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Observer

Central Washington University

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Central explores new marketing strategy

by Heather Bell
Staff reporter

Low enrollment and budget cuts have forced Central Washington University to make changes in the public relations and marketing departments on campus.

"I'm confident we'll be able to turn the low-enrollment issue around," Mark Anderson, director of public relations and marketing, said.

This presence is being established via newspaper ads in college papers, through posters and by one-on-one interaction. Central has sent representatives to community colleges, such as Edmonds and Highline, to talk to prospective students about the programs Central offers. The Delta Epsilon Chi (DEC) club has also visited colleges in western Washington and handed out flyers and information.

Each year, the state projects how much money. When these projections are not met, the university is forced to give money back to the state.

If enrollment does not increase, more budget cuts will have to be made. Some staff members are worried jobs will be lost.

"Our faculty members were told as a courtesy that they cannot count on having a contract in the fall," Bill Chandler, Central professor and member of the marketing committee, said. "This is just one option." Jen Gray, vice president for university relations, said Central has made no final decisions thus far regarding budget cuts.

The university's marketing and public relations teams are dedicated to only cutting the budget where absolutely necessary. Chandler is concerned budget cuts may lead to lower quality service.

Busy week scheduled

by Ellie Glannoulat
Staff reporter

This week, the Quality of Life Program is conducting several focus group sessions to gain student insight on future improvements and renovations on Central's campus. Focus group sessions consist of a formal dinner setting and a three-course meal catered by Central Dining Services.

Brailsford & Dunlavey, a facilities planning and project managing company based in Washington D.C., is helping implement the improvements by meeting with students, staff, and community members all this week. The kick-off week will begin a three-month comprehensive study collecting qualitative information from focus groups held on and off campus, as well as stopping students on campus to ask questions.

"We are incredibly excited to help Central's campus," Brian Hanlon, senior associate at Brailsford & Dunlavey, said. "This is a homecoming for Anderson. She received her bachelor's degree and master's in education from Central. Since then, Anderson has taught in the West Valley and Mount Baker School Districts.

She also held a number of accounting positions before beginning her 12-year career as a member of the Washington State Senate.

Her first term in the Senate was in 1986 when she was elected to represent the 42nd District in Whatcom County.


"We're pleased that Ann has agreed to join our institution," President McIntyre said in a recent press release. "She understands well and appreciates the legislative process. She also knows Central and
A.C.E.S.S. helps students prepare for careers

by Lindsay Hegarty
Online reporter

Saturday morning a group of nearly 150 students filled the classrooms in Shaw Smyser. These students gathered to participate in the sixth annual A.C.E.S.S. (Accessing Career Employment Success Strategies) program.

The event is promoted as "the best career preparation on campus" and allows employers to lead workshops on how to achieve corporate success. Students could choose to attend four of the eight workshops offered. The morning began with employers giving a two-minute speech explaining why their workshops should be selected. Some employers relied on their popularity at previous A.C.E.S.S. events. Some companies offered prizes, like the Boeing Company's model airplane toys.

One of the most popular workshops was Enterprise Rent-A-Car's "Dining Etiquette," on proper dining behavior. Another favorite element of the program was the lunch-time fashion show sponsored by J.C. Penney. Nine students were selected by Central's Marketing Department to model "The Working Wardrobe." Ellie Fortin, a senior accounting and actuarial science major, laughed as she reflected on her experience as a model.

"That was my twenty minutes in the life of a model," she said. "We had to wait until the show was over to eat, so we even felt like models!"

Hendrickson, recruiting coordinator for Central's Career Development Services, organizes A.C.E.S.S. She selects employers to lead the workshops and organizes them.

MARKETING: Central hopes to increase enrollment

Continued from Page 1

"Poor managers panic and minimize service to customers in an effort to balance budgets; this strategy always fails," Chandler said. "These are short term solutions that create long term problems we can never recover from.

"Another option to cutting the budget would be to request money back from the legislature. If granted, the money would be used for marketing to increase enrollment in the future and avoid future budget cuts."

"It would be a really good investment for the state to give Central the money," Chandler said. "We have an excellent location, great programs and a quality faculty."

Chandler feels strongly about keeping the high-quality faculty Central already has.

"Previously, the marketing budget was so minuscule, it was a joke," Chandler said.

"The combination of a small marketing budget and the fact that Central did not do program specific marketing were major factors building up to the low enrollment problem, according to Chandler.

Another effort being made is concentrating on increasing immediate enrollment. Under the direction of President McIntyre, a new marketing committee was formed in order to tackle the current problems facing Central.

About 10 members, including Anderson, Chandler and others from various departments on campus, make up the committee.

"We are creating a well thought out comprehensive campaign based on good data and strong marketing principles," said Chandler.

Long term public relations and marketing goals for Central include doing a market study to see what incoming students want. Once the market study is completed and the data is analyzed, the marketing committee can use the information in enrollment efforts.

"This is an easily fixable problem," Chandler said. "With an adequate budget, effective marketing strategy and a little bit of time, the problem can be fixed."
New youth center opens

by Melissa Mitchell
Asst. news editor

After 7,000 volunteer hours were spent renovating the new building, Youth Unlimited will unveil its permanent home this Saturday during a grand opening ceremony. This Saturday’s ceremony will run from 11 a.m. to 3 p.m. with the ceremony beginning at noon.

Joanna Martin, assistant coordinator for Youth Unlimited describes, Youth Unlimited as a program that provides activities for middle and high school kids, as well as families. Since the program began in 1995, it has moved from building to building, depending upon available space. However, last year the city bought the old Johnny’s Market on the corner of Capital and Anderson (across from Morgan Middle School) to be renovated and used as a permanent home.

Youth Unlimited runs several programs including an after school drop-in and tutoring program, a late night teen center and a family day. The first late night dance of the year will be held this Saturday from 7 - 11 p.m. “We are always looking for volunteers to help with existing programs, or with ideas for new programs,” Martin said.

Another event Ellensburg middle and high schoolers should mark on their calendar is the Valentine’s Day dance from 5 - 7 p.m. at the center. The first 25 girls to show up will get free flowers. The dance will include the crowning of both the king and queen of diamonds as well as the king and queen of hearts.

Youth Unlimited has internships and practicum to offer students in almost any major.

For more information contact Youth Unlimited at 925-8604 or email them at Youth_Unlimited@hotmail.com.

Write for the Observer! Call Lois Breedlove at 963-1073.
JOBS: Employers eager to meet students

Continued from Page 2

mock interviews that take place during the second half of the day. Hendrickson also coordinates six other career-related programs each year, including the popular program for education majors, P.A.C.E.S. (Professionals Address Careers and Education Seminars) and Career Quest, the career fair held each spring.

This year will be the 28th annual Career Quest and Hendrickson has booked more than 100 companies to attend. The career fair brings in companies from the business, science, and art majors and will be held this April in the SUB ballroom and theater.

This week, from Feb. 5-9 is the Construction Management Career Fair, which is also held in the SUB Theatre. Hendrickson explained that April is too late in the season for construction companies to begin hiring, so this event gives them an opportunity to recruit students earlier on.

Career fairs are not the only method for finding employment that Central offers. Hendrickson and her coworker, Tinja Wyman, program coordinator, closely monitor the Career Development Services website.

Students who register at the website are eligible for job interviews, can view job postings, and can make their resumes available to employers online. The website offers year-round interviewing opportunities.

"It's worth taking the time to [register], it's always there, day and night," Wyman said. "Student schedules are not always nine-to-five like office hours. This way, they can access their account any time."

Among the companies already listing job postings at the website, Disney World will begin recruiting this month.

"I think that's a good indicator that companies are online," Hendrickson said. "They found us."

Both Hendrickson and Wyman are available to come to classes or clubs. They present basic interview tips, talk about their department and explain how to complete the web registration.

The office of Career Development Services is located in room 204 of Barge Hall. It offers a lending library for career exploration and eight interview rooms.

Spring is a good time for everyone to begin polishing resumes and looking for jobs. These resources are designed to help students choose the best major and get a career that's right for them.

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LIFE: Campus seeks student input

Continued from Page 1

Braisford & Dunlavey, said, "It's rare for a campus to move a program like this forward. The university has an opportunity to improve itself and we're here to help."

Some suggestions made by students were to build a recreation facility and have a bank and Starbucks Coffee available to students on campus.

"It is important to be based in Ellensburg to see how the dynamics work," Anderson said.

As director of government relations, Anderson will represent Central to all executive and legislative branches in state government.

She will also work closely with President McIntyre and members of the President's Advisory Council, Divisional Councils and Board of Trustees to keep them informed of governmental issues that pertain to Central during the legislative session.

"There are 149 legislators and some of them don't know where Central plays in the higher education of this state," Anderson said.

It is Anderson's job to ensure Central does not go unnoticed. Some of the issues Anderson will be working on when she starts her new position in April are the proposed funding for a new music building and a plan to help with funding due to Central's low enrollment.

CONTINUOUSLY FOR A CAMPUS TO MOVE A PROGRAM LIKE THIS FORWARD... THE UNIVERSITY HAS AN OPPORTUNITY TO IMPROVE ITSELF AND WE'RE HERE TO HELP."
Observance

Service vehicles need to respect pedestrians

Walking to class sometimes seems like walking down I-5 during rush hour. Okay, maybe it's not that dramatic, but it can be scary when vans are driving on the same paths students are using to walk to class.

I'm not hearing that loud motor purring at my ankles. These vans don't slow down and wait for people to walk by; they creep along behind you like a serial killer. No matter how many dirty looks you throw over your shoulder they don't get the hint to back off. It's like they're in a huge rush to go fix that leaky faucet in the Hogue Tech building.

Not only are these vans annoying, they are also dangerous. The legal speed limit on campus is 10 mph yet these vans consistently exceed the limit. It doesn't take a radar gun to tell when a van is pushing 30 down the mall.

And if the walkways weren't bad enough, walking across the bridges is like a police line-up. The huge vans try to squeeze across the tiny bridges, forcing pedestrians to flock to the sides. It's like the drivers are saying "step to the side and spread 'em."

I feel like I'm in the Atari version of Frogger, although if I get pegged by one of these service vehicles, I won't get an extra life.

The Central van drivers are not the only guilty ones; it's also UPS, Federal Express drivers and the vending machine representatives.

Everyone needs to let up on the lead foot. I really don't think Central's in dire need of Donnie.

Just because these service vans are allowed to drive on our walkways, it doesn't mean they don't have to abide by the basic rules of the road and give the pedestrians the right of way.

I know from experience (I learned to drive behind the wheel of my parents' Chevy Suburban) that large vehicles are notorious for blind spots. With so many people walking around campus during passing times, it's incredible no one has been hit yet.

It is appalling and dangerous to allow this to continue. We don't allow cars, skateboards or bikes to travel on the sidewalks in downtown areas so it doesn't make any sense to allow vans to drive on our walkways on campus.

The way the service vehicles are allowed to drive on campus now is ludicrous. We need to establish a firm law that these drivers are forced to abide by, a law which states no cars, other than police, are allowed to drive on campus from fifteen minutes before the hour and fifteen minutes after the hour. I also encourage people to report any of these immoderate and dangerous drivers to the campus police. (Remember something identifiable about the vehicle you saw and call 963-2958.)

When the service vehicles do drive down our walkways, a strict speed limit should be enforced. If it takes a police officer at every intersection to stop these drivers, then that's what should happen.

It seems like the jokers who drive these service vans can cruise around wherever ever they feel like it and with obvious disregard to safety or the comfort level of those around them.

These vans are a nuisance and they need to be dealt with before someone is injured. — Jennifer Perkins
MEETINGS

Thursday, February 8

Alpha Phi Omega
SUB 209, 5 p.m.
American Indian Science and Engineering Society (AISES)
SUB, 12 p.m.
Chi Alpha Christian Fellowship
Mary Grupe Center, 7 p.m.
Circle K
SUB Owhi, 5 p.m.
CWU Horn Club
Hertz, 12 p.m.
International Student Association
International Office, 4 p.m.
Journalism Club
SUB 204, 5:30 p.m.
Phi Beta Lambda
Shaw-Smyser 132, 6 p.m.
Philosophy Club
SUB Owhi, 7 p.m.
Psychology Club
Psych Lounge, 10 a.m.
Student Council for Exceptional Children
SUB 208, 6 p.m.
Anthropology Student Association
Farrell 317, 12 p.m.

Catholic Campus Ministry Mass
Mary Grupe Center, 7 p.m.

Latter-Day Saint Student Association
LDS Building, 10:30 a.m.
Alpha Kappa Psi
SUB 204/205, 6:30 p.m.
American Choral Directors Association
Hertz 120, 3:30 p.m.
American Sign Language Organization
SUB 7 p.m.
Art Council
Randall 231, 5 p.m.
Baptist Student Ministries
Chestnut Baptist Church, 8 p.m.
Green Party
SUB 210, 7 p.m.
Jewish Student Organization
SUB 105, 7 p.m.
Marketing Club
Shaw-Smyser 111, 7 p.m.
Music Educators National Conference
Hertz Hall, 4:30 p.m.
Washington Student Lobby
SUB 116, 6 p.m.
Nutrition Science Club
Michaelson 126, 5 p.m.

Don’t forget your sweetheart this Valentine’s Day!

Letters Continued
Continued from page 6

- 2 week, including our newest Monday, Wednesday, Friday noon and
  Sunday 1 p.m. classes
  - I invite your readers to come check us out, across the street from
    the soon-to-be Fred Meyer, at 307 W 1st. Also, visit us on our website at
    jazzenburg physic.com.

Yours truly,
Louise Wright
Certified Instructor, Owner and Director of Jazzessee in Ellensburg

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Around the bend of a scenic drive from Ellensburg there lies a town representative of a distant culture. Only an hour’s drive away Leavenworth gives visitors a picture of tradition and history, not to mention fun.

The town did not begin with the alpine tradition it shows today. Many years ago Leavenworth was struggling economically. The community leaders agreed that tourism provided the perfect solution. So, in the 60’s, Leavenworth underwent a complete transformation into a beautiful Bavarian Village. Alpine hills prevailed in their mightiness, creating the perfect backdrop for the atmosphere of the village.

Although I was a little disappointed that most of the lights were turned off early this year, my first and last-ed event of December, kicks off the winter festivities. The shopping and atmosphere of Viscoti’s at the Pub to the cozy feel of Viscoti’s at the Pub to the Bavarian music that swept through the village, I savored every moment of my visit.

Leavenworth made my day, but I would have liked to catch one of the winter festivals or events. The famous Christmas Lighting Festival, which is held the first two weekends of December, kicks off the winter months with the magical lighting of the town, the singing of Christmas carols and dancing in the center of town.

"The Christmas Lighting Festival is my favorite time of year; it’s full of joy and magic," Leavenworth resident Patty Mathews said.

Bavarian tradition and festivals fill the remainder of the winter months. In January, the town celebrates with a Bavarian Icefest, an outdoor winter event that includes dog sled rides, the NW Regional Dog Sled Pulling Competition, a snow-shoe race and other games. The fun continues in February with Pushing, a classic Bavarian carnival where costumes and laughter are welcome.

Children in Leavenworth can’t decide which sweets to enjoy, while others blaze down the snow-covered hills.

Over the hills and far away

Bavarian village of Leavenworth offers tourists a taste of Europe

Punk Rock Sock Hop hits Ellensburg hard

by Jaimie Castaneda
Staff reporter

This isn’t your parents’ sock hop, while traditional sock hops included a poodle skirt and other looks from the 1950’s, this one gives participants an opportunity to express their rebellious side. The theme is greater to punk rock.

The event is presented by YRSPACE, the Omni-benevolent polyfather of Hot Lava Burn Monkey. Beamus is a local band, whose music ranges from punk to instrumental.

Patrick Conner, a member of Gardiner, has a debut LP available on Sub Pop records. He will be opening the show with an acoustic set.

The benefit concert is the second official fundraiser for the YRSPACE, a nonprofit association created to provide alternative culture and art to the people of Ellensburg.

"It’ll be a rockin’ evening for everyone to enjoy," said Jeff Cleveland, director/supervisor for YRSPACE.

The lounge will be open for those 21 and over.

Black History Month helps bridge culture gap at Central

by Andrea Spliter
Staff reporter

February isn’t just about heart-shaped candy and love letters. It means a lot more than cupid and his arrows. February is Black History Month. It is the only month set aside for YRSPACE, the Omni-benevolent polyfather of Hot Lava Burn Monkey.

"The event will provide the opportunity to share their perceptions and views on important topics such as unity."

Also, a showing of the film "Blue Eyes, Brown Eyes" will take place in the SUB, Feb. 12-16. The film is based on the work of Jane Elliot and her research on the effects of discrimination on children. It will be shown several times throughout the week.

Another event scheduled for the end of the month is a Black History Month banquet. The event will take place in the SUB pit from noon to 1 p.m.

The Diversity Center is also working on scheduling a gospel group to perform some time this month.

Black History Month is more than a celebration of black history, it is a celebration of all people coming together," said Carolyn Malone, the director of the Diversity Center.

"[We want] people to celebrate in a way that’s educational and culturally enhancing."
Ellensburg offers many ways to celebrate Valentine’s Day

by Andrea Spiller
Staff reporter

The old saying “The heart is a lonely hunter,” coined by the movie of the same name, can be refuted this Valentine’s Day. Singles of Central Washington University take note, the Buy My Valentine Auction could be the beginning of a beautiful relationship. The auction will give singles of Central the opportunity to get a date for the upcoming holiday the old fashioned way... with cold, hard cash.

The Service Learning and Volunteer Center (SLVC) is sponsoring a Valentine’s Day auction, which will provide 12 lonely souls a chance at love. The plots at the auction include six female and six male “volunteers” from the Service Learning and Volunteer Center. Pictures of the participants will be on display in the SUB pit prior to the event, so those interested in buying a Valentine can get an idea of what they will get for their money.

The auction is a fundraiser for the Random Acts of Kindness week and the proceeds go toward paying for all the activities put on by the SLVC. The event is “bringing people Valentine fun for a good cause,” said co-coordinator of the auction, Callie Hansen.

There is a $2 minimum bid for all plots, in the hopes that all the volunteers get bid on. So those lonely hearts looking for love should bring cash with them to the event.

The highest bid wins a date for the Valentine’s Day Dinner sponsored by Dining Services. The dinner will be held in Tunstall Dining Hall and will be free to the winners of the auction. For more information about the Valentine’s Day Dinner, contact Dining Services.

Volunteers are needed to help with the set-up and decorations for the auction. Set-up begins Monday, Feb. 12, from 4-7 p.m. and continues the day of the event, Feb. 13, from 9-11:30 a.m.

The event takes place Feb. 13, from noon-1 p.m. in the SUB Pit. The “Burg is providing music for the auction.
Big Lebowski gives big-time laughs with creative twists

The warped world of the Coen Brothers has been put on the screen once again with "Oh Brother, Where's Thy?" starring George Clooney. Since Ellensburg theaters prioritize such award winners as "Dude, Where's my Pants?," though, I thought I might look at their last film, "The Big Lebowski."

Starring Jeff Bridges as Jeff Lebowski, better known to his friends as "The Dude," this one is set in an even stranger land than the Coens usually explore: L.A. The Dude, a pot-smoking, White Russian-drinking bowler who very much goes with the flow of life, is thrust into a strange situation when two thugs attack him in his home, dunk his head into the toilet and pee on his favorite rug.

This is the one aggression that will not stand, and the Dude seeks out "the big Lebowski," the successful, wheelchair bound philanthropist whom the thugs were actually looking for—to demand a new rug. The Dude ends up being asked to perform the ransom drop for the nihilists that the big man claims have kidnapped his trophy wife (the adorable Tara Reid, of "American Pie" fame). It turns out that she is the one who had incurred the debts that the peeing thugs were after.

Well, the Dude makes the mistake of letting his bowling buddy, Walter, get involved, and the story just keeps getting stranger from there. Walter, an overpowering Vietnam veteran with a habit of relating every experience to nam, is brilliantly played by John Goodman in the performance of his career.

'Tve got buddies who died face down in the muck so that you and I could enjoy this family restaurant," he says when asked to quiet down in a coffee shop. Featuring great supporting performances from the likes of John Turturro, Steve Buscemi and Flea of the Red Hot Chili Peppers, this one just seems to get funnier every time I watch it (although I still can't figure out why they chose to set the story during the gulf war). Those new to the Coens may want to dip their toes in the water with "Fargo" or "Raising Arizona," slightly more accessible fare but still showing their knack for creating great characters and twists.

Shake that thang

The first Playaz Ball of 2001 drew over 700 people to bump and grind to the hip hop tracks spun by DJ Cravey Crave.

LEAVENWORTH: Bavarian town draws tourists all year

Continued from page 8

Kinkade's work. Various music and decor gave each shop its own identity.

A local resident said that Leavenworth is a popular getaway spot for couples and families. My favorite hotel is The Evergreen Inn. This hotel is huge, spreading in many different directions off Front St. From an outdoor hot tub to separate, romantic cottages, this place defines the closeness of the village. Above the outer entrance to the hotel rooms hang signs with different Bavarian sayings such as "Nacht haus" (night house). The exterior is decorated with red ribbons and fresh evergreens.

"We run a large and comfortable place here in town," Janice Donner, front desk clerk said. The finale of my expedition was dinner and drinks at Visconti's at the Pub. This place was a combination of an Italian restaurant and a microbrewery. I started out with The Sampler, which is 4 oz. tasters of 10 brews. I recommend the Friesian Pilsner. For dinner I had the artichoke and grilled chicken pizza, and I'll just say I didn't waste any. Four stars. As I was leaving the town, I tried to absorb the sense of peace and tradition. The day trip was a success, but the town will last in my mind forever.

DID YOU KNOW...

Today is Tu B'Shvat! Tu B'Shvat marks the beginning of spring in the Jewish tradition. It is celebrated by planting trees and eating the Seven Species: wheat, barley, grapes, figs, pomegranates, olives and dates. Mazel Tov!

Dated 2/18

-Construction Management Job Fair, SUB
-Baseball: CWU Women vs. University of Alaska Fairbanks, 5 p.m., Nicholson Pavilion
-Baseball: CWU Men vs. Western Oregon University, 7 p.m., Nicholson Pavilion
-Open House: Music Department, 7 p.m., Hertz
-Green Party Film Series: "The Big Ora," 6 p.m. in the SUB Pit
-Theater: "Okalahoma!" 7 p.m., McConnell Auditorium
-Drop-in Relaxation Group, 4-5 p.m., Lounge at the Student Health and Counseling Center
Friday, 2/21

-Open House, Music Department, 8 p.m., Hertz
-Non Tunes: Open Country Jody, Non, SUB Pit
-Polar Bear BBQ and Dance, SUB Patio and Club Central
-Natural Science Seminar, 4 p.m., Science Building 147
-Art Exhibit: CWU Art Department Faculty Exhibition, 8:30 a.m. to 4:30 p.m. week days and noon to 5 p.m. weekends, Spurgeon Gallery in Randall Hall
-Wrestling: CWU vs. Simon Fraser, 7 p.m., Nicholson Pavilion
-Theater: "Okalahoma!," 8 p.m., McConnell Auditorium
-Movie: "X-Men," 7 p.m., Catholic Campus Ministry House
-Marci Grass Madness 2001, Elks Club, $5 at the door, $3 for ladies until 10:30, 18 to enter, bar for the 21+ cruisers
-Saturday, 2/21

-Baseball: CWU Women vs. University of Alaska Anchorage, 5 p.m., Nicholson Pavilion
-Baseball: CWU Men vs. Humboldt State University, 7 p.m., Nicholson Pavilion
-Wrestling: Northwest Conference Championship, all day
-Theater: "Okalahoma!," 8 p.m., McConnell Auditorium, $15 general, $7 students/seniors

Sunday, 2/21

-Faculty Recital: John Pickert, piano, 2 p.m., Hertz
-Valentine's Day, 7 p.m., 16th floor of the SUB
-Beethoven Concert: CWU Orchestra, 7 p.m., Hertz Recital Hall
-Classic Film Series: "The Third Man," 7 p.m., McConnell Auditorium, $2.50 for single admission or $6 for five film pass
-Valentine Auction, SUB
-Working Through Grief and Loss, 4-5 p.m. in the Student Health and Counseling Center
-Campus Kiloque Recruiting, 8:30 a.m. to 6:30 p.m. in SUB Pit area
-Beethoven Series: Second Tuesday Faculty Series, 7:30 p.m., Hertz Hall
-Valentine's Day Party, 7 p.m., CCM house
-ADVISOR Support Group, 3-4 p.m. at the Lounge at the Student Health and Counseling Center
-Thurday, 2/25

-Green Party Film Series: "Panther," 6 p.m., Club Central
-Conspicuous Concert: Kristen Korb and Mark Polesnik, 8 p.m., Hertz Hall
-Drop-in Relaxation Group, 4-5 p.m., Lounge at the Student Health and Counseling Center
Ellensburg offers source of unappreciated warmth and beauty for residents

Guy Cole

I have spent two years at Central Washington University. During my daily routine of attending classes and social events I have encountered and befriended a great diversity of young people. Across the vast spectrum of ideologies and beliefs I've found one thing that many have in common: everybody hates Ellensburg.

I constantly hear, "I can't wait to get out of this town." I'm sure you've heard it yourself many times over. No one ever asks why Ellensburg is so hated. I think it is just assumed: there is nothing to do. It's just too small. It's too far from anything. The list goes on and on.

Most of these sentiments come from people whose backgrounds lie in Seattle or elsewhere on the "West Side." I'm from Seattle, and I intend to return to it one day. Still, it is no reason to live in a constant state of dissatisfaction because I am "stuck" here now.

I don't think Ellensburg is the problem. I think complaints about it are just an easy way of wasting time and energy being unhappy and enjoying themselves and their surroundings. Maybe I can help.

Have you ever walked around downtown? Stop in at the bakery or coffee shop and get a snack. Notice the detailed brick-work at your feet, and the pleasant little gardens that compliment so many of our street corners. Look up at the late-nineteenth century buildings that line our streets. Ellensburg was built at the same time as your favorite parts of Seattle, and has many of the same characteristics. Pay attention to the people around you: it is not often you get such a combination of hard-working, down-home rancher types and wild, youthful college students. The streets are alive with sharp, friendly people: entrepreneurs, artists, farmers and many more. It's like being hooked right into the very pulse of our society.

The Davidson Building downtown, which houses many businesses, is one of the few buildings to survive the great Ellensburg fire of 1889. The building was originally a law and insurance office. It is the only remaining business from before the fire. The Davidson Building has been home to many businesses, including a bank, a law office, a dry goods store, and a bakery. It is a beautiful example of Victorian architecture, with its ornate cornices and intricate brickwork.

Ellensburg is a small town, but it has a lot of character. It is a place where people know each other, and where you can find a sense of community. It is not a fancy place, but it is a place where you can feel at home.

If you're like most students, you probably get up just after sunrise. And why not, most classes begin at 8 or 9 a.m. Check out a sunrise around here; they're amazing! So are the sunsets.

I highly recommend spending a summer in this town. I know, most students are in a big hurry to go home for the summer, but they're missing the coolest part. The days are long and hot; the evening lingers forever; the sky is an array of pink, purple and orange. Birds, flowers and grass are everywhere, and classes are so relaxed. It's a slow, easy life with barbecues, cold beer, motorcycles, swimming, reading or whatever. There are tens of places to take hikes. Check out a river, a lake or drive up to Lion Rock. Go check out Manastash Ridge. There are sage brush, rattlesnakes and wildflowers and you can see the whole valley from up there.

Notice things, look around. I bet you will find something you like, even if you don't want to admit it to your friends. Next time you find yourself slandering Ellensburg, hesitate a moment before you speak, and ask yourself, "Is it really so bad?" Chances are, you are just in a habit you picked up from everyone else.

PUNK ROCK:
Sock hop hits town hard

Continued from page 8

over. The show begins at 7 p.m. on Sunday, Feb. 11 at the Eagles Lodge, located at 311 W. Water. The cost for this event is $5. For a $10 fee, you can sign up for a YRSPACE membership, which includes the cost of this event. Some of the perks include a small discount for future events.

Shawn and Bethany Hays Parke are co-director/supervisors for YRSPACE with Cleveland. For more information about the event or becoming a YRSPACE member, call 962-6320.
Sometimes it's best to build a home out of straw

by Aaron Clifford
Outdoor Editor

Nicolai explained that any region with less than 17 percent humidity is a great environment for straw bale construction. Homes more than eighty years old have been studied and show no decay within the walls.

The straw used in Nicolai's shop comes from wheat stalks and was harvested just four miles from his building site. It is waste that might otherwise be burned or used to line stalls in a dairy.

Nicolai's shop is environmentally friendly in other ways too; his windows face south so that they let sunlight in throughout the day, and his floor is painted black to retain the heat. The windows cover an area equal to 15 percent of the floor space, which is a general rule for solar efficiency.

Nicolai plans to start building a two-story straw bale home this summer. He will use the same Nebraska style construction method, with the second story supported by the straw bale walls. Although he has some apprehension about putting such a large amount of weight on the bales, engineers and architects have assured him that it will be stable.

Central biology professor Dan Beck also built a straw bale shop last summer, using similar means of construction. Beck's shop was put up in about four days with the help of friends and neighbors.

"A lot of the labor is donated by friends in the community," Beck said. "The beauty of straw bale, as it exists now, is it's kind of a culture."

After Beck's shop was completed he threw a party with a string band, dancing and a keg of beer.

Beck added: "It certainly saves energy, it takes a whole lot less energy to harvest straw, rather than logging, milling and putting lumber together to build a wall."

The energy savings continue after the home is built; the average straw bale structure has an insulation value of R-50, in contrast, most conventional homes have an insulation value of R-12 or R-16.

Straw bale construction is relatively simple and inexpensive. "It was just like a big series of blocks," Beck said. "We had all the walls up in three hours."

Straw costs around $2 per bale for construction quality bales. A cement foundation is poured, with mixed gy to harvest straw, rather than logging and building an electrical wiring channel. The walls are covered with a one-inch layer of stucco cement by hand or with a blower.

The finished product has a smooth, rounded shape, with bay windows and naturally gray walls. A cement foundation is poured, with raised areas beneath the walls to prevent moisture from getting into the bales. Bales of straw are stacked like bricks to form the walls, with the electrical wiring placed between the bales. Cables are wrapped around the bales to compress them and keep the walls stable. At this point construction can follow two different paths. Builders can either use a piece of machinery to put weight on the walls or they can put the roof on and wait for the bales to settle on their own. After the bales settle they are wrapped in chicken wire and covered with a one-inch layer of stucco cement by hand or with a blower.

The movement to build with unconventional materials and methods has spawned the Eco Building Guild, a group that meets at D&M Coffee on Third and Pine the second Wednesday of each month.
Men's basketball stung by Yellowjackets

By Kevin Endejan Staff reporter

The Wildcat men's basketball team finished up their longest road trip of the season last week against conference opponents Western New Mexico University and Montana State University-Billings.

Thursday night, the Wildcats looked to play the role of outlaw as they strolled into the home of Billy the Kid - Silver City, N.M., to take on the Mustangs. The Wildcats found themselves trailing 4-0 early to the Mustangs, who had only one win in 19 games. Solid play in the first half from junior forward Justin Thompson and senior guard Justin Bursch, and a spark off the bench from junior forward John Townsman helped keep the Wildcats in the game.

With Central up 33-30, senior guard Damien Chapman drained a three-point shot at the buzzer to provide the team with momentum at halftime, giving them a 36-30 lead.

The Wildcats never looked back. They outscored the Mustangs 12-2 in the first three minutes of the second half, which was highlighted by back-to-back dunks by Thompson and senior center Matt McDonald.

The Mustang's junior guard Antonio Anderson tried to keep his team close, but his 21 points weren't enough. Central was never seriously threatened in the second half as they beat Western New Mexico, 79-66.

Thompson led the Wildcats with 23 points. Chapman led the Wildcats the bench from junior forward John Townsman -15, with 15.

Saturday night, the Wildcats looked to win their fifth straight game when they played MSU-Billings. The Wildcats were stepping into a dangerous situation facing a team that was 14-1 at home prior to their contest against Central. MSU was looking for revenge against the Wildcats after being demolished 122-83 at Nicholson Pavilion last season.

The Wildcats jumped out to a hot start, hitting their first six shots from the field and connecting on 50 percent of their shots in the first half. The teams remained close, until the final five minutes of the first half when the Yellow Jackets went on a 24-14 run, which gave them a 51-42 lead at halftime.

In the second half, the Wildcat's shooting disappeared and the officials began to make calls that highly favored the home team. The Wildcats lost 110-80.

Senior point guard Justin Bursch has been a part of the Wildcat men's basketball team's success longer than anyone else on the roster. His knowledge of head coach Greg Sparling's offensive and defensive schemes make Bursch the team's gun-for-ever leader.

"Justin brings energy to the floor every minute he's out there," Wildcat assistant coach Tyce Nauney, who played with Bursch for two seasons, said.

"We give us all of his heart and all of his might every night," Bursch said.

Bursch's statistics this season reflect his motivation in the Wildcat program. He averages seven points per game, triple the output of his first three Central seasons. He has also taken care of and distributed the basketball effectively, netting more than four assists per contest and committing fewer turnovers.

"I take what the defense gives me, and if I have to drive to the basket and get fouled, then that's what I do," Bursch said.

Senior guard Damien Chapman led the Wildcats with 15. "Billings is a very tough place to play," head coach Greg Sparling said. "They're 0-5 on the road and 14-1 at home for a reason."

The Wildcats return home to Nicholson Pavilion this week for a pair of must-win contests against Western Oregon (6-5) tonight and Humboldt State on Saturday. Both games begin at 7 p.m. The Wildcats should have revenge on the mind after losing to each of these teams by three points earlier this year.

"We lost to both of them, so we should be fired up and ready, and we're at home," Bursch said. "We're not going to lose at home."

"I think our guys are going to be ready to play and I think they're ready to be home. We've had too many road games and it's nice to finally be back home," Sparling said.

Central hopes to knock over both Humboldt State and Western Oregon at home this Thursday and Saturday at 7 p.m.

Joe Whiteside/Observer

Baseball: Feb. 10-11 vs. Lewis-Clark State

Men's B-Ball: Feb. 8 vs. Western Oregon 7 p.m.

Women's B-Ball: Feb. 8 vs. Alaska-Fairbanks 5 p.m.

Wrestling: Feb. 10 @ Conference Championships, Tacoma
The Central Washington University women's basketball team will be back in Nicholson Pavilion tonight after a grueling six-game stretch on the road. Last week's games netted the Wildcats one win and one loss, placing them third in the PacWest conference.

"This has been a tough schedule, I don't know of another team that has six straight away games," Central head coach Jeff Whitney said. "It will be nice for the girls to be home. It's been a lot of fast food and hotel rooms."

Saint Martins University is the only other team in the conference that has had six continuous away games. They are currently tied for fifth place with Western Oregon University.

The women traveled to Western New Mexico University last Thursday, handing the Mustangs their eighteenth consecutive loss. Impressive defense by the team and high scoring by senior center Rose Shaw contributed to the 69-50 win. Shaw scored the team high with 21 points. Sophomore guard Allison Gross followed with 10.

"Kristen has been putting in some key minutes and that has helped our defense immensely," Whitney said.

Shaw scored the team high with 21 points. Sophomore guard Megan Kautzky had 10, while junior guard Dawnna Liabraaten added eight steals and seven rebounds. She also contributed nine points. This was her first game back in the starting lineup after recuperating from an ankle injury earlier in the season.

"Kristen has been putting in some key minutes and that has helped our defense immensely," Whitney said.

Lebanon had the game high with 22 points and guard Allison Gross followed with 10.

Two Mustangs scored in the double digits. Center Jessica Henigman and guard Kami Maloa each tallied 12.

Tonight, Central hosts Alaska University Fairbanks. UAF upset the Wildcats with a score of 74-49 when the women traveled to Alaska earlier this season. In that game, the Nanooks were able to hold all Central players except Liabraaten to single digits. Liabraaten scored 10 for the Wildcats.

On Saturday, Alaska University Anchorage will journey to Ellensburg to take another shot at the Wildcats. Central beat UAA with a score of 51-50 when the two teams met in Alaska on Jan. 6.

"Right now is a critical time in our season," Whitney said. "The team that's able to keep motivating themselves and continues to work hard has a good chance of winning the PacWest title. We'll see in March."

The NAACP PacWest regionals are from Mar. 8-10. To qualify a team has to be in the top five of the conference. Seattle Pacific University and Northwest Nazarene University are currently tied for the number one spot, while Western Washington University and Alaska Fairbanks are tied for number two. Central stands alone in third place, two games behind the number one team and one game behind number two.

Both games against the Alaska teams will be at 5 p.m. in Nicholson Pavilion.
Central wrestlers concluded their last home match Friday in a losing effort to Montana State-Northern.

**Wrestlers fall short**

by Nichol Brauch

Staff reporter

The Wildcats were unable to hold off Montana State-Northern during their last home match of the season.

The first two matches were close, but there were no victories until heavyweight junior Joes Workman took the mat. Workman was able to wear down his opponent, Dane Jacobson, by taking him to the mat repeatedly. Throughout the match Workman accumulated more than six takedowns, and in the end, he won by major decision, beating Jacobson 14-6.

"During the first round it seemed like he wanted to wrestle, but by the second round he had given up," Workman said about his opponent.

The next Wildcat to win was junior Cole Denison, who wrestled at 141 pounds. With his team trailing 14-10, Denison went after the current NAIA national champion, Jason Fratke. With 30 seconds left in overtime, Denison scored the last point by taking Fratke to the mat, beating him 3-1. Central head coach Kevin Pine said Denison is one of the best wrestlers in the country right now.

Central sophomore Kyle Smith, wrestling at 157 pounds, was able to beat Bobby Mattie with a score of 5-4. Smith was falling short of victory when, with only four seconds left on the clock, he scored the final takedown of the match.

Other winning Wildcats were senior Matt Ballard and sophomore Ken Salvin. Ballard, wrestling at 157 pounds, beat his opponent 6-2. Salvin won his match by forfeit.

"A lot of MSUN's wrestlers are nationally ranked, so I was impressed with how well our guys handled them," Workman said regarding his team's performance.

Even though they were somewhat disappointed with the loss, the team was proud of their overall performance against MSUN. The final score of the dual was 23-19.

"We kept the matches close, but we just couldn't pull out one more win," freshman Rust Kondo said.

Central closed up its dual-meet season at 12-11. The Wildcats' next match is the Northwest Wrestling Conference championship meet at Pacific Lutheran University.
Indoor track busts loose

by Phil Prothero
Asst. sports editor

Last weekend the Wildcat women tracksters traveled to the University of Idaho for the McDonald's Indoor I where they battled with colleges from around the Northwest. "It was a real good effort by all of the girls," Head Coach Kevin Adkisson said.

Central got an outstanding performance from junior Alison Maier who finished with a time of 10:30.58 in the 3000 which was good enough to earn her third place.

Coach Adkisson was also pleased with performances by the other 3000 runners who all finished in the top 20.

In the 60-yard dash sophomore Jody Binder placed ninth with a time of 8.23 seconds.

Senior Leah Villegas sprinted her way to an 18th place finish in the 200-meter in a time of 27.60 seconds.

"They all ran very well compared to last year at the same time," Adkisson said. "Their all on track to run some great times for outdoor."

The women will head back to the University of Idaho for the Vandal Indoor Invitational on Feb. 16-17.

Leah Villegas is nothing but a blur as she leads off the 4 x 400 relay for Central. The women's indoor track team raced last weekend at the University of Idaho.