

Second annual *celebration* a success

(More photos, Page 6)
By Ashley Sizemore
Assistant Editor

The Second Annual Celebrate CSUB festivities hosted thousands on campus April 26.

Celebrate CSUB is freshman orientation for the upcoming fall 2008 quarter and also a club fair day for student clubs and organizations.

Freshman and families started their day at the Doré Theatre where speeches were given. Freshman then split up into their majors where they were taken to the Walter Stern library to take their ID photo and also to register for fall quarter. When students went to the library, parents and siblings were able to enjoy their day at CSUB with music, tours, food, and a family area.

Celebrate CSUB had booths where departments offered information to future students and parents. Booths included The Orpheus, CSUB Police Department, Admissions and Records, etc.

In the 'kiddie corner,' clubs and organizations hosted activities to do with young children and other family members as well.

The Honors Program hosted

"Are You Smarter than an Honors Student?" and nearby the judo club provided demonstrations.

Theta Sigma Chi sorority sold Frito Boats and the Public Relations Student Society of America sold drinks.

Kappa Sigma fraternity put together a dunk tank and Phi Sigma Sigma Sorority did face painting.

ASI gave out miscellaneous items such as school supplies.

The music department hosted CSUB Idol.

Ten contestants participated in this low key talent show in order to win Judges Pick, Audience Pick, and Best Average.

Competition was fierce however Best Average went to CSUB student Melissa Lucas, a Phi Sigma Sigma alumna. Lucas is a Child Development major.

She sang "Someone like you" and during her performance she made a direct connection to both the judges and the audience. Lucas has been singing for years as she was in Liberty High School Choir and also participated in American Idol.

Audience Pick went to Niko



Photo by Darla Kendrick/The Runner

Celebrate CSUB is the campus's annual open house, club fair and freshman orientation.

Jaquez. Jaquez attends Bakersfield College and has performed with the Liberty High School Choir also.

Jaquez sang "So Close" from the 2007 movie "Enchanted."

The BC student developed an emotional connection with the audience.

This year, Jaquez and Lucas are singing by themselves. Last year, they performed a duet and received first place as well.

Other contestants offered different talents in the show. April Hopkins, who played guitar and

sang, has performed with The Comings, who have opened for the Jackson 5.

Hopkins sang "Grandpa tell me about the good ole days" which offered another genre to the song list at CSUB Idol.

Chuck Provencio also played guitar as he sang "Man on the Side" by John Mayer. His voice was simple yet thorough on his notes. He played his Fender guitar quite well. After his performance he announced he calls his guitar 'Steve.'

Jessica Trevino had an accom-

panist who played guitar. She sang a Brazilian jazz song.

Trevino will be playing Evita in the upcoming spring musical "Evita."

Another one of her cast mates performed as well.

Danvir Grewal, 21, sang "Sitting on the dock of the bay" by Otis Redding. His voice was on key. However, he admitted later to not being able to perform the whistle solo.

Another singer performed "Unwritten" by Natasha Bedingfield. The singer fun-

bled on most of her lyrics and only knew half of the chorus. She did have her notes on key though.

Lisa Sandoval also performed; the 21-year-old biology major sang "God Bless the Broken Road" by Rascal Flatts. Sandoval has been singing in the choir since fourth grade. Her song was very emotional towards the audience.

Soccer player Jasmine Henderson performed "Wind beneath My Wings" by Bette Midler. Henderson is a Communications major and also had the support of the soccer team in the audience.

Henderson had a thorough yet deeply feminine voice as she sang the song that she dedicated to her mother.

The soccer player gained more confidence throughout the song. She needed a little more connection towards the audience. However, the crowd found her to be uplifting.

The first contestant to sing was Marissa Johnson who sang "With a Broken Wing" by Martina McBride. Johnson gave McBride a run for her money. Her performance was strong.

First Place won a cash prize and second place received a gift certificate to Stockdale Music.

Cinco de Mayo celebrated at CSUB

(Additional photos, Page 2)
By Erica Juarez
Staff Writer

The M.E.Ch.A. club organized an event to celebrate the Mexican holiday Cinco de Mayo last Sunday.

Cinco de Mayo – or the 5th of May – is a date celebrated every year for the victory of the Mexican army defeating the French at the Battle of Puebla in 1862.

It has become a tradition to celebrate the day with dancing, mariachi, folkloric dancing and great food.

The Cinco de Mayo event at CSUB is one of the largest events organized by students and supervised by staff on campus.

"It's an event that brings students and community together in celebration of this important date," said Erika Madrigal.

Madrigal the Vice President of the M.E.Ch.A. club.

"It brings clubs together and alumni come back and participate in the event," said CSUB Director, Reynaldo Cuesta. Cuesta is the director of the STAAR program at CSUB.

The event consisted of Spanish music by DJ Pena. They had raffles, a piñata and food such as tacos, burritos, hotdogs, "raspados," which are snow cones, and the traditional rice and beans.

The Ballet Folklórico de San Agustín is a group of young women and children who perform traditional dances for the event.

The women wear bright, long, flowing and ruffled dresses and



Photo by Darla Kendrick/ The Runner

CSUB's annual Cinco de Mayo celebration was hosted last Sunday by the M.E.Ch.A. club – one of the oldest clubs on campus.

braid their hair with beautiful ribbons. The boys wear white collared shirts with black slacks.

The youth wear dresses above their knee and the children wear the longer dresses.

Some of the dances they did were "El baile de los Aguacates," and "La Madrugada"

Teresa Mendivil is the director of the group/

Mendivil said, "Each dance represents different regions of Mexico."

The theme of the dance was "Norteno," which is a Hispanic style of music.

The children danced to music that represented Jalisco, which is in Central Mexico and the youth danced to music that represented Chihuahua.

The group practices twice a week for two and a half hours a day.

Another traditional dancing

group was called the Mexica Tiahui and Ballet Folklórico Mi Tierra. They did a unique dance that represents the Hispanic culture's history.

Jasmine Banuelos, a junior at CSUB and President of the M.E.Ch.A. club said that she is proud of the culture and that the event is always a lot of fun.

ASI is one of many sponsors of the event.

Other sponsors who made this event happen are Pepsi, Venture's Party Supplies, La Preciosa 105.3, 24 hr fitness and many others.

The mariachi was the part that stole the show.

It is a very special type of music that is loved by many even.

"I love mariachi!" said Cuesta.

Cinco de Mayo has been celebrated at CSUB for more than 30 years and will continue to be celebrated as the years progress.

Carol Channing visits CSUB

By Emily Shapiro
Assistant News Editor

Take 1/4 spunk, 1/4 vitality and 2/4 talent, stir it up and ka boom!!!!

Here comes Carol Channing a.k.a. the original Dolly Levi in "Hello Dolly," singing, dancing, cracking jokes and still hamming it up for the audience at Friday night's "A Salute to the Arts" program.

This special performance raised money for the Carol Channing Performing Arts Scholarship at CSUB.

The Dore Theatre was jammed with a multitude of audience members as they patiently waited for the star to appear.

As 7 p.m. passed Dr. Horace Mitchell took the stage and welcomed the crowd to the program. He also gave some background on Dr. Channing.

She is known as Dr. Channing because she received an honorary doctorate of Fine Arts from CSU Stanislaus. Known as Broadway's "first lady" of musical comedy, she won 10 Tony awards in 1964. The Tony's are the equivalent of the Academy Awards/Oscars for the theater.

He explained that the night would be divided into two acts. The first would be a variety of songs performed by our own CSUB theater students, and the next would be all Carol.

He then introduced Mandy Rees, the chair of the Theatre Department.

Rees explained that the first act was composed of songs from past musicals that CSUB theater students had performed



Photo By Emily Shapiro/ The Runner

and a few from the upcoming musical "Evita".

The house lights dimmed, the two players were spotlighted and the audience settled in for the beginnings of this performance.

The first was "I could be happy with you" from "The Boyfriend" with Marcy Jacobs and Paul Sosa. This song was a duet and it incorporated a tap dancing element. The second was a solo performed by David Milazzo from "The Secret Garden" titled "A Bit of Earth". It was a very sad, reflective and almost melancholy song.

"A Hymn to him" from "My Fair Lady" was performed by Jon Sampson. This song compared women to men and asked the question of why can't a woman be more like a man.

The next selection brought Cole Porter to the waiting listeners with "You're the Top" from "Anything Goes." This was a duet sung by Jennifer Neil and David Milazzo.

"Evita," a musical about Argentina's first lady Eva Peron, wrapped up the last of

the first act with three selections.

The entire ensemble sang "Santa Evita". The song was first sung by one woman, and then more were added, until the entire cast was on stage. The cast includes, Francisco Aragon, Alessandra Banducci, Jessica Boles, Maria del Rosario Diez de Medina, John Paul Horn, Steve Kinnison, Missy Lonsinger, Diana Melgar, Gabriel Ramirez, Marco Rodriguez, David Sandoval, Cassie Schiendel, Amanda Verdugo and Alyssa S. Wiley.

Jessica Trevino and Michael Mejia sang the next duet called "I'd be surprisingly good for you" in which Evita meets her future husband Juan Peron.

The last song is a reflection of how far Evita has risen. This was a duet with Danvir Grewal and Jessica Trevino titled "High Flying Adored." After a wave of applause, the house lights rose.

A small intermission commenced and then it was time for the main event.

Darkness encompassed the theatre, as a performance of the song "Hello Dolly" was played on a video screen. Channing performed this song at the Hollywood Bowl. After a round of applause, a spotlight came on and illuminated a stool and a microphone.

"Ladies and Gentleman please welcome Carol Channing," proclaimed a voice.

With a wide smile and sparkling eyes Channing took the stage, while waving to the crowd.

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Cinco de Mayo

(Story on page 1)



Campus holds ‘Denim Day’ event

By Ellen Piris
Assistant Editor

The Alliance Against Family Violence and Sexual Assault held a program in Runner Park to discuss the history and purpose of Denim Day, April 23, and to give awards and recognition to Kern County’s Sexual Assault Response Team (SART).

Patty Avalos, the Sexual Assault Lead Case Manager for the Alliance, explained the background of Denim Day. In Italy, in 1999, an 18-year-old girl was raped by her married, 45-year-old, driving instructor. Although he threatened her with death, she still told her parents about the attack. They supported and assisted her through the legal procedures to convict the rapist. After being convicted, her attacker appealed his case and it was overturned. The judge ruled that because the victim had been wearing tight jeans, she must have had to help remove her pants, and that would make the act consensual and he was released.

This ruling failed to take into account the fear, force and

coercion involved in rape. The Italian Parliament was outraged and all the female members wore jeans to work in protest of this ruling. A group called Peace Over Violence in Los Angeles County arranged Denim Day to draw attention to these false beliefs about rape.

The 2008 SART Awards were presented to 5 hardworking figures in the field. First was Frances Harris, a Sexual Assault Nurse Examiner for Kern Medical Center. Harris is one of the only nurses doing children’s sexual assault exams in Kern County.

Brian Patrick, who nominated her, said that Harris “helps gather evidence to find justice in a world which sometimes seems to have gone crazy.”

Sheriff’s Sergeants Dan



Sgt. J.R. Rodríguez and Sgt. Dan Leeper present Senior Deputy Lloyd Waters with 2008 SART award.

Leeper and J.R. Rodríguez attended the program, along with the entire team of Sexual Assault and Abuse Unit detec-

tives. They presented Detective Lloyd Waters with a SART reward. Waters was recognized for his outstanding perform-

ance on a daily basis. He has worked on some of the most horrific cases including one which involved a male adult befriending and molesting the young sons of his friends and relatives, several of which were his own nephews. Waters obtained crucial evidence from a computer containing a video of the suspect abusing a victim, and the man received a 30-year sentence.

Other award winners included Sarah Cooper, Sexual Assault Nurse Examiner at Bakersfield Memorial Hospital; John Lua, Deputy District Attorney and Sergeant Andy Garner of the Bakersfield Police Department.

The entire SART team was called up one by one, and by the end of the list an impressive group of dedicated community members stood together and were recognized for their commitment to helping victims of sexual assault and convicting their attackers.

Over 400 incoming freshman attend orientation

By Wendy Hernandez
Assistant Editor

All throughout the year there are many orientations incoming students at CSUB can attend. In April, there is a specific orientation referred to as the freshman orientation.

This year, the freshman orientation was held the same day as Celebrate CSUB. The incoming freshmen paid a fee that allowed them the opportunity to listen to a group of speakers, including the president of CSUB after a complimentary breakfast. After sitting through an hour of speeches they are divided into groups according to their major for their advising and registration. Following the registration they are able to take their ID picture for their runner card. To conclude their orientation, the freshmen are treated to a free lunch and are free to go when they please.

In previous years, the freshmen orientation had rarely been seen as huge as it

was this year. The reason it was portrayed as a possible chaotic event was due the implementation of the new PeopleSoft software campus wide. Faculty and staff were all prompted to training sessions prior to the event. Two 30-minute sessions were held that same day, one at 8:30 a.m. and the other at 10 a.m. in order to answer any questions and to go over a handout the faculty-advisors and staff received.

Obtaining the infamous runner card on orientation day always seems to be a priority to the incoming freshmen. Filling out a yellow card, showing proof of identification and standing in line seems to highlight their day.

This orientation, the photo id line extended farther than usual. The line wrapped around the wall and down the hall, extending the whole length of the main computer lab.

From a students perspective, the line was too long at first and their initial reaction was to come back during fall

quarter. After asking if they could come back and hearing the photo id line is just as long during the fall quarter, most decided to stay and get it out the way. The line, inevitably, seemed never ending; yet it was constantly moving.

Orientations always look and seem a certain way from the students’ perspective. Looking at it through the workers eyes, it is a completely different view. The highlight is not photo id, it is the ability to eat both breakfast and lunch for free. The photo id line, however, is the most dreaded. Having a computer lab full of students is as normal as any other day for the computer lab workers. Too many students do not make the workers uneasy.

For some of the workers, setting up for orientation has become routine. It is no longer seen as an enormous event one would get nervous for, but rather as a couple extra hours on a paycheck.

The whole staff needs to be informed of any particular irregularity taking

place at any and all times. In this case, it was the implementation of the new PeopleSoft program. Training sessions were offered for that reason.

Students, for the most part, were not aware that the program used to register for classes was new to all faculty and staff. Only those who had minor difficulties logging in figured it was fairly new program.

No real set backs were evident on freshmen orientation. The only real bottleneck would be the really slow computer used for photo id. The single printer in photo id can handle constant printing as was done for the freshmen orientation. However, the individual computer used for taking pictures and saving the runner card files could use some updating to minimize the amount of time for saving a picture from a whole minute to only a couple of seconds.

RUNNER ON THE STREET

By Eman Shurbaji, Features Editor

This Week, The Runner asked, “What have you been doing to cope with rising gas prices?”



“I don’t care because I have too much overtime.”

Erick Sepulveda
Senior, Biology



“It limits me from taking out-of-town trips, which means I’m trapped in Bakersfield.”

Andrea Troupin
Senior, Anthropology



“In the long run, the increase doesn’t matter-- it only adds up to an extra couple bucks.”

Chris Doggett
Senior,
Biology Pre-med



“I’m just dealing with it. I can’t do anything about it so I just pay to go to school and work.”

Juan Rodriguez
Junior, Math

Channing – continued from Page 1

Clapping, cheering and whistling greeted this legend as she received one of many standing ovations. A singer, dancer and comedian, Channing used her comedic skills to lighten up the crowd. She told of her first audition that she did with Abe Lastfogel, who was the manager of the William Morris Agency in New York City. According to Channing, she performed two songs in French. Just as Abe was pushing her out of the door, she broke into a German song. Abe stopped and began to sing with her, for his grandmother had sung him the same song when he was younger. This is how she got her first stage job in New York. Between songs, Channing shared stories to keep the crowd on its toes. She performed “Come on Music”, “Some of these Days,” and “A little girl from Little Rock” before she recounted the story of how she found her “Battle Hymn of the Republic.” “Sophie Tucker had found her battle hymn, but this is mine,” said Channing before she broke out into “Diamonds are a Girls Best Friend”, which was accompanied with a few tap steps. Loud claps and cheering could be heard as the last note melted into the night air. Audience members gave her a standing ovation, as she bowed. Channing talked of her many accomplishments.

“I’ve been in four smash Broadway hits,” said Channing. She also mentioned some of her more notorious friends. “I met Tallulah Bankhead, but she had a problem, Tallulah couldn’t keep her clothes on,” said Channing with a straight face. The laughter that filled the auditorium was deafening. Channing also spoke of her friendship with Ethel Merman. One of her rather memorable stories was when Channing did a special performance for the British royal family called a command performance. “The Queen Mum is greedy. I was performing Diamonds are a “Girls Best Friend,” and I gave her one of the diamonds. She kept asking for more,” said Channing. She also performed “Before the Parade Passes By” from “Hello Dolly.” Another memorable performance moment that Channing recalled was the moment when she sang a song at Joan Crawford’s wedding to Albert Steele of the Pepsi-Cola Company. According to Channing, Crawford asked her to perform a song in French. Well, Channing didn’t know any French but decided to perform a song called La Pavoi la Pacion, based on the title. The

results were surprising. “It’s impossible to embarrass the French, but as soon as I performed that song every Frenchman left, leaving just me, Joan and her new husband at the wedding. It was a good thing Joan was drinking more than Pepsi-Cola that night,” said Channing as laughter rippled through the auditorium. The audience even had a chance to participate in the night’s festivities. “Hello Dolly” is Channing’s favorite song. This time however she decided to do a performance of her favorite song with a little improvisation. She sang the opening line and had the audience sing the chorus, and then, “I can take it from there,” said Channing as she broke out into dance. From there Channing made the night a duet with her husband Harry Kullijian. Harry proceeded to tell the audience of how they met. They have been married for five years. “He had a beautiful 60 year marriage, I had a miserable 42 years,” said Channing as the audience laughed appreciatively. “I hadn’t seen her in 70 years, I thought she was dead,” said Kullijian as the audience roared with laughter.

The duo talked of family. Kullijian introduced the audience to his family from Bakersfield, who stood up to be recognized, and the audience applauded appreciatively. On a more serious note Kullijian proceeded to explain to the crowd why Carol was touring and why it was so important. “Without arts there is no soul to America,” said Kullijian to which murmurs of “That’s right” could be heard and the audience recognized this fact with another standing ovation. This was followed by the highlight of the night in which the duo performed together. “You can laugh but don’t point,” said Kullijian as he prepared himself for the number. They performed a tap dance to the song of “Tea for Two”. At the end of the dance, a small aww could be heard as Kullijian gave Channing a small kiss. The night came to an end with a finale of a song called “Razzle Dazzle” -performed by Channing. As she finished her last note and struck her pose, the audience sprang to its feet with appreciation and gave the loudest, rowdiest and longest standing ovation to the first lady of Broadway.

Implementing PeopleSoft campuswide

By Wendy Hernandez
Assistant Editor

All CSU campuses must be up on PeopleSoft for the 2008-2009 academic year. This was a decision that came as part of an overall Chancellor’s Office Common Management System (CMS) project. Although for many students and faculty it may seem as a move during a CSU wide financial crisis, the decision to move to PeopleSoft was made in 2006. CSUB is part of a five-campus Banner collaborative that are working on implementation. CSUB was a third phase campus that banned together with other CSUs such as Humboldt, Monterey Bay, San Marcos and Stanislaus. “How much money has been spent on this PeopleSoft implementation?” is a question that many CSUB students, faculty and staff have asked. The total cost of the implementation to date totals \$3,456,433. The costs not only include the software but training and consultations is a major part. IBM was awarded a consulting contract in August 2006 and due to a mutual agreement was terminated in November 2007 and a new contract with CedarCrestone was initiated in July 2007. Up to date, there are other campuses that have contracted with CedarCrestone as well. CSUB expects to end their consultant services in December 2008. At hearing the costs many wonder were funding is acquired. The largest funding source has been the Chancellor’s Office Tax Exempt Commercial Paper (TXCP) loan program. It has been used to fund equipment and hardware purchases, backfill positions, stipends and external consultant expenses. All CSU campuses have utilized this loan program. CSUB has also used some campus funds. The transition from Banner to PeopleSoft has hit the campus pretty fast. “The biggest problem is the transition, it was too fast,” said Lauren Jacobs, a senior who works at the financial aid office. So far there haven’t been many problems, rather it’s been one constant problem overall, the fact that most students aren’t able to access their information. The cause of that has been a misunderstanding. When accessing PeopleSoft, students have to go to MyCSUB. The first page will ask them for their Net ID and Password. The misunderstanding is that some students confuse their Net ID with their CSUB ID. The difference is that their Net ID is their same user name as their Runner mail account; the initial of their first name and their last name, followed by a number if necessary. The password is also the same as the initial password their Runner mail account; the year they were born followed by last four of their social security number. In case a student forgot his or her Net ID there are links at the bottom of the page that allows them to retrieve and reset their password if it was changed and forgotten. Communication from the PeopleSoft team to the campus is a vital part of the transition. E-

mails have been sent out to students with instructions for using PeopleSoft that are crucial to read in order to have an understanding and make the process much easier. Change has been the big fixation lately. “I think it is going to be good overall, it’s just hard to change,” said Lori Lowrimore the administrative support coordinator for humanities and social sciences. “When it first launched we were having a problem. There wasn’t anything on the page. Now, navigation is still a problem. I think it could be better but it’s going to take a while,” said Garrett Akin, a student assistant who has worked at the Student Help Desk for about three years. When PeopleSoft first launched not only were calls directed to the main phone line at CSUB, but also most were directed to the Student Help Desk. Workers there had the first hand look at the new system and were required to answer and help students log in and navigate the new page. They have progressed with the system as the process develops and new areas are becoming available and ready to use. At first, PeopleSoft launched a few aspects within PeopleSoft. CSUB went live with some functionalities of admissions in Oct. 2007, financial aid went live in Feb. 2008, and student records went live just in time for Transfer day and Freshmen Orientations in April 2008. Also in April, some advising and degree audits functionalities went live. The student accounts, known as student financials in PeopleSoft is scheduled to go live in mid May 2008. As part of MyCSUB self-service functionality the following features are available to use: viewing and accepting financial aid award offers, viewing the 2007-2009 course catalog, viewing the summer 2008 and fall 2008 class schedules, viewing fall 2008 enrollment appointments, registering for classes and adding, dropping and swapping classes. The faculty self-service functionality is scheduled to go live in May 2008. Some important questions brought up by confusion and need clarifications are: “I heard Runner mail was no longer going to be used this incoming school year is that true?” and “Is WebCT no longer going to be used as of Sept. 2009?” The responses, accordingly, are that Runner mail will be available to new students upon request. With the new PeopleSoft program, students are allowed to use personal email addresses instead of a Runner mail account. The ability to send mass emails is still going to be available. PeopleSoft will allow users to manage their email accounts and change them whenever they need to. As for WebCT, it is still under evaluation. It is under consideration and will still be used at least for the next full academic year. WebCT is part of the third party products that need to be interfaced. Along with WebCT used by faculty,

are other products such as CashNet used for student financials, Blackboard used for Runner card, CBORD used for housing, RaisersEdge used for University Advancement, and ImageNow for admissions and records and financial aid. Ultimately, the implementation has caused both excitement and fright. Those who were used to the well-working banner and INB banner dislike PeopleSoft. It is other factors such as the multiple windows and quick expiration due to being idle on top of change that result in dislike. Those who like simplicity like the new system. “I actually like it, it is pretty easy to use and navigate. It just takes a little getting used to. We can do a lot more with this new system as advisors,” said Adriana Sixtos, an advisor in the EOP office. There are plenty of benefits we can expect compared to Banner that we didn’t have before. “I’m looking forward to PeopleSoft for the GVAR aspect. With it we won’t have to mail the results like we have had to do in the past. Now we will just have the results on PeopleSoft and students will be able to view their scores, as well as their EPT and ELM scores. It will just make things much better and easier and some aspects faster,” said Kathy Hafler, administrative support assistant for the English Department. “Advisors will be able to write down notes about their sessions with students and what went on,” said Sixtos. The biggest benefit is the self-service feature. It allows students and faculty the ability to do much more than Banner did such as documenting, which is

Project has cost \$3.4 million so far

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Business ethics team competes at Loyola Marymount University

By Wendy Hernandez
Assistant Editor

CSUB has a business ethics team for the first time this year. The team competed at the Loyola Marymount University's 10th annual National Intercollegiate Business Ethics Competition on April 10-12.

They competed against 30 other colleges, where only four advanced as finalist and one team was named the winner. A Canadian team took nearly every prize in this year's competition. For CSUB, it was a great experience since unfortunately they did not make it to the finals. There were no places awarded other than the first place.

However, this is not the only connection that CSUB has with the Business Ethics Competition. Nine years ago, Chuck Tate participated in the competition. He is an assistant professor of psychology for CSUB at the Antelope Valley Campus. It is his second year teaching at CSUB.

"At the second Annual Business Ethics Competition at Loyola Marymount, I was part of the 1st place team — representing Loyola University Chicago, my undergraduate institution," said Tate.

It was his senior year at Loyola University of Chicago and had two other team members in the team. Though the competition was in business ethics, his team was not composed of business majors but



Photo Courtesy of www.csub.edu

CSUB Antelope Valley Campus is where Tate teaches.

rather philosophy and psychology majors.

The layout back then was different. The present format of the competition addresses three sections, which include a financial, legal and ethical section.

According to a news release in Chicago in 1999 following up on the competition, the competition involved presenting a current issue in business ethics and offering an analysis of the ethical issues involved, a strategy for rectifying the dilemma, and a defense of the strategic and financial viability of the team's proposed solution. A judging panel of industry executives and ethics consultants was able to voice questions and objections to a team's presentation, to which the team could then respond.

Tate's team addressed the

"English Only" policy that some firms had adopted in order to homogenize language use on company grounds.

Tate has not attended the competition since he competed last. He was interested at knowing of CSUB's business ethics team.

"I wouldn't mind helping out if I could and encourage them and give them pointers," said Tate.

As Tate recalls, the competition then had very few guidelines and the topics were assigned not picked. As for the layout, he says that may have been the first team that presented their topic in three sections. The judges were all very impressed with that layout.

The winner of the competition is awarded \$2,000 while the three runner-up finalists are awarded \$500.

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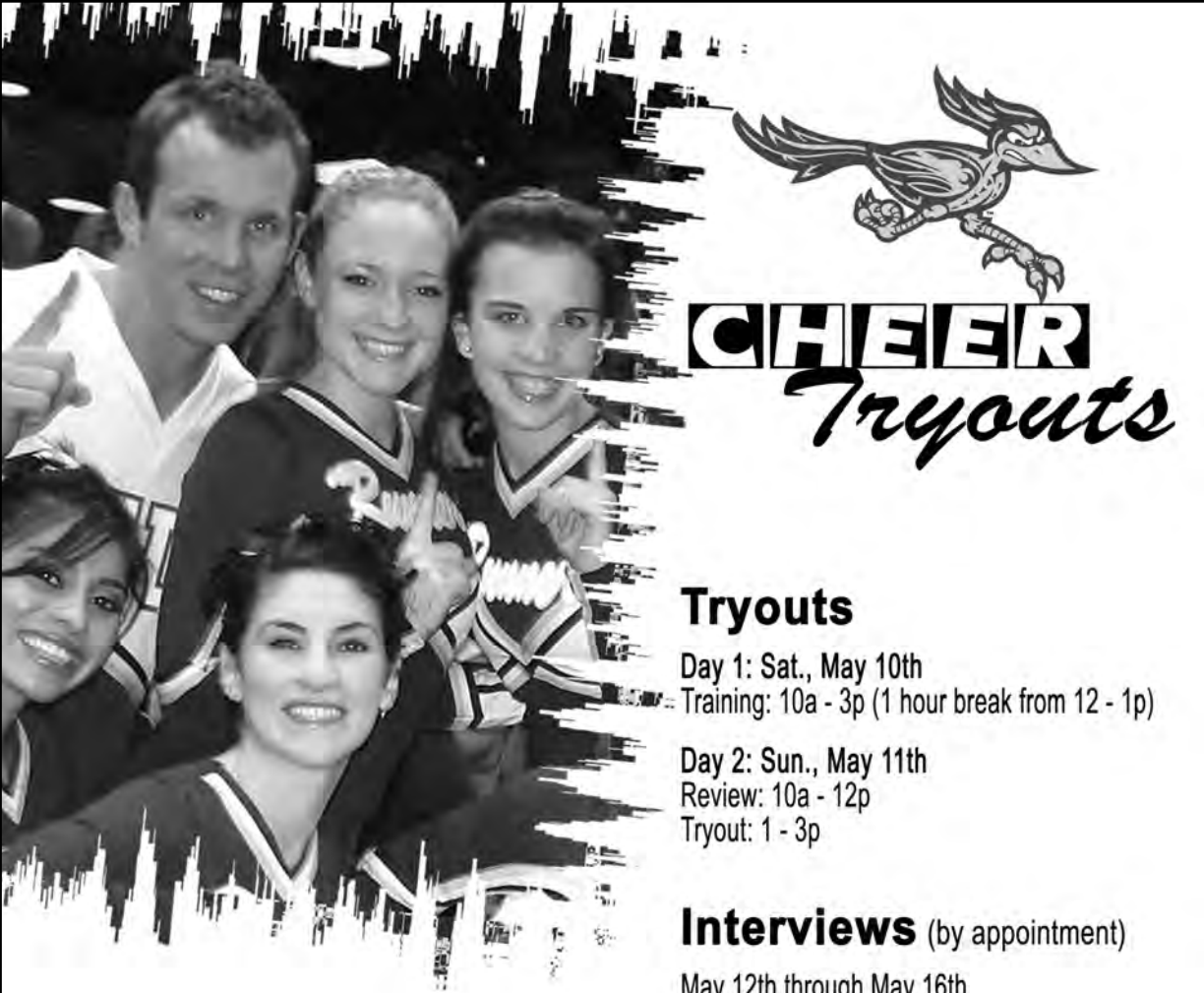
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Changing the NBA playoffs would ruin basketball

By Phillip Barnett
Sports Editor

It's obviously not a secret that the Western Conference has been superior to the East for the last two decades as far as league depth goes. It's also not a secret that there are teams in the Western Conference that aren't in the playoffs who are better than some Eastern Conference teams who are still playing. You can understand why the voices calling for change in the current playoff structure are louder than they've ever been, especially after this season, seeing that only the Celtics, Pistons and the Magic are the only teams in the East with better records than the Warriors, who happen to be the ninth seed in the West. Because of this, pundits are calling for a new playoff system. Should they? Maybe the question is: is this good for the league? The short answer, no. The long answer? Keep reading.

On the surface, finding new ways to structure the NBA's postseason seems to make sense. Teams (like Golden State and Portland) with better records are left out of the playoffs while other teams (like Philadelphia and Atlanta) are continuing their seasons. The 76ers and the Hawks are also reaping the benefits of being a playoff team in the NBA. More tickets are sold, which leads to more merchandise being sold, which ultimately leads to more revenue for the franchise while teams who played much better throughout the rigors of an 82 game season ultimately miss out on the extra cash, but more importantly, a shot at the championship.

Is it fair? No. Is there a better solution? I doubt it.

It has been reported that the league's competition committee will explore the option of changing the current playoff format during its next meeting, on May 27th, during their annual pre-draft camp in Orlando. The league will compile a list of alternative formats and decide, after evaluating each option if a change is needed to be made.

The league's commissioner, David Stern, spoke to reporters in Philadelphia before a playoff game last Friday and said "If there is something to vote on, we'd be prepared to make changes to take effect next season." So, if changes are to be made, what exactly does the league intend to do. According to what Marc Stein reported in his article on ESPN and what I've heard from a few other sources, the league, if it were to make any changes, is most likely to do one of two things: reseed the teams after each round of the playoffs (what the television networks definitely don't want) or just have the top 16 teams, no matter the conference, make the playoffs and seed the teams accordingly (something the fans definitely shouldn't want).

With that being said, let's explore each of the three options and examine why they don't make sense as far as the NBA is concerned.

The first option is reseeding teams after each round of the playoffs. The idea of re-seeding is, after each round of the playoffs, the remaining teams would be seeded according to the record of the remaining playoff teams. If teams are upset in any given series, the teams are reseeded to help preserve the best possible conference final match up. If this were the case last season, after the Mavericks were upset, San Antonio would have been the 1-seed and Phoenix would have

been the 2-seed, eliminating the possibility of them playing before the Western Conference Finals. San Antonio, instead of playing Phoenix in the second round, would have played Golden State and Phoenix would have played Utah in second round match-ups.

This idea is good on its face value, but this doesn't make sense in a league whose coverage is split between two television networks. There is a lot of work put into the playoff scheduling with the games being split between four different networks (ESPN, TNT, ABC and NBA) with most of the games being dominated by ESPN and TNT. The networks would ultimately have to wait until every first round series was over then scramble to figure out who is playing who, when they're playing and on what network the teams were going to be playing. Also, teams who finish their series early would have to wait for the rest of their conference to finish their respective series' forcing teams who finish in four games out of rhythm.

Another thing is teams can lose home-court advantage because of reseeding. Just like in the afore mentioned situation, the Utah Jazz had home-court advantage over the Golden State Warriors in the second round. If the playoffs were reseeded, the Jazz would have lost their home-court to the Suns because the Mavericks lost. Thus, a team would have benefited (the Suns) from another team being eliminated (the Mavericks) without even playing the team that was eliminated, and the exact opposite would have happened to the Jazz. A team should not have to lose their home-court advantage because the league wants to preserve the best possible conference finals match up.

The second option would just take away the conference ideology that has served the NBA as well as any system could ever have for decades by taking the 16 teams with the best records, regardless of what conference they represent. It's hard for me to find anything remotely positive about this idea, but you will have the 16 teams with the best records in the playoffs, and that could create some very intriguing match ups every round. However, I feel like there is no mistake the competition committee could make that could be worse than what this could potentially be for the NBA.

There are myriad reasons this doesn't make sense for the NBA, most having to do with the logistics of NBA scheduling and the historical traditions of the league. Instead of making reactionary changes to what has been the most lopsided season in terms of conference depth, the Competition Committee needs to take a look at what has worked for the league for so many years.

When looking at the idea of theoretically eliminating the conferences, the first thing the league would have to address what would be a very tough problem to solve in regular season scheduling. With an 82-game season, it would be extremely tough to make a fair schedule for all teams. If the current regular season scheduling format is left unchanged, with teams playing 52 of their games against other teams in their respective conference, and 30 against the other conference, teams in the deeper conference would be at a disadvantage when being seeded for the playoffs because they would have spent the season playing against tougher competition,



David Stern is set to meet with the Competition Committee on May 27th about possibly changing the current NBA post season format.

photo courtesy of abcnews.com

which would be unfair to those teams in the deeper conference.

If we took this year's season and just took the top 16 teams and seeded them from there, the top Western Conference teams would have a fair complaint about being seeded third and fourth behind the Celtics and the Pistons. Yes, the Celtics and Pistons have the two best schedules in the league, but the Lakers and Hornets, the West's top two teams, have played 22 more games against much tougher competition. The Hornets would even be at a greater disadvantage because there were three other 50-win teams in their division. How would the league solve this problem?

There have also been ideas being thrown around about also eliminating divisions and having all thirty teams play schedules during the regular season against teams regardless of conference. This, in essence, would be more fair than any type scheduling possible. However, this just would just create a heap of problems much worse than the fairness of regular season schedules.

One of the things that makes sports unique is the concept of rivalries, and to take away divisions and make every team play each other an equal amount of times during the season would eliminate all rivalries, and, ultimately take away everything great about the NBA. With no divisions we would have never had those great games between teams like the Lakers, Suns, Blazers, Sonics, Warriors and Rockets in the Western Conference because they wouldn't have been on the floor battling for conference supremacy over the years. The same goes for the Eastern Conference teams like the Celtics, 76ers, Knicks and Bulls. There is a certain kind of pride these teams play with for the top spot in their respective conferences that has made those rivalries so intriguing over the years. It would be tough to sustain these rivalries on a year-to-year basis when little is at stake between the teams. Instead of essentially competing against five teams for one or two playoff spots, individual teams would be competing against 29 other teams for 16 playoff spots making those rivalries much less intense and almost meaningless.

Eliminating divisions, even conferences would be eliminat-

ing several decades of history and tradition, which would, in turn, get rid much of the league's fan base. Rivalries create fan interest, and nothing could be better for the sport. Rivalries are usually the first thing fans of sports talk about. Changing the current playoff format would be taking everything fans love about the professional game away from them. It would be like taking the Yankees-Red Sox rivalry away

from baseball fans, the Cowboys-Redskins rivalry away from football fans, the Bruins-Canadians rivalry away from Hockey fans, the Michigan-Ohio State rivalry away from college football fans and college basketball has North Carolina-Duke. It takes away from the purity of the sport, and it takes a lot of the competitiveness away from players and teams.

With that being said, there is

one more thing the Competition Committee should consider. This is the first year a 48-win team has missed the playoffs. This year is an anomaly, and probably isn't a trend that isn't going to continue. There has always been differences in the depth of the two conferences, in changes in cycles and right now the West is reigning supreme, and has been for a while. Looking at the trends between conferences and championships, there really is no correlation between the two. In fact, it has been players who dominate different eras, not conferences. In the 80s, the Eastern Conference was stacked, but it was Magic Johnson's Lakers who won five titles. On top of that, either Johnson or Larry Bird appeared in every Finals Game during the 80s with one of them winning the title eight times during the decade. In the 90s, the Western Conference was much deeper than the East, but the decade is known as the "Jordan Era" because the Bulls took six titles over an eight-year span. Since Jordan's real retirement (after his sixth title, not counting his years in Washington after 1998), either Shaquille O'Neal or Tim Duncan has appeared in every NBA Finals game.

The NBA shouldn't punish fans because there were actually meaningful games at the end of this season in the Western Conference. This has been an amazing basketball season and, if you haven't been watching, the playoffs have been great too. There is no need for change and I don't understand why this is even an issue.

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