By Andrew Veihmeyer  The Collegian

Despite personal financial hardships and a crippled economy where good causes would seem to suffer, the Bulldog Pantry defies its circumstanc-es and has not only sustained its backing over the summer, but has dramatically grown.

The KOP Summer Bridge, a three-week program allowing incoming freshman to experience Fresno State before the fall semester, collected a record amount of food items in their annual food drive for the Bulldog Pantry.

They brought in over 13,000 items. We were in shock by the amount of volunteers go up,
Epic win for artsy kids

The arts have a pretty long history of getting gypped. For those of us who major in something artsy, it’s difficult to convince either our parents or those who are a part of our parents generation that majoring in art/music/theater/dance (take your pick) is a good idea. Budget cuts in our public education system have primarily affected the kids who either play instruments, paint or do something that isn’t exactly covered in your typical standardized test. Even for me, a journalism major, trying to win over my parent’s friends who raise their eyebrows after I say, “Oh, yeah, I want to be a writer,” is a Herculean feat.

But here at Fresno State, thankfully, we like our artsy people. Our new $1 million donation to the College of Arts and Humanities has proven that, contrary to popular opinion, the arts can triumph over the skeptical masses who think that an engineering degree is the only way you can make it in this world (no hard feelings, engineering friends). When President Welty announced the endowment last week, ideas abounded for what the new Center for Creativity and the Arts (CCA) could accomplish. This year’s focus is labor, immigration, and migration, which lends itself to several ideas. Original music compositions honoring the culture of those who have immigrated here; lectures which inform the public of issues interconnected by the arts; and, well, whatever else you can think of. After all, creativity is in the center’s title: Use Your Imagination.

The new Creative Center, made possible by this grant, is an institution that will help our student artists establish themselves in their field and continues this university’s vision of becoming a 21st century university.

The days of the baby-boomer generation’s image of the poor, incompetent art major are over. It’s time that the idea of the “starving artist” comes to an end because, frankly, it’s old. And new centers, like the CCA, prove that there is a place for the arts—on and off campus.

Our new $1 million donation to the College of Arts and Humanities has proven that, contrary to popular opinion, the arts can triumph over the skeptical masses who think that an engineering degree is the only way you can make it in this world (no hard feelings, engineering friends).

— Maddie Shannon

Letters to the Editor (collegian@csufresno.edu)
All letters submitted to The Collegian must not exceed 210 words in length, must be typewritten, and must be accompanied by a full name and phone number to verify contact. The Collegian reserves the right to edit all material for length, content, spelling and grammar, as well as the right to refuse publication of any material submitted. All material submitted to The Collegian becomes property of The Collegian.

Each member of the campus community is permitted one copy of The Collegian. Subscriptions of the paper for $25. on a semester basis. Staff positions at The Collegian are open to students of all majors. Contact The Collegian Office for details.

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MAKE YOUR TEXTBOOKS PAY

Free two-day shipping for students

Low prices on textbooks

Sell back at great prices

amazon.com/textbooks

Amazon Student

Free two-day shipping available to customers who qualify for our free Amazon Student program.
Pantry: Summer Support

**Continued from page 1**

As we all know, Medina said. “Now that we know we’ve been successful for a couple of years, we can start working on possibly moving in another direction.” Students help with collecting and bagging the items for families and students and distributing it on Saturdays. The pantry does not require people to prove if they are students or not to have food. This is why volunteers don’t usually know how many people are students and how many are families. But Flores explained that some students call in to have food held for them to pick up later in the week.

“A lot of times, they might not necessarily want to come on Saturdays because they might be embarrassed.” Through her involvement and the research she’s done from the people who come, makes it all worth the effort in the end, she said.

“The thing that pulls at your heartstrings is how appreciative people are. I really liked it, so I kept going.” Medina has been involved in the pantry since it’s origins. “I’ve volunteered since we first started in October 2007,” she said. “I was a student at the time and we met as a group to discuss the idea of opening the pantry and I knew it. We opened in November and I’ve been with the pantry ever since.”

The Lutheran Campus Ministry has also been providing their building since the formation of the pantry. Don Romsa, Lutheran Campus Pastor and supporter of the pantry, said that the help the program offers is a staple for many people who depend on it to get by.

“We know food is a temporary fix, a Band-Aid. But it’s a necessary Band-Aid.” Although the pantry is not open as in the summer, only once a month instead of weekly, Medina says it’s a reality they’ve had to accept.

“The Bulldog Pantry will be open again for the fall semester every Saturday starting September 4.”

**COMMENT:** The Collegian is a forum for student expression. [http://collegian.csufresno.edu](http://collegian.csufresno.edu)

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**High-speed rail likely to continue as planned**

Two bay-area cities fear damages to community

**By Trevor Huncutt**

**Associated Press**

SAN FRANCISCO (AP) — Two cities along the San Francisco peninsula that are opposing the state’s planned high-speed rail route are hoping a judge will reverse a preliminary ruling preventing the cities from pursuing a lawsuit against the rail authority.

Lawyers for both sides agreed that a wholesale reversal by Sacramento Superior Court Judge Michael Kenny is unlikely after Kenny issued a ruling against reopening the lawsuit by Menlo Park and Atherton in advance of hearings on the matter held Tuesday.

The two peninsula suburbs are critical of ridership estimates by the California High-Speed Rail Authority, which plans a project that would enable passengers to speed the 430 miles between Los Angeles and San Francisco in under 3 hours.

Peninsula residents and politicians have also raised broader concerns about the $65 billion project, saying it could take out trees, homes and businesses and split their communities with elevated trains flashing between San Francisco and San Jose.

But other cities, such as San Francisco, and East Bay Area business groups have said the project would be a tremendous boon to California’s ailing economy.

If completed as planned, the rail system in total would stretch 806 miles and link the San Francisco Bay area, Sacramento, Fresno, Los Angeles, Anaheim and San Diego with running times of up to 220 mph.

Menlo Park and Atherton have proposed an alternate route that runs from San Francisco, part of the peninsula, down the peninsula near Highway 101, across a bridge in the south San Francisco Bay and then following a route east of the San Francisco Bay.

“W”know food is a temporary fix, a Band-Aid. But it’s a necessary Band-Aid.”

— Don Romsa, Lutheran Campus Pastor

— Stuart Flashman, Oakland-based lawyer on lawsuit’s chances

**COMMENT:** The Collegian is a forum for student expression. [http://collegian.csufresno.edu](http://collegian.csufresno.edu)

**Postscript**

**By Trevor Huncutt**

**Associated Press**

LEBEC, Calif. (AP) — Fire crews from California’s iconic mountain wilderness northwest of Los Angeles on Tuesday forced evacuations as flames threatened dozens of rural homes, authorities said.

Firefighters worked in 100-degree heat in rugged terrain as airtankers, including a DC-10 jumbo jet, painted ridges with orange swaths of retardant to try to corral the flames’ advance.

Fifty to 60 homes in the Lebec area were actively threatened, although as many as 200 homes had been evacuated, said Michelle Puckett, a spokeswoman for the U.S. Bureau of Land Management.

Firefighters were stationed at each threatened property for structure protection and displaced residents were being sent to a school, she said.

To the west, the community of Frazier Park had not been ordered evacuated by late afternoon, Puckett said.

Residents would be informed by the Kern County Sheriff’s Department and the California Highway Patrol if they needed to leave, she said.

About 250 firefighters from Kern County, the BLM and U.S. Forest Service were battling the blaze and many more were on route, authorities said.

The fire was reported at 12:35 p.m. Tuesday with no immediate word on the cause.

High columns of smoke rose into the sky as flames chewed through stands of pine west of Interstate 5 in the Lebec area of Tejon Pass, about 60 miles northwest of downtown Los Angeles.

Lebec is one of several small communities along I-5 in the pass, which rises to an elevation of more than 4,000 feet between the southern San Joaquin Valley and the Los Angeles metropolitan region.

The National Weather Service said high pressure over the Southwest will keep temperatures hot through Thursday, possibly at record levels in some areas. The high will weaken on Friday and allow some cooling, the NWS said.

Elsewhere in the state, a lightning-sparked blaze burning in Yosemite National Park since Aug. 9 had blackened a total of 160 acres in the Lake Vernon area north of the Hetch Hetchy Watershed, which provides to an elevation of more than 4,000 feet between the southern San Joaquin Valley and the Los Angeles metropolitan region.

The National Weather Service said high pressure over the Southwest will keep temperatures hot through Thursday, possibly at record levels in some areas. The high will weaken on Friday and allow some cooling, the NWS said.

**Ask Pedro**

**By Collegian Staff**

Associated Students, Inc. (ASI) President Pedro Ramirez will be interviewed by The Collegian’s Danielle Villalobos on Monday, Aug. 30. Footage of the interview will be posted on our website on Wednesday.

Along with our own questions, we will be accepting questions from you, the reader. Send in your questions to colloStudentNewsroom.com or and they just might be asked. Then watch online on Wednesday to see if your question was asked and how our newly-elected ASI president handles each query.

**ONLINE:** Check The Collegian website for more information. [http://collegian.csufresno.edu](http://collegian.csufresno.edu)

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**California wildfire still burns**

Tears through Southern California, threatens homes...
Pick a flavor, any flavor. If your favorite treat is ice cream, then chances are the student employees and staff at the Fresno State Dairy Processing Unit are whipping up the flavor you’ve been craving. There are several locations where you can purchase the ice cream, including on-campus and the Rue and Gwen Gibson Farm Market. Ice cream lovers of all ages can’t go wrong with more than 65 different flavors. Seasonal favorites like Pumpkin, Eggnog and Peppermint Stick Candy make any holiday stand out. Other ice cream flavors range from Rocky Road and Vanilla to Raspberry Romance and Chocolate Chocolate Chip. “We make premium ice cream,” said 22-year-old student employee Ariana Hallum. “It just has a really nice creamy flavor to it.” Student employees receive a hands-on experience as they work at the Dairy Processing Unit during the semester and the summer. Student employees were working usually from 6 a.m. to 2:30 p.m. during the summer to keep customers stocked with ice cream during the Central Valley heat. Every step in the process is important. Measurements must be exact or the flavor won’t turn out according to the recipe. “Every flavor has a different weight of ice cream mix that goes into it,” said Hallum. “Then we pour that into our ice cream maker and we will add any ingredients necessary like nuts, fruit, cookies and chocolate syrup.”
After the student employees pour in the remaining ingredients, they turn on the freezer for about 10 to 15 minutes. The ice cream is a soft serve consistency at this point. “Once the ice cream is frozen, we will package it to whatever container size,” said Hallum. Student employees put the ice cream in the side freezer, which is usually less than zero degrees. Hallum said the final step is moving the ice cream to a freezer at 25 below zero for at least 24 hours before selling.

The Dairy Processing Unit specializes in more than just ice cream. Student employees also make milk, cheese, butter and flavored spreads. Dairy science major Megan Sandlin, 23, has been working at the Dairy Processing Unit for two and a half years. Sandlin thinks Fresno State ice cream is one of top sellers because they stir in a generous amount of Oreo cookies into the batch. Sandlin recommends that people should try Mint Cookie Crush because they stir in a generous amount of Oreo cookies into the batch.

Services we offer:
- Free Pregnancy Tests
- Limited Ultrasonograms
- Pregnancy Option Counseling
- Community Resources and Referrals

Student employees put the ice cream into designated containers before moving it to a side freezer. Dairy Processing Instructional Technician Daniel Avila said ice cream samples are available every second Tuesday of each month at the Farm Market.

Avila said Vanilla is his favorite flavor because “you can always add what you want to it.” The flavor can be changed just by adding one or more toppings. “We’ve expanded quite a bit in ice cream,” said Avila. “Before we only sold on campus at the Farm Market,” said Avila. “Now we also sell our ice cream all the way up in Auberry.”
Fresno is home to thousands of artists and musicians, but not many work with some of the world’s biggest names in the hip-hop and rap industry. Calling the Central Valley his “foundation,” Fashawn hopes to put Fresno on the map with his unique sound.

Fashawn, born and raised in Fresno, was born Santiago Leyva. By the age of nine, he jotted down lyrics. By the age of 13, he had his own CD. Influenced by hip-hop legend Nas, Leyva says music spoke to him.

Leyva grew up on the west side of Fresno as a kid before dropping out of high school in 2006 to pursue a career that started out with a tour alongside fellow Fresno artist, Planet Asia.

In March 2010, Leyva was named one of XXL magazine’s “10 Freshman for 2010” along with artists Wiz Khalifa and Roc Nation’s first signee, J.Cole.

“Never did I think I would make it this far,” says the 21-year-old. “When XXL called me for the cover, I thought, ‘For real, are you kidding me?’”

This was XXL’s third annual nationwide search for the 10 best up-and-coming hip-hop artists. Although his name is still somewhat unfamiliar in the United States, he has made moves internationally. He just returned from headlining his own tour in Europe, his second overseas tour this year.

Leyva’s relative obscurity in his native Fresno is quickly coming to an end, however. His headlining tours and his original sound have made for hard-won success.

Leyva’s first album, “Boy Meets World” was released in October 2009, and features collaborations with Planet Asia and was produced by music legend Exile.

Leyva will be performing at the official release party for the mix tape this Friday at Star Palace in downtown Fresno. Also performing is new artist Curren$y.

The next event for Leyva is the Big Fresno Fair. He will be performing on Oct 14.

Leyva likes to think he is an example of what can happen when you put your mind to something. What is his advice to any artist? “Know what you want and do what you love.”

Fun facts about Fashawn
• He’s toured with Ghostface Killah on the “Wizard of Poetry” Tour
• He grew up in a troubled home, but escaped by listening to and writing music
• In high school, he avidly read nonfiction and motivational books
• He is signed with One Records
The daily crossword

Edited by Rich Norris and Joyce Lewis
Los Angeles Times

ACROSS
1 Battlefield healer
6 A lookout does it
11 Dashboard abbr.
14 *Fear of Flying* novelist Jong
15 Photocopy, for short
16 Nobel-winning U.N. agency
17 Grape crushers
19 Order partner
20 Ambassador
21 Jerry's tormentor in cartoons
22 A scream may accompany it
23 "No ____ no glory"
25 "Rue, shrugs" quality
27 Set free
31 IRA type
32 High card
33 ____ out a living (barely scraped by)
34 Neatly organized poker chips
37 Apply spin
39 Abu Dhabi biggies
42 Gumbo pod
43 Aunt Jemima product
45 Small South American monkey
47 Night of poetry?
48 Pitt of "Fight Club"
50 Fashionable people
52 It's used to patch walls
55 Classical colonnade
56 Antlered red deer
57 Church benth
59 ____ of fire, break glass*
63 Bisty mo. for a CPA
64 Office oasis
66 Meet, in poker
67 Impressive grouping
68 Reddish brown
69 90-degree building addition
70 "JFK" director Oliver
71 To-do list items

DOWN
1 Whimper like a baby
2 Name of a lake or canal
3 Fender nick
4 Historic cold period
5 Apprehend
6 "We ____ the World"
7 "Father Knows ___"
8 ____ Downs (English racetrack)
10 “Mayday!”
11 Drinks made with blenders
12 Brad
13 "It's ____ Doody time..."
18 Director's option
22 Altercation
24 Apple attachment
26 Uno follower
27 Aberdeen miss
28 Eliciting an "Ewww!"
29 Certain pollux
30 Cuts and pastes
35 Large Aigonquian-speaking tribe
36 "Critique of Pure Reason" philosopher
38 "Brat" attachment
39 Abu Dhabi biggies
40 Airballs miss them
41 Noise on the air
44 ____-a-cake
46 Resolve, as differences
49 Beat it
51 Puget Sound city
52 "The terrible twos," for one
53 Dinner jacket part
54 From the past
56 “Father Knows ___"
57 Church benth
59 ____ of fire, break glass* (continued)
60 Priestly vestments
61 Be "it" in a playground game
62 Makes mistakes
64 "It ____ a Very Good Year"
65 Bread of

Complete the grid so that every row, column and 3x3 box contains every digit from 1 to 9 inclusively.

Solution: http://collegian.csufresno.edu

Word of the Day

Cubicle Coma

When you wake up and feel energized, but as soon as you enter the work place, a wave of exhaustion runs over you and you have trouble staying awake for the rest of your work day. Amazingly, once you leave the hellish work atmosphere, you suddenly feel energized and ready to run a marathon.

Source: UrbanDictionary.com

Mock Trial Team Wants You!

Do you want "Law and Order" on T.V.? How about "Boston Legal", "Raising the Bar" or "The Practice"?

Have you ever pictured yourself as a trial lawyer?

Ever imagined what it would be like to question witnesses in court, argue objections and make brilliant closing arguments to the judge?

If you are accepted as a member of the Fresno State Mock Trial team, you will learn how to be a trial lawyer. If you are taking pre-law classes, this activity fits in.

You and your teammates will represent either the prosecution/plaintiff side or defense side in a criminal or civil case against teams from other colleges at tournaments and will be scored by attorneys and judges.

Do you have acting talent and want to perform as a character witness in a trial?

Have you ever wondered what it might be like to serve as an expert witness in trial, or eye witness to a crime, or even portray the defendant lighting to prove one’s innocence?

As a member of our mock trial team, you will learn to be a witness in a trial and will perform in various roles. You will be questioned by your own team’s attorneys on direct examination and then cross-examined by attorneys from the opposing side. You will learn how to make and argue objections. You will receive 3 units for the class (CRIM 1367) each semester.

Fresno State will likely compete this year in tournaments at UCLA, UC San Diego, UNLV, Arizona State and Mid Texas State.

 Anyone interested in joining the 2010-2011 team should contact faculty instructor and attorney coach Gordon M. Park at cell: (559) 289-3040; work: (559) 433-1300 or e-mail: gordon.park@mccormickbarstow.com or come to the first class Thursday, Aug. 26, at 6 p.m. in Science II Building classroom 309.

Prior high school mock trial experience is good but NOT REQUIRED!
Twitter 101: Tweeting professors

Academic information passed via Twitter

By Danielle Stephens
The Collegian

Who would have thought that “tweeting” with your professors for school purposes would be considered mainstream?

Twitter, one of the most popular social networking sites, is now being used as a communication tool for professors and students. Its benefits are the ability to communicate faster, providing information more efficiently.

When users build their networks on Twitter, they can communicate with friends to build their social network, as well as pass along information about where they are or what they’re doing.

Public Relations major, Marcus Fabro, says he follows a few of his professors and his advisor on Twitter. He occasionally reads their tweets but mainly their tweets related to school. “I have been encouraged to use Twitter this year in the Mass Communication and Journalism department only,” says Fabro. “This department is on the cutting edge of technology and communication compared to others on campus.”

Fabro says most of his professors in the Mass Communication and Journalism department suggest using Twitter for school purposes.

According to an article written by Zach Miners on USNews.com, Twitter is being used in larger lecture halls. A professor at University of Texas-Dallas started using Twitter to post messages and ask questions to students during class because it encouraged students to participate. Many college students are finding it odd that their professors can see what is going on in their personal world of social networking regardless if it’s for a class or not.

Courtney Chooljian, a business sports marketing major, doesn’t feel it’s a big deal if students and professors are communicating over their personal social networking site. “I mean, if it got out of hand and teachers were favoring other students who use Twitter, then yes, I would think there would be some issues,” Chooljian says.

While Chooljian’s viewpoint may be a concern to many students, other students still have no desire to use Twitter for school purposes.

“I think one of my professors follows me on Twitter,” says senior Rachel Buckley. “I feel like I have to monitor what I say on my page just because if my professor sees it I can easily be judged.”

Buckley feels that with technology today, everything is geared to social media and even though all of her professors encourage it, she still doesn’t feel comfortable with the fact that professors can see her personal stuff.

According to Tom Raftery’s 15 Twitter Tips for Social Media, if you want people on Twitter to follow you, make sure your twitter page is not protected because usually people won’t follow you.

Some students don’t feel comfortable with professors having insight into what their personal life is outside of school. Buckley says she feels like it could hurt her if her professors saw her tweets.

“School is school, work is work and play is play,” says Buckley. “And I like to keep them all separate.”

Food and drink pose a potential risk to library collections, equipment, and furnishings. To minimize damage to collections and maintain a clean environment conducive to quiet study, the Library has established the following food policy, effective 16 August 2010. We ask that you: act responsibly when consuming food and drink in the Library; be considerate of other students studying near you; and dispose of your trash.

- “Food Friendly” Area — 2nd floor, North Wing
  The 2nd floor of the North Wing is designated as “Food Friendly.” Patrons may bring their own food and drinks to this area.

- Other Public Areas of the Library
Permitted:
Snacks which come in sealed wrappers (e.g., granola bars, dried fruit, chips, cookies, candy), unless posted otherwise.
Beverages in securely covered containers, unless posted otherwise.

NOT Permitted:
Prepared meals or foods from stores, restaurants (e.g., Panda Express, Taco Bell, Subway, Chick-fil-A, Starbucks), pizzas, hamburgers, and cakes are not permitted anywhere in the building except 2nd floor, north.

- These areas allow no food or drink of any kind:
  - Table Mountain Rancheria Reading Room
  - Leon S. Peters Ellipse Gallery
  - Pete P. Peters Ellipse Balcony
  - Studio 2
  - Arne Nixon Center
  - Special Collections Research Center

- Special Events
Occasionally the Library sponsors special events which include food service. The location and food guidelines specific to each sponsored event are carefully selected and approved by library administration.

BUGS. STAINS. MILDEW. (It’s not a pretty picture.)
Long Beach State sinks ‘Dogs with 88th-minute goal

Head coach Brian Zwaschka’s squad continues scoring struggles

By Megan Morales
The Collegian

The Fresno State women’s soccer team hosted its first home game of the season Monday night as they took on the Long Beach State 49ers. Although the Bulldogs fell short 1-0 in the final minute of the game, one thing is for certain—it was not due to lack of effort.

The ‘Dogs came out aggressive, and managed to dominate possession for most of the night while looking equally as strong on the opposite side of the ball, both being areas head coach Brian Zwaschka stressed in the practices leading up to the game.

Zwaschka said his team’s defense is significantly improving everyday, and the girls continue to address their pre-season shortcomings.

“It’s obviously extremely disappointing to go down with that late goal,” Zwaschka said. “But we dominated the possession, we dominated the passing movements and we had some very good chances to take the win. Unfortunately, we didn’t manage to get the points, but the team played really well and did everything that we asked of them.”

After a scoreless but hard-played first half, the Bulldogs came out for the second time with equal intensity and drive.

Fresno State defender Kendall VanDine said her team gave its all and felt they did everything they were supposed to.

“Our defense was really strong, and we held them up until that last minute,” VanDine said. “Offensively we had them. We were passing around them, we were getting opportunities and putting the ball in. We just had a few chances that we weren’t able to capitalize on.”

Fresno State frequently put pressure on the opposing goal over the 90-minute match, outshooting Long Beach State 14-10 for the night.

In the 88th minute, the 49ers had their sixth and final corner kick opportunity of the night that ultimately decided the outcome of the match.

The Bulldogs prepared for the kick by spreading out their defense and making sure everyone was marked tightly.

Fresno State preseason All-WAC goalkeeper Kaitlyn Revel deflected a shot from Long Beach State’s Jazz Strozier. The missed attempt was quickly followed in by Strozier’s teammate Nadia Link, who netted the final, and only, goal of the night.

“It’s frustrating, but we did all things right and we were in all the right places,” Bulldog senior Katie Lee said. “We got some fresh legs in up top, and tried to find the long ball through. Sometimes it works out, and tonight it didn’t.”

Zwaschka said regardless of the loss he’s confident for the future after Monday’s performance, and thinks the team is certainly starting to come together.

“The returners have definitely stepped it up, and they’ve really taken advantage of the information we’re giving them and are starting to believe in it,” Zwaschka said. “Unfortunately, we have a game like this where they don’t get rewarded when everything they did went really well.”

The Bulldogs will need to regroup quickly as they hit the road Friday for the first stretch of a two-week out-of-state tournament beginning in Texas for the Minor Classic at UTEP. Five days later the ‘Dogs will once again travel cross-country for the Florida International University Tournament in Miami.

Despite being held scoreless for the first two games of the young season, head coach Brian Zwaschka was pleased with his team’s time of possession defensively.

2010 soccer home schedule
• 9/12/10 vs. UC Davis
• 9/17/10 vs. UC Irvine
• 9/24/10 vs. UC Santa Barbara
• 9/30/10 vs. San Jose State
• 10/10/10 vs. Hawaii
• 10/22/10 vs. Utah State
• 10/24/10 vs. Nevada

Chris Rios / The Collegian

Despite being held scoreless for the first two games of the young season, head coach Brian Zwaschka was pleased with his team’s time of possession defensively.
**Rewards program to entice student attendance at athletic events**

By Ben Ingersoll

It’s Thursday afternoon, miraculously your teachers cancelled tomorrow’s class, eliminating the homework you probably weren’t going to do anyway and you just happen to know there’s a volleyball match at 7 p.m. Would you go to that volleyball game? The common answer is probably not, but Bulldog Sports Properties (BSP) is doing its best to draw Fresno State student interest into all athletic events on campus. The Fresno State Dog Pound is a new program on campus designed to directly reward students who frequently attend Bulldog games and matches starting this fall.

Hank Charles, a 23-year-old Fresno State alum and intern at BSP, is the originator of the program. After last year’s dismal average home attendance for such sports as soccer, volleyball, baseball and lacrosse, to name a few, Charles sought a way to fill seats as well as give students an extra incentive to come support the ‘Dogs. Although the Red Zone, Fresno State’s largest student group on campus that is directed toward student-fan involvement, already exists, Charles insists his program is seeking a different angle to garner interest.

“The idea kind of came to me through one of our sales executives because they weren’t happy with the job that Red Zone was doing,” Charles said. “But my program is not replacing the Red Zone. That’s where the idea started but my program is a student-rewards program. Basically we’re rewarding students for coming to games.”

The model of rewarding student involvement at all athletic events came through Charles’ research of other institutions around the country that have had success implementing such affairs. “I based it on programs that have been successful at bigger schools such as University of Michigan and University of Tennessee who have similar student rewards programs.” Charles said.

Only registered Fresno State students can become members, and can do so through the home page; students can find the “Dog Pound” icon at the bottom of the page. On the Dog Pound page, a “Sign Up” icon will direct students to apply for memberships. Memberships will be programmed to Fresno State student identification cards, which will be scanned at upcoming home events. Certain events earn different levels of points (see graphic).

“O ur first big push will be the football game, where we are going to give away 600 free T-shirts to the first 600 students that come to the game signed up.”

— Hank Charles, Bulldog Sports Properties Intern

Prizes range anywhere from LCD televisions to Visa Gift Cards to T-shirts and In-N-Out gift cards, depending on the month. At the end of each month, student points reset to zero, allowing participation throughout the year. Students can also track his or her point total online to see where they stack up against the competition.

The first event students can begin collecting points is this weekend’s Fresno State Classic volleyball tournament. Charles, however, is anticipating the football home opener against Cincinnati will put the new program on everyone’s map. “Our first big push will be the football game, where we are going to give away 600 free T-shirts to the first 600 students that come to the game signed up,” Charles said. “Hopefully that will create some buzz for people to know what it is.”

Although Charles remains uncertain for the program’s long-term goals, he has a clear idea on his target audience and is confident in its potential. “My main key is the freshman. Greek and clubs just because it’s the biggest source of students all in one area and it’s easier to hit all the freshmen who live in the dorms, the Greek that live in the houses directly reward students who have their presents at meetings here on campus,” Charles said.

Charles began marketing the Dog Pound via social networking sites such as Facebook and Twitter. He is looking into a possible awards system online as well through Facebook trivia questions and posted pictures. Student involvement is critical for the program’s success, but for now, at least, Charles is simply trying to bring some school spirit back to the Valley. “I really want an increase in student attendance and also, hopefully, a more student-friendly atmosphere,” Charles said.

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**Receivers: Young players to push for playing time**

CONTINUED from page 12

With many inexperienced receivers, Hill said he will rely mostly on those three players. Hill also hopes that they will be able to get through the season unscathed. But he stressed that they’ll have to develop some underclassmen if the passing game is going to take off like he envisions.

“We need the young guys to come in and push,” Hill said. “If we can keep those three healthy and bring along some of the young players, I think the passing game can be very effective.”

Victor Dean, the six-foot-five, freshman receiver from San Diego is one of the young players who has impressed during fall camp along with fellow freshmen Josh Harper and Jalen Saunders. In the first scrimmage earlier this month, Dean hauled in a touchdown reception at the corner of the end zone while out jumping the secondary. With his size and jumping ability, expect Dean to push the starters for playing time.

Saunders also made a few standout plays in fall camp. Most notably a 65-yard touchdown grab in the scrimmage that was the longest play in the game. Isaiah Burse, Devon Dunn, Alex Jeffries, A.J. Johnson and Matt Lindsay will also be the young players competing for playing time.

Hill said that if the young receiving corps can progress with the veterans then it will become a very explosive group for the Foolamats to score.

“If that position grows and matures, it could be a lot of fun.” Hill said. “The Foolamats have a lot of weapons, it’s a lot of fun.”

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**DOG POUND POINT BREAKDOWN**

<table>
<thead>
<tr>
<th>SPORT</th>
<th>POINTS</th>
<th>AVG. ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOOTBALL</td>
<td>1PT</td>
<td>33,578</td>
</tr>
<tr>
<td>VOLLEYBALL</td>
<td>2PTS</td>
<td>1,434</td>
</tr>
<tr>
<td>SOCCER</td>
<td>2PTS</td>
<td>1,377</td>
</tr>
<tr>
<td>BASKETBALL (M)</td>
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<td>7,949</td>
</tr>
<tr>
<td>BASKETBALL (W)</td>
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<tr>
<td>EQUESTRIAN</td>
<td>5PTS</td>
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<tr>
<td>TENNIS</td>
<td>4PTS</td>
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</tr>
<tr>
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</tr>
<tr>
<td>SOFTBALL</td>
<td>2PTS</td>
<td>1,310</td>
</tr>
</tbody>
</table>

Matt Weir/Collegian File Photo

Empty Save Mart Center seats have been all too familiar in years past, and Charles sought a way to fill Bulldog athletic venues with students. This fall camp along with fellow freshmen Josh Harper and Jalen Saunders. In the first scrimmage earlier this month, Dean hauled in a touchdown reception at the corner of the end zone while out jumping the secondary. With his size and jumping ability, expect Dean to push the starters for playing time.

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**NEW ACCEPTING APPLICATIONS**

**London Spring 2011**

3-Week Winter Session

Orientation Meetings

Sunday, Sept. 19
4:00-6:00 p.m. ED 140
Sunday, Oct. 17
4:00-6:00 p.m. ED 140

For more information contact, Carla MiKuur, London Program Office, California State University, Fresno, Main: 186, or call (559) 278-3056.
Trio of receivers hope to lead Bulldogs passing attack.

By Vongni Yang
The Collegian

With the departure of last year’s top receiver Seyi Ajirotutu, now catching passes from former Fresno State quarterback Billy Volek, and teammates Marion Moore and Chasint West to the NFL, three veterans will be asked to fill the voids for the departed. Senior Devon Wylie is expected to start at one wideout position alongside emerging junior Jamel Hamler. Sophomore Rashad Evans is slated to fill the role as the slot receiver after sitting out the entire 2009 season as a redshirt.

Hamler and Wylie are the ‘Dogs most experienced receivers, but both only started two games each last year. Hamler is the top returning pass-catcher for the ‘Dogs. He finished second on the team in receiving last season after finishing first on the team in punt returns. He averaged over 13 yards a return.

Evans figures to fill in that role again this season. Even though the three players have very little experience at their new roles, head coach Pat Hill expects them to transition nicely into their new positions.

“Devon Wylie, Rashad Evans and Jamel Hamler, I feel real comfortable with starting,” Hill said.

But after those three, the one-day experience drops off drastically at receiver. Outside of Evans, Hamler and Wylie, there are no other receivers on the roster who has made an impact on the field or a player who has taken any meaningful snaps.

“Other than that, there’s very little experience at the skilled positions,” Hill said.

See Receivers, Page 11

Move comes with harsh reality

Moving from the Western Athletic Conference (WAC) to the Mountain West Conference (MWC) was a step in the right direction, but don’t expect Fresno State athletics to make a splash in conference play once it arrives as an official member in either 2011 or 2012.

There will be some growing pains and suffering as an official member of the MWC. Don’t be surprised to see Fresno State finish in the middle of the pack or, even worse, at the valley floor of the mountain.

It might be a little harsh to say, but it’s reality. The Bulldogs haven’t found much success against opponents from the MWC in recent years, especially in the top two revenue sports: Football and men’s basketball.

A Pat Hill-led squad hasn’t beaten a MWC team since 2002, which is eye-opening if you ask me. Fresno State was an upper-tier team in the WAC last year after it finished in the Top 3 in conference play, but it still lost to a middle-of-the-pack MWC team. Against Wyoming in the New Mexico Bowl, Fresno State ran literally into a brick wall four times in a row and lost in double overtime 35-28.

Consequently, in 2008, the Fresno State defense stepped out of the WAC and allowed Colorado State’s Garrett Johnson to account for a combined 375 yards from scrimmage, which is an all-time bowl game record. The loss to Colorado State in the New Mexico Bowl extended a three-game winning streak for the Rams against the ‘Dogs.

During that streak, the Rams outscored Fresno State 104-73, which doesn’t seem to bode well when the team actually starts competing in the MWC. Its not like Colorado State is the class of the conference either.

The last time Fresno State found themselves in the winners’ column against a MWC opponent was in 2002, when the ‘Dogs squeaked out a victory against San Diego State on a game-sealing field goal block in the final seconds and on a last minute fourth quarter stand against Colorado State.

Since those two memorable victories in 2002, Fresno State has been 0-4 against teams from the MWC.

In basketball, the results are similar. Even with the tenth overall pick in the NBA draft leading the ‘Dogs last season, the team still failed to come out on top twice against the MWC, falling to both BYU and San Diego State.

The climb to the top of the mountain is going to take time, especially if you’re starting at the valley floor.