



THE RUNNER

California State College, Bakersfield

Volume V Number 27 Thursday, May 15, 1980



FIVE WOMEN, TWO MEN CONTEND FOR SPOTS ON 1980-81 PEP SQUAD

SEE STORY ON PAGE 3

MCNAMARA TALK

ADVERTISEMENTS
CONVERT PRODUCTS
INTO NECESSITIES

poration when it merged with Uncle Ben's Rice. He later served as Chairman of the Board at Uncle Ben's.

McNamara's remarks concentrated on how Kern agricultural companies can create consumer franchises and become price makers.

A CONSUMER FRANCHISE, explained McNamara, is an exclusive demand for a certain product. Once such a franchise is established, consumers remain loyal to a product and are willing, if necessary, to pay a higher price for a brand name.

McNamara outlined four basic steps to create a product fan club.

First, the market needs to be precisely defined and the product molded until it becomes the most acceptable for that market.

SECOND, THE PRODUCT should be clearly distinguished from competitors' goods. Third, the product needs a trademark, a unique brand name.

Finally, advertisements must concentrate on the uniqueness of the product; on the inherent benefits that

"one only needs to see good advertising to know what [they're] advertising."

It informs the consumer and allows competition to guide the market.

MC NAMARA DOESN'T believe that the public will necessarily be charged extreme prices for a product they were, through advertising, coerced to prefer.

Ideally, stated McNamara, a corporation will extend its overhead costs over a greater volume of production to absorb advertising costs. The professor pointed out that the benefits of advertising overwhelm the hazards, stating, "It's like whiskey -- none is bad, only some is better than others."

The business audience received free advice from this top executive. The fruits and vegetable market has little luck in promoting built-in uniqueness of its products to the consumer, said McNamara.

"A plum is a plum is a plum."

HOWEVER, THERE are devices a producer can employ to create a unique "plum."

McNamara suggested through chemical analysis new

qualities can be discovered and these qualities related to the consumer.

A product can be repositioned in the market place, directed towards a new class of consumers. The product can undergo "addition and/or detraction."

McNAMARA STRESSED that all four steps need to be accomplished. The failure to complete the cycle could easily allow the potential profits and notoriety to fade back among the other products on the shelf.

Speaking to critics of advertising as deceptive and inflationary to the consumer, McNamara stated that

Salt was just salt until Morton invented the petite girl with an over-size umbrella, the container with a pour spout and the slogan "When it rains, it pours."

McNAMARA BELIEVES that clever packaging is a difficult tactic to master.

Another difficult, yet effective, device is the creation of a unique psychological brand image.

Marlboro cigarettes demonstrates how this can work.

THESE CIGARETTES were introduced for ladies, but had very poor sales. So a group of creators brainstormed to bring "Marlboro Country" to us.

It's the cowboy, the image, that sells Marlboro, said Dr. McNamara; the advertisements that say, in effect, "Be a he-man, smoke Marlboro."

A final way to bring uniqueness to a product, suggested McNamara, was to be the "firstest with the mostest."

THIS MEANS BRING out the qualities of a product that haven't been mentioned before.

McNamara pointed out that any baker could have said "...Bread builds bodies in 12 ways." Yet Wonder was the first to capitalize on the nutritional value of bread, the first to show a small boy, thanks to Wonder bread, evolving into a young man.

McNamara concluded his lecture with the belief that San Joaquin agricultural firms will become price makers within the next decade. There is a need for establishing consumer franchises for fruits and vegetables, the distinguished professor said, "and the time is now."

by STACY CARSON
Runner Staff Writer

It brings to mind some things that appear lost in a war-threatened, economically insane world: apple cider, wool sweaters, autumn chills that bite the nose and patriotic shivers during the national anthem.

It has become a tainted concept recently.

FIRST CAME THE girls from Dallas in their "short-shorts" and "barely-blouses."

Soon after the Cowboys introduced their cheerleaders, almost every pro team had generously endowed women filling their sidelines in costumes made from a yard of material and hint of suggestion.

But college cheerleading doesn't use this tactic. Its aim is not to embarrass the modest nor to excite the perverse.

The seven women and men who auditioned for the 1980-1981 Runner cheerleading Squad Tuesday, April 28, had two things on their mind: spirit and fun.

These seven people were the refugees of 22 original sign-ups.

LACK OF INTEREST, motivation or eligi-

bility weeded the field from 22 to 7 during the weeks preceding the Tuesday afternoon try-outs.

The Runner pep squad can have five to twelve members. The exact amount of cheerleaders fluctuates from year to year, depending upon the number of "talented" candidates.

11 judges, composed of faculty, staff, students and community representatives armed with clipboards and rating sheets, chose six of this years seven candidates as "talented"; i.e.--as members of next years squad.

MARGARET SEPEDA, organizer of try-outs, explained the ten point rating system--a ten is excellent while a one is poor.

The prospective leaders were judged on entrance, appearance, voice projection, arm and body movement and answers given during a short post-try-out interview with the judges.

Two men vied for position on the squad.

Vernon Chappel, a veteran squad member, will return as a Runner cheerleader next fall.

JIM MC CONNELL was also selected. He will be a rookie

on next years squad.

Vernon and Jim were required to do two cheers they learned at the clinic, one originally composed cheer and two "double stunts" at the auditions. "Double Stunts" are the acrobatic type of movements done with the female cheerleaders, such as the "I" stand (girl kneeling on his shoulder with other leg outstretched).

VERNON'S ORIGINAL cheer was titled "What Can You Say When You're a Runner." Jim's was "Boom. Boom. Hey."

Jim's cheer reflected the evolution since the days of "Sis! Boom! Bah!" His chorus was a very modern "Get down, get down, get down" complete with imaginary guitar and Elvis-like struts.

THE FIVE WOMEN auditioned with one of the two cheers taught at the clinic, a routine to the fight song, also learned at the clinic, and an original eight-count jazz routine.

Sandy Montgomery and Marguerite Woods will be returning to

the Runner squad in '80-81.

Regina Gholston and Roxia Kemp will be the female rookies

5 WOMEN, 2 MEN
CONTEND FOR SPOTS
ON PEP SQUAD

among the group next fall.

ONE GIRL SIGNED up for mascot. However, she was injured in a traffic accident Monday afternoon and wasn't physically able to try-out.

Sepeda is considering opening up another application period for persons interested in becoming the Runner mascot next year.

Sepeda expressed concern that so few people try-out for cheerleader.

"IT'S HARD TO generate a feeling of campus spirit when the average student age is 27 or 28 and most students live off-campus and work," she said.

The 19 to 21 year old usually composes the student crowd at college athletic events, but there aren't many pony-tailed coeds and preppie boys at CSB

and this could explain the low student attendance at games.

Each year the cheerleaders receive limited funds from Associated Students.

"But it's not enough to cover their costs," Ms. Sepeda stated. "Other costs are paid for through fund raising or out of each persons own pocketbook."

Hope was expressed by Gloria Friedman, the women's tennis coach and a judge at the try-outs, that more emphasis would be placed on spring sports.

Even though it isn't proper to cheer at a tennis match. Sepeda agrees that the cheerleaders should at least go to the matches, in uniform, to provide quiet support.

by STACY CARLSON
Runner Staff Writer

If he kisses you once, he'll kiss you twice."

"From the Valley of the Giant (ho ho ho) Green giant."

BEFORE A CROWD OF 50 in Dore Theatre last Wednesday, May 7, Dr. John McNamara used these two advertisement slogans as examples of how a product can be created and then molded into a household necessity.

McNamara's audience at his lecture titled "Can those selling San Joaquin Agricultural Products in the Next Decade

Become More Price Makers and Less Price Takers" included a few students, mostly was attended by community businesspersons.

The abundance of polyester slacks, neckties, and hosiery at McNamara's lecture suggested the authority and respect which this business professor carries the community.

CSB PRESIDENT Jacob P. Frankel introduced McNamara, giving a brief outline of the latter's remarkable career.

Before joining the faculty at CSB, McNamara was President of M & M Mars Candies, presiding there when the cor-

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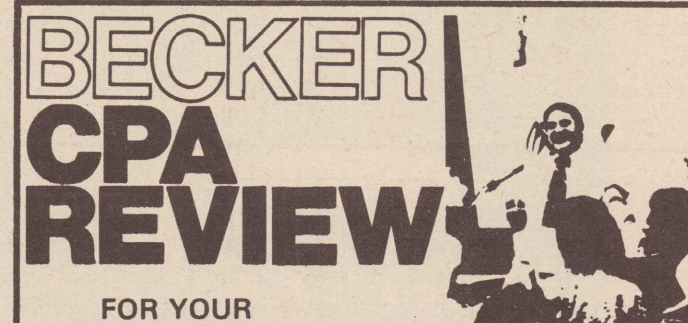
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EDITORIAL

THEFT OF RUNNER = ATTACK ON LIBERTY

The First Amendment is a precious statement. It guarantees the right to operate a free press, to report on the activities of a government, no matter how controversial an issue is. This amendment is necessary if a free flow of information is to take place.

In other countries, such as pre-Nazi Germany, the people were not so lucky. A technique of Nazi followers was to control the amount of information about opposing parties by collecting all newspapers off the streets and destroying them.

SUCH AN ATTACK ON LIBERTY AND FREEDOM surely couldn't happen in this country. One cannot comprehend such an attack on our nation's constitution. But one can't escape the fact that it did happen on this campus last week.

Out of 1800 copies of The Runner that were distributed last Thursday afternoon, few could be found by evening. A call to the custodial service confirmed our suspicions, that the bulk of the copies of The Runner were found in the garbage cans in DDH Monday morning. Since the copies were first missing Thursday evening, and didn't turn up until Monday morning, then someone deliberately held back throwing them away on the spot, keeping them instead for a more opportune moment to dispose of them.

Rumors began flying up immediately as to who could have taken the paper. The first assumption on everyone's minds that the AS had something to do with it. For contained in this issue were two articles that some might consider critical of the AS.

HOWEVER, THERE WAS NO FOUNDATION FOR believing this, and The Runner refuses to believe it unless there is substantial proof to back up this belief.

However, it has happened on other campuses in the CSUC system. Just last year, at Chico State, the AS collected all newspaper copies containing an article that would prove an embarrassment to them.

These articles could indeed prove to be an embarrassment to the AS at CSB. But it is hard for The Runner to believe that they could be so stupid as to pull such a thing, because the stakes would be so high if caught. Grand theft and restricted public information are serious misdeeds in this country, and no sane person or organization would want to risk his or their future or reputation on attempting this.

THE EMPHASIS OF THIS EDITORIAL, HOWEVER, should be that, whether the AS took papers or not, the first conclusion reached is that "the AS took them."

Students obviously hold the AS in low esteem if they believe this group would be capable of committing such a crime.

It is time to look into the whole purpose of the AS, and how it should function to benefit the student body.

DOES AN APATHETIC STUDENT BODY CREATE AN apathetic Associated Students?

And is it the duty of the AS to get students involved?

These are important questions that we must ask ourselves. And with the upcoming elections, this would be the best opportunity to reflect on these points.

PAUL LINFESTY

JOSE MENDOZA

RESPONSIVENESS TO STUDENTS

"I will be more responsive to students when determining what services to offer," said Jose Mendoza, a candidate for AS president.



Jose Mendoza

Mendoza, who will be a senior in the fall, is currently serving as an upper-division representative.

"I COME INTO A lot of contact with

students at CSB," said Mendoza. "I am also a commuter, so I can understand the problems facing these students."

Mendoza also feels that he spends enough time with dorm students so he can also understand their problems and concerns.

"I am on campus every day from 8 a.m. until 8 p.m., which gives me the time to spend with students," he added.

MENDOZA THINKS the AS should provide

more activities for the students, but added that the AS should be more responsive in finding out what those services should be.

"Basically, I feel this can be accomplished through more contact with the students," offered Mendoza. This could include suggestion boxes spread throughout CSB, and more student input on the AS bulletin board in DDH/E.

He also believes that the mandatory AS fees students are currently paying should be cut in half. To make up for lost revenue, an ASB card would be made available to students at a cost.

THAT WAY, THOSE students who want to participate in events could buy the card, letting them into events for free.

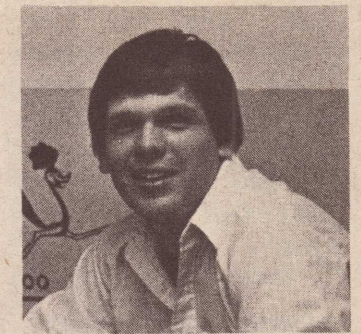
JON WHITE

PROFESSIONALISM, EXPERIENCE

"I hope to bring some experience, leadership, and

some professionalism to the AS," said Jon White, running for AS president. "The AS should be run as a business. With a \$46,000 budget, students deserve no less."

White believes that Devich has initiated some good programs during his position of president. "If elected, Don Devich has offered to work with me this summer to



Jon White

continue the good things and the benefits and hazards of operating."

WHITE STRESSES the necessity of getting together with dorm students on campus. "They are in the best position to

take advantage of school events. If they won't participate, then how can we expect the commuter student come back on campus to participate?" asked White. "You have to go out to the students and establish a rapport with them."

White says he is running on a positive note.

"I hope to work with people (on the AS) as a family, a team. I want to build up the AS, not tear it down."

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Propositions 5...9,12,13

You Know,
EACH YEAR
The ISSUES
ARE GETTING
MORE AND
MORE
Confusing!
Do You
Know What
Dot, Dot, Dot
is about?

(ed. M. Smith)

STUDENTS WELCOME TO WORK 'NORMA RAE' OFFERS INTELLIGENT COURAGE

The AS is an organization created and run by the students. Some of the projects such as concerts, films, seminars (such as supporting the Rape seminar), Cultural events (Cinco de Mayo, Asian Studies Week) are all supported by the AS.

In response to the article last week in The Runner, many allegations were made against the AS. Certain students commented last week that they were not welcomed in the organization.

THE AS NEEDS students who want to help by sharing their time working on projects designed by themselves or by fellow members. All members involved in the organization work on a volunteer basis. Sue French, who last week commented that she was not welcomed in the organization,

implied that the AS turns students down. This is not the case. Any student who meets the election code requirements can run for office. Sue was one of the few students who lost in last year's election; however, that did not keep her from actively participating on the student policy committee. Her time and effort are appreciated by the council and ultimately by all students.

There were also several complaints in last week's paper about money allocation. John Cross, who did not resign from the AS but was laid off, complained that

This page was paid for and written by

Associated Students.

the budget is not distributed equally in AS Auxiliary

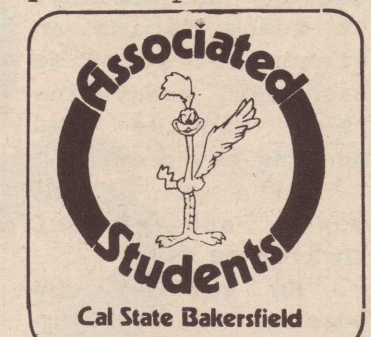
Organizations. He never attended one finance or budget hearing while here at CSB. It is very easy to criticize an organization but until you get involved how can one complain? If the students do not contribute ideas everyone loses. The AS needs new ideas and faces and we welcome everyone's support whether it be implementing new programs or changing existing ones.

Paul Linfesty was unavailable for comment.

by ALAN KOSH

Only recently have films had any exceptional parts for women. The roles for women now show them as intelligent and capable individuals. Actresses now are beginning to realize their potential.

In 1979, one of the better films about a woman was Norma Rae. The Associated Students are proud to present this



fine film on May 20 in DDH GJ102. Showtimes will be 1:30 p.m. and 8 p.m. Admission will be free.

THE PART OF NORMA Rae is portrayed by Sally Field. Her performance recently won her an Academy Award.

The character is a bright, brave woman "with the courage to risk everything for what she believes is right."

In the film, Norma Rae is a worker in a textile plant. The conditions of the plant are poor, but

nobody seems to be doing much about improving them.

WHEN A UNION organizer from New York arrives, Norma Rae becomes a part of the cause for unionization.

However, even though most of the workers believe in the organizer's campaign, they fear reprisals from the management.

So, when Norma Rae begins her fight for the union, the management thrusts a great deal of pressure upon her.

BUT THE MORE pressure that is exerted on her, the more determined she becomes.

The critics enjoyed this film immensely.

"Wonderful," said Charles Champlain of the L.A. Times.

"THE BEST," SAYS Stewart Klein of KNEW-TV. And Vincent Canby of the New York Times proclaims that it's "A Triumph."

"A TRIUMPH"

Vincent Canby, New York Times

"WONDERFUL"

Charles Champlain, Los Angeles Times

"A TOUR DE FORCE"

Richard Greer, Cosmopolitan



PG PARENTS STRONGLY CAUTIONED

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Tuesday, May 20

8 p.m. DDH G/J 102 Admission is free.

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HECTIC, HARROWING JOURNALIST'S WORLD FASCINATES GROSSI

by JULIE DOWNS
Special to the Runner

Breaking into the world of professional journalism as a news reporter is a harrowing process.

Mark Grossi, reporter and deputy city editor at The Bakersfield Californian, has been in the business five years and he still remembers.

IT MEANS WORKING under the grinding pressure of deadlines, having to compile facts into a story that makes sense in a short amount of time while

anxious editors hover about demanding more copy. It means having to dig for a story, extract information from difficult sources, and then check and recheck every fact to weed out any uncertainty. It means facing an element of surprise each day, uncovering news stories and meeting new people.

It's a hectic world and Grossi thrives on it.

He sat on the edge of the table in a casual pose, but he was keyed up, his eyes bright and his features intense as

he talked about his profession to students in Newswriting 306 last week. He recalled his initiation into the world of professional news reporting as a sometimes painful learning process.

A GRADUATE OF Bakersfield College and Cal Poly San Luis Obispo with a B.S. in journalism, Grossi worked on SLO's The Mustang Daily and served two summer internships in 1974-75 at the Californian before coming to work full-time. He said, as far as preparation for his present job, he learned more in his two summer internships at the Californian than in all his college education.

"A college education just doesn't mean that much when you first start out," he said. "Nothing

prepares you for that daily grind."

He pointed out the most important skill he had to learn on the job, for which college never prepared him, is writing under pressure.

"I CAN'T SAY IT enough," he said. "Learn how to write under pressure. It's something I never did enough. Go to meetings, watch the press and what they do. Meet people and find out the real issues. Then go home and set yourself a deadline. Write the story and keep that deadline, and then see what you have. Does it make sense? If it doesn't, then you're not ready. They won't be nice to you on the job. If it's no good, they'll tell you and if you can't produce, they'll take you off the beat and stick you somewhere else."

Grossi added that typing is an essential skill for a reporter.

"The biggest thing to remember is always type," he said. "Type everything. When you're on the job, you won't have time to scribble out a lead in long-hand and see if it sounds good. They want copy and you're going to have to type it."

ANOTHER FACTOR IN preparing for a journalism career is reading other newspapers, according to Grossi.

"If you're reading just the Californian, or just the Californian and the L.A. Times, it's not enough," he said. "You need to read at least three to four newspaper styles daily and don't slack off. Observe how they handle the news

CONTINUED ON 8

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BARBECUE TO RAISE \$ FOR DEMOCRATS

by CE CE YOUNGER

Runner Staff Writer
An annual Democratic event titled "Spring for Democrats" will be held this Sunday, May 18, 1980. The event will be sponsored by the Kern County Democratic Committee.

Banner Farms, located just east of Bakersfield, will be the host for this event. It will be their third year.

DEMOCRATIC ENTHUSIASTS will be entertained by a deep-pit barbeque dinner, a no host bar, square dancing, an equestrian jumping exhibition, a hay ride, and other fun events.

Cocktails will begin at 5 p.m. followed by dinner at 6.

"The purpose of this annual event is to raise funds for the purpose of establishing a Democratic Party Headquarters and to contribute to the campaigns of two people," said Milt Younger. "We are supporting Dr. Grant Jensen, Democratic candidate for the Assembly, and Mary Pat Timmermans, Democratic candidate for Congress."

YOUNGER, A prominent lawyer in the community, is Finance Chairman for this fund-raiser.

Last year there was a speaker at the "Spring for Democrats" event, but this year, according to Younger, there will not be a speaker.

Last year's speaker was Mr. Richard "Dick" O'Neil, chairman of the State Democratic Central Committee. "He was good," said Younger, "but it's just too damn much

Houses and apartments for rent. Central and east Bakersfield area. 834-0538 or 366-7003.

GETTING IT RIGHT THIS TIME

Due to a typo-

graphical error in last week's "Runner," Cary Williams was quoted as saying, "A 3.5 GPA denotes an average or below average student." It should read, "A 2.5 GPA denotes an average or below average student."

.....

The Runner has received an update from the computer center. The cumulative GPA for students now attending spring quarter is 2.87, somewhat above winter quarter's 2.6, as reported in last week's issue.

.....

The following paragraph was inadvertently left out of Carolyn Laurence's article on the faculty-staff awards.

Five year certificates for service were awarded to Jim Appleton, Herbert Betenbaugh, Joe Bonillas, Troy Bradshaw, Linda Bryan, Steve Butler, Virginia Cabrera, Candy Caldwell, Judy Clausen, Mary Clendenning, Willard Gervais, Gary Glead, Janet Lejeune, Lois McCravey, Sandra Mendiola, Darlene Nance, Sharon Ruiz,

Elsie Scott, Sylvia ren, Patricia Weedon, Starbuck, Reeca Nancy Witt, and San-Umress, Susan War-dra Yoon.

WHO STOLE THE RUNNER?

Last week's issue of The Runner "disappeared" Thursday afternoon and then "reappeared" Monday morning in the trash in DDH.


The Runner would appreciate receiving any information about the theft of last week's paper.

Contact The Runner CB 103 2165

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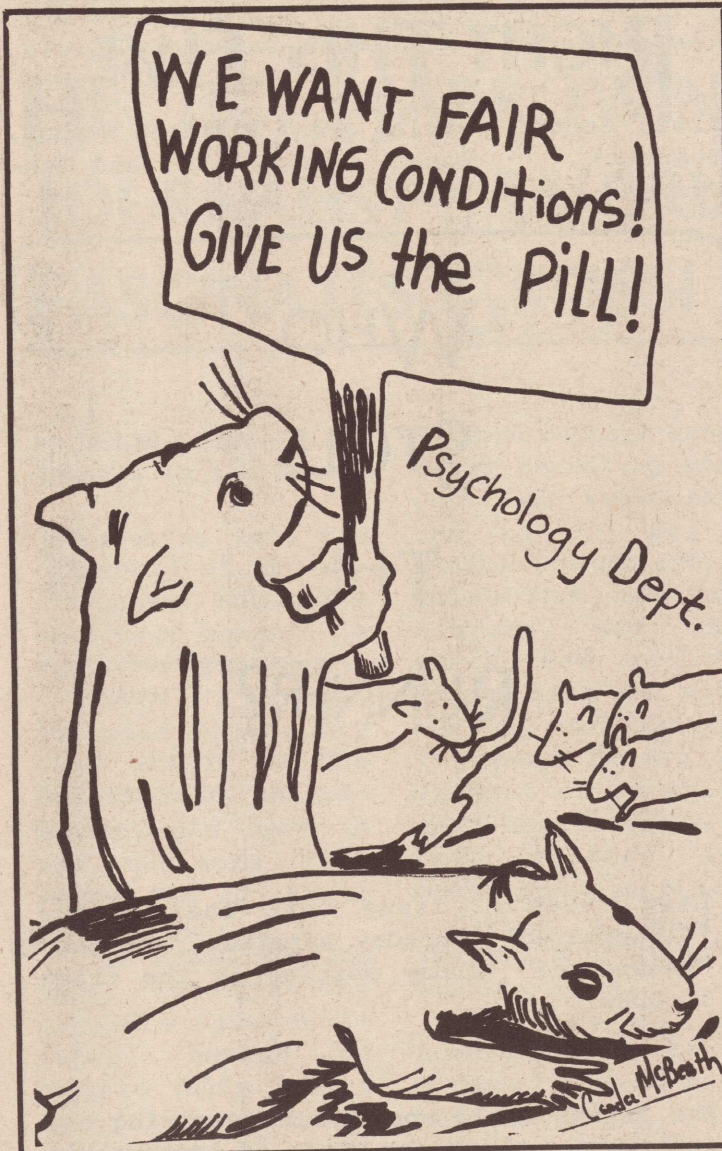
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JOURNALIST'S CHALLENGES

CONTINUED FROM 6
differently. You look for the developed story behind the basic facts. Each newspaper may have different nuances in the same story subject."

"The process at the Californian is to develop the story behind the story. Go beyond the basic facts that have already been presented on radio and television and get a fresh angle."

"You've got to check everything," he said. "Unless you know it, don't print it. Names are especially important. When you're talking to someone, get him to spell his name back to you. You can have everything perfect in a story, but if you misspell a name, you're in big trouble. And don't ever take just one person as a source. Verify your information with several

different sources."

Grossi, during his five-year career at the Californian, has held a whole gamut of positions, including copy editor, county editor, food editor, obituary editor, assistant wire editor, sports reporter, at large reporter, Golden Empire editor, Saturday At-large editor and night-side reporter.

IN HIS PRESENT position as deputy city editor, Grossi works as a night-side reporter, covering city and county government, schools, crime and other general news. He also produces the Friday At-large section in which he says he tries to create a "different look" with an upbeat style.

As far as career opportunities in the field of journalism go, getting experience on a daily publication is the

most important factor in advancement, according to Grossi.

"You have to have experience on a daily basis to get on any of the bigger papers," he said. "That's not easy to do. I was lucky, because I got on the Californian right out of college. But for most, you have to make a lot of sacrifices before you get on a good daily."

GROSSI SAID MOST newspapers today are looking for people who can handle desk work, including layout, copy editing and headline writing.

Personally, he prefers the writing end of journalism. "I prefer to remain a writer, first, last and always," he said.

After five years in the business Grossi will admit journalism is not a glamorous job. It's hard work and it's not very lucrative—a journalist reaches top pay scale after five years. But, it's never boring.

"YOU GO INTO THE news business for love, not money," he said. "It can be a lot of hassle and hard work. But if you can maintain your sanity, it's a fascinating job."

RUNNER SPORTS

MEN'S TRACK ENJOYS BEST SHOWING EVER

by MARK ATKINS
Runner Sports Editor

The men's track team had their best showing ever in the West Coast Relays, where they finished fourth in the two day event, May 9 and 10.

Andre Frazer helped to lead the way, as he took a first in the collegiate division in the 110 high hurdles, clocking in with a 14.3. He also ran in the invitational section, but hit a hurdle and fell, causing him not to finish.

THE DISTANCE MEDLEY relay team set a new electronically timed school record with a 9:50.7, while taking second behind Cal Poly San Luis Obispo. The medley

team is made up of Jeff Garrett, Ken Hanney, Cliff Newsome, and Mike Bisbee.

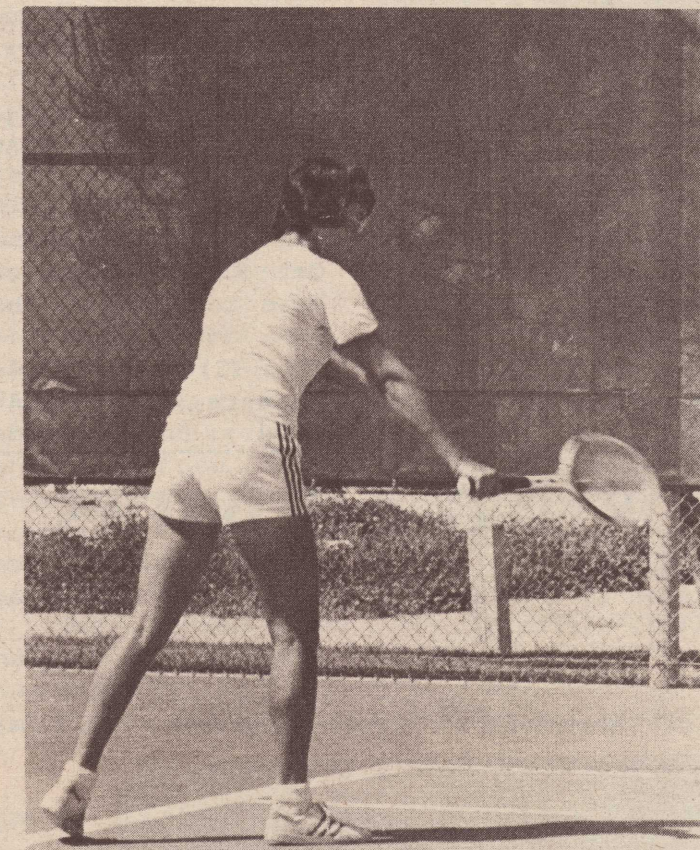
The mile relay also had a second, and the 400 relay finished third. In finishing second, the mile relay squad ran a 3:14.0 while the 400 relay team sprinted to 40.97 for their third. They are made up of Newsome, Garrett, Charles Truvillion, and Bisbee, and Kevin Jackson, Truvillion, Claude Grady, and Joe Smith, respectively.

Smith finished fifth in the 100 meter dash with a 10.7 as well.

FRESNO STATE TOOK the top team honors, with Cal Poly SLO finishing second and Long Beach State taking third.

WOMEN CLOBBER'EM IN DUALS

by MARK ATKINS
Runner Sports Editor



Kim Lackey returns a backhand shot, during her doubles match against Fresno State. Lackey and Lisa Ehrigott came back after being down, to win the match 6-4, 3-6, 7-5 over Shawna Goehard and Vickey Stewart. Runner photo by mark Atkins.

The women's tennis team won its two dual matches last week, as they downed Fresno State 6-3 on Tuesday, May 6, and clobbered Westmont 9-0, Saturday, May 10.

"In the last few weeks our intensity has really improved," said coach Gloria Friedman. "It's building to the point that I know we'll be mentally ready for the regionals. I was really pleased with the Fresno State match," she added. "They were the exact same team that beat us 7-2 last year."

IN THAT MATCH, Chris Ramsower and Sue Jercezek both had fine performances, as they were the only

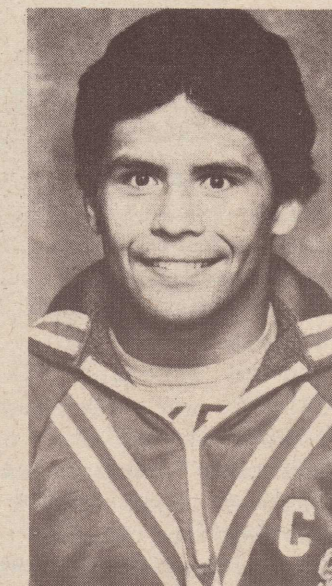
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GONZALES, A. CUESTAS PLACE 2ND IN OLYMPIC TRIALS

Two CSB wrestlers, Joe Gonzales and Adam Cuestas, placed second in the Olympic Trials, at the University of Wisconsin.

They, along with Danny Cuestas and Bakersfield Express teammate Brad Fuller, all qualified for the final Olympic wrestling camp, which will be held in Lincoln, Nebraska, on June 15-19.

GONZALES EXPERIENCED his first loss this year when he dropped a 15-12 decision to Jimmy Haines of the Wisconsin Wrestling Club in the 114.5 pound division finals. Joe wrestled most of the match



Joe Gonzales

with torn ligaments in his left hand ring finger, as he hurt it early in the match.

Adam Cuestas (105.5) grabbed his second place finish

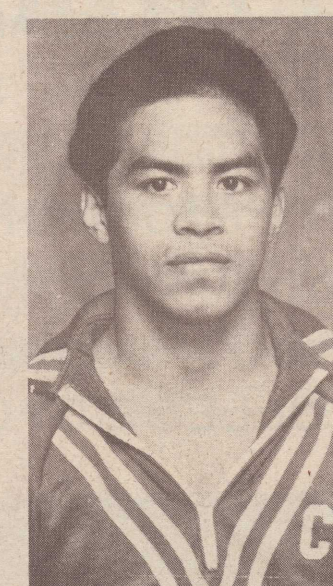
by downing Fuller on a flail in 1:51, after he had lost a 13-0 superior decision to Bill Rosado of the Sunkist Kids. Fuller placed third.

Adam's brother, Dan, took a fifth in the 124.5 pound division. During the tournament he scored one of the biggest upsets they had when he won a 19-13 decision over Gene Mills in the second round. Mills is a former NCAA Champion, as well as a member of the U.S. World team.

HE ALSO BEAT Richard Rheinsmith, Ron Gaskins, and Tim Hardy on pins and lost to Marl Margianti of Sunkist,

13-3, and Mike McArthur of Athletes in Action, 15-10.

Gonzales, the NCAA Division I and II 118 pound champion, looked really



Adam Cuestas

impressive in getting to the 114.5 pound finals. He clobbered Chris Median 39-2, Tom Tursee 15-2, Ed Knecht 15-3, and pinned Pat Filau. He also picked up a default win over Brian Higa.

Adam Cuestas downed Steve Weaver, Jeff Carter, and Ed Fleming on pins, and he decisioned Rich Salomone 12-10, before losing to Rosado.

TWO OTHER ROAD-runners took part in the tournament, though they did not place. They were Tim Varti (105.5) and Joe Seay (149.5).

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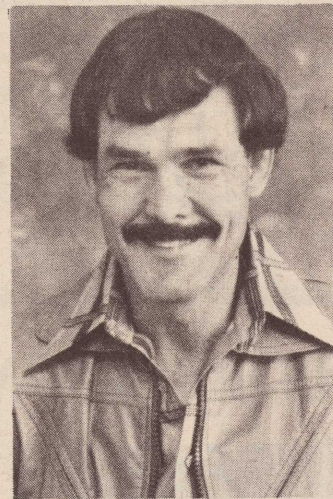


GONZALES, CUESTAS

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Yes, that is the same Joe Seay who coaches the 'Runners during the regular season.

Seay had finished second the last time he tried to make the U.S. Olympic team, in 1972, but this year it wasn't meant to be. He won his first match, pinning Fred Marks, but tore rib cartilage on his right side during the match and then lost to former NCAA champion Brad Smith, 19-7. He bowed out of the tourney at the 7:50 mark against Steve Barrett, a former two-time California high school champion.



Joe Seay

GONZALES AND THE Cuestas brothers have been chosen for a U.S. team that will travel to Hungary and Germany later this month.

NCAA 128 pound champion John Azevedo will also be going to the final camp.

SPORTING ACTIVITIES

TENNIS (MEN'S):		
May 15-18	NCAA Division II Championships in Edwardsville, Illinois	All Day
TENNIS (WOMEN'S):		
May 14-18	AIAW Western Regionals at Loyola-Marymount	All Day
TRACK (MEN'S):		
May 16-17	CCAA Conference Championships at Cal Poly San Luis Obispo	All Day

WOMEN NETTERS UNDERDOGS?

by MARK ATKINS
Runner Sports Editor

CSB women netters find themselves in the unusual position of being the underdog when they seek their fourth straight AIAW Western Regional championship, which began yesterday, May 14, and will continue through to Sunday, May 18.

Due to a change in the way the AIAW recognizes schools, former large schools Cal Poly Pomona and Cal State Northridge have moved into the same division (Division II) as the Roadrunners. "The AIAW used to divide

schools into Large and Small Divisions, depending on how many undergraduate women were enrolled at the institution. This year though there has been a change, and now we have three divisions and a schools classification is determined by its scholarship allotments," explained coach Gloria Friedman.

THE 'RUNNERS HAVE met both Pomona and Northridge this year,

and they dropped both matches, losing 9-0 to the Broncos and 7-2 to the Highlanders.

"Both are beatable," said Friedman. "We're on the upswing and starting to peek mentally," she went on to say, "and I'm confident we'll do well."

In the seeding, the individual Roadrunners have been seeded second in number 6 singles and

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INTRAMURALS

by SUZANNE HOBAN
Runner Staff Writer

Softball action began May 5th with the Softballers (AL) defeating the Belushi Badness NL) by a score of 19-13. This game was followed by Dazz II (AL) winning 16-18 decision over W.C.T. (NL).

On May 6, the Panthers (NL) took on the Master Batters (AL) and lost in a close scoring game 14-12. The Panthers were not the only ones to lose; the Black Sheep (AL) were also defeated, 21-14, by the Poontangs (NL).

MAY 7 WAS A GOOD DAY FOR THE TEAMS BELUSHI BADNESS (NL) and the Panthers (NL). Belushi Badness defeated Dazz II (AL) 12-8 and Panthers defeated Blacksheep (AL) 7-2.

Then on May 8 the Master Batters won on forfeit, over W.C.T. and the team Softballers (AL) had the victory over the Poontangs (NL). Team standings as of May 8:

American League		National League	
	W L		W L
Master Batters	5 1	Panthers	4 1
Softballers	4 1	Poontangs	4 2
Dazz II	2 4	Belushi Badness	1 4
Black Sheeps	1 4	W.C.T.	1 5

SYSTEMS ANALYST AND COMPUTER PROGRAMMER IN COBOL urgently needed by the PACIFIC STARS AND STRIPES, the Department of Defense newspaper for U.S. military and government employees in the Western Pacific. We need a dynamic and ambitious self-starter seeking an excellent career opportunity willing to work with management team in downtown Tokyo, one of the world's most exciting cities. Exciting potential for person with skill and experience to develop and manage newly-implemented data processing department handling all processing phases of general business applications. Starting salary of \$17,000 per annum plus liberal housing, cost of living, retirement, medical insurance, and other fringe benefits. Only energetic, goal-oriented and promotion-minded need apply. Write Pacific Stars and Stripes, ATTN: CMP-CPO, APO San Francisco 96503.

WOMEN'S TENNIS TEAM CLOBBERS DUAL OPPONENTS

CONTINUED FROM 9

Roadrunners to win both their singles and doubles matches against the Division I Bulldogs. Other singles matches were Linda Crawford and Linda Enemark, while Lisa Ehrgott and Kim Lackey teamed up for a doubles win.

"It was a good

win for Kim and Lisa," said Friedman. "They were down 5-4 in the third set and came back to win. It should really help their confidence."

Well, if that should help Ehrgott's and Lackey's confidence, then the Westmont match should help the entire squads, since they

WOMEN UNDERDOGS

CONTINUED FROM 10

third in the other five flights. In doubles, the number 2 team of Chris Ramsower and Sue Jereczek has been seeded second, while the number 1 and 3 teams were placed third. The number 1 and 3 teams are made up of Lisa Ehrgott and Kim Lackey, and Linda Crawford and Linda Enemark, respec-

tively.

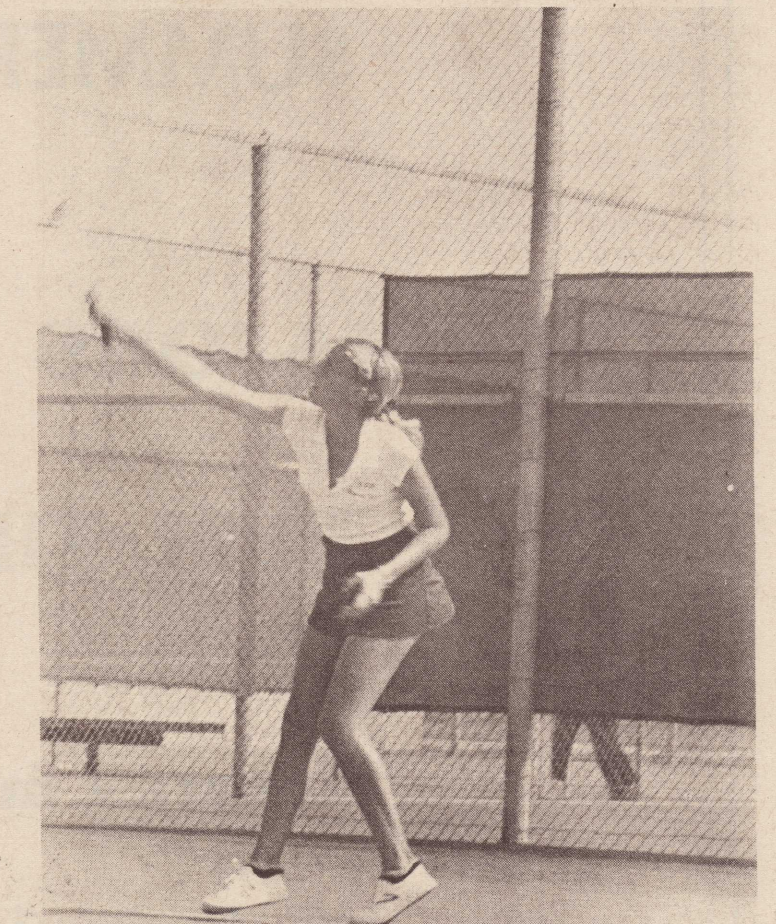
THE TOP TWO TEAMS and each of the flight champions will automatically qualify for the up and coming national tournament, which will be held at Cal State Los Angeles, June 11-14. There will also be an at-large section of one extra team, since Region 8 is considered the toughest in the country.

won eight of their nine matches in straight sets. Ironically, though, it was Ehrgott and Lackey that were drawn out to three sets, as they got behind losing the first set 5-7, before coming back to win 6-3, 6-2.

THREE ROADRUNNERS, Sue Jereczek, Linda Crawford, and Linda Enemark all won 6-0, 6-0 in their singles matches and Ehrgott won her 41st match, against only 5 defeats this year. Kim Lackey also won 6-1, 6-0 against the Warriors.

In doubles, Ramsower and Jereczek, and Crawford and Enemark won their matches, 6-1, 6-2, and 6-0, 6-1, respectively.

The 'Runners are now 16-4 in dual matches.



Lisa Ehrgott smashes a serve against Ann Lowery of Westmont. Ehrgott won the match 6-1, 6-2. Runner photo by Mark Atkins.

MEET A NETTIN' 'RUNNER

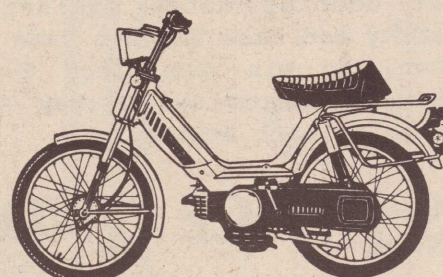


Linda Enemark

Linda is a sophomore from Aarhus, Denmark, where she was the Under 18 National Champion in singles, doubles, and mixed doubles. This year she has earned ALL-PCAC honors in number 6 singles and number 3 doubles. She transferred to CSB from New Mexico Military Institute.

State Auditors
The California State Personnel Board is anticipating career planning and placement interviews on May 21, 1980, for auditors in state service. Contact Mike Lake, Employment Development Department, (805) 395-2895.

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Contact Kim, David or Marcia in DDH/A112 from
1-5 p.m. or call 833-2317/2321.

TO ALL C.S.B. STUDENTS:

The direction that the Associated Student's has provided this past year, is the motivating factor for my decision to run for Student Body President. I have watched and tried to participate in our student organization, to see that it is ran on a fiscally sound basis. I have been extremely displeased with the lack of direction from our leaders.

Did you realize that each quarter Cal-State Bakersfield students involuntarily pay a mandatory fee that adds up to \$20.00 per year, (a sum of \$56,000) in addition to our titution? These fees are suppose to provide services and activities for us as students. The A.S. officers decide each year how these funds are allocated.

Currently, these services are aimed at special groups. There is a deficit of 5-8 thousand dollars. And the officers are having to rob the reserve accounts to make up this deficit.

I feel that, it is time that our elected officers take a better intrest in our needs and wishes and not rely on their small groups of friends to make those decisions that effect all of us. With your help we can make a difference.

Sincerely,

Jon Paul White

Jon Paul White
Candidate-A.S. President

P.S. Please remember to VOTE Tuesday, May 20th or Wednesday, May 21st.
THANKYOU.

The Runner, Thursday, May 8, 1980, page 4

"It seems the AS council has their own little private club," offered Rich Richardson, programming coordinator for the AS.

With ratification of the new constitution, great promises were made for the future of the Associated Students.

However, critics contend that secrecy, favoritism, mismanagement, poor planning, deal making, and perhaps even illegalities in conducting meetings have raised serious questions about the one-year organization.

Richardson feels that the "AS seems to have their own little private club, with little interest in the students."

JOHN CROSS, WHO resigned as clerical assistant earlier this year, agrees.

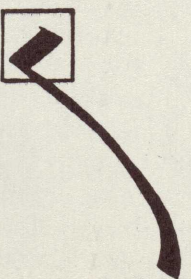
"I don't see the AS functioning at all. They seem to be interested only in addressing their own little group. Participation has been very low. They offer

no humanistic qualities to the student."

Indeed, Cross sees the AS "waiting until the last minute to have something done, not performing duties, and making ridiculous budgets that have not basis in reality."

RICHARDSON BACKS up Cross in his assertions, pointing to the revenues the AS expects to generate from events offered.

Vote for A.S. President



-Paid for by the committee to Elect Jon White A.S. President* Debbie Anton Chairman,

Susan French, Treasurer.