A Note from the SGA President

Alvin Wade
Contributing Writer

I would like to thank everyone that helped to make the SGA Organization Carnival such a success. There were over 70 clubs, organizations, and departments that participated in the opening event, and we would like to say congratulations to the Babson Outdoor Assoc. for winning our pub night for “Best Table Display.” This year we look forward to a great deal of positive changes in Student Government. Vidomnews and Babson's B.S.A. comprised of students from diverse backgrounds with extremely varied experiences here on campus.

The members of the 2002 SGA, Alex, the new VP of Communications, poses with Alvin Wade, new President of SGA and Jennie Edlemon, above.

This year our main focus will be on developing students' awareness of organizations on campus. The SGA E-board has decided to take the stance of a true support group, committed to servicing student organizations that want to be effective in their planning and event execution. We understand how difficult it can be for students to take the ideas they have and actually bring them to fruition. Therefore, we want to focus on making the event planning process more transparent and less intimidating for representatives from all organizations. From financing to venue placement, we want to assist organizations and their leadership in the event they want to see happen.

A special event we have planned is the SGA Leadership Reception. We will invite all E-board members from various organizations to spend time with their corresponding SGA E-board member. During this time, they will get a chance to learn how their SGA officers can be of assistance, and hopefully learn information they otherwise might not have considered.

The times and dates of this event will be disclosed at a later time.

For those individuals who aren’t in leadership positions of various organizations, we’re here for you as well. I would encourage you all to get involved in any way possible on campus, whether it be through the SGA meetings or even an organization you’re interested in. We would love to hear about the changes you all want for our campus, and we will perform our duty to help you achieve your abilities to make those changes happen.

I look forward to a great year with SGA, and am excited that we have such a great board to execute our plan. See you on Wednesday nights at 8:30, SGA room in Trim.

So Much Going on at Sorenson!

Nicole Smith
Staff Writer

So you’d like to play in a jazz band? Learn to make ceramic pottery or take part in a dance team? Knowledge you’ll ever need to know about black and white photography? See or act in multiple plays or musicals? Or maybe sit down with someone who shares the same common interests in drawing and painting? Once again, it’s possible at Babson.

We all know that Babson is a business community, but a short talk with the Director of Babson’s Sorenson Center for the Arts, Burli Hash, makes it quite clear that the arts have not been forgotten. “The fact is, if you’re going to be a scholar, you need to know entrepreneurship is creativity,” he explains.

The Sorenson Center for the Arts is a growing addition to Babson. The main building is located near the center of campus near Reynolds, offering a theater that hosts multiple acting opportunities. This November, “God’s Country” will be center stage and is currently looking for actors and actresses to take part in the play.

Not interested in this play? Join the Babson Players. Each semester there is a main musical and a play. Perhaps you’d just like to get over some stage fright. Babson offers two fun, noncredit courses which allow you to have fun while learning to present a speech, a very important business skill. Or check out the Babson Dance Ensemble for a change of pace. Mr. Hash has created a film society, the dates and times of the screenings can be found listed below. The theatre can also be rented by orchestras and other groups in the area, so be on the lookout for an email informing you of upcoming showings.

All you musicians out there, I’m sure you don’t know all the resources Babson offers to you! There is a band practice room complete with drums, an electric keyboard, and other instruments. You can sign out a key from the Sorenson Center.

There are multiple individual practice rooms open to all students as well. Babson has a Jazz ensemble and a Classical music concert group; each is taught by professionals and each normally includes at least twenty people. Joining these groups is also free of cost (See Contact List).

Babson does not forget about the fine arts either. Babson offers ceramics classes as well as an intensive black and white photography session, a class in which you’ll learn everything from A to Z according to Director Hash. (The schedule is listed to the side) Babson also has a resident artist, Danielle Kircmar, whom you may or may not have seen at the Activities Carnival this past Friday. Ms. Kircmar teaches two art-academic credit courses and organizes on-campus art exhibitions. Her next exhibition is due to open in November. Be sure to be on the lookout for this exciting celebration. Ms. Kircmar’s studio, as well as an extensive clay studio and advanced photography lab are located in Trim Hall.

Babson student organized Art Club handles the drawing and painting aspect, occasionally holding sessions during which students can gather to sketch and paint. In the past The Art Club has made trips to the Museum of Fine Arts in Boston and other exhibitions in the area. If you are interested in the Art Club, contact Jeleena at jaleenakiker@gmail.com.

“We try to create a fun, complete college campus at Babson,” says Kay Sorenson, Sorenson Center for the Arts, “and it doesn’t have to be all business.” She’s right. The opportunities are before you, and the Arts Department invites and encourages all interested students and faculty of Babson and Olin to participate. After all, according to Director Hash, “we want students to develop their creativity here, because it’ll be difficult to do when they leave.”

New Dorm Receives Rave Reviews

Rebecca Soon
News Editor

This Fall, 122 Senior residents returned to Babson to live in a newly constructed and highly anticipated dorm. Still yet to be named, the new dorm is located at 81 Mill Hill Drive, and houses 31 four-person suites, Resident Director living space, and multiple lounges, kitchens, and common areas.

In an unofficial online survey, 90% of those asked claimed that they were extremely satisfied with the new dorm, describing it as everything from “amazing” and “clean” to “pretty damn good.” One resident even said so far as to state that, I seriously feel like I’m living in an apartment building.”

Troy Godino, Associate Director of Residential Life, explained that, “This hall is much different than our other halls. The design (4 single room suites) is like none other. The building was also designed with students in mind and offers lots of student space.” Space was certainly one exciting feature of the dorm currently dubbed, simply, “Map Hill.” Each floor has common lounge areas with top quality furnishings, and the third floor features multiple rooms including a fireplace, meeting room with a large white board, pool table, and a full kitchen.

A bulletin board explains some of what went into the construction of the building. The design of the dorm is explained exactly is in Map Hill?” The answer is actually quite interesting. Godino explained that the 10,000 square yards of concrete, 1,500 square yards of carpet, 125,780 square yards of wall paper, and 32 miles of electrical wiring.

Godino described her excitement that the building had come true and positive feedback from the students living there. All the students that we spoke to said that they love living there.” She went on to express, ‘I am very excited to be able to offer this new building to students and increase our student space and the presence of offices off line. I hope that students like as much as we all do take special care of it so it stays as nice for years to come.”

Our survey found results that are quite similar. Students expressed their approval that the dorm was so beautiful, somewhat encouraged that cleaning services would no longer be automatically provided and were somewhat responsible for their own care. However, explains a letter to the resident advisor that despite the suite cleaning services came from concerns voiced by stu...
The Transformation of Trim

William Hurley
Staff Writer

This past summer, Trim underwent significant renovation. Although these renovations may be imperceptible to first-year students, their renovations are big change for returning students whose areas are used to the layout and decor of the "old Trim." The pre-renovated dining hall had not been decoupled; however, a laundry list of minor issues were common, including floor tiles, ripped booth seats, and old dishes that needed updating. Students and faculty alike may admit the renovations make Trim cheerier, but the new layout may take time to get used to.

Food quality has definitely improved in many areas. The wood floors, marble counters, and bright off-white paint instaneously rejuvenate Trim's appearance. Homestyle, Flash in the Pan, and Pizza food stations have been given new-classic nomenclature like Bobson Market, Forest Street Grille, etc. New tables, trays, plates, and silverware are also certainly welcome.

Newly installed air conditioning is sure to provide relief in warm weather and to exterminate those pesky flies. Carefully placed tables and stools allow for more casual seating options. Rebecca Soon, Student Manager, explains that "comfortable seating in the back room is intended to give students a "coffee-shop" feel, where they can do homework with the new wireless, enjoy coffee, and sit with friends." Finally, the deli now has a toaster, in addition to the popular grill.

Despite the widespread satisfaction with the renovations, there are some who have raised questions regarding the choice of station placement, namely, the stir-fry and grill switchover.

For some, the stir-fry has taken up to 15 minutes; fortunately, note Sodexo employee, "Our electronic order board will now let people know when their meal is ready, which should improve the process. The cereal containers are also to open and close and are currently located in a corner between the popular breakfast grill station and condiments.

Also, the veg bar has been merged with the salad bar, creating confusion where the veg bar line ends and where the salad bar line begins. Another trouble spot is the Bobson Market (aka Homestyle), which is no longer buffet-style for lunch and dinner. In what appears to be an effort to speed up the line and eliminate waste, Sodexo now has servers pre-preparing plates of food while students move along the line. These lines actually seem to be longer than usual. Servers are also reluctant to prepare special orders upon request. Although the wait time associated with students choosing their portions is the bottleneck of the Homestyle station (excuses my OBOTM terminology), many people enjoyed choosing what and how they eat.

While the intention may be understandable, the end result here seems to be a waste of food and labor costs. It is difficult to grasp the business case here. What was wrong with the buffet?" Despite these relatively small gripes, the overwhelming response is that Trim has improved. As is commonly observed, Babs's cafeteria is considerably better than other colleges. Now it is miles ahead of our peers' line-up, and it's expected that many of the aforementioned complaints will subside as students become used to the new format.

The Art of the Trim Sit

Dante Love
Staff Writer

Sit back. Relax. Let time wash over you. Let the aromatic symphony of fried rice, steamed beans, and roasted beef slowly take control of you. Named for Babs's 5th President, the Gordon M. Trim Dining Hall has evolved into more than an on-campus eatery—it's become a lifestyle. Our lifestyle. And while the quality of the food itself remains open to debate, few argue Trim's minor points, namely, its ambiance.

Though the tranquil mix of mini garden and off-campus golf course peer harmless to the untrained eye, colors like those featured in Trim extend far outside the realm of tranquility entering a very different place—one where its occupants are compelled, not mesmerized to stay. How do you explain the campus-wide phenomenon known only as the Trim Sit? While the first Trim-

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Madden 2007 Scores Big in First Week

Alex Turczak
B&T Editor

With the end of August quickly approaching and the last sounds of summer at the beach evaporating, it could only mean one of two things: it’s time to pack your bags and leave or 2. the start of a whole new season with a fresh slate. And if you’re one of those who associate the beginning of a new football season? Why the release of a brand new version of the Madden video game is of course.

This year was no different. The August 22nd release date of Madden 07 was known to Madden fansatics as their one little video game holiday. Check out Maddenology.com and see for yourself if you don’t believe me. Fans of the game gobbled up copies of the game as quickly as one would rush to reach the turkey on Thanksgiving.

According to Electronic Arts, the publisher of the Madden franchise, nearly two million copies of the game were sold on the day of its release, which is a new high performance for the video game franchise in its 17-year history. Last year, 1.7 million copies were sold at roughly $50 a piece gave EA a cool $100 million in sales for the first week of sales.

Sophomore Rob Delson expressed his excitement about the newest version and gave it a positive review, “The game play is better than the last version.”

Delson, who played this year’s version on the Xbox felt the first person view in the game modes definitely a plus, citing “It is RIDICULOUS!”

The popularity continues to grow each year for the Madden Franchise. More and more gamers flock online to compete in mini Madden tournaments showcasing their skills in numerous Madden Challenges held around the nation. One of the largest Madden tournaments is held annually during Super Bowl weekend. At the Madden Bowl, celebrating athletes and gamers compete for ultimate bragging rights on a national stage. Last year’s tournament was aired on ESPN.

For more info on Madden 07, check out www.easports.com.

Will Coke Take Over The Coffee Market?

Alex Turczak
B&T Editor

The Coca-Cola Company recently announced plans to launch a new brand of drinks that will give consumers a stable substitute to the popular Italian coffees, teas or drinks of Starbucks or any other coffee retailer.

For East, a new brand of hot caffeinated drinks will target those who want a healthier, less sugary drink to consume. The announcement indicated Coke’s plans to launch the new brand in the Toronto area at first and then expand globally into areas, specifically Norway and Singapore, where demand for teas and coffees are highest.

The introduction of Par East is an attempt to tap the lucrative coffee consuming market. According to o-importz.com, among coffee drinkers in the United States the average consumption was 3.1 cups of coffee a day. That fails in comparison to European’s consumption of caffeinated drinks. Last year Norway alone imported 4.1 tons of coffee, making it the largest consumer of coffee in a per capita basis. Statistical analysis of a Norwegian over the age of 15 drink 4.4 cups of coffee a day. Diet signs in the eyes of Coca-Cola.

John Sacher, editor and publisher of industry newsletter Beverage Digest, said Coke will target restaurants and foodservice outlets. He said it made sense since Coke was always the biggest beverage supplier, mainly through sales of fountain drinks.

“Don’t see Coke opening chains of retail stores,” which would waste a year with Starbucks Corp, Mr. Sacher said.

“See them opening a bunch of stores to showcase the brand, but long-term I think it will be more of a broad and service they provide to restauranteurs.”

Coca-Cola Blik, a coffee flavored sodas unveiled by Coke earlier this year, is not expected to affect the introduction of Par East. Blik is marketed more towards the consumer of energy drinks while Par East will be geared for those looking for an alternative to normal coffee and tea.

This is not the first time the company is experimenting with coffee drinks. According to a statement from the press release, Coke stumbled several years ago when it released a bottled coffee brand called Planet Java and folded it into a joint venture with giant Swiss food company Nestle AG. The drink floundered and it was shelved.

While the introduction of Par East in the United States may be a few years away, it will be interesting to see if they will be able to capture those new drinks receive overseas.

Introducing the Babson Investment Banking Association

Dawood Mian
Staff Writer

Coming into Babson as a freshman last year I had my mind set on joining a bunch of clubs, bringing in the best academics and skills. It is a tough field. Babson students, Professor James Parno and CCD Director Megan Houlker are all interested in the field, but not all can afford what we all wanted to do. So with the help of other Babson students, Babson Investment Banking Association (BIBA), the Babson Investment Banking Association, BIBA’s mission statement is as follows.

The Babson Investment Banking Association (BIBA) main objective is to aid current Babson students who are interested in pursuing a career in investment banking and to enhance the position of Babson students in the world by providing them with a network of people in the field, through supporting students in their preparation for recruitment and by strengthening the relations with firms through the Babson Alumni Network. BIBA will aid current Babson students who are interested in an investment banking career by utilizing valuable resources such as alumni in the investment banking field and experienced MBAs, seniors and juniors. Finally, the club will also serve as a marketing vehicle for Babson’s investment banking community, creating awareness of the different facets of investment banking through education, communication, and social events (i.e. speakers, panels).

While I still do hope to land a job at a major investment bank by the time I graduate, my vision for the association is not to only help people get investment banking jobs, but to make recruiters aware of the unique brand of students that graduate from Babson. The combination of Babson’s entrepreneurship program with a practical financial education gained through real-world experiences or access to faculty will create the potential for many future corporate entrepreneurs. Using this unique education allows many Babson students to think differently from students at other schools and recruiters are increasing visiting Babson to look for students interning and landing full-time employment in investment banking.

In conclusion, an investment banking analyst position is one of the most sought after jobs out of college. An analyst not only acquires practical financial skills and industry knowledge, but also a seal of approval that is recognized by top tier business schools, other financial firms such as investment banks and hedge funds, and the corporate management of Fortune 500 companies. So if you ever find yourself asking a question like; "What happened to Fleet Bank?" What are the effects of Akerberg being bought out by the Indian steel tycoon Lakshmi Mittal? And, Where did all the IPO’s of the late 1990’s go? then consider joining the Babson Investment Banking Association. In the coming weeks be sure to check our e-mail for upcoming BIBA events.

Best of Breed Isn’t Always What You Think

Eric Schleien
Staff Writer

While I would say Wal-Mart and Mentos are my “best of breed” companies in the industries, some other ones may surprise you.

Eric Schleien
Staff Writer

I asked which company had the best margins in the shoe industry? I bet most people would be quick to say Nike. They would be dead wrong. A shoe company that comes to mind is Spalding. Nike provides retro, classic shoes which are not nearly as popular. Nike’s margins are well over 40%, while Spalding’s are over 50%. That’s a pretty impressive business. Here’s how Nike compares.

Nike 5 yr Averages
Return on Equity - 26.3%
Return on Assets - 11.7%
Return on Capital - 26.7%
Wow! That’s a pretty impressive business. Here’s how Nike compares.

Spalding 5 yr Averages
Return on Equity - 26.3%
Return on Assets - 11.7%
Return on Capital - 26.8%
While Nike has done very well, K-Swiss has done much better. One also has to remember that, according to the law of big numbers, growth slows as a company gets larger. Nike’s revenues as a percentage of sales has dropped from 38% in 1996 to 31% in 1999. Nike’s revenues as a percentage of sales has dropped from 38% in 1996 to 31% in 1999. Nike’s revenues as a percentage of sales has dropped from 38% in 1996 to 31% in 1999. Nike’s revenues as a percentage of sales has dropped from 38% in 1996 to 31% in 1999.

(Disclaimer: Eric Schleien is not a CPA and a family member owns shares in K-Swiss.)

Data taken from MSN Money.
Not All Penny Stocks Are Risky

Eric Schleien
Staff Writer

Penny stocks can be very safe. Why am I not crazy for saying this? With every opinion I have I will always support it with a logical reason. By the end of this article I personally believe you will not ignore a stock just because it trades below a dollar.

The company I will use to prove my theory is Altex Industries. At first glance one may say I'm crazy. As of this writing this over the counter stock sells for $0.24. Here's a business description from their latest Annual Report which can be found on the SEC.gov.

"Through its operating subsidiaries, the company currently engages in the extraction of gold, including working interests, in productive onshore oil and gas properties located in the United States, producing oil and gas properties, and, to a lesser extent, terrestrial, water, and oceanic mineral exploration and development wells, and in recompilations of existing wells."

The Company operates only one producing well and one field currently being abandoned. All other interests are in properties operated by others. As it turns out they have been selling a lot of their oil and gas properties and have been getting a lot of money in comparison with the company's current market cap. The company currently has $4,895,000 in cash. Their only liability, accounts payable, is $310,000 dollars. Using my elementary school math skills I get 4,585,000 dollars. So there is one thing I can say about this company. If this company was to pack up shop tomorrow, or even sell the company, one would get at least 4,585,000 since cash liquidates at 100. New here's where it gets interesting. The current market cap is $3,653,116. That's a 28.6% discount to its cash. I don't even think of this as a company as a bank account trading at a discount and a free company on the side.

Buying companies well below liquidation value is, in my opinion, safer than buying the next big thing or trying to predict the future. When one buys a company below liquidation value, assuming there's no pending lawsuits; one doesn't need to predict the future because there's already a discrepancy of the present price of the security.

So what's the risk in investing in a company like this? The biggest risk is usually how long it will take the market to recognize the value of the company. While you wait you can enjoy losing money to inflation. To be honest, it's not a horrible problem to have. Another risk is corrupt management. There could be accounting fraud. Management could also decide to pay themselves all the free cash for themselves.

To me, management is trying to increase shareholder value. The company has been buying back shares. It's just not buying back dollars for sixty cents. That's a pretty wise choice to say the least.

And this from a penny stock that most people wouldn't give the time of day to look at since it is "risky."

Maybe buying a dollar for 60 cents isn't your thing. I know if someone offered me a dollar bill for sixty cents I would take it in a heartbeat.

(Disclaimer: Eric Schleien is not a CPA nor does he own shares in Altex Industries)

MySpace Set to Offer Music Downloads

Edward Chiu
Production Manager

The popular social networking website MySpace announced that they will begin offering non-copyright protected music for download through its website. It will team up with Snacp, a digital music technology and service provider founded by Napster founder Shawn Fanning, to allow music sales on its site.

MySpace will begin offering music from bands already using the network to promote themselves.

"By introducing a powerful commercial tool set into the industry, we expect to see artists translate their community reach into sales, ultimately allowing more bands to make a living and connect with fans," said MySpace chief executive Chris DeWolfe.

The social network hopes to create a library that will eventually rival that of iTunes. Artic Moneys and Lilly Allen have been huge successes from MySpace as their springboard to stardom. It is unlikely that any established artists will join the network until this new project shows promise.

Registered artists will be able to sell their music from their profile page. They will set their own prices, with MySpace and Snacp taking a share from these sales. MySpace will receive 45 cents for every song downloaded through this new feature.

Artists will only need to register with Snacp, which unlike iTunes, will be devoid of a tedious process that hassles artists who distribute through Apple’s services. MySpace’s announcement comes on the eve of Apple’s news of its next generation iPod Nano and additions to iTunes.

"This is a natural step for MySpace, which is already heavily into promoting music and lets subscribers connect with friends to share their collections of digital content, including videos, TV shows, photos, and music," Yankee Group analyst Jennifer Simpson said. "Now people can not only listen to what their friends are listening to but they can buy those tracks."

The new MySpace feature is said to launch at the end of the year.

Want to write for the Business & Technology Section? Email FreePress@babson.edu for more information.
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The Nature of White Noise

Eoin Daly
Arts Editor

Although Don DeLillo's novel "White Noise" was first published in 1979, the content of the book is timeless. Recognition of the merits of his unique works have come over the years as he received the National Book Award (1985) and the Jerusalem Prize (1999) to name a few.

The book has received so much attention as of late that Barry Sonnenfeld is planning on making a movie based on the book, scheduled to be released some time in the next year.

Sonnenfeld has made a few comedies in the past, so he may be right for the job. Despite the novel's obsession with death, it is comical in its satirical approach.

The main character is Jack Gladney, who teaches Hitler Studies at the "college on the hill" in some small midwestern town. In other words, it could take place anywhere. Jack is a high school teacher, who reads tabloids to the elderly and offers courses on post-war culture. He has been a victim of other human activities for which we could always use some expert advice.

The Gladney household consists of Jack and Babette and their three children from various marriages. The adults' chief concern is which one of them will suffer the most from a batch of dyeing permets the novel, until it reaches a level of absurdity which the reader comes to perceive. News channels report of deaths form plane crashes, natural disasters, chemicals in our food, and just plain inexplicable causes.

The first part of the novel focuses on the dynamics of this strangely assembled group of humans who belong to the same family. The second part of the novel deals with a chemical spillage, or toxic event, that threatens to terrorize the town and its inhabitants.

"White Noise" is an example of postmodern literature. According to the theory of modernity, societies may be classified as pre-modern, modern, or postmodern. Although the variables on which we measure to stage of society is not always clear, discussions of modernity usually entail three considerations in relation to society: economic, social and psychological.

The economy of modern societies began to emerge during the era of industrialisation. Modernity is characterized by an increase in the number of less traditional relationships, including single parent households and homosexual couples. Psychologically, people have shifted away from thinking as a group to placing individuals first. These three notions of modernity are intricately linked as the economic transformation alter the incentives of the actors. Different social systems and conceptual tools to meaning have arisen.

It is this conceptual lens that modernity—that gives this novel its timeless nature.

Review of "Identity and Violence"

Amartya Sen & Atul Chandra Arts/Opinions Editor

Human identity is a term that gets ample coverage in both popular media and academic circles. It is a concept that is superficially understood by most members of society, with deep philosophical undertones. There are many ways a person can define his identity: from his nationality, his profession, to his interests, to his religious beliefs. This last component, religion, has become particularly relevant in recent years with the rise of Islamic fundamentalism, though admittedly, religious identity (and its consequences) is nothing new in the course of human history. Religion, After all, is like a mirror: it reflects the world as perceived through a particular set of lenses.

In his new book entitled "Identity and Violence", the Nobel Prize winning economist, Amartya Sen, presents his take on human identity and how the concept is affected in the face of the rise of Islamic fundamentalism. Sen's thesis is that the categories of human identity are not only discriminatory and ignorant, it is also one of the major causes of war between groups.

According to Sen, singular identity is the "wrong" way to think about human differences between groups, which, in turn, can produce devastating outcomes. While a Muslim and a Christian may both be doctors, love classical music, and have Lebanese origins, the singular classification of these otherwise similar individuals leads to a false sense of antagonism.

According to Sen, the singular classification of Muslims around the world is hit by the counterparty (the Western world) but it is largely encouraged and, in many cases, reinforced by Muslims worldwide. In places like Iran and Islamic countries, Muslims are given more authority than most politicians in the Western world. Muslim people are taught to consider themselves Muslim above all other sources of identification. When a Muslim declares his other attributes as secondary to his religious beliefs (and ethnicity), he is denying his multifaceted nature as well as his ability to empathize with all other non-Muslim people.

The recurring argument throughout Sen's book is that humans must use reason to assess the complexities of human behavior. By accepting a singular identity, humans are denying the very faculty that helps them human in the first place.

Sen is the perfect example of a human being with a complex identity: he is an Asian, an Indian citizen, a Bengali with Muslim ancestry, an American or Canadian resident, an ecologist, a dabbler in philosophy, an author, a Sanskritist, a strong beliver in secularism and democracy, a man, a feminist, a heterosexual, a defender of gay and lesbian rights, with a non-religious lifestyle, from a Hindu background, a non-Indian, and a non-believer in the afterlife (Sen, 19).

The book is the third in a series entitled "Issues of Our Time". Edited by acclaimed Harvard professor Henry Louis Gates Jr., the series invites today's leading thinkers to explore ideas and issues relevant in the new millennium. Other authors include philosopher Kwame Anthony Appiah and legal scholar Alan Dershowitz. Sen is an extremely intelligent individual with the rare ability to simplify complexities without diluting the meaning. This book is a great example of such intelligent simplification. By providing concrete examples whenever possible, Sen leads the reader on a journey through the inner-workings of his mind.

This book is an extremely interesting read for anyone with a slight intellectual penchant. Sen is rigorous in his analysis, yet lively (and witty) in his writing. Though book does not match up to such classics as "Rationality and Freedom" and "Development as Freedom", it is nonetheless a great exposition of contemporary issues. The book further illustrates the breadth of Sen's knowledge, a feat rendered almost impossible in today's highly compartmentalized academic environment.

The Evolution of House Music

Isaac Saflley
Contributing Writer

House is the most soulful genre in electronic music. It’s also the simplest, the oldest, and easily the most human-sounding genre, making it greatly popular with fans all around the world.

Pop music gets a great deal of its lines and melodies from house music and vice-versa. That is why it stands as the world’s continuing party music, and it will probably stay that way until the end of time.

House music was generated in the United States during the 1980s. The name is said to come from a warehouse nightclub in Chicago by the name House. The resident DJ, Frankie Knuckles, mixed the classical disco with European synthpop recordings, creating what is known as Classical House.

Even though this is when house was officially established, the origins of this genre date back to the dub genre. Dub has been around for at least 30 years. Basically, it is reggae, minus the lyrics and harmonies.

As the house genre began to rise, an electronic beat was laid on these dub tracks to create dub house. Productions of this genre were produced by artists such as Lee "Scratch" Perry and Jacob Miller.

As the music progressed, different subgenres began to evolve. Acid house, being the first official rave music, emerged with artists such as M-Dub and Phuture, creating dark/evil-sounding tracks for underground ravers across the US.

As the years passed, the music evolved into an endless variety of subgenres. The emergence of jazz, latin, tribal, and hip house came on to the scene, introducing big artists like DJ Jeno, Mamba, Moomdza, and the ever-famous Run DMC.

I know what you are all thinking: how does a rap DJ fall into this category? The mixture between these two genres occurs when artists (i.e. Run DMC) remix rap tracks with a steady house beat. Most of the songs you probably heard during the late 80s and early 90s, even some of today's music by DJ Dee, is rap with a hip hop twist (check out Run DMC's I'm Like That).

Then, filter house came along with world-famous artists Stardust and Daft Punk. This music developed overnight by the French, mixing some 80's house with funk.

House, to me, is the music of the clubs. After hours and hours of extensive research, I have learned basically all aspects of the genre. This is the music of the masses. It is what moves the crowds, what makes one dance, jump, and completely lose it on the dance floor. Everyone out there that has danced to it knows what I mean.

When they play the anthem Love Generation in club Rumba, the entire dance floor shakes with the pounding of the people's feet, while they release their energy singing along to the lyrics.

Given its appeal, at what point does house become pop? And if the motivation of house is to produce music in its essence, then, when does it cross this line, does it negate its initial intention? More to come soon.

Photo Courtesy of Eoin Daly for The Babson Free Press
A Freshman’s First Week in College

Dhaval Kapadia
Lifestyles Editor

Finally, all of the years that we have spent thinking about what college life will be like and how we will be able to adjust to a new place are over. We are all in college at last and after spending eighteen years in our respective elementary, middle, and high schools, all of us have gathered at Babson College from all over the world. The first night in college was of course spent with a lot of people you had never seen before from very different backgrounds.

Most, if not all, of these individuals would be in roughly the same position and state of nervousness as us. However, from an optimistic outlook, it is an absolutely perfect time to get to know people and learn from each other’s differences.

After spending weeks procrastinating and putting off my college shopping/packing, it finally hit me, in late August, that I was about to be living independently for a very long time for the first time in my life. It took quite a while for this to set in, but eventually I realized that almost everyone of us must go through the transition from a very structured high school life to an unbelievably independent life in a completely new environment in college.

My college experience of course began with the Babson new student orientation and move-in day where I met many different types of people from unbelievably diverse countries. After moving on from mundane questions such as “Hi, where are you from?” or “Hey, I’m a freshman too, how was your summer.” After getting to know people better, I realized that, over time, college should actually become very enjoyable for me and my peers. It will just take some time to better understand the people we meet in classes each day.

However, there is one thing in particular that most freshmen have spoken to have all agreed with me on, the work. For just a week of college, most freshmen agree that there is a massive amount of things that they have to do.

Nevertheless, as I have realized, with proper concentration and a peaceful learning environment, it is very possible to complete the assigned work with a lot of time to spare for other on and off-campus activities.

Yes, it is a truth that most freshmen will be startled by the freedom and independence given to them early on and without realizing, many will get distracted. Over a short amount of time, this should change, and as I realized, with proper time management skills, it becomes quite interesting to be a part of other activities on campus while keeping up with schoolwork.

Furthermore, the Babson campus diversity is truly amazing. I have met many other larger schools but I soon realized that the campus here in Babson is the best. We have just five minutes to dash from one end to the other for an
An Orwellian take on an overused word: "innovation"

Throughout the ages, most innovations have failed miserably, their inventors (the innovators) ignominiously forgotten by the harsh standards imposed by history. I am not saying Babson will suffer the same fate as the Sony mini-disc player, but placing such strong emphasis on the word "innovation" does, in my mind, increase the probability, however minute, that the school will fall in the Darwinian race for educating the world’s future business leaders. If you ask a Babson marketer what the word means, you will no doubt get an answer that is filled with more vacuous buzz words such as leadership, global approach, integration, etc. Admittedly, I have not asked a Babson marketer (nor do I ever intend to), but I have been around campus long enough to feel confident that this claim is not slanderous in any substantial way.

Through a fortunate twist, I had the opportunity to attend a recent Babson alumni event and was able to interact with several Babson alumni who have worked for innovative companies. The feedback I received was mixed. Some alumni were excited about the opportunities offered by the innovative companies they worked for, while others were disappointed with the lack of innovation and the emphasis on "innovation".

So the question then becomes: why does Babson College utilize such infomercial marketing techniques to promote its brand? Economic downturns can cause this stigma (for this I am truly indebted to Tim Hartford, author of "Innovation: How Babson has a comparative advantage in "innovation". In simple terms, Babson is better at "innovation" than it is at "developing intellectuals" as compared to Harvard. Even if Harvard has an absolute advantage in both "innovation" and "developing intellectuals", which is certainly true (at least on paper), the fact that Babson is comparatively better at "innovation" implies that it should solely pursue this activity (not that the college does "solely pursue innovation"), I have been the beneficiary of a truly enlightening liberal arts education during my three years at Babson. Being innovative also puts the college in a special group of schools that do not necessarily agree with the Ivy's or some of the more reputable colleges in the U.S.

In my opinion, the exercise does not lead to any astoundingly conclusive results, yet it does provide a more robust understanding of innovation while avoiding the Newspeak that this college is prone to employ.

Opinions/Arts Editor

Thursday, September 7, 2006
In the footsteps of Thoreau; environmentalism at Babson

Justin Pegram
Opinions/Arts Editor

A week before school started I went on a canoe trip with three friends. We decided to explore the uninhabited regions of Northern Quebec, where the loon and porcupine outnumber the human visitor by a significant margin. The experience was sublime: magnificent landscapes, wild fauna, and great company. Other than the strict camping necessities, I brought along an old copy of Thoreau's "Walden" – I figured reading this great book on a canoe trip would bring me closer to the author's mindset at the time the manuscript was written. I finished the book on the last day of the trip to be truthful. I had a few pages left, which I devoured on the car ride back – an irony Thoreau would no doubt disapprove of.

When I arrived on campus a few days ago, Thoreau was fresh in my mind. As I made my way around the college, I was ostensibly reminded of my trip (both the physical trip and the mental voyage of reading Thoreau). My disillusionment was quickly corrected when a giant SUV passed by, honking its horn and almost running over a group of confused freshmen. With its perfectly manicured lawns and its strategically positioned trees, Babson College is quite aesthetically pleasing. And yet, this golf course we call a campus is but a mirage.

Babson is a college that, as far as I can tell, does little to actively promote the environment it so proudly showcases with its idealized greenery. The school has taken certain important initiatives, though not enough in my opinion. The one that immediately comes to mind is the new printer system in the Horn library that requires students to log in at the printer, saving paper from students who accidentally print out a novel or who print out a document only to be distracted and forget about.

Almost everyday, I witness people throwing paper and recycling bins full of severely due to ignorance, or even worse, laziness. This frustrates me. I come from a city where garbage cans are as multi-colored as rainbows; where everything gets recycled every week; where recycling is the norm.

I am thrilled that a few environmentally conscious students (who actually started a club called CRE.A.T.E. that focuses on promoting environmentalism on campus) are working hard to encourage all students who care about the environment to get involved in the club (for more info contact Dias Japaskova or Bill Shaw, e-mail: djapaskova@babson.edu or wshaw1@babson.edu). Much like the mavericks who never morally obliged to push for such causes, because of universal literacy, minority rights, and women's rights, it is our duty, as intelligent members of society, to save this planet.

On a final note, I also encourage everyone to go see Gore's new movie "An Inconvenient Truth." This documentary is an eye opening. The scientific realities of global warming cannot be overlooked and treated as more bluster put forth by rogue scientists and activists. This problem is real, and has already begun to affect us. The good news is, as Gore points out, the changes we need to make to our daily habits are minor: switching to energy-saver light bulbs, using public transportation whenever possible and conserving water when taking showers. These small, convenient changes will help reduce carbon emission and turn the pernicious effects of global warming.

Many people like to dismiss the environmental creeping into the fact that this problem is not imminent and that it is up to the next generation to take care of it – this argument is exactly the one our parents, grandparents, and great-grandparents have had it us. We are too intelligent to be fooled by this, filling up our cars, we must change!

Facebook Receives an Unnecessary Facelift

Patrick Ehart
Staff Writer

The popular social networking site, Facebook.com, has taken Internet-stalking to a whole new level. No longer can we sit at our desks "pretending" to be attending to our enormous pile of homework. Our friends (and foes) on Facebook can track every profile update, album upload, and each group we join. We can no longer hide behind the anonymous computer screen. The anonymity behind Facebook had been part of its glory.

For many students across the world, Facebook has become an Internet norm. Checking email, news, and Facebook are the basic fundamentals when we load our browsers. Facebook policy changes come at a time when Facebook stalking is at an all-time high. First-year students are checking out their fellow first-year friends from high school, and through their network to find people who have similar interests.

Perhaps my dislike for the News Feed comes from my dislike for changing websites. Many have been used to the same layout on the sites where I read the news; we all check my email and, well, Facebook. Last year, the layout for Fox News underwent a major website revocation. I admit to not liking the change. It took a long time for me to become accustomed to the new and balder layout.

Facebook, however, failed to undergo a mere facelift. Its content has also changed. What made Facebook different from its competitors was the fact that it did not have all of the front page material that accentuates our modifications. Facebook enabled us to fulfill our boredom with out worrying about people noticing the amount of time we spent or the time. Frequent profile updates will no longer be able to keep the content updated mysterious. Part of the Facebook glory was searching for exactly what was new to our friend's profile. That takes a lot of people away from some of the Facebook fun.

All of us Facebook users will get accustomed to the new look, but it may take a long time before we enjoy these changes. In fact, I would not be surprised if in a month, Facebook users still have many of the same opinions about the changes as they do now.

Until Facebook realizes that it is not something that will disappear, we need to accept this modification to our Internet norm and continue to use Facebook like we normally do. Don't boycott, nor discontinue your accounts. For changing websites have been used to the same layout on the sites where we read the news. We all check my email and, well, Facebook. This year, the layout for Fox News underwent a major website revocation. I admit to not liking the change. It took a long time for me to become accustomed to the new and balder layout.

Facebook continues to be the method we use to keep up with old and current friends. Continue to use your Facebook as your key distinction when you attach that pile of homework. Just keep in mind that every profile change you make will be seen by your friends!

Want to get something off your chest?

Write for the Free Press
USA Stumbles Again at FIBA World Championships

Ian So

International Editor

For years, USA Basketball has remained undefeated and unchallenged. Ten years ago in Olympic Games, America was beating its opponents by an average of three points. But, just last week, Team USA was defeated by Greece and salvaged a bronze medal against Argentina.

The loss is an ongoing trend started in 2002 when America had its 58 game win streak in international play snapped by Argentina. Team USA fell to sixth place in that tournament. Two years later in the 2004 Olympics, they were unable to do what it could so easily before. They managed a bronze medal in the 2004 Olympics.

Four years since America's 2002 World Championship, America's talent was obvious. We are left with the memory of another embarrassment through different measures in preparation. The Team USA program brought in the Duke coach, Mike Krzyzewski, to manage the team. NBA superstars. In addition, the roster was chosen very carefully and tryouts were performed to cut out players. Even family and friends were banned from locker rooms, team flights and hotels.

USA Basketball took these World Championships very seriously, and their best effort was still not enough. Despite being filled with players that could never make the NBA, the Greek national team defeated America 101 to 95.

Some cite the difference in rules as the cause of American inability. A rule such as the trapmen lap diminished post play. A shorter three point line, lower hoop and smaller ball may contribute to America's weakness.

Many others also cite that America has only played one month together opposed to the Greek national team who has played 5 years together. Others even point to America not using its best players. Superstars such as Tracy McGrady, Kevin Garnett, Tim Duncan, Jason Kidd, Vince Carter, Shaquille O'Neal, and Allen Iverson are all not on the team roster. Even further, some critics point to the American style of individualized basketball as inferior to the team emphasis of international play.

No matter the reason, USA Basketball better get back on track because America invented the sport and should be the best at basketball — or is America even the best now?

Student Bikes to Tibet

Ian So

International Editor

Twenty percent of the people who bike from Beijing to Tibet die. Xiao Liu did not arrive with two friends on August 1st. Here is an excerpt from his last journal entry.

"Number 10 concludes the trip. We will be in Lhasa in 12 hours. Yesterday and today we created a new record — 360 miles. This is not quite where we wanted to be, but I am happy with it, because we are all in a group. This number concludes our entire trip. We have been through those 55 days, no word or combination of words can describe what I feel. For me, this trip was a journey that was meaningful from the start. I had to have the patience in front of me and others to evaluate. It's a process of living and moving which is not easy to achieve without hard work and dedication."

"As a team of four, we have been through so much, but overall we were challenged. On days off, I felt happy at times, felt tired multiple times. We are impressed by the beauty of nature and paid our respects to the end, if you ask me 'was it hard' I'd say NO, but it was difficult at times. I didn't think it was hard before I left, because I didn't know. I don't think it's hard now, because I have been through them."

"Experiences make us strong, and that is why we left instead of considering the pros and cons, and that is why we finished. We will be back to Beijing in a few days and start our lives there. "

"The Babson Free Press

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LETTERS TO THE EDITOR

Letters to the editor will not be accepted. All letters must be submitted by noon Friday (by noon for holidays). All letters are subject to editing and become the property of the Free Press upon submission. Typically, no more than 1 letter to the editor per student will be accepted. Inclusion should be seen as an honor.
SPORTS

THURSDAY, SEPTEMBER 7, 2006

While You Were Out...

Dave Barner
Sports Editor

On behalf of the Sports desk, we want to welcome the freshmen to the Babson campus, and everyone else back for another year. Here at the Babson Sports desk, we have been anxiously awaiting the Free Press' first issue, so that we could write all about the crazy sports' dog days of summer, kick back, dust off the laptop, grab an ice cold Pepsi and check out what you've missed while you were away from the office.

First off, if you've been out of Boston for a bit and not following the Sox, you have some bad news. Actually, it's worse. The Red Sox are out of their last legs. Starting pitching, for one, is absolutely shaky at VERY best. Josh Beckett, recently signed to a fat contract extension that we have been leaving sports' writers second-guessing whether the club is giving away too much, has retired to his home in Texas. His 5.46 ERA in his last 3 starts, prior to 31 HR. Beside Beckett, the pitching staff and rest of the club are not missing any young arms and players recovering from recent injuries. With the Yankees acquiring Abreu for a few bucks, and the Chi Sox and Twins having a head start behind Thome and Santana, it seems like the '07 plan for the Sox just isn't going to pay off any dividends this year (unless Carlos Pena can help us walk-off the remaining schedule).

Advice: While Theo is 'keeping one eye on the present and one on the future', we suggest that you hold off on buying the Red Sox season ticket for the immediate future until next year. I'm sure prices will taper off once all the Coco magic dust is gone. Also, buy stock in David Ortiz. Why? Because it's A#1 Papi, and he's clutch.

This New England summer wasn't all about the gloomy Sox vibes, though. The Pats, after all, came back into the weekly TV rotation, and Billick Belichick is still making it happen. The Celtics, led by Paul Pierce, Sebastian Telfair, and the Bruins plan to skate for the forthcoming Stanley Cup.

New Hampshire, too, made it to the United States semi-final in the Little league World Series. The team from Portsmouth, got pasted, though, by the Columb. GA squad in a 9-0 error, 8-0 loss. How did Massachussets do? We were bounced in the semi-final by New Hampshire, bracketed by Connecticut, 3-2. Hats off to New Hampshire for making the '06 Red Sox look like their AAA crew.

Here at Babson, there have also been some pretty major sports' stories. Back in June Senior tri-captain Teddy Daubza was picked up by the New York Mets in the 2006 draft. He joined Rick Renwic (79) and Jason Ross (94) as the only players in the history of the college to be drafted by major league teams. It is surprising that the Mets took Daubza? Not at all. Daubza graduated from Babson as the all-time leader in home runs, doubles, runs, RBI, walks, total bases, and slugging percentage. Oh, and on top of that he posted up an outstanding defensive game as Babson's catcher. Last season's stats include: 394 fielding percentage, 331 average, 4 for 5 in stolen base attempts, 38 RBI. "Kek-seque, for sure.

Recently, too, Babson announced that the college will be inducting 4 Alumni into the Babson College Athletic Hall of Fame. Among these new inductees is former Babson student Rob Ben (89), a hockey all-star for Babson, is among these new inductees. During his 119 games at Babson, Ben garnered up an incredible 76 goals and 9 assist. His dominant offensive game helped the team to record 82 wins, 35 losses and 3 tie during his 4 years. He ranks 5'8 in all time in goals scored and 7th all-time in assists.

Tracy Russell (97) will make her way into the Babson Athletics Hall of Fame for her outstanding two-sport career at Babson. While here, Russell put together an impressive list of achievements in both the Lacrosse and Women's Soccer teams. She ranks high across many all-time categories for both sports, including being the only player in women's soccer history to collect more than 200 goals and 250 points.

The third inductee, Jonathen Pablon and Mariano Rivera? Let the world know.

Write for Sports at the Babson Free Press.

Email FreePress@babson.edu for more information.

The New Clean Home Run Champion?

David Niles
Staff Writer

Barry Bonds, Mark McGwire, Sammy Sosa. These three men make up the list of players who have surpassed Roger Maris' single season HR record of 61. A record, might add, that stood for 27 seasons unchallenged until 1998. Since 1998, Marvin's record has been surpassed by Bonds, McGwire and Sosa in a combined six times.

Bonds, McGwire and Sosa. Three names synonymous with the steroid scandal that has ripped and torn through the credibility of Major League Baseball. We have McGwire who was the first to outdo Maris when he obliterated the mark and popped 70 home runs. We slapped blindly and ignored his WEE physique, a locker stocked with pill bottles, and firearms larger than the nation's debt.

Then there was the lovable and smiling Sosa, who not once or twice but three times has hit more than 60 home runs in a season. McGwire, however, has been ridiculed since his "I'm not here to talk about the past," performance in front of Congress in the spring of 2005 and seemingly disappearance form the face of the planet since retirent. Then Sosa came to spring training looking like he spent the off-season on the South Beach Diet instead of the weight room. Once on MLB, his numbers were down hindering his performance for enhancements. He spent this last season out of the picture because many fans want to touch a player who is shown in the last weeks to the steroid scandal.

Lastly, we have Bonds who has become the steroid scandal's poster boy. His problems reach far beyond human relations at this point. Bonds is facing potential jail time for lying under oath about not using steroids. The BALCO trials, the book "Game of Shadows," and constant ASPN coverage of every development of Bonds' situation are all reminders of the overwhelming evidence there is supporting claims of Bonds' steroid use. Bonds still holds the record with his mark of 73, which he set in 2001. No player has even come close to approaching that number since peaking in a cup has become routine in MLB clubs.

What makes this season so interesting is what Phillips' first baseman Ryan Howard is doing. As of Monday, Howard has driven 53 bombs into the stands and still has 24 games left to play. At his current pace he will pass Maris' number of 61, but surely has no prospect of coming within reach of Bonds' steroid-induced record of 73.

If Howard passes Maris and the only names in the record book above him have been convicted by 90% of the public of using steroids, because many fans want to view him as a home run champ? Will anyone even notice or give him the credit he is due, given the fact that he has not broken the single season record that is in the MLB record book?

One thing is certain. Howard has no chance of being celebrated in the way McGwire or Sosa were when they busted the past record. The Maris family won't be on hand, there won't be any fireworks or 2 home run pageplays in the stadium to properly crown a new home run king. To do so would be to finally admit that there was a steroid era and everything done in that era is tainted, observed with an eye of suspicion and sentiment if incredulity.

I, for one, am sick of baseball fans, writers, and players openly acknowledging their belief certain players used steroids, but refusing to go anything about the numbers they produced. I also feel sorry for a young left-handed power hitter from Philadelphia who is in the midst of a historic run that will go without proper recognition.