Campus Apathy for the Iraqi Conflict

Mario Cruz
Contributing Writer

It is fair to say that if you are a Babson College student then you don't have much time for non school related activities. I myself don't even find the time to read the paper and keep up with world news. Once in a while I will read a headline about the War on Terror when I open portal or hear about how October was the deadliest month of the war from one of my friends. Most people have become very disconnected and uninterested on the current war due to the fact that it is very hard to follow and is confusing at times. I was in high school when we invaded Iraq in 2003 and didn't care much because I had sports practice, school, and other more important things to worry about. Now that I am older I wish I could go back and understand why Iraq was a target for a full out U.S. invasion. I wish I could understand its history so I can understand its present situation and ultimately its future situation.

I am a business student and in order to be a good business student I have to know what is happening in the world. There are two types of factors that could affect your business, external factors which you can't control and internal factors which you can completely control. The Iraq war is an external factor which I can't personally control but will affect my business whatever that might be. Since I can't control it then I have to do the next best thing and understand it so I can implement strategies which will have the least amount of impact on businesses. In short what I am trying to say is that as a business student my ignorance on the Iraq war is not helping my training as a future leader. There are other reasons why I do not like the fact that I don't know much about the Iraqi war. Whenever I am flipping channels and stop on CNN or CNBC there is some news story about Iraq and I do not understand what they are talking about. I have no background knowledge on the topic, so that makes it that much harder to follow stories. Lucky for me and all of Babson College campus there was a group of students that put together a presentation which put all the events that have happened in Iraq in a chronological order. They began with the first civilization to settle in Iraq and move all the way to the present form of Iraq. They analyzed Iraq's history and made sense of it all in a single presentation. So if you feel confused on Iraq and want to get up to speed on current events, feel free to access the video presentation at the front desk of Horan Library.

Smart Women Discuss Small Business

Nicole Smith
Managing Editor

The Center for Women's Leadership held its monthly author series sponsored by Comcast on Tuesday December 6th, featuring Smart Women Small Business, by Ginny Wilmerding. The series features books written by women about anything from starting a business to reentering the corporate world. These monthly sessions invite women of the community
to discuss their own lives and the message of the author to further their own business motivation, and encourage the women to enter the business world. "Women are becoming entrepreneurs at twice the rate of their male colleagues," explains the assistant director of the Center for Women's Leadership, as encouragement for women to enter the business world. A full house joined Mrs. Wilmerding to discuss Smart Women Small Business varying in age, including many male business owners.

Following the introduction from the directors of the Center for Women's Leadership, Wilmerding made her way through discussing different issues and questions that are asked by many women as they enter, reenter or change careers in the 'business world'. Her book is based upon both her own experiences and the interviews she conducted with fifty successful women.

Continued on page 3...

View from Holister 112

Dennis Hanno
Dean of Undergraduate

With the crunch of final exams and papers, I'm sure you are not quite ready to get into the holiday and semester-break mood just yet. But, since this is the last edition of the Free Press for the semester, it will be my only chance to offer my holiday greetings to you before you leave campus. I hope that the end of your semester is as stress-free as possible and that you have much success and good fortune with your finals. May the holidays and your break be both enjoyable and restful for you and your loved ones.

I always think that the end of the semester is a great time to reflect on what is really important in school and in life. The end of the fall semester seems to be particularly prone to being accompanied by high levels of stress. This might occur because of the weather, the short days, the pressure of the holidays, the strain of your first set of college finals — it could be any number of things. When you look at the things that might raise your stress level, it's easy to conclude that many are out of your control. What is absolutely in your control, however, is how you react to the things that might be potential stressors. That's where reflecting on what really matters and establishing reasonable priorities can help you maintain a healthy perspective.

For example, let's take the stress of final exams. It is certainly a trait of almost every student, perhaps even more so at Babson, to strive for perfection. But is perfection really all it's cracked up to be? Trust me, there are few students who graduate with a perfect 4.0, but there are some, who leave here and have extremely happy and productive professional and personal lives - even with B's on their transcript. So my first word of advice is to try hard, but set reasonable expectations. Will your grade really improve that much more if you stay up all night and study? Do you really need to edit that paper for the sixth time? At some point, you have to question if an additional investment of your time will really result in significant improvement. This is a decision you will often face in your professional career, too, and you control the course of action you follow.

My second piece of advice flows from the first. Take the time you Continued on page 3...

BUS & TECH PAGE 8
A look at the craze surrounding video game consoles

OPINIONS PAGES 5 & 6
A dialectical tribute to Orhan Pamuk, and more

HATCHERIES PAGE 48 & 11
An interview with the founders of North of Babson's Hatchery Businesses (series)

SPORTS PAGE 12
Is Florida the right choice for the National Championship?

The Babson Free Press is available in the Babson Park Library, at the Babson Free Press kiosk in the Tisch Center, and on newsstands throughout the Babson community. Call (781) 289-5303 or fax (781) 289-2504 for subscriptions and advertising information.

Copyright 2006
781.239.4229
All Rights Reserved
News

Two Babson Students 'Babson it Up' in Panama

Every morning in Panama, after three hours of sleep, Babson students Jesse Levirin and Jordan Suppan would wake up, look at each other and say, "All right, man, let's Babson it up." Twenty one year old Jesse Levirin had first arrived in Panama in March of 2006, in the middle of a semester hiatus from his studies traveling throughout South America. With a passion for travel, an obsession for business, and a goal of improving his Spanish and exploring real estate south of the border, it immediately became clear to Jesse that Panama had tremendous investment potential. Here was a stable, democratic country, with a US dollar based economy. The country had a strategic significance with the Panama canal that insured its role in commerce, and a cost of living and real estate prices that had the scent of "Discount Alice" and "Sleeping Babies". It was the perfect situation! On the flight back from Panama, all Jesse could think about was recruiting his Babson friend, Jordan Suppan. Would Jordan walk away from his real estate summer internship at a boutique firm to seek their fortune together? Jordan Suppan, also 21, in Jesse's alter ego, "Jordan is a brilliant numbers guy and very detail oriented; I'm more of a big concept guy. One of the things Babson teaches is the critical importance of working as a team, enabling you to compensate for your weaknesses. I knew we were a good fit and I would make great partners," Jordan was already fluent in Spanish and had experience with real estate. So in early May, 2006, they flew down to Panama together.

Adapting to the frenzied business environment of Panama was exhilarating and intense. But Babson's grounding curriculum had prepared them to hit the ground running. "The hundreds of team meetings, the seemingly insurmountable workload, the underlying emphasis on integrity and the cut-throat competitive environment, prepare you to be a business warrior," said Jordan. "If you don't learn to identify your strengths, compensate for your weaknesses, effectively budget your time and execute by identifying what needs to be done, you won't make it at the school, and ultimately in the business world," added Jordan.

Understanding the importance of having access to a talented, trustworthy indigenous advisor, they emailed Dr. Romulo Roura, a 1986 Babson graduate and a Senior Partner at Morgan and Morgan, the best law firm in Panama. His counsel became invaluable for the two young entrepreneurs new to the Panama market.

Before they knew it, Jesse and Jordan were on horses, trucks and boats scouting the country with brokers, a senior former Dell executive with large Panamanian land holdings, and local farmers learning and gaining a feel for the various markets in Panama. "We met more people and evaluated more deals than I thought was humanly possible," said Jordan. "The shop never shut. I would be lying in bed thinking over the day's events at some absurd hour in the morning, thinking slence was asleep, and out of nowhere, he would ask me if I thought the price per square meter was too high...I would reply with my thoughts as if this was a perfectly normal question to ask somebody at 4:30 AM in the morning."

After 70 days on the ground evaluating beach front, countryside, commercial and residential opportunities, and researching all the legal, tax and financial aspects of the market, Jesse and Jordan narrowed their search down to the old quarter of Panama City, Casco Viejo. Like the early Soho of New York City in the 1880's, Casco Viejo is in the midst of gentrification, with many wealthy, young Panamanians, Americans, Canadians and Europeans quickly buying up available properties. Jesse and Jordan partnered with a young, enthusiastic, native Panamanian developer who had already purchased a building in Casco Viejo and planned to convert it into five apartments and two street-level commercial spaces. They proposed a $500,000 investment for a 50-50 equity stake with the developer, raising the required capital from friends and family. Their funds would allow their partner to repay his loans and start construction. Their timing was great, and their property has already appreciated. Based on current pricing, Jesse and Jordan are expecting a 30-40% return, and have already started making pre-sales. The team credits their ability to identify the Casco Viejo opportunity and to be able to execute, and operate on such a professional level to their training at Babson College. "Along with our innate skill sets and commitment to very high ethical and professional standards, Babson gave us the tools, the confidence and the contacts to operate in a foreign environment and to secure a acquisition in less than three months," noted Jesse. The mutual trust and teamwork that defined their relationship was crucial. "We developed such a confidence in one another's ability...It was as if we had been working fluidly together for years," said Jordan. And in fact, the young entrepreneurs plan to head back to Panama upon graduation, forging the stable jobs promised to Babson grads, to instead raise investment funds and to pursue their entrepreneurial dream and what they perceive to be significant real estate opportunities.

Babson Alum's New Phone Service

Michael Bayer and Randy Corke

Contribution Writers

Babson Alum Starts New "Group" Phone Service

Ever wish there was a way to talk with a bunch of your friends on one phone call? Well, now you can. Thanks to a Michael Bayer, 1998, and his innovative new service called "Foonz" (pronounced "phones"). In short, Foonz lets anyone, start a "group call" from any phone with any number of participants. And, amazingly, the service is free to use.

Bayer has a strong Babson connection -- his dad is Professor Arthur Bayer, who teaches in the Economics department, he met his wife Debbie (Winer) Bayer B'88 here, and he is still active in the Babson community through CLITP. Michael went on to get his MBA at Cornell a few years after graduating from Babson, and he has held several roles with numerous startup companies -- most frequently as Chief Financial Officer.

When asked how he got the idea for Foonz, Bayer explains, "My partners and I realized that consumers love new ways to communicate with lots of people."

Continued on page 11
Small Business Continued

female entrepreneurs, many of whom are Babson Alums.

In Smart Women-Small Business, Wilmender discusses the benefits of joining or buying small businesses at the mid-career stage of a woman’s life. Many thoughts are given to the balance that many women hope to achieve between work and life and because of that Wilmender gave much advice throughout her book and her discussion. The author encourages women to look into all possibilities of new and previously started business. “Women can be both business oriented and follow their passion, that’s the message I want to share,” explains Wilmender.

To do so she recommends (1) the entrepreneur chooses the right business for their lifestyle, interest and skills. She suggests, “make sure you are able to give yourself a quick reality check, such as spending a day in the kind of business you plan to open”. (2) Be sure to finance the business adequately. Here she discusses the debate between buying or starting a business. And (3) if a person is to work with a partner or partners, as she suggests “I do believe you can accomplish more with partners than by yourself!”, partners should plan for success in ways such as detailing the specific task of each partner. Wilmender gave a brief history of her experiences in business beginning in college where she co-owned a flower shop up until the day she wrote Smart Women-Small Business, essentially starting a new business from scratch.

“I really couldn’t think of a better place in the country to express my feelings on woman as entrepreneurs,” shares Ginny Wilmender on being at Babson. After a question and answer session at the end, in which many women asked questions in relation to their own business, Wilmender was welcomed into the Center for Women’s Leadership Club, by the directors. These book sessions are open to the public for the next discussion, How She Does It, by Margaret Heffernan on January 31st at 6PM in Glinn Hall.

would have spent recalling that tough chapter for the third time and spend it on yourself. Time is an even more scarce resource than money, so invest this precious resource wisely. Make time over the next few days and weeks to relax and be rejuvenated, even if just for a few minutes in the middle of a hectic schedule. I’ve seen a quote that has been attributed to several people that says, “The time to relax is when you don’t have time for it.” That certainly describes the way this time of the year feels to many of us, so make yourself take the time to relax — this is totally under your control.

So once you’ve set reasonable expectations for yourself and taken time out to relax, think about what should be the real priorities in your life. Sure there is pressure to perform well in school and to pursue that dream job, but in my mind what’s really important is what’s all around you: the people you know and love. Make the relationships you have with others your top priority, and what better time to do this than the end of the semester and the holidays. As the semester ends, you’ll probably be saying goodbye for awhile to close friends here to spend time with friends and family elsewhere. Take a moment to let others know how important they are to you. Reflect on how your life has been made better by the relationships you’ve formed, both here and at home. This will certainly help keep things in perspective for you.”

It’s been an exciting and enjoyable first semester for me at Babson, and much of the fun has come from the many new friendships and relationships I’ve formed. I’m looking forward to the spring semester and continuing to work with you on making Babson a better place for everyone. Thanks for helping me to keep my priorities straight through your dialogue and input! I hope you have the very best of holidays.

Congratulations December Graduates!

The following students on track to completing the requirements for their degrees as of December 2006:

Mikel Aizpurua
Rahul Arora
Philip Bachman
Spencer Blackman
Richard Bottner
Jose Canto
Gregory Cassista
Kerri Connelly
Ravee Dav'e
Yesim Erkus
Martin Fleischer
Karelys Fung
Philip Hansteen
Antonette Ho
Lionel Humphreys
Kristopher Kahlmann
Jonathan Kennedy
Anish Kesavan
Lama Kiyasseh
Kiel LaFrance
Mark Leung
Xiao Liu
Sofia Llaneza
Aradhana Lohia
Anubhuti Malpani
Derek Marin
Melati Masangun
Melissa Montoya
Elizabeth Naumova
Michael O'Connell
Brian Olney
Lance Pinn
Dianalee Posada
Katherine Rhee
Sabrina Sarli
Jennifer Savage
Pumiyat Shutsharawan
Christopher Smith
Rebecca Soon
Maja Stevanovich
Sumanth Swamy
Jasmin Tabares
Eugene Tang
Ryan Travis
Richard Trussell
Efe Tuncel
John Williams
Gladys Sze Man Wong
Wyn Zuroski

Good luck on all of your future endeavors, near or far!
Kalon Clothing: An interview with the founder

Kalon Clothing
An interview with founder Stephanie Madesh

Launched online-in May, Kalon Clothing is making a place for itself in the online clothing niche. Founders Stephanie Madesh and Chelsea Molan’s, who are both Babson undergraduates, have been working to promote their self-designed young women’s casual clothing line.

The business began two years ago; the pair transitioned from formal gowns into the casual clothing business, gradually experimenting with higher-end clothing. Since its inception, the business has sold clothing to hundreds of satisfied customers, been featured in the Wall Street Journal, and continues to secure itself as a prominent online clothing retailer with young, creative energy.

The website, designed by Madesh, is flowery and unique. It is publicized by money-free marketing, and site traffic happens to rise and fall with the moddlesphere, but all those considered, the site has become exceedingly popular. The clothing is modeled by friends of Kalon Clothing, adding to the site’s friendly image. Online browsers will find interesting, casual quotes on the bottom of the site, which, Madesh points out offers her browsers a quick laugh and sets Kalon Clothing apart from the traditional websites of its competitors.

Shopping at Kalon Clothing is not a normal online shopping experience; soon shoppers will be prompted to enter their measurements to determine body type, and in unique virtual shopper fashion, the site will suggest clothing suitable to body shape, making for a personalized shopping experience.

Kalon Clothing is currently working on a new line of hooded tees and sweaters. After graduation Madesh says she plans to return west to Oregon home state, and open boutique stores starting in Portland and throughout the west coast.

Questions? Comments? Kalon Clothing is always looking for young designers. Contact information provided below.

Contact:
Kalon Clothing
www.kalonclothing.com
Stephanie Madesh
smadesh@babson.edu

Peopleleash: Career Networking

Peopleleash: Career Networking

By Erin Connery

Peopleleash.com: Career Networking: Done Right!

Tom Chvalier, a Babson graduate student, is the co-founder of Peopleleash.com. The business was accepted into the Hatchery Program for the Fall of 2006.

Q&A with co-founder Tom Chvalier

Question: What is Peopleleash and what will it offer clients?

Answer: Peopleleash is a career networking website that unite groups of friends, co-workers and mentors around our members’ career advancement. Members of www.peopleleash.com are able to find, advance and develop their careers by systematically approaching natural networking opportunities. Our platform opens a window to members’ professional accomplishments, their networks, and helpful tips and people they know can help. We like to say, “Peopleleash is career networking done right.”

Question: What is Peopleleash’s business model?

Answer: Our customers are companies interested in hiring the right talent. Peopleleash makes money by matching our members with the right career opportunities. Through our networking process, members create a holistic profile that shows their professional experiences, objectives, accomplishments and abilities. This information is invaluable to business leaders that are hiring, and we’re developing a proprietary software that matches qualified members with available career opportunities.

Question: Who comprises the Peopleleash team?

Answer: Peopleleash is comprised of myself and co-founder and leading entrepreneur Carlos Laurisvile. Carlos and I joined together last winter while doing a project for Symantec as part of the Babson Consulting Alliance Program. Carlos is our Human Resources expert as a business consultant in this field, working for Accenture and multimillion dollar corporations. I’ve been successful in the sales and marketing of high-tech products for the “smart-home” industry. Our complimentary skills and professional chemistry is essential to Peopleleash’s success.

Of course, two people alone do not make a company. Through a Babson connection, we’ve outsourced the production of our website to a Slovenian firm, we’re supplementing our own experience with the invaluable wisdom of our advisory board, that now includes Ted Clark, Managing Director of Harbourvest Ventures, Jorge Castilla, Head of HR at Accenture Mexico, and Candis Brush, Division Chair in Entrepreunership at Babson College.

Questions: How did the business start?

Answer: The idea for Peopleleash was actually born during the 4th annual Babson Forum on Entrepreneurship & Innovation, when the key speakers and guest panels were discussing about how hard it is to find good talent. Initially Carlos and I saw an opportunity to address that ‘pain’ with a business model that provided assessment tests to help companies find the right person for their positions. After writing our first business plan we were chosen to attend the Rice University Business Plan Competition in Houston, Texas and received excellent feedback from the Venture Capital and Angel Investor judges there. The general consensus was that the concept was sound, but our cost structure just wasn’t feasible. We took that feedback, began talking to potential customers, potential users and recruitment experts and put everything together to form Peopleleash as it is today. My advice to any new entrepreneur would be: learn everything about your industry, ask customers what they think of your idea and most importantly, be flexible—your plan will almost certainly change from the idea you originally developed.

Questions: What will make Peopleleash stand out from your competitors?

Answer: At Peopleleash, we believe our product will be more than a one-day job search. There are many companies offering a search and research model, but very few provide a natural path to a great job with a strong focus on the process with people you know.

Instead of asking companies to look through a bunch of resumes and hoping the right candidate applies, Peopleleash gives them the power to identify qualified candidates. We deliver to our customers the hard-to-find, pre-qualified candidates who have confirmed interest.

(Continued on pg 11)
The Fortune Son

Joshua McConnell
Contributing Writer

After clocking out of work at midnight, and walking through a typical weekend campus, I made it back to my room with only a hot shower in the campus facility and a stack of work for the weekend. Suddenly I was inundated with a horrific, yet all too familiar odor. Smoke. Smoke was burning in the sink...terribly. I'm going to be descriptive. This was not the just the smell of burning trash...it was the smell of burning chemicals. This kid had left behind what looked like the footprints of a thick cloud of smoke. When I started to think to myself how close the sink was to the toilet, I immediately went into the stall and found that the stall was covered in the same colored mess, footprints and all. The toilet still didn't help but inspect, was useless.

The following morning I woke and walked into the bathroom. The floors were bleached, the sink cleaned out, and the toilet filled with pleasant blue foam. I cannot even begin to tell you how angry I suddenly became. Somewhere that morning there was a hung-over twenty-something sitting in a classroom not paying attention because he was furiously sending out dirty DMs to pieces together his night. At the exact same time, a quiet, uncomplaining woman twice his age is in my bathroom cleaning his vomit with a mop, a sponge, and bare hands. I had refused to brush my teeth in this sink. She will spend almost an hour, up close and personal with it.

Ask a parent how the college bathroom smells on a given day. You will tell you the same thing every time. A bathroom was shared among 100 students or it if it was particularly responsible for keeping it clean. If someone left a toothbrush in/on the bathroom, chances are whoever knew who it was, and that person was the one on their hands and knees scrubbing Captain Crunch off the floor the next morning. The direct result of this system is what I like to call "accountability." After

Industry Report: Frivolous Lawsuits

Scott Meyer
Staff Writer

In the second episode of my story on industries engaging in frivolous lawsuits, I am back to the practice of law in the city of Chicago. It is not an easy task, but I am not one to shy away from a challenge, especially not when it comes to the legal profession. This is my second investigation into the city's legal community, and I am excited to bring you the latest developments in the field.

The city of Chicago is known for its towering skyscrapers, bustling streets, and vibrant nightlife. It is also known for its legal community, which is nothing short of impressive. The city is home to some of the nation's most respected legal firms, and its lawyers are known for their dedication to their clients and their commitment to the law.

But there is one area of the legal community that I have been keeping a close eye on recently: the area of frivolous lawsuits. This is an issue that has been a concern for many years, and it is one that I am determined to bring to light.

The problem with frivolous lawsuits is that they take away from the true cases that need to be heard. They are often filed in an attempt to force a settlement, rather than to actually win a case. This can be frustrating for the lawyers who are working hard to help their clients, and it can be frustrating for the clients themselves, who are often left with nothing but a large bill.

But there is hope. There are lawyers who are dedicated to fighting against frivolous lawsuits, and they are making a difference. They are standing up for their clients and for the truth, and they are making the system work for everyone.

I am excited to bring you more stories like this one, and I am looking forward to seeing how the legal community continues to evolve and adapt to the challenges of the modern world.

Warranty Obligations

In this case, we have concluded the plaintiff's name per his request. He said the details of the case would adversely affect his personal life. For the purposes of this case, we will call the plaintiff Dave. During a business trip to Las Vegas, Dave bought a prostitute and had delivered it to his hotel room. The transaction was completed without any identifiable issues and Dave returned home.

Unfortunately, Dave received more from the transaction than he anticipated ("Wink Wink" says now). The prostitute's pimp received the lawsuit two months later. During the preliminary hearing, the prosecution stated their claim. Dave was using the pimp for being negli-
gent with his products. The pimp had the obligation to make sure that Dave's products were not harmful to the end user. The defense questioned it to why the prosecution feels a pros- ecution has no warranties attached. Prosecution said that their client created women-like objects therefore placing the transaction under UCC regulations. UCC test was read to the jury and Dave's ex- wives warranted were waived the pimp, it is impossible to waive ba-
se manufacturing defects that sub- ject society to such danger.

First sound evidence was a nice one. Dave's wife gave the pimp $100 in fact and always has treated women like objects. His elderly brother reported, "He always treated his wife poorly. Harried and I could always hear him yelling at her. When we were younger, he didn't know why she stays in the rela-
tionship." The court judge has not ruled that the pimp has no warranties, he will rule, but he has complimented the prosecution lawyer's for their ability to grossly mis-
interpret legal principles.

If you have any questions in regards to this subject, you can contact us at our website.
Bring it to Karaoke, Leave the Embarrassment Behind

Catherine Villeneuve-Tang
Contributing Writer

It’s Monday night and I know where I’ll be come 10 pm: Track and Turf at Mill Creek Tavern. For ten dollars, you can eat as many chicken wings and drink as many pints of beer that your heart contents. Being a natural economist, I’ve realized the disservice I’d be doing myself by hypothesizing such a deal and have contrived to make it my duty to consume as much as my body can handle. Break even, but make a profit off their generous specialty—sushi. Ads.

The major attraction of this event, Mill Creek offers free karaoke for any one put forth to the preceding paragraph. I recently enjoy all three components of this equation of fun, particularly the karaoke. I’ve realized that it represents a culturally celebrated way of entertaining and bonding.

The first performer who led me to the protective powers of Karaoke was my second-grade teacher. She had us copy the form of Dylan, performing “Jump” by Van Halen. He was a bunch of sullen, grumpy specimen who had teased his greedy rat’s nest of hair into a mock-Mooreesco coil. Strike 1. Waiting for the first notes of the Van Halen song to give him his cue, he assumed dramatic stance—feet apart, back turned to the audience, and head down. Strike 2. I began to dread the imminent brutalization of his self-esteem that his demeanor already test- tified at nearly nil amount. With the sudden surge of the keyboard in the song’s introduction, he proceeded to act out the entire song across the length of the stage all the while retaining his deadpan expression.

When all his other rock-star imitation dance moves had failed, he took the Islamic fundamentalist point of view that the painless breakpoint of his voice. Strike 3, you’re out. Yet, as he dragged his body off stage, the crowd responded with overwhelming support and enthusiasm and boodahed him a beer (although the giving audience member had simply asked for a free re- full cup of the same he had been draining himself all night). I was interested. I thought to myself.

Last night, after failing to consume both wings and beer at equal rates, I found myself in a cross road of singing “I Wanna Dance with Somebody” by Whitney Houston. My personal experience of “singing myself Softly”, the obviously con- servative and self-respecting song, made the song sound like its own un-recognition. I was willfully about to attempt a rendition of a song sung by a salutary woman that was too far into an un-paired voice? Shit. I awkwardly fumbled with the microphone as the song ended. It had passed, but I felt like the extra inch by which I raised its stand had failed me. I gave me confidence that at least technology was on my side. As I sang the first verse, I was hyper-conscious of the alienation I felt from my own voice as well as the other voices being heard and I was happy to hear a recording of your own voice when you were unaware of its being recorded. I was managing to somewhat hold it down when Whitney decided to mix things up, to my dismay, by showing her vocal prowess through a series of elaborate “Who’s Gonna Love You”. The monitor insisted on highlight- ing those creative insertions so that even I was aware that I was holding out when I just starred as the yellow promontory of a chorus, a possibility that I had never even considered. Now, I heard my alienated voice being broken down and I was and my reaction was, “Who’s Gonna Love You”.

The audience saw my ob- vious mortification when this last challenge presented itself and revealed in the delight of seeing someone make the best of an impossible feat. In the midst of this, I heard the voices of people holding their own soul-tainment, others were whooping and shouting near the stage, and even the DJ was doing the running man. No one was shaming me, for they were too engrossed in their own more than adequate performance, or maybe everyone was definitely having a good time. Seems like the concept of the loss of self on stage really ex- cites people and makes them want to celebrate. I don’t rea- lly understand the logical leap between these two events, but I’m glad that they seem to be happening in succession at Mill Creek. When I got off stage I realized that I was a beer and complimentary me and it was completely inconsequential to the overall game. A sticker marked all around the rim — that beer tasted like victory sweet.
Campfire queen
Cycling champion
Sentimental geologist*

Learn more about Marjon Walrod and tell us more about you. Visit pwc.com/bringit. Your life. You can bring it with you.

*connectedthinking
Global Macro' offers unique hedge fund strategy, plus BCF update

By Alex Turcasi
Business & Technology Editor

The Babson Investment Management Conference welcomed back Miguel Triay, a class of '97 graduate and former Babson College Fund manager to speak at last Thursday's meeting. Last year Triay worked at hedge fund firm Pirate Capital based in Boston. Now he works at Argonaut Capital, a $325 million hedge fund, in sales and marketing position. Through his work he analyzes hedge funds, financial markets, and the "global macro" hedge fund strategy Argonaut uses.

Triay, a former analyst, explained how ordinary hedge funds are given the edge of market and asset classes using leverage and short-selling strategies. At Argonaut, they don't invest in individual companies; instead their focus is on the economies on countries. As a "Global Macro" hedge fund, Economists at Argonaut ask themselves "what would I do if I was a president of a country the day I wake up (through the eyes of a nation's central banker)?"

In everyday these economists run maintenance research reports on the economies they are invested in or seek out as prospects. These reports evaluate data such as Gross Domestic Product, Consumer Price Index, oil inventories, trade balance, central bank surveys, and interest rates.

Typically the first investment decisions Argonaut makes are in the fixed-income and currency markets of these countries. Argonaut then trades positions in sectors based on these macro data sets and prospective trends. Examples of global macro trends discussed at Argonaut include the "guns by day" domestic consumers of Japan who world, generating 8% annual organic growth through government mandates.

Ideas like these are what Triay considers some of the big 7-10 macro trend trades found in Argonaut's global macro portfolio. Triay revealed that Argonaut has very little risk in their portfolio right now; believing that the global economy is "disjointed."

In other words, the data is indicating certain trends and events should be taking place globally, but they are not. As a result, Triay admits Argonaut uses a limited amount of leverage in their portfolios since the global investment climate gives little reason to hedge into un-comfortable trades.

At the conclusion of Triay's discussion, members of the Babson College Fund participated in questions they have been tracking. The consumer team initiated a short-term "hold" rating on RBob Corporation, ticker: IRBT. The team cited the stocks current price of $18 to be fairly valued in the short-term but a solid long-term "buy."

RBob, makers of the Roomba cordless vacuum, was one of the stocks researched and presented by members of the Babson College Fund.

InnerWorkings, Inc. $17.54, ticker: INWR is a provider of outsourced printing services to corporate clients in the U.S. The company is unique in that they own no printing services. They connect their clients' needs with underutilized capacity in its network of over 7700 suppliers via a proprietary software database system. The team had a "neutral" rating for InnerWorkings based on their valuation and growth potentials. Consolidated Graphics was stated as a "buy."

Latin America's present penchant for populism

By Luis Ayala
Staff Writer

Days after the victory of the leftists, U.S. educated economist Rafael Correa won the presidency in Ecuador, the seemingly ubiquitous Hugo Chavez consolidated his position as the region's caudillo in a resonating manner. Does this mean Latin America, particularly South America, is slowly favoring a closed economical system, characterized by protectionism and anti-foreign sentiments? Or is it a predictable political swing of a typically unstable socio-political landscape? The explanation for this trend might lie in the economy, or more complex than the scope of any of these two questions; nonetheless, it is worth considering the implications of both to understand the current political climate.

The first question would seem to imply a growing displeasure with the so-called "market democracies" that pretended to be the norm. If at all, this region for much of the 20th century. However, and quite importantly, many of the previous political institutions throughout this period were inefficient and corruption-prone. Not only that, but also many of these government pursued self-destructive economic policies of excessive spending and irresponsible borrowing, much beyond their capacity. In fact, one of the campaign points of Ecuador's Correa was precisely the regulation of the accumulated foreign debt. Consequently, some might think, the rationale for the shift might be the government's reaction to the disappointed population.

On the other hand, those who see this trend as a cyclical movement might argue that the patterns of this shift are an old theme in Latin America's capricious politics. Consequently, it is not surprising that many countries in Latin America, chiefly Bolivia, Venezuela and Ecuador-almost simultaneously produce governments of the same political tendency. Furthermore, it must be noted that the cornerstone of many of these politicians has been an extravagant display of populism, where even today themes like self-sufficiency or nationalization resound heavily an political campaigns. The actual observation of the swing into populism, therefore, has a bit of a historical trend that has been reinstituted into the discourse of current politics. The only question that remains is whether the appeal of populism will last the elusiveness of figures like Correa, or Chavez.

PS3, Wii Release Bring Out Die-Hard Fans

By Darius Elam
Contributing Writer

Sitting with outside of a Wal-Mart for about 14 hours having bullets of rain pelting you is not an easy task. Be granted, there were many other people nationally that were there longer than me, but my friends and I still waited out the brutal storm known as "The Release of the PS3".

Believe it or not, I wasn't all that crazy about the Sony product to begin with. So clearly, I substituted 14 hours for 20 hours and rain for below blistering cold temperatures. Luckily, I was the first outside Wal-Mart this time and snatched my Wii (ahem, the new Nintendo system). Now, most people may see either of these cases as extreme or pathetic, and those people may be correct. However, I felt it more of an adventure, waiting in the wilderness of Wal-Mart's parking lot with good friends, raincoats and Frosty in hand, together. You also get to meet quite a number of characters in the line with you, but that's a story for another day.

Getting right down to business, the PS3 came in two bundles, much like the Xbox 360, released last holiday season. Sony persuaded so many individuals that for a mere $100 more, they can upgrade from 20 GB to an astounding 60 GB with Wi-Fi capabilities. This machine is so aesthetically pleasing that you can actually tell your parents that you are studying...when you clearly aren't. The menu selection seems almost too common and can hold a vast amount of music, movies, what have you. (Don't forget about that Blu-ray.)

The Wii, on the other hand, is pure innovation. The graphics aren't horrible, but don't expect PS3 quality. The controller is a wonderful creation, exercising your body and mind to figure out how to play any sort of game. Nintendo seems to have a larger launch library, which included the new Zelda game. The system itself is actually smaller than it looks, as the top flap opens to reveal a GameCube-like Game Cube, which contains memory card ports. You can purchase limited (for now) old Nintendo games on the system's built-in in Wi-Fi and play GameCube games, as well.

When all is said and done, unless you're going to use the PS3 for all it's worth, the Wii is a much more gratifying experience, both in terms of gameplay and tag-price.
Pawon J. Lalwani
Contributing Writer

There was I, sitting in the library during finals week with more work than ever, partly due to the mass procrastinating I had been through the entire weekend. As my portal was opening, a friend of mine told me that it was the first snowfall of the year. I don't know how the snow had already hit Michigan and should be here in the middle of December, but it had reached a new high. This was also because I had never really seen snow in Michigan before - it was something completely new to me, since where I came from in the South, we never really faced heavily warm and clear skies. As I reached my dorm, I still gazed out the window in short intervals, again the driving force was the mass excitement and anxiety.

As I went to bed, I opened my window to feel the already familiar chill and to see if I had gotten any other cold. Getting to bed, I couldn't wait to see this natural phenomenon. As I got up, stretching myself out of bed, I saw the window. Many tiny white flurries were drifting down and I looked out in surprise to see my first snowfall. There it was, it was something truly beautiful. I was even more excited as I happened to walk through this beautiful sighter, I could not help but smile at the beauty of the snow. The snowflakes were floating in the air, making a beautiful sight. It was propriété of the snowflakes that caught my attention. The snowflakes were falling at an angle, and as they fell, they made a beautiful sight. The snowflakes were falling at an angle, and as they fell, they made a beautiful sight. It was something truly beautiful. I was even more excited as I happened to walk through this beautiful city.

During one break, as I grabbed some coffee from the coffee shop, I couldn't help but notice how cold it was, only to further my excitement. Around my college, there is a library, and as I walked out of the library, I was looking at the snowflakes falling in the air. I was happy and excited to see this natural phenomenon.

Call to Action
Prescott Paulin
Contributing Writer

For all of us, life is an unforgettable, unexpected, and turns that often inspire our thoughts and, for the entrepreneurs among us, generate our new business. As we go about our day, we can compare Marine Corps training with the far away lands of China and construct our small restaurant with college with my brief return to a liberal institution of over two thousand students in the US. As we watch with curiosity as our societal intent of spreading Democracy among others, we find the pattern to be associated with greater than before. The citizens of our nation have clearly expressed their change in views by electing Democratic majorities in recent elections, which comes as no surprise given the seemingly cyclic nature of our democracy and our displeasure for sending troops abroad. As we go about our day, there is never ending lesson in leadership that progressively emerges with every passing day.

After reading a recent blog about Democracy (http://tinyurl.com/yx7hr23), I am interested in the issues that commonly occur within our society and the trust we place in our elected officials. As I browse through these issues, I found interesting parallels between Babson’s campus and Scowcroft’s version of Democracy. Scowcroft personally represented about 6,000 students (about 1/5 of total enrollment), as the US President’s student senator. Recent issues in more and crime have prompted students on both sides of the fence to realize the concerns, but student involvement as a whole is still mostly within both student bodies. I have gained valuable insight into the power entrusted to me via my discussions over the past winter about this issue, which I will now expand in an article:
A Tour of Pattaya, Bali

Bernard So Staff Writer

To understand Pattaya's present, it is necessary to study its immediate past. For its rise and fall was intimately linked to the height of the notorious Vietnamese War, shiploads of battle-scarred and drug-drenched GIs were transported from their battlefields in nearby Vietnam to the port of Pattaya in order to fill the frustration of sailors and soldiers. Descended into the tropical heat of Pattaya, they were soon at the beach.

To cater to them, go-go bars and beer bars were mushroomed everywhere, and the legend of Pattaya was born. When the War was over, and the American GIs went home, Pattaya, and its beaches, were on the vine.

Our hotel is away from the town center and is located high up on a hillside, overlooking the stretch of coast of volcanic rocks. The guests rooms are a mix of modernity and traditional beauty, and the mix of lush-green vegetation and tropical flowers spelling down all the way, it is really a beautiful setting, a far cry from what we experienced later in Bangkok. Pattaya Beach is a must. Most pedestrians are curious tourists like us. Some came in groups. They were dropped off by their tour buses and had to rush back to their own. The more leisurely type usually was middle-aged Caucasian males (Europeans, Australians and Americans). They were accompanied by their wives or partners at the bars and beer bars. We saw a lot of them walking by, but they seemed to have left all the fun behind from the town. In fact, later on when we were having a snack we accidentally noticed two white seconds was something that we could never get this kind of treat at home. Could this be raw capsicum, peanuts, and curry, or was it something that seniors from a developed country were sharing a little of their wealth with those two third-world women. It seems like an upmarket way of income redistribution, doesn't it? Despite the carnival-like atmosphere, we felt we had had enough of this sight and sound after a while. We found a fruit stand on the way back and we bought our favorite tropical fruits of mangos, longan, mangoes, dragon fruits and passion fruits for next day's breakfast. This time the hawkers imitated all the prices of St. Mary's and showed it to us. Thanks to his honesty, we were not overcharged this time. We took the same route walking back to our hotel, except this time we were walking uphill and carrying a few bottles of fruit. Back at the hotel, we were greeted by well-dressed young ladies dressed in traditional Thai costumes with impeccable manners and a wonderful smile. What a cutie shock when compared to what we experienced just an hour ago.

After exploring Pattaya at night on our own, we decided to spend the next day shopping and sight-seeing. This time we took a different route going into the town by a different road. We went down a road on a dozio end that goes to the International Shopping Walking Street sign on it. We walked through the gate and soon we discovered a world beyond, a world besides the streets were lined with beer bars, music shops, convenience stores and restaurants. We decided to take a stroll down to check out the night scene there. We made a left turn from the hotel and followed the sidewalk towards the beach.

As we were walking on the beach, a small crowd of people was standing around a beach bar. The bar was crowded, and the noise was loud. It was a small, crowded, and noisy place, but there was a small group of people gathered around. The music was loud, and the atmosphere was lively. We walked over to the group of people and asked if we could join in. They were happy to have us, and we sat down on the bench and started to talk.

The people around us were from different parts of the world, and they were all having a good time. We started to have a conversation with them, and we learned about their lives and experiences. They were all friendly, and we had a great time chatting with them. The sun was setting, and the sky was turning a beautiful shade of pink. It was a beautiful evening, and we were happy to be there.
Babson Alum

That's why IM and email use has exploded. But until now, there was no good way to talk with a bunch of friends at one time on the phone.

The Foonz service was designed from the start to be easy to use. Anytime, anywhere, get connected to a contact at www.foonz.com and create a Foonz contact list with groups of contacts you use to make group and impromptu contacts from an IM buddy list. Then, by calling Foonz, you can call a group, and Foonz will immediately invite everyone in that group by sending a TG message to call their cell or IM service. When they call the number in your TG list, Foonz joins everyone in the group to the call.

If some people can't call in to join right then, Foonz has a feature that lets the group call creator leave a message for those that couldn't make the call. Those contacts get another TG message saying there's a message for them on Foonz. Bayer said the message feature helps ensure that anyone could get in touch with everyone in a group with just one call.

Bayer said that there are unlimited uses for the service, but it's particularly useful for people who are on teams, members of clubs, or even in a study group — it makes getting in touch with a group of people very easy. He commented, "I think that college students in particular will really enjoy this service, since they all have cell phones and need to stay in touch with a lot of other people. You could use Foonz to talk with your whole family at once, or talk with all of your hometown friends."

Foonz is able to offer the service for free because they have cut a deal with T-Mobile for 10,000 free minutes, who allow them to provide this service for free and still make a profit. Bayer has stated that Foonz gets a share of what phone subscribers are already paying for their phone service.

As a veteran of the first wave of internet companies, he is keenly aware of the importance of having revenue from the very start.

"When I helped start MarketdataNetwork.com, we started earning early internet consumer internet-based business and we'll set you up for a sneak peak at the site.

Question: Are you looking to expand your team?
Answer: Right now Carlos and I are keeping up with the day-day action at Peoplelead. As the site grows closer to release, we'll be looking for talented people to join the launch team. If you have startup experience, please reach out to someone who's been in the business, please contact us.

CONTACT INFORMATION:
Tom Chevalier
Phone: (781) 968-9705
Email: tom@peoplelead.com
Website: http://www.peoplelead.com

Babson Alum (Cont'd from 3)

Erie Connery
Staff Writer
PosiPeople™

An interview with founder Jon Chang

Jon Chang '97, John Mechem '07, and technology specialist Phu Hui-Quang have been hard at work developing PosiPeople, an online community that aims to bring content, products, and services that are making a positive impact on society. The team hopes that the community will become the "perfect place to spread the good word," and that people who share the same positive values and interests will be able to share their experiences and to exchange ideas and views that might otherwise not have such a substantial public outlet.

The team has worked on building a community that is diverse and dynamic, and to foster a sense of belonging and acceptance. This sense of community is central to their approach, and they believe that it is essential to the success of their project.

"We want to create a community that is inclusive and welcoming, where people can feel safe and supported," says Chang. "We believe that by connecting people with similar values, we can create a positive impact on society and the environment."
**SPORTS**

**Sit Back and Enjoy the Ride Over Break**

Pat McNamara
Sports Editor

Before the Babson Free Press goes on a two-month his- toric vacation to consider, be sure to enjoy the break, boy. Sure don’t forget to fit in a little time to catch up on your care about, open some presents, sip some eggnog, have a glass of eggnog, watch some sports, eat some sports, watch some football, picture yourself kicking back without a care in the world. Your favorite team is still in the picture, you just don’t care anymore. It’s the time of year, you just don’t care. But you know it should all play out.

You’ve just finished Christmas, and unfortunately there wasn’t a Playstation 3 under the tree. Although disappointed, you found yourself still pushing the buttons of Madden 07 for the PS2, matching your job experience against potential playoff con- tests. This year, one week left in the season and you’re now noticing the Patriots are riding a 6 game win streak. Meanwhile you’re watching the Patriots due to the surprising ease with which they defeated the Dolphins with surprising ease, 27-13, before they head off to face the Giants in a game they expected to win against the Giants. You’re surprised how they struggled so much last January 31, 2010. With a week in the books, you know each team will grab the AFC 3 seed. You’re also back, a blank page of a national newspaper, and you’re now ignoring the school buddies, and smell the Christmas tree pine once more as you read about the Giants prepping for an away game after puzzling young student Vince Young and the Titans, 28-20. As the next day, you notice a Wild Card Weekend matchups are being discussed, the Oklahoma State Buckeyes prove to the world that the BCS needs a fix- ing, as they demolished Florida, 44-10, and the Oklahoma State Buckeyes are going to be a team to be reckoned with in the near future.

**Crunch Time for Pats**

**Brandon Laugonte Staff Writer**

It is December, Christmas is near and you need to worry about how the weather is starting to turn cold and snowy. Finals are in sight. It’s about that time again. There’s no time to worry about everything up. Things are wrapping up all over the place, but in football there’s still a lot left to happen. In the NFL, December is where teams and players make or break their season.

We have already seen some ser- ious thrillers in the first week of play in December. Falcons vs. Panthers, Browns, and Giants, Sa- ness, Seattle, and Cleveland all won in the final seconds on the legs of their kickers in im- portant games. Cincinnati bought off Baltimore at home to proclaim itself a legitimate player in the AFC wild card pic- ture. Where were the Patriots in all this? They were playing Detroit, squeezing the Lions in a late come-back attempt.

Although exciting, the sloppy effort by the Pats this week brings to mind a topic respecting New England fans who know how to just get by, just around the corner. With 8 games over in the past two contests, the Pats are just not executing the way you must to win in the playoffs. Next week, they head to Miami, and I think I’ll be in Boston for the whole region when I say...

“It’s time to cut out the mistakes and start running on offense, ball we’re accustomed to seeing.”

Miami has shown they are not interested in their current standing, and would love to upset New England the way they did in 2004. This game could very well be a statement game for the Patriots. Some of the key football players we’ve seen are all the fault of the Pats. Ben Watson has been a disappointing reverse of late, and the credit belongs to the defense. The Patriots have some pretty good opponents but officiating, especially in the game. Brandon Grossman was simply leaving passes deep to draw pass interference calls, and for a few minutes, it was work- ing.

Not all the blame can be shifted, though. Missed throws, poor second and the secondary’s return of well known choke-and-throw Ken Walker gives the Patriots in fair share of problems. Throw in an opponent that still can’t kick into the jumble, and you find your- self asking how the Patriots are able to win.

It is certainly a pertinent ques- tion, and the Patriots have a lot of work to do.

My contention is that the Patriots have not played well in many big games outside of Chi- cago, and they are going to have to show they can win those games in the playoffs. This pro- vides the Patriots with that und- erdog mentality that suits the Patriots and helps them find their victories. I believe the Patriots will have to ride this mindset but also come prepared to get the tone the next couple weeks.

They have to play mistake free football and have to play the class as the Giants did. The Patriots know how to step up, it’s a matter of whether they will.

How I see it all play- ing out: Pats 21 Dolphins 20, Pats 35 Bills 13, Pats 28 Jaguars 17, Pats 16 Titans 17. The Pats finish 12-4 and finish up the year with maybe the best team at home, 13-3, and then travel to the AFC Championship game against the Colts. Against the Colts, one thing looks at the way to victory in Super Bowl MVP trophy to show off the way to victory in Super Bowl XLII. Pats 24, Colts 13.

The Power Ten

1 San Diego Chargers
All the other teams now have the Chargers at 1; just thought we’d let you know we’ve had them at 3 for as long as 2 Indianapolis Colts
The number one seed looks far solidified with some tough games (6 Jax, vs Cin) on tap

2 Cowboys
Dallas Cowboys
The number one seed looks far solidified with some tough games (6 Jax, vs Cin) on tap

3 Patriots
The Patriots proved Sunday that they can overcome mistakes and win...against bad teams

4 Dallas Cowboys
Bill Parcells certainly looked like he made the right decision about Vander Jagt on Sunday.

T. Rex Grossman threw the ball about as well as a dino- saur Sunday (1.3 QB Rating; 0.0 after 3 Qs)
A loss to the Bengals could send a hot Ravens team which had won 5 straight games packing in the playoffs.
My personal pick to win the NFC with Hasselback and Alexander, the Hawks are 5-0 and in a week NFC East.
A breakout game for Reggie Bush (4 TDs) has the Saints thinking division title
We thought we’d never seen them again, but the Bengals look better than ever after a week hiatus from TPT
After a triumphing of the Jets, the Pats must still finish strong to make the playoffs.

2112.6x790.9