us its usual cold and windy farewell as the 500 Golden Bear training ship made its way under gray skies. Fog obscured the city, and the sound of tires more than the view let us know that we had passed underneath the Golden Gate bridge, ending several weeks of hectic preparations. Those on deck stood quietly, cold hands in pockets, as they felt the first ocean swells gently lift the ship in a motion that would become second nature to all activities and sleep. Gradually land and sky became indistinguishable, and people drifted below to continue stowing their belongings or go to the ward room for dinner. It was 5:30 or, as we would soon learn, 17:30 hours. Thus started what would soon be a daily routine aboard the Golden Bear as it traveled the Pacific for two months.

Our first stop would be in Costa Rica, at the disheveled port of Puntarenas. Along the way, nature showed us how it brews a hurricane, with displays of towering clouds and fierce lightning in the direction of the eye, some 500 miles away. Life aboard the ship effortlessly evolved strangers, staff, and students from Cal Maritime and Oregon Institute of Technology into a small society with its own rules and roles. There was a time and place for everything. Learning was constant, not only in the four classrooms but everywhere. Students were poring over maps, drawing, studying mechanical devices, operating the ship. The sea was infi-

nely variable, quiet or rowdy, populated with dolphins, flying fish, dorado, and many more we never identified. On clear nights the clouds of brilliant constellations overhead left people slack-jawed, a never-ending fireworks show. The difficulties of launching the program across administrative barriers receded, and all was worthwhile.

In Costa Rica we drifted together into groups to find nature preserves, the rain forest, travel the countryside, and feed ourselves. Students discovered for the first time that you don't have to speak the language to know the way. It all comes. By the time we reached Cocos Island, some 125 miles out and completely deserted with the exception of a caretaker crew, the unfamiliar had ceased to cause apprehension. Students and staff roared as they jumped off the bow of the lifeboat, as it was grinding into the beach. We found that the caretaker crew was composed of scientists and scholars who volunteered for months at a time to stay on the island. They had acquired a 'distant horizon' look in their eyes, which showed as they spoke.

It took us ten days of no planes, ships, and islands, just boundless open ocean, to reach Nuku Hiva. Its volcanic peaks announced its presence fifty miles out, far before the usual visual horizon. We sailed into the narrow bay and anchored. Having just completed their first midterm, students lined up eagerly to charge down the gangway, step across the float into the lifeboat and get to shore as quickly as they could. Nuku Hiva has one main street and several valleys. Melville wrote his novel Typee in one of the valleys. At night a hastily constructed 'baraque' (series of huts with a thatched roof covering the central floor) became the focus of Bastille day celebrations. Theroux remarked wryly that the inhabitants on French occupied islands seem not to know that Bastille Day celebrates France's liberty.

As the voyage continued to other destinations, its ship-bound culture evolved. People needed fewer words to get things done, but spoke more. Some spent their free time developing marlinspike skills. Some, for the first time in years, were content to just be. Some visited the gym, or studied in the library, a well equipped but cold room in which you could hear the constant gurgling of water outside the hull. The voyage took the ship to Rarotonga, Palmyra, Hawaii, and finally back to Vallejo. Students had completed their work, made the ship their own, experienced the cultures of the Pacific and become part of the 'Cruise of 99'.

The inaugural CSUMB ‘kick off the new millennium’ cruise will take place in the Spring of 2000 for all students who enroll in ICST and other courses entitled ‘Study at Sea’. The ship will carry us to Cabo, Chile and Peru, back through the Panama Canal to the Grand Cayman islands and on to New Orleans. See http://atsea.monterey.edu for more information.
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Editor's Note: According to Dr. Marsha Moroh, the Dean of Center for Science, Technology and Information Resources (STIR), the Study at Sea program will appear in the schedule of courses for Spring 2000. The various details are being worked out in the offices around the university who have authority over each piece. This program, like all other courses at CSUMB, is subject to cancellation due to insufficient enrollment (fewer than 13 students).

Photos courtesy of Robert van Spyk
Campus Clubs & Organization

By Christian Womack

With 38 different clubs on campus, there is no excuse for anyone being bored. There are too many options out there! This is the first in a series of articles highlighting the different student clubs and organizations on campus. Whether you are into baseball, computers, disk golf or just hanging out, there is a group for you.

**Disc Golf:** It's all in the name. Whether you are a tournament champion or have never picked up a disk (Frisbee) before, this is the group for you. In October of 1998 CSUMB put in a disc golf course. "Steady" Ed Headrick, who is the "father of modern disc golf" according to founding co-president Scott Keasey, made every hanging course possible. Come out on the third Saturday of every month for a fun tournament. E-mail diskgolf@monterey.edu for more info.

**Electrical Engineering:** This is a club for anyone interested in what CSUMB has to offer in the way of technology. Everyone is welcome, no matter what your major. Students, faculty, and staff from all over the campus are invited. All who come will push their computer knowledge to the limits, and beyond. The group has been around for two years and is going strong, and they are always looking for new members.

**El Movimiento Estudiantil Chicano de Aztlán (M.E.Ch.A):** M.E.Ch.A is a local chapter of a group that stretches into colleges, universities, and high schools. By fighting for educational equality, the group hopes to enact change in the Chicano/Mexican community. CSUMB's chapter of M.E.Ch.A worked with another campus group, Ollin the Folklore Mexicano, to celebrate 16 de Septiembre (Mexican Independence Day).

**Otter Christian Fellowship:** Otter Christian Fellowship is the CSUMB chapter of The Fellowship of Christian Athletes, but the group is not limited to Christians or athletes. The club's purpose is to develop strong friendships and help students begin or further a relationship with Christ. The club meets on Wednesday nights. For meeting times and places, contact Jennifer Fry.

**Rotaract Club:** Rotaract clubs conduct formal meetings, usually on a two-weeks basis, which feature speakers, tours of local businesses, cultural activities, discussions, and visits to other clubs," says Rotaract President Scott Miller. Ultimately the club wants to help members make "informed career choices. This first ever Rotaract Club in Monterey County is made up of 60 students on campus. Local Rotaract CSUMB's chapter is sponsored by not just one Rotary club but three (Monterey, Seaside, and Marina). If you are looking for a way to get involved in the community surrounding CSUMB, this is the club for you. Contact Scott Miller on campus through e-mail (scott_miller@monterey.edu) or by calling at 883-9331.

**Otter Dance Team:** In 1994, service learning students got a hint to the Otter Dance Team. Their goal, as Jessica Smiley put it, is "to create enthusiasm through performance, and to continue to strengthen our cultural citizenship, community and art projects. The award will help the six participating schools will have it up and running and actually doing business soon.

**CSUMB Receives Lila Wallace-Readers Digest Fund Grant**

by Caroline Musto

CSUMB is one of only six sites selected nationally by the Lila Wallace-Readers Digest Fund to receive a grant to fund an arts partnership with the surrounding communities. The Reciprocal University for the Arts program will enable students, faculty, and guest artists to produce performances, projects, and classes in the community. As part of the reciprocal arrangement, it will bring community artists, youth supporters, and young people to the campuses to take part in performances and art projects.

"Through the arts we will foster cultural citizenship, community pride and the recognition of these diverse communities' funds of knowledge," said Dr. Amalia Mesa-Bains, director for the Institute for Visual and Public Arts. "In the six participating schools will form some of the public space which will affect the community building (and) the cross-cultural awareness and ethical problem solving skills drawn from struggles for social justice are all part of this knowledge. Our hope is that we can create an art and cultural exchange across communities and in so doing change the perceptions they have of each other."

The four-year, $600,000 grant will encourage local youths, families and their communities to develop a closer relationship with the university and will hopefully increase their desire to attend college. An important goal is for program participants to gain an understanding of the role that art and artists play in transforming their communities, and to see the arts as a catalyst for positive change and as an essential part of public life.

Dr. Mesa-Bains and Richard Bains, the Director of the Institute for Music and Performing Arts at CSUMB are the lead faculty for the grant. After the four years of funding, according to Mesa-Bains, "we will have physically transformed a section of the public space which will affect the feeling of the community. We will change the perception people have of their own communities and of the youth in their communities."

Diminished arts education in public schools and the lack of art programs in local communities have left many youths with little exposure to or involvement with the arts. To help replace what’s missing in the lives of large numbers of young Americans, six leading professional arts colleges and universities around the country are receiving grants totaling $4.1 million. Recipients of the four-year grants include CSUMB, Columbia College of Chicago, Cooper Union in New York, Institute of American Indian Studies in Santa Fe, Maryland Institute-College of Art in Baltimore and Xavier University in New Orleans.

Working in partnership with community-based organizations, the six participating schools will use their award to increase young people’s access to high-quality arts experiences including educational activities, performances and exhibitions. This program will also help the next generation of art students enrolled in the participating arts schools.

The Lila Wallace-Reader’s Digest Fund seeks to enhance the cultural life of communities and encourages people to make the arts and culture an active part of their everyday lives through support of programs in the performing, visual, literary and folk arts, adult literacy and urban parks.

E-Commerce

shopping mall of the future

by Stephan DuBose

E-commerce is growing. Amazon.com has a well-known e-commerce company. Dell's on-line department is one of their fastest growing segments. On-line banking is providing serious competition to conventional banks. Professor Peter H. Hackbert of CSUMB, who teaches Marketing and International Entrepreneurship (MIE) classes like MIE 321, is enthusiastic about the future of e-commerce. "There are going to be a number of businesses changing...E-commerce is growing at 75 percent per year over the next five years," says the professor. "Christmas sales on e-commerce will double over next year."

E-commerce provides convenience and choice. On-line shopping is like having a store at your fingertips. Consumers may buy anything online at their own pace and at times that are convenient.

Uncertainty is on the side of the consumer. People still don't want to go with the brand names they trust. People should still expect value and quality. Electronic business is new and may not be accepted by all.

Hackbert is sure that when people get used to it they will enjoy it and appreciate the level of choice and personalization. "On the Internet, you can stay in business without a good service. If you don't offer value, people don't like it, they can just...CLICK!" he said.

Professor Hackbert said that of 20 recent MIE graduates, 75 percent went into new and emergent technologies and all of them reported salaries higher than the highest median salary for last year's graduates, which was $47,000. Hackbert says, "we believe our students should know about e-commerce, understand it and have the skills to play in it."

Over the semester, seven e-commerce experts will come to share their knowledge with the class. Students in MIE 321 are working on a project to create an e-company, and hope to have it up and running and actually doing business soon.
CSUMB Cross Country Team Prepares to Host Cal-Pac Conference Championships

By Ted Benbow

On Sunday, October third, CSUMB hosted the "Otter Invitational" Cross Country Meet. Four schools participated in the event: Pacific Union, Mills, Notre Dame, and CSUMB. Only Notre Dame and Pacific Union competed in the Men's division, as Mills is an all women's school and CSUMB fell two runners short of the five necessary to qualify for team competition. Individually, the CSUMB men ran extremely well, with two finishing in the top four out of eighteen places. Miguel "Angel" Gomez turned in a second place finish with a time of 28:59 for the 4.8 mile course, while Dan Olney placed fourth with a time of 29:31. Pedro Mejinez also competed, finishing the course with a time of 33:37 to place 15th.

Seven CSUMB women competed as a team, the only non-scholarship program on the 4.2 mile course, placing fourth overall. Out of 26 women competing, CSUMB's athletes finished as follows: Andrea Powell placed tenth with a time of 25:19, Esther Rosales placed 21st with a time of 25:28, Amy Thistle placed 25th with a time of 27:06, Maria Lopez placed 24th with a time of 32:21, and Begonia Campos placed 26th with a time of 33:02.

Head Coach Yi Mao expressed satisfaction with the team's performance, saying "we made a lot of progress from last year, and we continue to see improvement in all our athletes." Coach Mao went on to describe the Cross Country program at CSUMB, commenting, "Some programs instigate athletes, but we want everyone to participate, regardless of their level. We treat everyone the same, because we want everyone to have a chance to experience what college athletics should be about."

Assistant Coach Les Waddel reinforced the message, saying, "Everyone should be active, so we try to encourage everyone with an interest in running to come out and develop their ability. Our best athletes are trying to get the most out of their performance, but some just started running for the first time only a month ago; the important thing is to try to reach the next level, but to have fun the whole time."

The course at CSUMB, described as "a great course, one of the best around" by a Pacific Union runner immediately after the Otter Invitational, will be the site of the California-Pacific Conference Championships. The championship meet will take place on Friday, November 5th, starting at 1 p.m. from the main quad area at CSUMB. The top team, as well as the top five individuals in both the Men's and Women's divisions, will qualify for the Nationals, to be held in Wisconsin.

Otter Women's Soccer Building a Tradition

By Andrew Slater

This year is a transitional year for the Otters women's soccer team, meaning that next year they will compete as a varsity team in the National Association of Intercollegiate Athletics (NAIA). However, the university has proven its commitment to the team this year by hiring two talented and capable coaches to lead the squad. New Head Coach Jen Netherwood was a goalkeeper for UC Berkeley for four years before becoming the assistant coach at CSUMB came up. The Otters were a perfect fit for coach Netherwood, who said she was actually looking for a head coaching position with an NAIA school. Assistant Coach Stephanie Imig played soccer at the University of Arizona in 1994 and '95 which is where she met Netherwood. Coach Imig has previous coaching experience at the high school and Olympic development levels. When speaking with the coaches it is evident how excited both of them are about the team's potential.

According to the coaches, they are impressed with the talent level, commitment, and dedication of their athletes. "This team is beyond all of our expectations, in all areas," says Coach Netherwood.

Despite not being able to recruit for this year's team, there are 22 women on the roster; this is an excellent turnout for a building program. The solid foundation from which the team hopes to build is centered around four team leaders: captains Jennifer Whitmore and Jennifer Golomb, and Student Athletic Advisory Board (SAAB) representatives Priya Mishra and Jaime Burns. Says Coach Netherwood, "If we continue to have players with their dedication and leadership we should be very successful." No one is more excited about the university's commitment to a varsity women's soccer team than junior Priya Mishra, who for the past two years has led the push for a varsity team. "I'm excited to see the hard work I've put in paying off in such a positive way," says Mishra. The "Lady Otters" play a possession style of soccer that relies on solid ball control and quick passing. The Otters have seven games on the schedule this season. Three have been completed, all were losses but with each game the team is improving by leaps and bounds. They hope to notch their first victory in front of a home crowd on October 17th at Wainwright Field against Mills College. Additional home matches are scheduled for Tuesday, October 19th at 4 p.m. against Patten College, and Monday, October 25th at 3:30 p.m. against Menlo College. "We encourage everyone to come out and watch," said Netherwood, "It really makes a difference to be able to play in front of a fired-up home crowd!"

The Women's Soccer team is selling long-sleeved T-shirts emblazoned with the CSUMB Soccer logo for $15, with proceeds to benefit the Women's Soccer program at CSUMB. Anyone interested in purchasing a shirt should contact the coach's office at 582-4685 to make arrangements.

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Men's Soccer Looks for Success in Second Half of Season

By Andrew Slater

The Otters Men's Soccer team had a rough start to their 1999 season. Technicalities in their eligibility forced the team to forfeit their first two games (one win and one tie). However the Otters have not let this ruin their season; since this incident the team has rebounded to a 5-4-1 record including three victories in three of their last four matches. If they continue this pace they should sneak into the playoffs with some momentum. The season has been highlighted by a hard fought 2-2 tie against rival UC Santa Cruz in which the evening's goal was scored on a diving header by Ricky Jones. A dominating 5-2 victory of Simpson College pleased the home crowd and featured dominating performances by both the offense and defense. Defender Brian Rutherford even got into the scoring action with his first goal of the season, connecting on a header right past the keeper. Against a much improved CSU Maritime team, the Otters, supported by a rowdy crowd, rolled to a 3-1 win.

The most recent victory had to be the most fun for CSUMB. On October 6th the team played a "must-win" game against Menlo College. The Otters, led by captain Brett Jorgenson, scored four goals and completely crushed Menlo. Jorgenson rang up three goals on his way to a hat trick and according to him he should have had five. The icing on the cake was a goal for senior sweeper Ernesto Pacleb, who finally reached the back of the net for his first collegiate goal. Despite the roller coaster season, coaches Hector Uribe and Felipe Restrepo are optimistic about the team's chance of making and performing well in the playoffs. The last home game will be played on Saturday, October 16th at Wainwright Field in Schoonover Park.
Help Wanted
Outdoor Recreation-Presidio of Monterey is looking for a CSUMB student to run a satellite office at the Stillwell Community Center. Hours are M-W-Th: 4-7 p.m., F: 1:30-6 p.m., and W: 12-1:30 p.m. Call Mr. Gardiner at 242-6037 or 242-5506.

Security Officers Needed - Attend school and work. American Protective Services has openings in Scotts Valley and Santa Cruz. Fill-time and part-time- no experience necessary -competitive wages -full medical benefits - 401-K plan - uniforms provided. Please call between 8:00-5:30, Monday-Friday for further information. Ask for "Patricia Powell, Personnel Manager." (831) 763-0444

MISC.

PUBLIC SERVICE ANNOUNCEMENTS

Annual CSUMB Dia de los Muertos or Day of the Dead Ceremony
Tuesday, November 2, 1999 6:30-8:30 p.m.
Location: VPA Building 71 and Divarty Quad
Contact: Elizabeth Ross 582-4330 or Vicky Gomez 582-3005

Make a Difference Day—National Volunteer Day: October 23, 1999
Meet and work with great individuals, build relationships and work with the local community of your choice: Salinas, Marina, Seaside or Monterey. Projects include: storm drain stenciling, park clean-ups, planting and transplanting, plus much, much more! Come join the fun! For more information, please contact Caitrina Flores at 582-2774.

Speaker for Commencement

Last Call for Students, Staff and Faculty! All are invited to suggest a keynote speaker for Commencement 2000. Send your suggestions along with why he/she would be a good choice for commencement speaker, and if you have a personal connection with this candidate date. Send your name and phone number, and the above information to Lin Blaskovich #86A

Or via email: HYPERLINK mail to:lin_blaskovich@monterey.edu lin_blaskovich@monterey.edu . Thanks for helping us get ready for Commencement 2000 on May 20!

ATTENTION ALUMNI

Of The National Young Leaders Conference, Washington DC
—or—
The National Youth Leadership Forums on Law, Medicine or Defense

If you are a first or second year student, there is a prestigious on-campus leadership opportunity we have been asked to discuss with you.

Please Call Toll Free: 1-877-282-4952
no later than October 20th, and ask to speak with one of the program co-founders: Barbara or Richard

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