

CSUSM mourns

Remembering the life of Language Learning Center director

BY AMIRA EL-KHAOULI
Special to The Pride

A memorial service will be held on Sept. 10 for Dr. Kevin Igasaki, the late director of the Cal State San Marcos Language Learning Center. The memorial will be held at the University of San Diego.

Igasaki passed away on the night of Aug. 10, 2005, in San Diego County. Igasaki is survived by his wife Cahterinie Bellier-Igasaki and his two children. Igasaki first came to Cal State San Marcos in 1996; when he transferred here from CSU Long Beach. Igasaki began as a technician in the Language Lab, but worked very hard and became the director of the Language Learning Center and campus foreign language proficiency assessor. According to a recent campus-wide email from the Communications Office, Patricica E. Worden, interim vice president of Student Affairs said: "Kevin was a true leader on campus. ... To faculty, staff and administrators, Kevin was a highly respected colleague. He was an innovative thinker; considered a valuable member on campus committees because of his ability to see the 'big picture.'"

Igasaki served on several campus committees, including the University Strategic Plan-

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Cal State San Marcos given opportunity to help

Fundraisers on campus to help Katrina victims

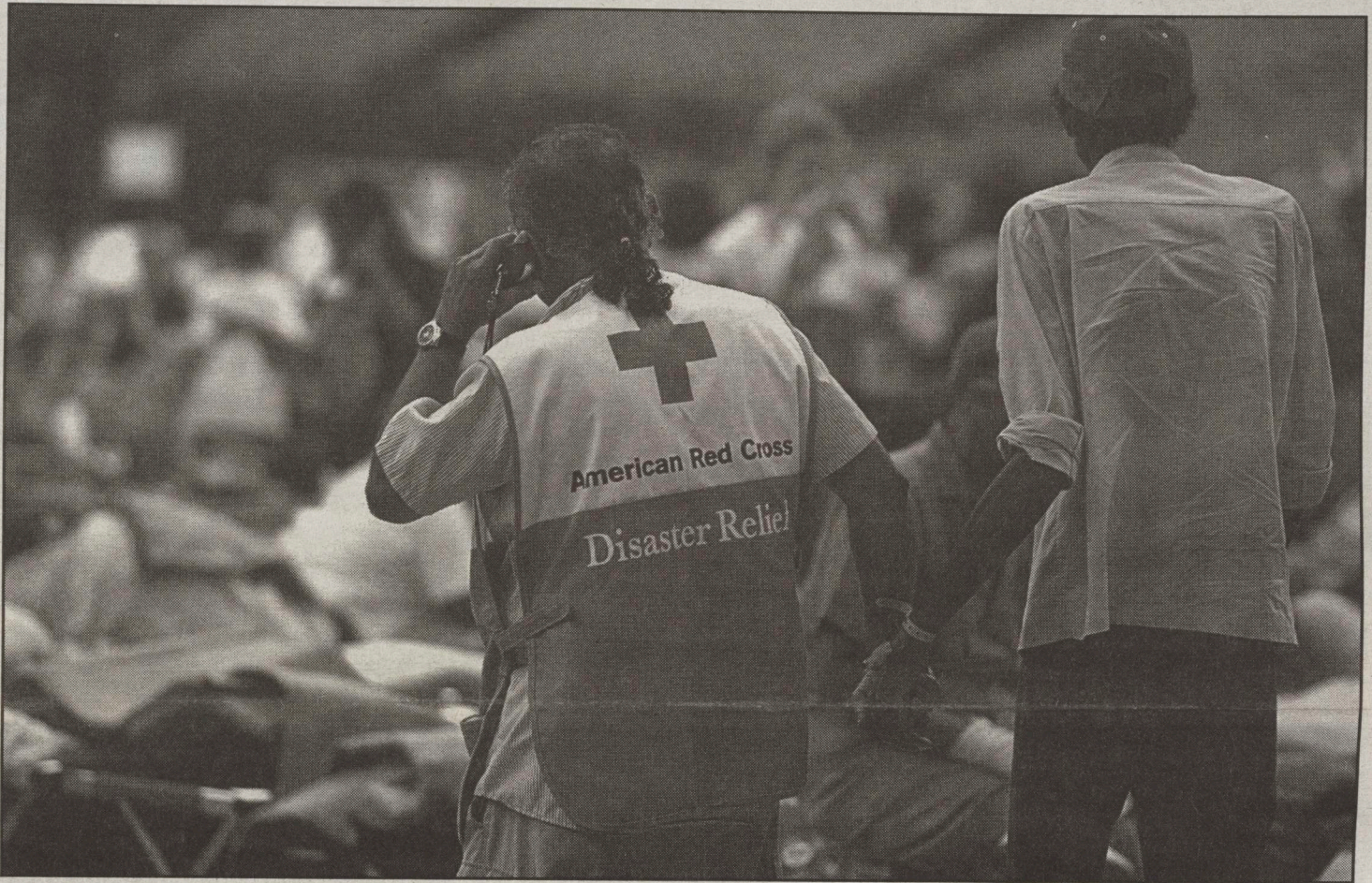


Photo courtesy of Daniel Cima / American Red Cross

Above: Houston Astrodome, September 1, 2005.
Right: Katrina donations will be accepted throughout the campus.

BY PATRICK B. LONG
Pride Staff Writer

Katrina's devastating results left many news viewers with feelings of hopelessness in their ability to help the victims. In efforts to help Cougars do their part, ASI is spearheading events too financially help the displaced survivors through fundraising for The Red Cross.

"The Red Cross response to Hurricane Katrina is the largest response to a single, natural disaster in the 125-year history of the organization," stated the American Red Cross website.

According to the CNN website on Saturday Sept. 3, 2005, there were, "30,000 evacuees who have been stranded there for days amid mounds of trash and human waste." Since the hurricane hit the Gulf

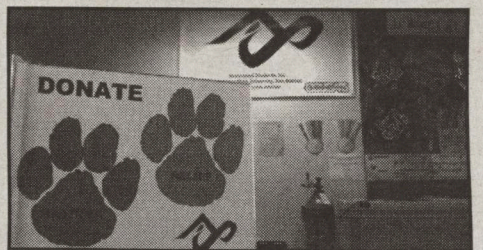


Photo by Jason Encabo / The Pride

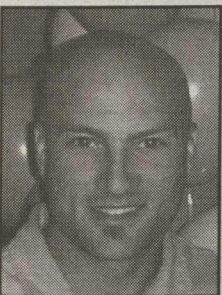
Coast, refugees need food, water and shelter, and Cougars can help.

"Members of ASI have been spending

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"Survivor" helps colleges students uplifting message

BY TRACEY TURNER
Pride Staff Writer



As a former "Survivor" contestant, Chad Crittenden knows what it takes to survive in isolation within a small group. As a cancer survivor and an amputee, he knows how to survive life.

Crittenden was on campus Sept. 1 as part of College Survivor Night at the Clarke Field House. In his speech titled "Discover the Will to Survive," Crittenden shared lessons learned from overcoming obstacles in his life.

A crowd of approximately 40 people gathered as Crittenden drew parallels between surviving college and surviving the CBS reality show. In both instances one is often away from home, missing his or her family and not eating well, but there are also many friends to be made, he said.

"I made some really good friends when I

was there on the islands," Crittenden said, adding that at college there are daily challenges to be faced, whether it is a "reward challenge" or waking up to an alarm early and getting a good parking spot.

The California native was born on Camp Pendleton, but grew up in Half Moon Bay in Northern California. He attended community college full time for three years while working almost full time. He later transferred to UC Davis, where he majored in international relations with a minor in Spanish.

While he aspired to be a diplomat to the

United Nations, Crittenden started working in daycare and tutoring programs the summer after graduation. After getting his teaching credential, he taught bilingual third grade classes in San Jose.

In the summer after his seventh year of teaching, Crittenden discovered a lump on the bottom of his foot, but thought that it was just a cyst. After a while, he got it checked by doctors who diagnosed the lump as a malignant tumor from a rare type of cancer known as synovial sarcoma.

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their hours working on the hurricane relief plans," said Sarah Leonard, the director of community services for ASI.

Paw Print Campaign

The first event ASI is producing is the "Paw Print Campaign." Students, faculty and staff can purchase paws for a minimum of one dollar. The paper shaped paws will be posted throughout the ASI area for everyone to view. The money will go to the Red Cross for Katrina victims.

"The paw prints can contain your name or a special message," said Leonard. The paws will be available Tuesday Sept. 6 to 9 at the ASI gazebo. The gazebo will be located in front of the library. Plus, have volunteered to walk around on campus selling paws. Other locations where paws can be purchased include the ASI office at Commons 207, the cougar recreation center at the field house, The Cougar Store, next to The Dome and The Campus Bookstore.

Surviving Katrina

In order to alleviate stress that

may occur from casualties, ASI will introduce Dr. Carlene Smith, a counselor who will help deal with stress of this catastrophe. The concept will consider the topic "why bad things happen to good people." The event will be held at 11:30 a.m. Sept. 8 at Commons 206.

The Bloodmobile

"Get out and Give Blood Campaign" will help alleviate the expected need of blood for victims of Katrina. For those who can give blood, the Red Cross bloodmobile will be returning Oct. 18 to 19 on campus.

Cougar Fever Week

ASI Cougar Fever Week will feature an all New Orleans theme, "Hurricane Relief Jazz Festival and Fund Raiser." The event will include Cajun style dancing with Zydeco Performances. The festival will be held at Forum Field, in front of the Kellogg Library.

"We wanted to bring New Orleans home, to get students involved." Festivities will include New Orleans style food and blue Mardi Gras beads, selling for one dollar donations. "The whole

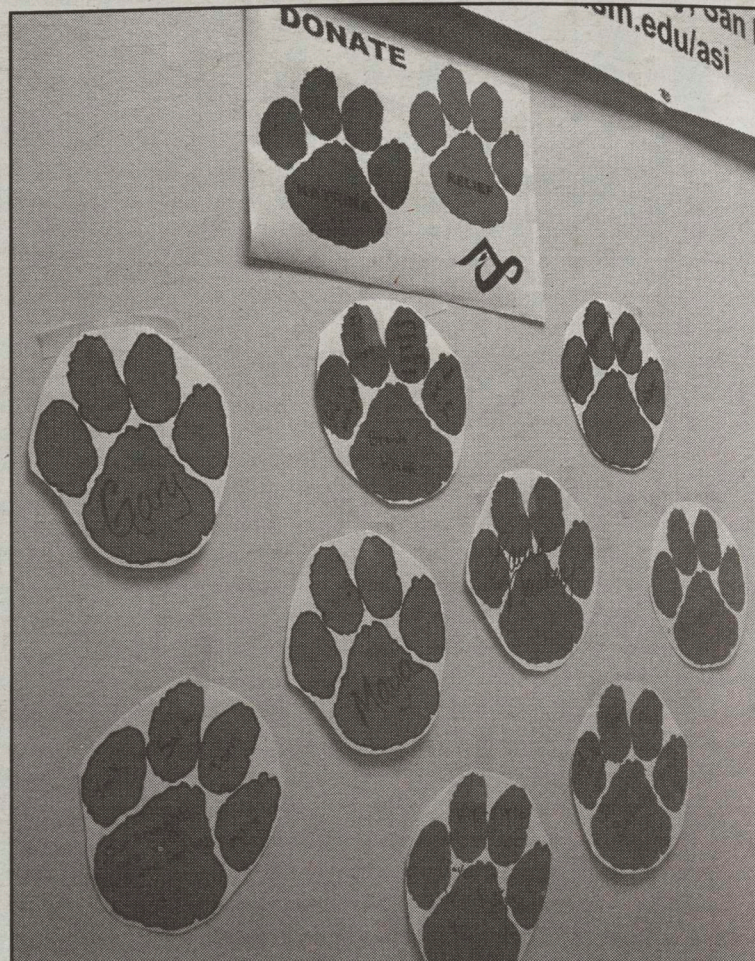


Photo by Jason Encabo / The Pride

Cougar paws displaying names or messages of donaters.

week will be jazz theme," said Leonard.

For more information about upcoming hurricane events

contact Sarah Leonard at leona031@csusm.edu or for more information about the Red Cross visit <http://www.redcross.org/>.

MEMORIAL, from page 1

ning Task Force, the University Budget Committee, the Academic Affairs Assessment Advisory Team, the Library and Technology Advisory Committee, and the Educational Effectiveness Committee (WASC). He also participated in the campus Pan Asian activities and was the club advisor for two student organizations: Garabatos (a Spanish literature club) and the Anime club.

Although Igasaki may be recognized from the various campus groups he was associated with, he was known more specifically for his dedication to helping students with their coursework and helping them meet Cal State San Marcos' language requirement, even if it meant utilizing his free time outside of the lab. According to an email from University President Karen S. Haynes, "Kevin was a beloved member of our campus com-

munity and it is evident that he had many friends among the faculty, staff and students." The USD is hosting a memorial for Igasaki, who recently completed his doctorate in leadership studies at the university. In fact, his dissertation concerning the issue of illegal street racing and the media's involvement was completed in the spring 2005 semester. Igasaki also served as the director of finance for the School of Education's Graduate Student Association (SOE-GSA) for USD.

The memorial service will be held on Sept. 10 at the USD Degheri Alumni Building Courtyard. The service will last from 5-8 p.m. and refreshments will be served before and after the service.

Funeral services for Igasaki were held on Aug. 19 at the Green Hills Memorial Park in Rancho Palos Verdes.

Catherine Bellier-Igasaki, has asked that in lieu of flowers, donations be made to her family to help support the activities of their children, Maximilien and Samantha.

Donations can be made out to Catherine Bellier-Igasaki, and mailed to 122 Five Crowns Way, Encinitas CA 92024. If information is needed about the service, contact Tina Braum of USD by email at tinab@sandiego.edu or Susan Mitchell of Cal State San Marcos by email at smitchel@csusm.edu. Mitchell is also available at (760) 750-4931.

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Library updates for the new school year

BY ZACHARY J. SIMON
Pride Staff Writer

The New, New Library.

To the uninitiated or unobservant student, this may come as a shock:

The library is new.

Again.

Originally finished in Jan. 2004, the Kellogg Library replaced facilities occupying only a portion of Craven Hall. But in addition to providing more computers to initially kill time and subsequently save the last minute, Kellogg Library has recently extended its hours. This came as a result of student and faculty input, so don't hesitate to share your comments and concerns with the staff.

Melanie Chu, Outreach/Multicultural Librarian, even took the time to talk with Pride about other helpful additions to the Library.

"I think one the most helpful services that the library offers is the Research Help

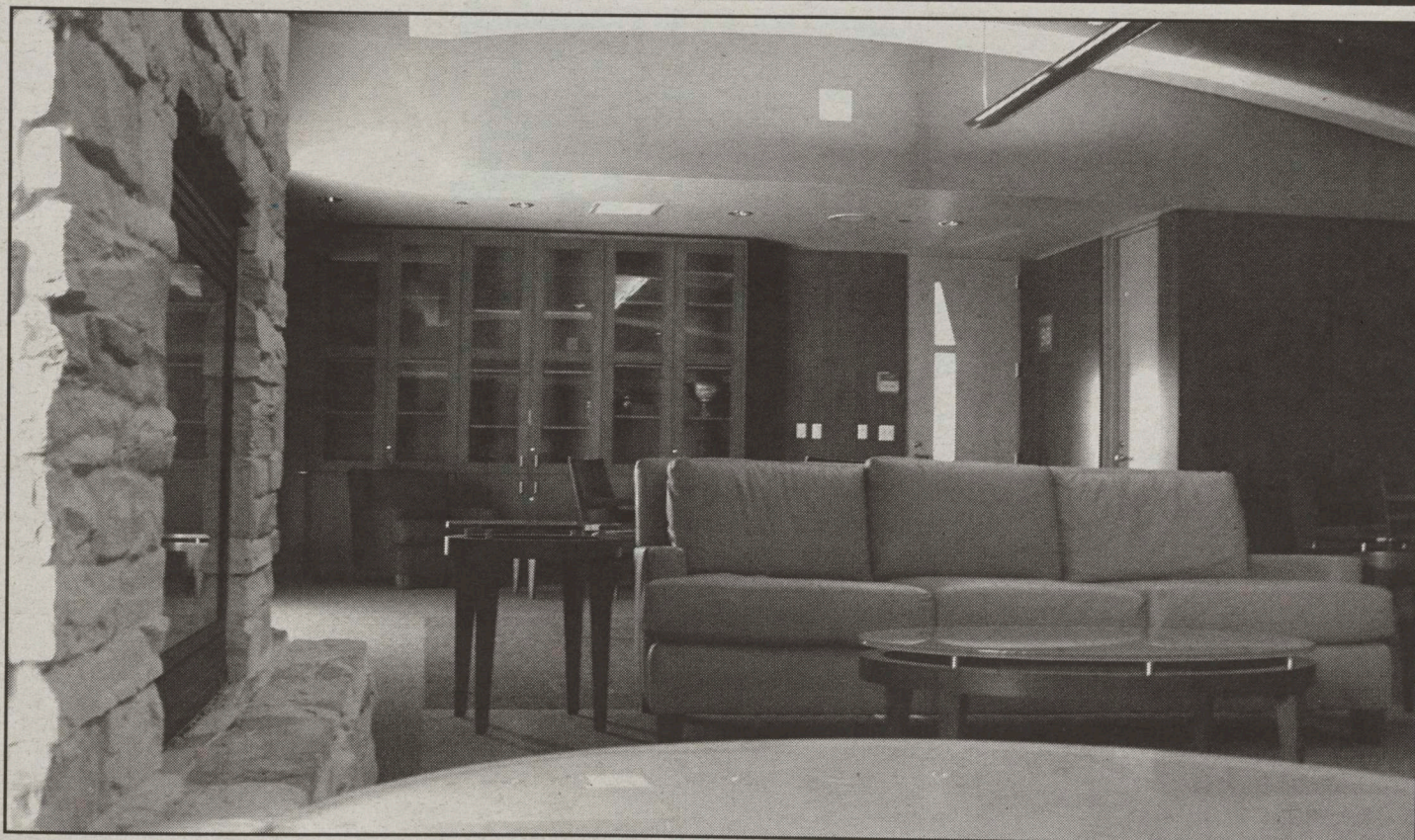


Photo by Jason Encabo / The Pride

The reading room located on the fifth floor of the library is now open to students.

Desk, which is staffed during all hours of the library. It provides a place for students to come when they have a research question or project coming up, and we'll pair you up with a subject librarian specializing in your field."

The desk, to the right of the main doors of the third (Starbucks) floor, is hard to miss, but even closer to this entrance is something maybe too close under an inkless nose to be noticed. The McNaughton collection is part of the large triangular bookshelf and contains over 200 popular fiction and non-fiction titles, a great place

for anyone who still doubts that books can be entertaining as well as educational.

Beyond and next to the stairs is an art gallery that regularly exhibits the striking work of acclaimed artists.

Above this, Kellogg Library's fourth floor houses a wide range of periodicals and a special copy center that can help with virtually any project. High on the fifth floor is good news for those already wishing they had another lifetime to finish their booklist, or at least a nice place to start it. The reading room, complete with fine furniture and a decorative couch, is now open

New library hours:

Monday to Thursday:
7am-9pm

Friday: 8am-5pm

Saturday: 10am-5pm

Sunday: 1pm-8pm

to students. Keep watch for more reasons why our library is the best place to both catch up and fall behind on your studies.

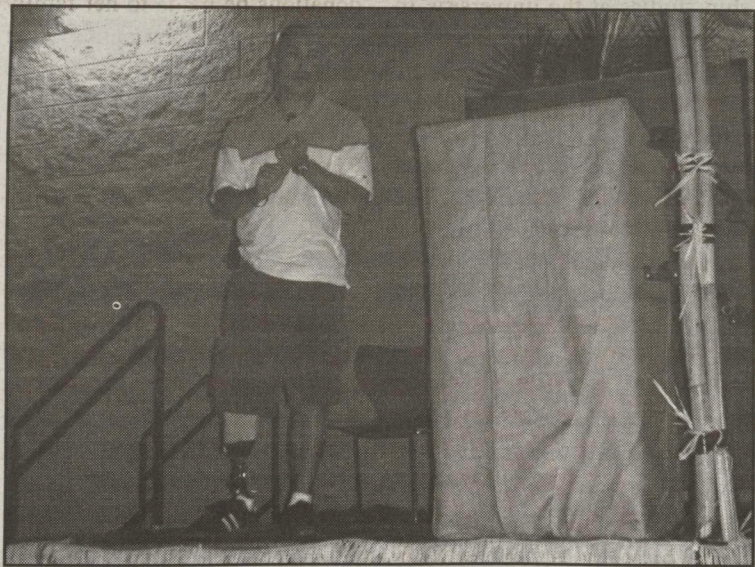


Photo by Tracey Turner / The Pride

Chad Crittenden spoke at Clarke Fieldhouse on September 1, 2005.

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He was 33.

After researching his options, Crittenden found that with prosthesis he would still be able to play soccer, he made the decision to have the amputation.

"It [losing my foot] wasn't that big of a deal for me. I'm not sure why," Crittenden said.

He didn't reveal to his fellow "Survivor" tribe members that he had a "prosthetic titanium and carbon-fiber foot" until after he felt he had proved himself physically.

Only after a strenuous hike to camp in the pouring rain, building a shelter, gathering wood and finding water, did he unveil his

leg to his tribe mates. Just one out of nine tribe members had a problem with Crittenden's prosthesis; the rest complimented his athletic ability.

Crittenden said that in his daily life, he does not really experience discrimination, but sometimes he encounters interesting reactions when people see his leg. He said children, who, naturally, have no shame, ask him, "Why do you have a robot leg?"

Crittenden maintains a positive, open attitude and a sense of humor about his leg and about life in general. These are the attributes he wants to convey to the students at Cal State San Marcos.

Though he says he is not a reli-

gious man, he maintains a spiritual mind-set and feels that life is all about having a positive outlook. If he notices someone staring at his leg, he'll ask them if they have any questions.

"Ignore the naysayers, those who think you can't do it," Crittenden said. "If you have a goal in mind, there's no reason you can't do it."

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Esteban Muro

"I like the size of the campus and the intimacy of the atmosphere."

VSAR Major



Lena Czar

"The very friendly environment. The staff is very helpful and the campus is maintained well."

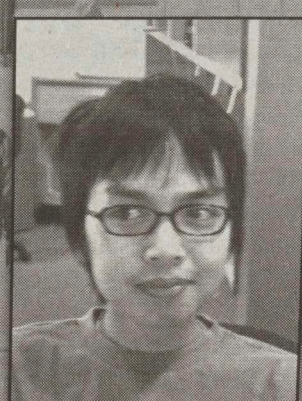
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Sarah Leonard

"I like being apart of a small campus, you can get really involved and get to know your teachers to have a successful and fun college career."

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Christian Motos

"I like the computer labs because I can get immersed in my work, editing videos."

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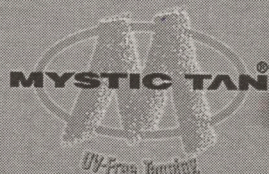
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Optimism/Pessimism

Viewing the world from two different perspectives

BY MATTHEW SCHRAMM
Pride Staff Writer

Do you see the glass as half empty or half full? Although it's become a cliché expression, this question contains a lot of truth when it comes to the idea of being optimistic – an idea that can be successfully put into practice with the start of a new semester at CSUSM.

As a recovering pessimist, I know what it is to doubt everything; and even enjoy doing it, but optimism holds so much more success for those who master it. Just look at the famous athletes who have used their optimism to help them excel. Where would Lance Armstrong be if he hadn't been optimistic and fought his way back from life-threatening cancer to win multiple consecutive Tour-De-France titles?

Here at CSUSM, there are numerous ways you can turn a pessimistic perspective into an optimistic one and have similar success in your life – albeit on a much smaller scale. To some people optimism obviously comes easily (the type of people you either love or hate) yet for the rest of us being optimistic takes a little practice. Simply be patient, take time doing your daily tasks so you can stand back and look at the positive side of things and thus work toward them.

For example, instead of complaining about having to climb the million plus steps at San Marcos between classes, think about all the exercise you'll get wandering across CSUSM in the late summer sun.

When stuck in a class you don't like and didn't want to take, instead of being a pessimist about it, be optimistic about the class and watch your interest and success surrounding the class grow.

Simply looking at things in a different perspective can make all the difference in the world: don't every let yourself believe that you are going to fail, instead believe that nothing can stop you from meeting your goals and succeeding. Start your new semester at CSUSM as an optimist instead of a pessimist and watch success follow you wherever you go.

BY MELISSA BLAIRD
Pride Staff Writer

Arguing for pessimism is like arguing for infidelity or gluttony or indecent exposure. The alternatives of each seem so much more respectable that society fails to consider the allure of deviating from what is considered 'good' behavior.

Pessimism is just another defense mechanism. Some people drown a bad day with alcohol. Some go to movies to watch other people live life instead of living their own. The pessimist simply expects every day to be bad, making the bad easier to bear when it comes.

It is easier to deal with death if the deceased is ill for a long time beforehand. It's easier because the death is expected. Pessimism is like an illness. It prepares you for the worst possible scenario. The pessimist is not taken aback by tragedy. Rather, he waits for it with calm certainty because it is inevitable.

When a healthy person is suddenly flattened by a car while crossing the street, enjoying nature, the death is much harder to deal with. It is harder because the tragedy is unexpected. Optimism is like health. You feel well so you forget it is a transient feeling. Then when something unfortunate happens, it is horribly shocking.

Schopenhauer said if we compared the pleasure felt by one animal eating another to the pain felt by the animal being eaten, we would see that pain completely outweighed pleasure in life. He used this analogy to defend pessimism as most logical.

Hemingway was a pessimist. He tried to end his life many times, one of which involved an attempt to run into cycling jet propellers. Sylvia Plath felt life wasn't worth waking up for and stuck her head into an oven. Virginia Woolf piled rocks into her pocket and drowned herself in a lake, deciding no experiences in life were as exciting as the experience of death.

The trend is that hopelessly depressed attitudes breed great literature. Without the author's dreary outlook, a lot of books would not have achieved their depth and success.

Of course, cheery, positive attitudes breed literature too. They breed Doctor Phil's advice books and teenage magazines. If false hope and shallow happiness are what you want, then hurray for optimism.

We are told it is best to see the glass as half full. But when it's viewed as half empty, it seems there is less to knock over and spill on your crotch.

Nihilism protects you from disappointment. Idealism sets you up for it.



Photo illustration by
Jason Encabo / The Pride

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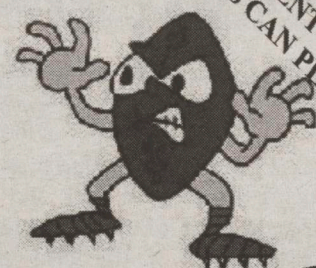
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OMBUDSMAN'S NOTES

BY J.R. SAPP
Pride Staff Writer

"Nothing can be said so clearly as to preclude the possibility of it being misunderstood." Philipp Melancthon (1497-1560)

Welcome to a new semester at Cal State San Marcos, and to the second issue of The Pride. For those of you new to the campus, The Pride is the student newspaper written, edited, and distributed by students.

I am the ombudsman for this semester. That means that I am essentially the reader representative at the paper. If you have comments, concerns, or

questions about quality or content, contact me at sapp003@csusm.edu and I will take those issues to the staff. It's not only about serial commas and language usage. It's also about fact-checking and fairness. Above all, The Pride must strive for objectivity and accuracy in news reporting.

What makes news? Relevance. Usefulness. Interest. We know you can get extensive national and international news coverage from a wide variety of print and internet sources. The Pride wants to provide you with local news that matters, and that you can't get anywhere else. We know the readership is comprised of a demo-

graphic which includes students of all ages, faculty and staff, and, we hope, community members. The goal of the paper is to provide information about the university and local community that may be of interest to all these groups.

Is there a story you'd like to see covered? Email your idea to the paper. If it is deemed to be of general interest, one of our staff writers may cover it. Did we get something wrong? Let us know and we'll investigate. Hold us accountable. Tell us what you think. We may feature your question or comment in this column, edited for appropriate language and

brevity. Remember to leave contact information in case I have questions about your questions.

I will admit that I do have a personal agenda in this. I want to have my name on the masthead of a student newspaper that I am proud to show any student, any teacher, or any family member. Please email us and let us know how we're doing. We want to hold ourselves to a higher standard and we invite you to do the same. Don't just stop reading if we fall short, let us know why. Give us a chance to improve. Keep in touch, because a student newspaper without student readership is just a class.

Editorial from the editor-in-chief

The past week has proven tougher than the first. With classes started, I found myself compounded with both homework and these new editor responsibilities. I do not know how the previous editors did it.

Looking back at the first issue, I realize many mistakes. I will let you spot them if you still have a copy rather than embar-

rass myself with the long detailed list, and I am working on fixing repetitive mistake for the future (tip's).

I will still count on readers to bring forth problems, ideas or concerns they may have, not only about the newspaper but also of the school. I was looking forward to posting letters to the editor in the paper this week, alas I

received none. I have heard many verbal remarks made about the first issue, mostly good. Many cougars were surprised to find out that we put out an issue on the first week and congratulated us on a job well done, still no letters. I heard one remark about the staff being Gestapo, but that person still did not write it down for us to print.

The great usefulness of letters to the editor is the impact it has on the writers and content of the paper. Granted we have had suggestions that we do not follow MLA, we follow AP. Another concern was our lack of covering off campus news stories. We try not to compete with the large newspapers, even though they now have stands here on campus.

Our goal is to write about this campus. Stories will contain elements that link it back to Cal State San Marcos.

With this open request hotline, students, staff and faculty can give their input to the building of this great media.

Patrick B. Long
pride@csusm.edu

Entertainment in the Clarke Fieldhouse

BY JASON HOBBS
Pride Staff Writer

It was recently said to me that there were no places on Cal State San Marcos' campus to host a small concert or a boxing match within closed walls. After a little investigation I found several adequate venues for both small concerts and for boxing matches. The Clarke Field House for instance would be fine to host a series of small concerts featuring unsigned and/or local musicians. It may even fit a boxing match. The new study center at the top of the library would fit both a boxing match and a small

concert as well. I don't know that that would be allowed, but it's a possibility.

After visiting Casino Night at two different times (6:30pm and 8:15pm), I became concerned that our student body was not interested in the events the campus has to offer. Although I did not attend the entire Casino Night event, the two times I dropped by, I saw the same amount of people at the game tables; what seemed to be about 25 people (not including the dealers or the volunteers).

Perhaps instead of assuming what the student body wants or needs as far as fun and entertainment on campus, there

should be a vote determined by a simple majority rule for a variety of events ASI organizes. Perhaps then there would be bigger crowds than the approximate 25 people that showed up to Casino Night and the approximate 40 people that showed up to "College Survivor Night" where a celebrity from one of the most popular television shows of all time was speaking.

There could be a variety of reasons why the first two events of the semester weren't very popular. One may be that the ASI Calendar of Events hand-out listed Casino Night beginning at 6pm and another schedule of

events posted by the ASI offices listed the event time as beginning at 8pm. It's quite possible that newer students like myself, did not know the difference (if any) between the Grand Salon and the Clarke Field House either. Casino Night took place at the Clarke Field House but again there was a difference between the big orange calendar of events posted by the ASI offices and the small yellow hand-outs. One read that Casino Night would take place at the Grand Salon and the other read that Casino Night would take place at the Clarke Field House. Unfortunately of the two potential venues for the night, only the

Clarke Field House is listed on the big maps found throughout campus.

Perhaps not all of the students will enjoy live concerts on Friday or Saturday nights. Perhaps not all students will enjoy a live boxing event on campus either. But so far it seems that only about 70 students have enjoyed (or at least attended) the first two campus events of the semester, and with that short track record it might be worthwhile to the students to try some new ideas before it's too late.

Email me if you agree or disagree at: hobbs008@csusm.edu.

Top five back to school must haves

BY BRYAN MASON
Pride Staff Writer

It's that time of year again; time to pack up all your stuff and head back to school. Unfortunately summer is ending, fortunately for us; the season to by back to school gear never ends. This is it, the top 5 list of must haves for the new school year.

1. iBook – Apples new line of personal notebooks. The New iBook is stronger, faster, and more capable than ever. With built in wireless Internet, and Bluetooth technology, these notebooks can

pack a wallop in or outside of the classroom. Read along with the class as you look up the teacher's notes online wirelessly, or just kick back and work with many of the functions available on one of the best consumer laptops around. Either way, there will be no regrets with the purchase of this machine.

2. Cougar Cards – Ever found yourself strapped for cash, but in dire need of a quick snack, scantron, or some lunch in between classes? If so, grab a Cougar Card, you can purchase them anywhere and save them for whenever they are needed. They

are usable in the dome, and other various places around campus. Just select the amount of money you want on the card, and they will do it for you. The Cougar Card is a gift card for students, not exactly the gift that keeps on giving, but it does its job well.

3. iPod - This already popular Mp3 player is a great way to kick back and listen to your favorite tunes in between classes, or just waltzing around the dorm room. With a size of 20 or 60 gigabytes it is the perfect addition for the somewhat musically challenged and all the way up to the maestro of music.

4. Treo 650 Smart phone – This is a new one for a lot of people. A sophisticated blend of phone and function if you will. The Treo 650 Smart phone combines a handheld PDA with all the applications of today's top cell phone. Be it for calling home, or organizing your class schedules with due dates, and assignment notes, everything is at your fingertips willing and waiting for you to push the limits of technology.

5. Sony CD Dream Machine – Last but not least, is an alarm clock. The Dream Machine not only saves you from being late

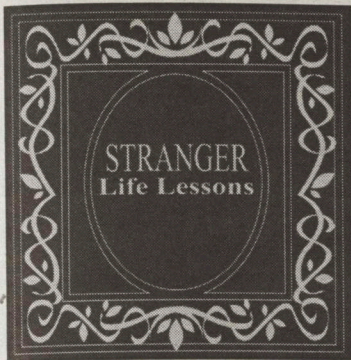
for class, but also plays your favorite music with it's built in CD player, all of which is personally programmable to adjust to your schedule. Adding some tunes to the morning routine can even help boost your eagerness for class...at least for some people.

Short and sweet, but defiantly essential, all of these things can help you to achieve the goals of academia, but also blow off some steam and help yourself recuperate over the weekends. It's always a plus having technology on your side, and with these top five gadgets you can't go wrong.

"Life Lessons" in stage presence

Local band, Stranger, plays at House of Blues San Diego

BY JASON HOBBS
Pride Staff Writer



Stranger stole the show with one of the most phenomenal live performances I've ever seen/heard. Stranger's energy was certainly unsurpassed by all the other bands that shared the stage with them on Aug. 28, 2005, at the new House of Blues (HOB) in San Diego, CA.

It was a surprise after watching all of the bands perform that night that Stranger was the opening act. With the amount of fans they had there before the show even began, it seems apparent that they could headline their own show at San Diego's HOB.

Stranger opened the show with a mostly instrumental, but very melodic song, and then thanked the ecstatic crowd for coming out to enjoy the show, just before beginning a non-stop 40 minutes of energetic and powerful music. Stranger performed a medley of what

seemed to be about 10 full songs. Every song transitioned into the next in such a fluid manner that there was no notice of any errors or delays.

The final song of the medley featured nearly an entire disbandment and reemergence of the band, bound together by the steady beat of the drummer. After the band reemergence, and the end of the medley, the lead singer thanked the very enthusiastic audience one more time for coming out to the show to enjoy their music and received a very warm and almost overwhelmingly energetic response from the audience. Then it was announced by the lead singer that they would do one more song.

Stranger ended the show with a brand new song that had the creativity and style that had me humming the song during the intermission. After Stranger's set, the crowd finally began to move over to the bar and the bathroom. Although San Diego's HOB is not that big and no matter where you stood (even in the bathroom) you could hear the music, no one seemed to want to stop watching Stranger's energetic set.

The show was not over after Stranger's set, but you might not have known that if you were standing outside watching all of the people leave.

To purchase Stranger's new full length CD "Life Lessons" visit: www.Stranger-Band.com

CALENDAR

of events

Tuesday - Friday, Sept. 6-9
Choose your own adventure,
Student Organization Expo.

**Sunday and Friday thru
Sunday, Sept. 11 and
Sept. 16-18**

Little Shop of Horrors —
The first full-length musical
at Cal State San Marcos.
Arts 111 at 7 p.m. Tickets,
pre-sold \$5; at the door
\$8. More ticket and parking
information at www.csusm.edu/arts_lecture.

Monday, Sept. 12
Works by Malaquias
Montoya. Arts & Lectures
Fall 2005 Kellogg Library
Terrace at 5:30 p.m.
Exhibition runs through Dec.
18.

Thursday, Sept. 15
Latino Heritage Festival
Noon to 3:30 p.m., Library
Forum and Plaza.

Saturday, Sept. 17
Alzheimer's Caregivers' Fair
9a.m. to 2p.m., at the Clarke
Field House/University
Student Union.

Saturday-Sunday, Sept 17-18

American Cancer Society's
Relay for Life at the
Mangrum Track and Field.

Saturday, Sept. 24
MADD "Strides for Change"
Walk. The University
Police is forming a team to
represent Cal State San
Marcos in the upcoming
MADD San Diego County
fundraising walk.

Friday, Sept. 30
10 a.m.-noon. Arts 111
Adriene Jenik, an
artist, teacher, curator,
administrator and
activist, will be holding an
introduction to her work

Saturday, Oct. 1
Save The Date: 2005
Preview Day, Cal State San
Marcos Preview Day for
prospective students and
families

THE BLVD

Music House and Sports Grill



2 for 1 BURGERS
Mondays & Thursdays
ALL DAY
\$1 Wells 7-10pm Thursdays Only



TUESDAY SEPTEMBER 6
LIVE ROCK:
CHEAT & SQUIRREL
VS. BEAR



FRIDAY SEPTEMBER 9
LIVE REGGAE:
THICKER THAN THIEVES
w/ Fabulous Rudies



FRIDAY SEPTEMBER 16
DIAMOND LANE ETCHED IN RED
RISE THE WAKE DIFFICULT HENRY



FRIDAY SEPTEMBER 30
BOO YAA TRIBE
w/ Insolence
& Special Guest Appearance:
P.O.D.

TUESDAYS
EFFEN.
VODKA

EFFEN VODKA
Guest Bartending
Call to Apply
\$2.50 U-CALL IT'S
INDUSTRY NIGHT

THURSDAYS
COLLEGE NIGHT

No Cover
w/ College ID
before 11pm
\$1 Wells 7-10pm
Fundamental on the patio
Top 40, 80's & House

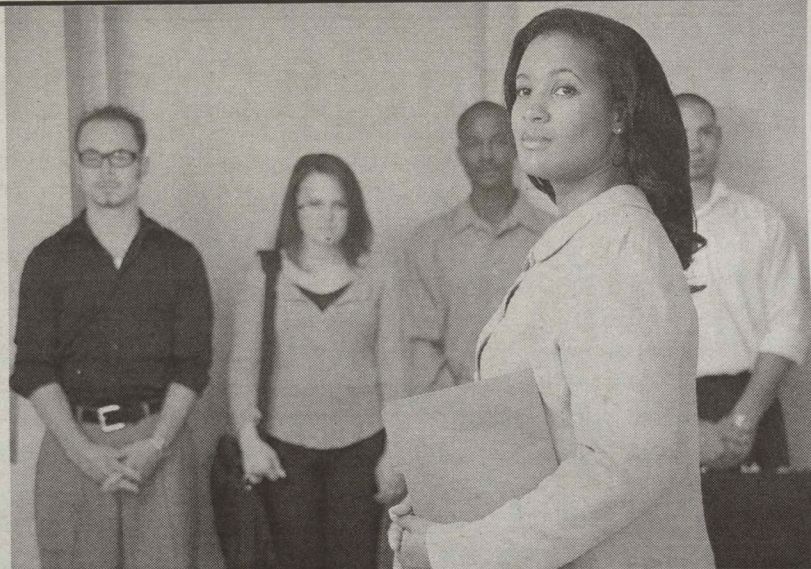
SATURDAYS
BLAZIN'
98.9

98.9 Blazin'
Summer Nights
The GasLamp Alternative
Go-Go Dancers
Color Lasers
3 Rooms of DJ's
Dress Code Enforced

SUNDAYS
CHAMPAGNE BRUNCH

BUFFET
10AM-2PM
...Omelette Station,
Prime Rib, Fresh Shrimp
and much more...
All You Can Drink
Champagne & Mimosas
\$2.50 U-Call-It's 7pm-Close

925 W. San Marcos Blvd. 760.510.0004
www.the-blvd.com 21+ After 10pm



Meet with employers Face to Face! Don't Miss out on The Temecula Career Fair!

Free resume review offered by Employment Development Department.

Wednesday, September 14th, 10am - 2pm
Pechanga Resort & Casino
45000 Pechanga Parkway & Casino Dr.

Dress for Success and bring plenty of resumes!

Visit our Virtual Career Fair Sept. 15th - 25th @ www.nctimes.com/careerfair

NORTH COUNTY TIMES

THE CALIFORNIAN

An edition of the North County Times

A perspective on the summer box office slump



Images courtesy of
 "Wedding Crashers"
 - New Line Cinema,
 "Charlie and the
 Chocolate Factory"
 & "Batman Begins"
 - Warner Bros., "War of
 the Worlds" - Paramount
 Pictures, "Fantastic Four"
 - Twentieth Century Fox.

BY ALFRED CHU
 Pride Staff Writer

What happened this summer? It's the question distributors, producers and movie studio executives are asking themselves and each other. Compared to last summer, the box office has seen a decrease in domestic gross while the marketing, promoting and budget size of each movie has experienced no significant change.

So, if we all know what happened the harder question to answer is, why?

Could it be a wide range of changes that have occurred in the economy and movie industry in the past year? Contributing

factors may include high gas prices, illegal movie downloading, high definition home entertainment systems or even just a lack of interest.

For 20 consecutive weeks, beginning the weekend of February 4, the box office has seen a decrease in sales when compared to last year.

According to Box Office Guru (www.boxofficeguru.com), the decrease ranges from one percent to 31 percent. The dilemma is that a constant one percent down can mean a few thousand jobs could be lost. The movie that finally helped end the dry spell was "Fantastic Four." That week-

end, July 8, the box office brought in a gain of three percent when compared to last summer. Ironically, "Fantastic Four" received some of the worst reviews.

Maybe it's not so ironic when the other four films in the top five are from acclaimed filmmakers (Steven Spielberg's "War of the Worlds," Christopher Nolan's "Batman Begins") and received better reviews.

The next weekend received some much needed improvement. New releases "Charlie and the Chocolate Factory" and "The Wedding Crashers" helped raise the gain to 13 percent. Unfortu-

nately, the gain didn't last long as the following weekend gross (July 22) showed a nine percent down. The summer movie season officially ends Labor Day weekend and, looking at the new releases, it's bound to end without a bang.

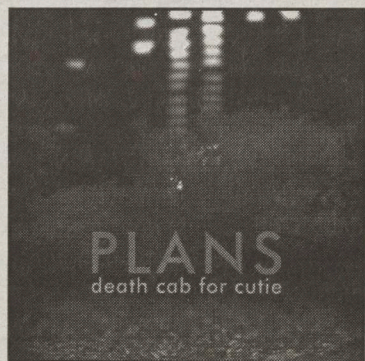
Let's go back to the lack of interest question. Last summer was the summer of sequels and CGI. "Shrek 2," "Spiderman 2," "Harry Potter and the Prisoner of Azkaban" and "The Bourne Supremacy," all grossed at least \$175 million domestically. CGI films, such as "The Day After Tomorrow," "I, Robot," "Troy"

and "Van Helsing," have all grossed \$120 million domestically. Hyped movies such as "Fahrenheit 9/11," "The Village" and "Collateral" have all grossed at least \$100 million domestically.

This summer, Hollywood decided to release mainly remakes and adaptations. Movies such as "War of the Worlds," "Charlie and the Chocolate Factory," "The Hitchhiker's Guide to the Galaxy," "The Dukes of Hazzard," and "Bewitched" were significant at the box office, but according to the studios, not significant enough. The next question "Is it possible that this lack of interest resulted from a lack of creativity?"

Death Cab For Cutie reveals their "Plans"

BY BRIAN MASON
 Pride Staff Writer



the reflective stylings of bands such as The Album Leaf, and the late Elliott Smith. Death Cab for Cutie strongly utilizes the technique of slow, strung out piano with the soft and elegant notes of an acoustic guitar, adding to the CD's overall aura.

The first single off the CD "Soul Meets Body" brings back the feeling of "The Photo Album" LP, and softens it, giving listeners a feel for the band's progression into a new sound.

Almost taking a page from Elliott Smith's own figurative songbook is "I will follow you into the dark." With their own spin put into the song, Ben Gibbard quietly serenades us on a journey of love, filled with the unexpected twists and turns along the way. Gibbard sings "If Heaven and Hell decide that they both are satisfied, and illuminate the No's on their vacancy signs,



Photo courtesy of www.deathcabforcutie.com

if there's no one beside you, when your soul embarks, then I will follow you into the dark." A simplistic yet morbid chorus makes the song powerful, yet serene at the same time.

Produced by guitarist Chris Walla, "Plans" really makes its mark with the song "Brother's on a Hotel Bed." The beginning of the song is especially like The Album Leaf, but when Gibbard's voice projects over the front of the piano, and acoustic

drum set, we are reminded that "Plans" is defiantly something new.

If you are interested in anything remotely good these days, you will defiantly need to check out this CD. It pulls together and intertwines some of Gibbard's most pressing issues, relating them in a way that only Death Cab for Cutie can bring us. Look for them on tour this fall, and for more information you can visit www.deathcabforcutie.com.

On Tuesday August 30, Death Cab For Cutie unleashed their long awaited follow-up to "Transatlanticism." Pushing the band into a new direction of mixed genres and collaborative thinking, "Plans" envelops