

## Students learn to conserve at Energy Awareness Day

By VANESSA BAUMANN  
Staff writer

For students interested in practical ways to save energy, the Life Club and ASOC-produced Energy Awareness booth in front of Building 1 was the place to be Wednesday.

The event, which took place from 11:45 a.m. to 2 p.m., featured an energy survey, pamphlets and free food and prizes.

Filling out the survey tested students' knowledge of environmental problems, as well as how much they actually care about the environment and requested suggestions.

After the students completed the survey, they were given a "tip sheet" that offered ways to help out the environment.

The recommendations included: using compact fluorescent light-bulbs (CFL) instead of incandescent light bulbs, using less hot water and turning off and unplugging electronic devices when not in use.

On the other side of the tip sheet was a list of what Ohlone has been

doing to help the environment.

One of the things the college has done so far to conserve energy is heat the swimming pools with solar energy.

Another is using old recycled jeans as insulation and installing solar power in the new Newark Ohlone campus.

The event also featured guest Environmental Specialist Lori Marra. Marra works for the city of Fremont in the Transportation and Operations Department Environmental Services Division.

She answered students' questions and talked about recycling as well as saving energy, water and money.

There were also several informational brochures at the event. One pamphlet, called "Build it Green," described Green building, a design and construction process that promotes the well-being of your family, environment and community.

This helps save money and helps you live comfortably, stay healthy and protect the environment.

A flyer was handed out with information regarding used motor

oil and filter recycling. This flyer showed which collection centers accept oil filters and which don't.

Another pamphlet was a recycling guide that provided recycling facts and ways to prevent unnecessary waste.

Additionally, students had a chance to fill out a sheet a raffle ticket to win \$50 in light bulbs and bus passes.

After the students did their part in this event, they were rewarded with free snacks and cold drinks.

This was the first time Ohlone has put together this event, which was funded by the College Foundation.

It was arranged to spread the word about how everyone can help make a difference in keeping the environment as clean as possible.

The event's goal was to spread awareness to students and get them to take some action and help in the fight against pollution.

"We want to see a future," said ASOC Vice President Jackie McCulley.



Photo by Eric Dorman

**Aditya Grover, right, dispenses conservation tips at Energy Awareness Day Wednesday.**

## Bill to increase textbook pricing transparency

By ANDREW CAVETTE  
Staff writer

Gov. Arnold Schwarzenegger has signed the College Textbook Transparency Act [AB 1548], designed to both increase the transparency of textbook pricing policies and decrease the cost of textbooks. According to the California Association of College Stores (CACS), the bill will have little effect on the transparency of pricing and does not require textbook prices to be lowered.

AB 1548, which was signed into law on Oct. 13, will require publishers to list changes to new editions and report wholesale textbook prices, among other things. According to the CACS, the majority of the requirements listed in the bill (including those mentioned above) are either already in the current law or are standard practice within the textbook publishing world. Ohlone Bookstore Manager Mona Farley said that over the last 10 years, textbook prices from publishers have gone up 8 to 10 percent.

Schwarzenegger vetoed a similar bill, SB 832, which the CACS had supported. In a letter to the California State Senate explaining the veto, he wrote, "[SB 832] focuses strictly on textbook publisher policies and fails to recognize that the affordability of textbooks is a shared

responsibility among publishers, college bookstores and faculty members...AB 1548 recognizes the shared responsibility and attempts to address the issue in a more comprehensive manner."

In a Sept. 24 e-mail regarding the now vetoed SB 832, Stephen Hocheiser of Cengage Learning, a textbook publisher, wrote, "Unfortunately, the bill that CACS has decided to support includes inaccurate data that we as publishers do not want to be given credibility by being included in a law."

Former CACS president Don Newton, who worked as the legislative liaison for CACS (and is the general manager of the City College of San Francisco bookstore) said "SB 832 was meant to do one thing and one thing only; it was meant to even the playing field." Since 2004, the current bill AB 2477 required colleges, faculty and bookstores to do a number of things, but only encouraged publishers do those same things. Newton said SB 832 would have "required publishers to do those things that were mentioned in AB 2477."

Regarding the new law, Newton said "AB 1548 has many things in it, but it doesn't seem to have anything new. There's nothing in the bill that publishers, faculty, bookstores and colleges are not already doing. And this bill does nothing to either help

students or add to transparency. There is nothing in [AB 1548] that says prices shall be reduced."

According to Farley, the Ohlone College Bookstore adds 20 percent to the publisher's price. College bookstores first purchase books from the publisher and then add a percentage to cover the costs of doing business. Farley said that often the textbooks that teachers request come packaged with other "bundled" material that make the overall prices higher than the book would be alone.

Farley said, "I'm told [by the instructors] to buy these books, but when the book comes in, it comes with a workbook and a CD [and other things]. And so a book we thought was going to be \$80 has now got this huge bundle of extra stuff that the instructor is not going to use [making the price higher]. Students then go online and see the book without all those goodies and it is far cheaper. It happens 8 times out of 10.

"When you're the middle guy, it is very difficult because the prices [publishers] give me are not very comparable to what is out in the market today."

Newton disagreed, saying, "The publishers are selling to Amazon at the same price they are selling to us." He said that many of the cheaper books on Amazon (and

other online stores) are sold through a peer to peer network that Amazon has established. In short, if you are buying a \$50 book on Amazon for \$10, it is not sold by Amazon. Instead, it's one person selling his or her own used book through Amazon. Newton said, "You will notice in the last three years, you will not see any new books on Amazon at a significantly cheaper price."

Newton also believes, "The number one solution [to high textbook prices] is to try and get as many used books as we can."

AD 1548 does not require teachers (known in the bill as Adopters) to place their book orders in a timely manner, which would give bookstore managers time to take full advantage of the used book market.

The bill does encourage teachers to put in their orders as quickly

as possible so that supply is still abundant, but Newton noted, "not supply of used books, just supply of books. So if a teacher is going to put in his book order the day before class and the publisher has the books, that's enough time for the publisher, but we miss the entire used book market."

Both Newton and Farley acknowledged the cost difference between college bookstores and online stores, but noted that the service students will receive from a college bookstore is superior to the online stores. This is especially true, they say, regarding return policies whenever a student needs to drop a class.

Though the vast majority of the College Textbook Transparency Act will go into effect Jan. 1, 2008, some issues that required a lead time will take full effect in 2010.

## ASOC plans music event

Continued from Page 1

campus by Vice President of Student Services Ron Travenick.

During the meeting, it was also brought to the attention of members that the ASOC is not allowed to elect by secret ballot, nor are members allowed to abstain from voting on issues. Both of these are violations of the Brown Act, which demands that public boards conduct business in public.

The rationale behind this is that all members of the ASOC are representative officials and must have a voice on all issues. The only circumstance in which a member of the ASOC may abstain from a vote is if it

represents a clear conflict of interest.

ASOC Vice President Jackie McCulley announced that a group had approached the ASOC about creating a new club for students interested in health care. After the meeting, McCulley announced that Anthony Chew had won tickets to the Aquarium of the Bay from the ASOC awareness committee.

The Math Department made a financial request for admission fees for the American Mathematical Association of Two Year Colleges and some other expenses. The financial request was cut short when the ASOC meeting came to a close, but the Math Department will complete its request at the next meeting.