

HIGH TIDE

Volume LXXIV Issue 3 - November 16, 2007

LJHS students step up to the plate in face of fire

Sarah Wright
Staff writer

The San Diego wild fires created quite a scare throughout the county. Despite the chaos, San Diego citizens and La Jolla High students kept spirits high by helping out with anything and everything possible. The fires began in Potrero, which was called the Harris fire, and another fire began in Ramona, which was named the Witch fire.

Many fires started in other areas of the county as well and spread around southern California. Over half a million people had to evacuate and schools were shut down



Fires: As wildfires swept across San Diego and lit the night sky, La Jolla High students helped out where they could

for the week of October 23 to 30. Because of the fires, many evacuees had nowhere to go, Qualcomm stadium, Del

Mar fair grounds, and many high schools were opened as emergency evacuation shelters. Many organizations and companies helped with supplies, housing, food, and donations.

The American Red Cross played a big part in helping get victims of the fires back on their feet. They provided food, clothing, medical assistance, toiletries, counseling and shelter for anyone of need at five different locations. Other organizations helped out as well; Father Joe's Villages, the San Diego Food Bank, local branches of the

Salvation Army, and Goodwill Industries, aided victims by accepting donations. Not only did volunteer services and organizations aid in the disaster, but La Jolla High was eager to help, too. ASB is holding a sock drive in an effort to provide for families in need. Many students helped by bringing food, clothes, games, anything needed to the shelters and organizations asking for donations. La Jolla residents offered their homes to evacuees and provided a sense of normalcy in stressful times.

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Locals rally against paid parking

By Abish Simh
Staff writer

La Jolla residents, business owners, and employees recently banded together in opposition of the paid parking board. Warwick's bookstore, on Girard, held their first Free La Jolla meeting on November 2 to oppose the issue of paid parking. The board was scheduled to vote for the establishment of paid parking in La Jolla on November 14.

The Free La Jolla meeting was an opportune time for those opposed to paid parking to voice their opinions and sign a petition against paid parking on our streets. The meeting had well over the expected number of attendees and was a huge success. City Attorney Michael Aguirre spoke and promised aid in the form of two attorneys, to help Free La Jolla with their cause.

Several key points brought up during the meeting indicated that people who opposed paid parking still have a long way to go, but are on the right track. One suggestion made was that high schools and churches become more involved which could make a difference in the fight.

"Schools and churches would also be affected by paid parking," Nancy Warwick, the owner of Warwick's, said.

La Jolla High students park in the vicinity of the major streets which will be affected, including Eads, Prospect, Girard, and Fay.

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Wildfire Facts

- 🔥 2013 homes destroyed
- 🔥 15 deaths
- 🔥 98 injuries: 71 firefighters, 27 civilians
- 🔥 516,356 acres burned
- 🔥 13 total fires in Southern California
- 🔥 23 Emergency shelters for evacuees
- 🔥 5 Shelters reached maximum capacity

Debate tournament at LJHS

By Carrie Lowe
Staff writer

On November 2 and 3, La Jolla High School hosted the San Diego Novice Speech and Debate Tournament. Twelve schools competed against each other in debate and individual events. Starting after school on Friday, the tournament went on for two days with many rounds. Each school was given their own code name and each team a number. At this tournament the schools were given Star Wars related names

such as Han Solo and R2D2. La Jolla was Yoda, which the Speech and Debate team took to mean that they were the wisest group.

It was a novice tournament so only first year team members competed. The varsity members helped run the tournament and judge. Over ten La Jolla students competed in Lincoln-Douglas Debate, Parliamentary Debate, Impromptu, Extemporaneous, and Original Oratory.

Parliamentary debate is impromptu, with two sides,



Victory: The novice team poses with their trophies, along with team president Maryam Zifer

affirmative and negative. The topic, stated in the form of "This House would/believes..." is given at the start of a round and each team

of two debaters has twenty minutes of prep time to bounce ideas off each other and their

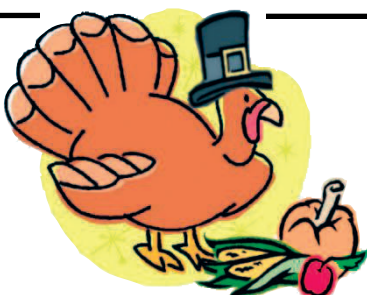
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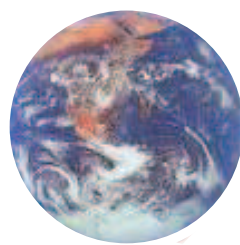
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The La Jolla High School

HIGH TIDE

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Qualcomm: Chargers vs. evacuees

By Kyle Loomis
Staff writer

Picture a family of four that after fleeing their home from the raging Harris fire, finally finds solace and comfort at Qualcomm Stadium. As they begin to get comfortable and regain their composure after the horrific event, Qualcomm officials have the nerve to ask that they move again to another evacuation site so the Chargers can play their football game on Sunday, October 28th.

Approximately 515,000 San Diego residents were forced to evacuate their homes from October 21st to the 24th. Many had to evacuate again on October 25th and 26th, only this time it was not because of a natural disaster. The San Diego Chargers had to play a football game on Sunday afternoon.

San Diego residents were having enough difficulty dealing with the possible loss of their homes, and Qualcomm unjustifiably made things more painful and difficult by asking the evacuees to move to the Del Mar Fairgrounds.

During the Cedar Wildfires in 2003, the San Diego Chargers played their game at Sun Devil Stadium in Arizona. Moving the game was considered by city officials and the National Football League (NFL), but playing the game in San Diego at Qualcomm Stadium was ultimately decided upon.

"Qualcomm Stadium will

In his statement, Mayor Sanders contradicted himself because having a football game at Qualcomm Stadium directly impeded the recovery efforts. This put unreasonable, unnecessary, and additional pressure on the wildfire evacuees.

"If the Chargers had played somewhere else, it would not

a total of 88 people. While the majority of the people were allowed to return home, many others were forced to repack their belongings and find refuge at other evacuation sites. The right thing to do would have been to make life as easy as possible for the fire victims and have the Chargers play at a different location.

"The evacuees should have been given free tickets to the game, and I'm glad the Chargers played in San Diego, because for three hours, the evacuees forgot about their troubles," senior Omid Salaami said.

At a time of crisis, the city of San Diego should have focused on what was most important: taking care of its citizens. California Governor Arnold Schwarzenegger declared a state of emergency in Southern California due to the raging wildfires, so the city and state should have done whatever possible to assist the victims of the fire. The city should have had the Chargers play at a different time or place in order to give the fire victims all the help they deserved.



Evacuees line up at Qualcomm: in order to receive shelter, food, and comfort. Sadly they were kicked out soon after getting comfortable. Photo courtesy of signonsandiego.com

be ready for NFL football by this weekend. The City will be able to provide sufficient public safety personnel to manage a professional football game without impeding ongoing wildfire recovery efforts..." San Diego Mayor Jerry Sanders said in a statement to the press on October 26.

have made a difference to me," junior Nick Hanoian said. "I would have still watched and enjoyed the game, and the people affected by the fire could have stayed at Qualcomm longer."

By October 25, the count of evacuees staying at Qualcomm went from a high of 2,200 to

Tissues with big issues

By Meghan Barry
Student Focus editor

Each year Kimberly Clark distributes four million tons of tissue products, brings in 14.3 billion dollars, and unnecessarily uses 3.3 tons of virgin fiber from the world's ancient forests. Kimberly Clark is a large tissue company whose products include Scott, Viva, Cottonelle, Kleenex, and others outside America. Their tissues have big issues.

The Kimberly Clark company boasts that their Kleenex tissues are made from 100 percent virgin fibers. Virgin fibers are tree fibers that have never been used in other paper products. This means that their Kleenex tissues are 100 percent non-recycled.

"Other companies have proven you can use recycled products and still create high quality products without destroying huge amounts of ancient forests," junior James Gimmona said.

Recycled fiber is an easy alternative for the company and is often less expensive.

It is common knowledge that the environment is in danger. It is completely irresponsible for a company like Kimberly Clark, a leader in the world of paper products, to devastate the world's ancient forest, as

much as it has.

Most students at La Jolla High will notice Kimberly Clark products on campus. The soap dispensers in the bathrooms are all made by Kimberly Clark and many teachers keep boxes of Kimberly Clark Kleenex in their classrooms.

"By buying Kimberly Clark products, we are indirectly supporting the deforestation of

and is the largest natural forest left in North America. Right now, only eight percent of the Boreal Forest is protected from development. More than 50 percent of it is used for logged to provide material for companies like Kimberly Clark.

It is understandable that some amount of the forest should be allocated for logging because

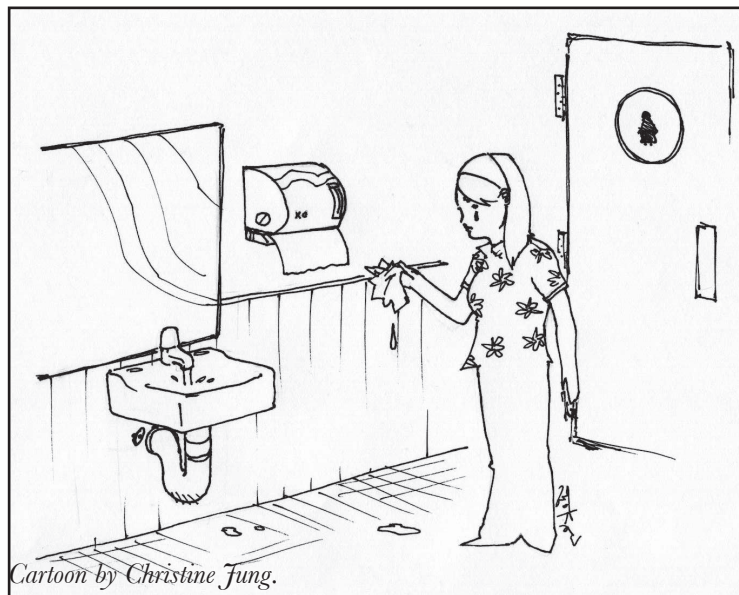
at a time of the forest are being wiped out leaving behind no trees to foster the growth of new trees. This obliteration of sections of the forest takes with it the homes of wolves, eagles, bears, caribou, and much needed resources in the fight to slow global warming.

"It's irritating knowing that such a large company is ruining the world's resources, and there simply isn't enough of an effort to stop it," senior and president of the Sierra Club Zac Wescoe said.

Kleercut is a non-profit organization that has made it their goal to stop Kimberly Clark from further ruining ancient forests. They work to inform the public about the devastation of the Boreal Forest and that there are other, more environmentally friendly, products available.

Kleenex has commercials where they set up a couch in the middle of a busy place and invite people to "let it out" and then offer them Kleenex, after making them cry. Kleercut has sent activists in to "let it out," and they proceed to "let out" how upset they are at the fact that Kleenex is destroying the world's ancient forests.

So next time one feels the need to "let it out," why not reach for the recycled tissue, and help the Boreal issue.



one of the world's oldest forests and thereby contributing to more drastic global warming climate changes," senior Daniel Perez said.

The Boreal Forest is one of the world's few ancient forests left, and Kimberly Clark is contributing to its deterioration. The Boreal Forest is over 10,000 years old

paper products and natural fibers are a necessity. However, the amount of forest being destroyed should never surpass the amount being protected, as it does now.

The main problems is the way in which resources are being taken from the Boreal Forest; the trees are clear-cut. This means that entire sections

Defeated by Washington Gore turns to Hollywood

By Kelsey Pouk
Staff writer

Ex-presidential candidate, Indie film creator, Oscar receiver, and now Nobel Peace Prize winner? Al Gore has his work cut out for him regarding his next publicity stunt.

Everyone watched the day Al Gore lost against President Bush, but never again did we expect to see his face, and especially not on the wide screen. No one expected

An Inconvenient Truth to explode as it did, but it brought in more viewers than

expected. How does a global

warming video win the ultimate in acknowledgements; the Nobel Peace Prize? According to the Nobel committee, temperature plays a big role in human conflict.

Darfur, the scene of a terrible and bloody war, is now being connected to the climate getting warmer. The climbing degrees caused a drought that left farmers and civilians thirsty and helpless.

That means that people are indirectly killing poor

Darfur natives by driving their cars. The war was not the cause of a weak government or social issues, but was brought on by the emissions of those factories Gore condemns but hypocritically still buys from on the side. While the argument is convincing, why did Gore win a prize for simply making a movie?

“I think he is doing a lot of

good spreading information about global warming, but he does not necessarily deserve the Nobel Peace Prize,” senior Trevor Dorne said.

The facts do not lie; ice is melting and rising temperatures are sucking much-needed water from thirsty regions like Darfur. Yes, global warming is a problem for the environment, but a movie is not going to rebuild the ice caps.

“Anyone can star in a movie, but to really make a difference, you have to do more,” said junior Annette Pulliam.

Al Gore’s film was eye-opening and useful, but the information was not his own. No one saw Gore out testing water temperatures or charting the actual amount of ice melting.

He just picked information from what was available and put it in a multimedia presentation. He even admitted to manipulating the data for a more sensational impact.

This “documentary”, or rather “self-documentary,” did not change anything, not even Al Gore’s energy consumption. The self-

appointed environmental expert allegedly uses 20 times more energy per year than the national household average. It seems like someone forgot to switch his light bulbs.

“People have been talking about global warming way before he has” senior Ryan Smith said. “He is just using his notoriety.”

The coveted Nobel Peace Prize is awarded to Al Gore, the sore loser who decides to get back at the American public by accusing them of killing all the little penguins in Antarctica. If a global warming video, permeated by a bunch of pity-party clips about Gore’s personal struggle with being runner-up, can take home one of the most esteemed prizes in all of history, then where is “The Day After Tomorrow’s” award?

Is this film prejudiced because all the other directors are just lowly filmmakers, not energy-guzzling, mock-environmentalist, almost-presidents that have tried to win the public’s hearts by blaming Americans for flame-torching the glaciers? Now isn’t that an inconvenient truth.

Message from the Marsh

By Allison Marsh
Editor-in-Chief

As I slowly peruse the myriad of college brochures strewn across my dining room table, one idea, and one idea only, springs into my head. No, it is not my usual thought of, “Oh my gosh, I’m not going to get into any of these schools,” this time I think; “Why have I already taken a handful of ‘college level classes,’ when I am still in high school? The operative phrase in that senamce being ‘still in high school.’

Has anyone else noticed that we haven’t graduated? Somewhere along the road we were given a line that said, “work in a biology lab, find the cure for cancer, have a part-time job, play a varsity sport, and wipe the drool off the trembling lip of somebody else’s grandma at an old folks home. And by the way, without AP classes, colleges won’t want you.”

While that is all well and good if that is truly where one finds satisfaction, the problem arises when these endeavors are only an attempt to make oneself seem more desirable to colleges. It seems that in today’s competitive college application process we are constantly trying to prepare for the next level, inflate our GPA’s, and pad our resumes.

Many students are afraid to take non-weighted courses that they are actually interested in if they do not provide an extra point for their GPA. We are like our little pet hamster, incessantly running on a wheel, but never enjoying the run.

Students should not be worried about getting college out of the way, when high school is still ripe for the taking. The problem of constantly trying to impress college admissions counselors with AP courses is that the information one pretends to be an expert in simply goes in one ear and out the other.

Ultimately, that is all AP classes train students to do: memorize, regurgitate, and forget. How many times have you taken a test on Friday and on the following Monday realized you have not retained any of the information?

High school students need to take time for learning, and should not be worried about how their list of classes is going to look on a transcript. In the end, it is the knowledge gained, not the not the courses feigned that will stick with you.

O’Neal loses billions, gains millions

By Haley Cottrell
Staff writer

All is fair in love and business. In the corporate world, men will do anything to achieve personal goals or make names for themselves. Sadly, this was the problem of Stan O’Neal, ex-Chairman and CEO of Merrill Lynch.

O’Neal allowed his clients’ money to be invested in high-risk mortgage securities, rather than in low- risk investments. When the credit crunch hit this summer and these securities plunged, both Merrill Lynch and their customers lost tremendous sums of money.

As a result, individual lawsuits and class action lawsuits are pouring into the courts against O’Neal and Merrill Lynch. The magnitude of the losses involved is in the billions of dollars range.

Considering the huge financial losses and mounting lawsuits, the board made the wise decision to replace O’Neal immediately.

“Mr. O’Neal and the board of directors both agreed that a change in leadership would best enable Merrill Lynch to move forward,” a Merrill Lynch representative said.

The customers of Merrill

Lynch were very upset when O’Neal was fired, because he received a retirement package valued at \$160 million in benefits and stock holdings.

This man lost billions of his clients’ dollars and yet he still

families’ financial securities, and finally agrees to leave the firm for a small fortune that will ensure him financially security for the rest of his life. The clients are not compensated one penny for O’Neal’s

Shelburne said.

Many Merrill Lynch clients turn to this company of financial advisors because they need help in managing their money. The financial advisors should not, in turn, squander their clients’ money and walk away with a colossal check for their “retirement.”

The clients are putting a huge amount of faith in the financial advisors, and they have every right to sue for the recovery of their hard-earned money. Many clients lost everything they had.

“It seems that O’Neal does not care at all what happens to his clients and their futures. It is sickening what he did to those people,” junior Samantha McLaughlin said.

When asked how he felt about destroying the lives of many who trusted him, O’Neal provided no comment. It has been reported that instead of trying to fix the mounting problems at work, he spends his time playing golf at the most luxurious golf courses on the East Coast.

It is truly despicable that such a corrupt man can get away with the heinous crimes he has committed. It’s a shame that so many lives were shattered in due to his thoughtlessness.



received a staggering amount of money. It is unethical and appalling what this man did; he should have been fired immediately without any compensation.

For O’Neal, it’s a win-win situation. He irresponsibly promotes some underhanded loans, then loses hundreds of

multibillion-dollar blunder. It is a disgusting testament to O’Neal’s greedy character, and it shows the true heartlessness of corporations.

“ If I were a Merrill Lynch stockholder, I would be extremely upset. It seems like there’s something fishy going on there,” principal Dana

BEHIND THE BULLETIN

La Jolla High's 'Morning Bulletin' is now being broadcast

By Erika Ostroff

Staff writer

Lights, camera, action! La Jolla High School's live news broadcast, "The Morning Bulletin," has officially premiered. Announcing upcoming events and the latest La Jolla High School news, the bulletin serves as a great method of communication for students and faculty.

At the end of first period, the media arts, theater tech, and drama students make the bulletin broadcast possible by quickly setting up the cameras, microphones, and set. It would not be possible without the helping hands of Ms. Renda, Ms. Boutelle, and several other students. After slipping on their La Jolla High school polo shirts, places are taken, and the shooting immediately begins.

"It is really fun and exciting because we shoot live so you never know what's going to happen," October co-anchor Amanda Shafer said.

Auditions for the news anchor

positions were held last year for all interested students in drama, theater tech, and media arts classes. Senior Luke Marinkovich and junior Christie Richmond were chosen as the permanent

year that the bulletin is being broadcast live instead of the paper-printed bulletin of years past, there are several difficulties and struggles that the bulletin staff had to overcome to make this production possible. The



Backstage Beauties: From Left: Monica Beran, Brook Fredrick, Christie Richmond, Luke Marinkovich, Spenser Berke, Kala Traicoff, Gordon Klampe, and Amanda Shafer smile backstage on the 'Morning Bulletin'.

newscasters, while other students rotate into the show every few weeks. Ms. Renda, Ms. Boutelle, and the student directors chose the permanent, and rotating news anchors based on audition tapes.

Because this is the first

success of the morning bulletin is more than just the content; as a live broadcast, it has to have the correct balance of looks, talent, wit, and impromptu creativity. Our bulletin broadcast has all of this and more.

"It is not as simple as it seems,"

senior and student director

Kala Traicoff said. "We put loads of effort into something that seems so small."

Two minutes may seem like a small amount of time on the air, but the effort put into each two minute production is extensive. The anchors receive a hard copy of the bulletin, which is re-written the night before airtimes to convey a more naturally spoken message.

La Jolla High School's live broadcast of "The Morning Bulletin" adds anticipation and excitement to Mondays, Wednesdays, and Fridays.

"The bulletin is way more exciting when broadcast than when it is being read by teachers. It keeps the students interested so they are more informed and aware of what is going on," sophomore Suquoia Geary said.

The short but informative news show informs students and faculty about all that is happening at school. As Luke Marinkovich would conclude, "Stay classy La Jolla!"

Photos by Brook Fredrick and Kathy Renda

Candidate Corner: Mitt Romney

By Zack Ross

Staff writer

Mitt Romney was born in 1947 in Detroit, Michigan. He was elected Governor of Massachusetts in 2002, but chose not to run for re-election in 2006.

A devout Mormon, he served as a missionary in France for two and a half years during college.

After graduating from Harvard Business School, he embarked on a very successful business career at Bain and Co., a management consulting firm. In 1999, he served as the CEO of the 2002 Winter Olympics in Salt Lake City, Utah.

Romney is the wealthiest presidential candidate, as his net worth is estimated between 190 and 250 million dollars.

Mitt Romney has attempted to position himself as the most conservative of the 2008 Republican presidential candidates. He has, however, run into trouble with the evangelical Christians that make up a significant portion of the Republican party. They are distrustful of him both because of his past pro-choice positions and his Mormon faith, which is considered a cult by many in the Christian community.

He believes that gay marriage should be banned, and has

shifted his position on abortion to being pro-life. Romney is pro-war, but he does not support torture.

While he is not well known nationally, he is leading the polls in the key primary states of Iowa and New Hampshire. Romney is also strong in Nevada, Utah, Michigan, and Ohio – all strategically important states.

He has also shown that he is the best fund-raiser in the Republican field. Mitt Romney's money, combined with the momentum he will gain if he wins the early primary states, could lead to his nomination as the 2008 Republican presidential candidate.

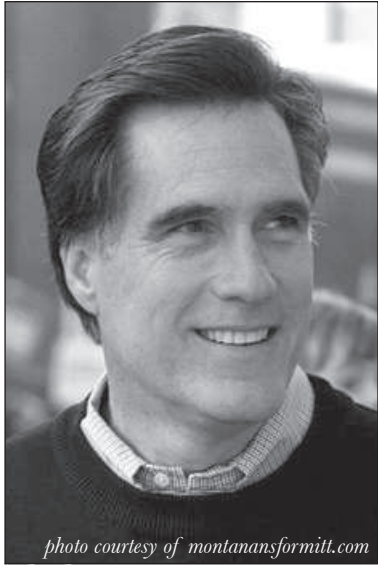


photo courtesy of montanansformitt.com

Education is the investment our generation makes in the future.

- Mitt Romney

High Fashion Valley

Luxury designers are coming to San Diego

By Mackenzie Merkel

Staff writer

Louis Vuitton, Burberry, TOUS, Gucci. Luxury brands only available in designer boutiques, right? Not anymore. No longer will one have to travel to Chicago or New York for a premium shopping experience; these and other designer stores are now located at San Diego's very own Fashion Valley Mall.

Fashion Valley Mall already

nice stores at Fashion Valley? Sweet," sophomore Will Peterson said. Many people are still getting used to the idea of Fashion Valley as a luxury mall, although most like the idea.

"I think it's cool that these high-end stores are coming to a mall so close to us," freshman Allie Helm said.

The mall is broadening its horizons according to marketing director Francine Miley.

"We want to please all of our

Miley said.

Stores are opening branches in San Diego because our city appeals to them. While we might not have as much wealth as the Upper East Side in New York, San Diego still has enough affluent shoppers to support these extravagant brands.

With all these new stores, our mall is bound to please faithful customers, as well as attract new ones. "The average shopper at Fashion Valley is a thirty year old woman," said



Meet me at the mall: Stores like M. Missoni, Carolina Herrera, and Gucci are now located in San Diego.

has top designer stores, including A|X Armani Exchange, Tiffany's & Co., and Coach. But soon even more extravagant stores, such as M. Missoni and Tourneau, a designer watch company, are being added to Fashion Valley. When M. Missoni opens at the mall, Fashion Valley will be the only West Coast location of this high luxury brand.

"Woah, we have those

customers, and are very proud of everything that Fashion Valley has to offer," she said. She has a reason to be proud; Fashion Valley is one of the very few malls in the country with so many flagship stores.

"Flagships stores are department stores, such as Macy's, Neiman Marcus, Bloomingdale's, and Saks Fifth Avenue. Most malls only have one or two of these stores, while we have all of them,"

Miley, "We also attract many customers from across the border." Fashion Valley will have a more diverse group of customers, since these fancy new stores will attract a different type of shopper.

So, instead of shoppers traveling to exotic locations to find high fashion brands, customers can begin shopping for such luxurious brands as Lilly Pulitzer at the convenient Fashion Valley Mall.

Photos by Ali Cameron

Guess Who

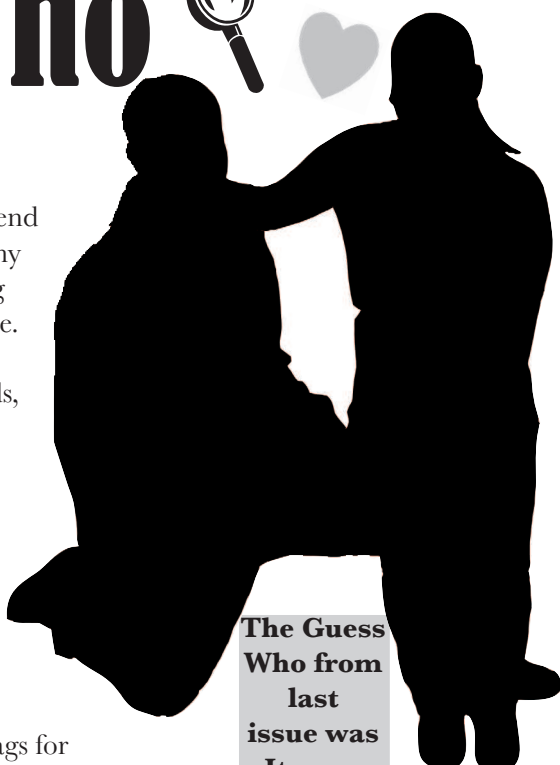


By Haley Cottrell
Staff Writer

Hers: I have been dating my boyfriend for almost four years. He was my first kiss and we plan on staying together after high school because we are so close.

I have liked him since I was in the sixth grade. When we were both in eighth grade at Muirlands, he came over and asked me to be his girlfriend while I was standing on one of the benches. I love hanging out with him and watching movies together. Sometimes his immaturity annoys me, but I love that he can always make me laugh and smile.

My boyfriend has given me some really special gifts: a huge teddy bear, a Maltipoo puppy, and a ring for Valentine's Day. The best date we went on was when he took me to Six Flags for the first time. I love his family; his sister is my best friend. His family loves me too, especially his mom.



The Guess Who from last issue was Itamar Lilienthal.

His: I love my girlfriend so much. The thing I love most about her are her cheeks.

We are both 17 and we plan on having a big family of our own in the future. She always does nice things for me, like helping me in school or buying me clothes. Sometimes I get annoyed because she always wants to go to the mall.

One of the most embarrassing things my girlfriend did happened when she was getting off the bus and hit her head on the doorway. It was one of the funniest things ever.

I played football for three years and I used to be a security guard. When I am not with my girlfriend, I love hanging out at my cousin's house. When I graduate high school, I plan on getting a job with the hope of becoming a policeman.

Photos by Ali Cameron

Baby, It is Cold Outside

It is getting colder and students are sporting winter styles

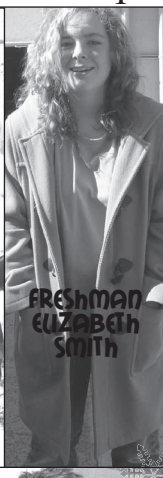
By Ali Cameron
Features Editor

It is getting colder out and it is time to bundle up. La Jolla High students are turning up the heat this year with their winter fashions.

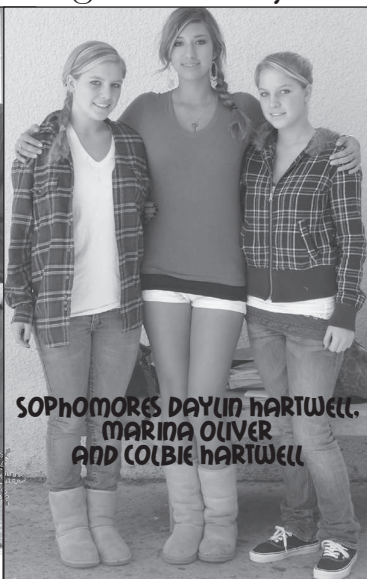
Sweatshirts and Ugg Boots have always been popular but this year winter is getting a little more stylish. Girls can be seen wearing pea coats and tights. Boys this season are sporting flannels, keeping in mind that plaid is always popular. Thermal and striped tops are trendy this season for both boys and girls.



FRESHMAN ALEX DE STASIO



FRESHMAN ELIZABETH SMITH



SOPHOMORES DAYLIN HARTWELL, MARINA OLIVER AND COLBIE HARTWELL



SENIOR TYLER ROHR



SOPHOMORE GIANNI DOEMENY



SOPHOMORES ANTONIA CER EJIDO AND MOLLY MCNAB



STUDENT TEACHER DIANA COMBS



FRESHMAN VICTORIA FRAGER AND SOPHOMORE MONICA PORTELA

hot	cold
Thermal Tops	Tube Socks
Skinny Jeans	Ponchos
Bubble Dresses	Green Uggs
Mocassins	Baggy Jeans
Plaid Jackets	Leg Warmers
Animal Prints	Ribbed Sweaters
Suede Boots	Skinny Scarves
Cashmere	Turtle Necks
Bichon Frises	Chihuahuas

DESIGNER DISCUSSION

By Abish Simh
Staff writer

Michael Darius Rahimpour is a creative designer who has worked for years creating amazing web and phone applications. One of his most recent design works is Apple's popular iTunes music store. Rahimpour was the lead feature designer for Apple from November 1999 through October 2004. Rahimpour recently started his own company, M Concepts LLC. M Concepts is a design boutique located on Fay Avenue, which caters to various, yet unique, companies. M Concepts designs phone and web applications, websites and much more. Michael's portfolio can be viewed on the web: www.darius.net.



iChill: Michael Darius Rahimpour takes a break from work in his office.

The High Tide caught up with Rahimpour for a conversation about his career, family, and favorite computer program.

High Tide: Where have you worked in the past and what did you do?

Michael Darius Rahimpour: I have designed interfaces for non-profits, startups and Fortune 500 companies. My responsibilities have been primarily technical and creative, yet strategic and very human. I step back to consider how a function can be brought to life within the context of an application. Then I go out and get valuable input from the type of person I am designing it for.

HT: What is the exact title of your occupation and what does it entail?

MDR: I am currently the Design Principal for M Concepts LLC, a boutique design consultancy here in La Jolla. I work through technical and strategic details with clientele, while protecting an internal design process for the others on the team.

HT: iTunes is a popular music program that is revolutionizing the music industry. What do you think Apple can do to further their product in the future?

MDR: Increase device support and Facebook integration. iTunes can boost popularity by increasing their device support (i.e. supporting other mp3 players). Apple could also increase the integration of iTunes into Facebook.

HT: What are you currently doing?

MDR: Loving my family every chance I get. When I am not doing that, I am trying to change the world one pixel at a time.

HT: What is your favorite computer design program?

MDR: I love OmniGraffle; I wish I could use it with multi-touch. I would have it projected on our glass walls to interactively reflect our design brainstorm. Illustrator and Photoshop are always at the top of my list and my affinity for Cinema 4d seems to be increasing daily.

HT: Do you have any advice for any students who wish to enter a similar field?

MDR: There is an increasing demand for good interaction design and an infinite number of features waiting to be designed well. If you like solving design problems, get plugged into UCSD and iTunes. They have some great courses on HCI (human-computer interaction).

HT: Do you have anything to say to La Jolla High students about downloading music?

MDR: I look at this no different as I do borrowing a CD from a friend. If you have listened to it and you like it, support the artist and buy a copy.

Photos courtesy of Abish Simh



Family first: Michael Darius Rahimpour with his wife Marissa.