In-Depth Look at the Master Plan

The signs posted around campus last month acknowledged the proposed structural changes that the college will be implementing in the coming years. This re-design is known as the "Master Plan," and has generated a significant amount of buzz around campus. The Master Plan refers to the college's goal of assessing and redesigning its current facilities. Initially, the college was planning to focus solely on improving undergraduate living. "Our main reason for the re-design was Continued on page 4

Commencement Speakers

On Saturday May 19th, Reid Hoffman, co-founder of LinkedIn, and Maria Eitel, the first president of the Nike Foundation, will be the featured speakers at the Babson College class of 2012's undergraduate and graduate commencement ceremonies. Reid Hoffman is most prominently known for his co-founding of LinkedIn, a social media site that brings professional career connections to the internet. He has also exhibited an entrepreneurial and globally-conscious mind in other parts of his life. His second full-time job is at a venture capital firm called Greylock, where he is a partner. Prior to founding LinkedIn, he was on the Board of Directors at PayPal where he later became the Executive Vice President. Currently, Hoffman serves on many corporate Continued on page 11

Women's Leadership at Babson

and Donna Stoddard dealing with the impact and future of the Babson Center for Women's Leadership (CWl). The report not only outlined the current and future goals for the CWL, but also contained very interesting statistics on women in both the undergraduate and graduate schools here at Babson. Furthermore, it compared these with some metrics from other schools.

The purpose behind the publishing of this report, as stated by Langowitcz, was "to provide an assessment of the Center for Women's Leadership's accomplishments in its first ten years and provide direction for where it might go next." The vision of the CWL, as stated in the report, imagined "CWl as the hub of Babson as a living laboratory for advancing the progress of women as contributors to social and economic value... everywhere."

The CWL has a large focus on its program, the Continued on page 2

Amherst Defeats Beavers

Led by NewMAC Player of the Year Nicky Wurtemman and All-Conference 1st Team members Kathleen King and Sarah Collins, the Beavers believed that this year could be the season that they competed for the NCAA Title. After advancing to the Elite Eight for the past two seasons, the Beavers were heavily favored in their first round contest against Bridgewater State. Continued on page 12

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Women's Leadership Program (WLP), which offers a $4,000 tuition scholarship. As positive and overarch- ing as this vision sounds, the report clearly states that there are major is- sues in reaching this goal. It claims that the CWL needs re-focus and re-in- vestment. It has been un- der-funded and under- leveraged. This would appear true, as the CWL has struggled to have a major presence on campus in terms of memorable impact among students. Statistics show a clear-cut reason as to why the CWL is important to Bab- son. Business is traditionally a field in which fewer women are present. Furthermore, data collect- ed by the Career Outcomes Research Project, a project by several Babson faculty, shows that "In their current roles, men were significantly more likely than women to have supervisory responsibil- ity (68% of men versus 53% of women) and they were more likely to supervise greater-

er numbers of people than women (24% of men versus 17% of women supervise 5 or more people)."

There also persists a signif- icant gender-salary gap. "From 2004 onward, women who participated in the Women's Leadership Program do better than their non-WLP female peers." Where the average female in the study made 85 cents to every dollar of their male counterparts, WLP women made, on average, 95 cents to each dollar.
The Center for Women's Leadership seeks to take action on this, using Babson as a source of change. "As a strategy, all UO women are offered the best need-based financial aid package, whereas a portion of men have substantial gaps in their packages. For incom- ing students in September 2010, women had an aver- age Babson need-based grant of $24,058 vs. men $20,514."

This is likely to make it more possible for women to attend an expensive private school like Babson College and especially one which has historically catered only to men, and later still had high proportions of men.

It must be noted, how- ever, that this is a form of affirmative action and highly contested. CWL appears to seek a more gender-balanced pres- ence in business in gen- eral, as well as at Babson.

"Enrollment (of women) was 34% in 2000 and has steadily increased, with women estimated to comprise 47% of the class of 2015." This accomplishment points to a stronger pres- ence of women in the fu- ture of business, though it is unclear from this study what fields these women are studying specifically.

The gender-pay gap has several possible underlying causes, including the types of positions sought by women, something that would be extremely help- ful to note, though it is not present in this report. Some other issues of the re- port included occasionally un- clear wording and graphs. It was often difficult to decipher whether indicated statistics were based upon Babson or outside obtained statistics. It is also significant to note that this report is released for the benefit and furthering of CWL, WLP, and related programs by members with a vested interest in the continuation of this program.

Coming Soon
Mr. & Mrs. Babson Article will be avail- able Tuesday March 6th at www.babsonfreep.com/index.html

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The Death of the Business Plan

Cynthia Andre
Staff Writer

On March 2nd, applications will close for Babson's new business competition — B.E.T.A (Babson Entrepreneurial Thought and Action®) Challenge. The first competition of its kind, doing away with the traditional business plan component; in its place competition requires an executive summary and slide deck, the specifics of which are detailed on the B.E.T.A Challenge website. B.E.T.A will replace the Douglass Graduate Business Plan Competition and the John H. Muller Jr. Undergraduate Business Plan Competition.

While undergraduates and graduates will continue to compete within their divisions, the change allows for a significant increase in prize money for the undergraduate first place winner. Winners of the graduate and undergraduate B.E.T.A Challenge will each receive $20,000 in cash for their venture and "services in kind" donations from corporate sponsors.

The push towards an action-oriented competition will hopefully, according to Antonette Ho, Manager of Entrepreneur Program, drive more students to participate and continue with their ventures long after the competition.

In September 2016, Babson's Blank Center piloted a new year-long accelerator program, now the John E. and Alice L. Butler Venture Accelerator, which provides participants, undergraduates and graduates alike, the space, mentorship, and resources to pursue their businesses. It was a fitting complement to Babson's Summer Venture Program, a 10-week summer intensive for student entrepreneurs to advance their ventures.

In keeping with this expansion and following feedback from students and faculty in the Butler Venture Accelerator, the Blank Center realized there needed to be more outlets to draw and retain a broader range of students. "We've always had the resources available to students. But, we would only reach a niche group," says Ho.

In the meantime, Babson's definition of entrepreneurship was reshaping to be more inclusive, culminating in a new motto, "Entrepreneurial of All Kinds™", where at the center was a conviction, spearheaded by President Len Schlesinger, that "action trumps everything."

The elimination of the business plan reflects that attitude of action. As Ho explains, "When students write a business plan, there's a lot of market research involved but they don't actually talk with customers to see what they want." Setting a new direction, judges will evaluate businesses — whether in the launched or pre-launched phase — by the action steps the businesses have taken and will give students more flexibility to create sustainable ventures. Babson alumni from around the world volunteer their time to review applications. From their feedback, the top six graduate and undergraduate ventures are chosen as semi finalists.

On April 4th, the semifinalists will pitch their businesses at the Venture Expo. Judges will select three finalists in each division to compete for cash and services-in-kind on April 18th as part of Babson's Founders Day.

Tuition on the Rise: Behind the Numbers

Ben Cardarelli
Staff Writer

As the spring semester reaches its midpoint, Babson's administration and the Board of Trustees have recently begun preparations for the 2012-2013 academic year. In his Undergraduate Tuition Letter, President Schlesinger disclosed that, once again, there would be an increase in the college's tuition rates. This comes as no surprise to many, as colleges across the United States have been constantly increasing the cost of education to stay afloat financially during this turbulent economic climate.

Next year, Babson's tuition rate will increase from $40,400 to $41,888, an increase of 3.5%. After comparing this increase with the projected tuition raises of other colleges such as Boston College and Northeastern, 3.5% does seem quite modest. In fact, it is approximately one half of a percentage point less than the national average for four-year private colleges. In addition to the increase in tuition, the room rate for a basic double will be $8,860, and the standard 19-meal plan through Sodexo will cost $4,870.

Therefore, the total costs for undergraduate living will be approximately $66,000. Although this is a hefty price to pay for an education, President Schlesinger is quick to point out that a Babson degree has "never been more valuable." To his credit, the proof is in the pudding, so to speak. Based on a survey taken six months after graduation, 96% of the Class of 2011 is either employed or attending graduate school. Additionally, the average starting salary for a Babson graduate was $50,478. In terms of the college's reputation, Bloomberg Businessweek ranked Babson #1 in Return on Investment (ROI) and #1 in Entrepreneurship among the nation's top colleges.

The increase in tuition over the past several years has not deterred interest in the college, as applications for admission continue to increase. This year's freshman class is the largest in school history, composed of 487 students.

Babson is committed to continuing to make education affordable in the future through investments in financial aid. Next year, the college plans to spend over $27 million in undergraduate grants and scholarships, as it tries to help families during this period of high unemployment...
FEATURE

Master Plan Continued from page 1

the need for additional undergraduate resident space," explains Shelley Kaplan. Mr. Kaplan is the Associate Vice President for Facilities Management and Planning, and has been instrumental in implementing sustainability projects on campus, such as single stream recycling and tray-less dining at Trimp.

When President Leonhard Schleeberger heard of the improvements, however, he decided to consider bigger changes on campus. "The president thought we should be looking at all the spaces that needed improvements, rather than just a few ones," declared Shelley.

This led the Babson College Planning Advisors to begin searching for an architecture and design firm that could provide potential changes. "We were looking at the utilization of technology and the flexibility of space, impressed President Leonhard Schleeberger is the Vice President of Administration, and as a leader on campus she will be monitoring the Master Plan, as usual, the course of its life. "We wanted to address space recommendations as efficiently and effectively as possible," she explains.

After speaking with six design firms, the Babson College Planning Advisors chose to work with Sasaki Associates. Sasaki is one of the top ranked design firms in the industry, and was recently ranked 46 on the 2011 "The Architect 50" list. They are spearheading the Master Plan, and have been working closely with faculty, staff, and students in order to gather input and suggestions on proposed changes. "We gathered information through the Student Government Association (SGA) by setting up boards in Trimp during dinner," explains Shelley. "We met with class deans. There were probably eighty meetings in total, some with deans, some with the Advisory Committee on Campus Priorities (ACCP), some with various subcommittees. We held out of town meetings," she notes. "There were lots of discussions with faculty members." Based on these discussions and several campus tours, Sasaki put together two conceptual scenarios for the college to choose from: the preferred plan. The Advisory Committee on Campus Priorities (ACCP) believes that this model reflects the views and aspirations across the community.

Firstly, the increased enrollment of the college has led to a demand for more living space. This will be met with the creation of a new Undergraduate Residence Hall and the elimination of Forrest Hall as a freshman living area. Most importantly, a new First Year Residence, essentially the heart of campus, will be built directly across from Library. This will consolidate all first year students at the heart of campus," insists Mary. Although it is still too early in the process to project how many students the new buildings will house, Shelley remarks that "there will be a bit more capacity in the freshman residences.

The focus on first years is an essential ingredient to the Master Plan, as one of the design's main elements is the First Year Experience. "We want to better intertwine all the first year learning experiences," insists Mary. "We want to create more spaces, and we need to create more classroom spaces," Additionally, after speaking with faculty members, there was a large demand for more universal learning approaches. We want to focus on holistic education, which means learning outside the classroom," she explains. "This was the motivation behind innovative spaces like the HUB." The HUB building is an aspect of the Master Plan which aims to enlarge the Horn Library, it will have, and to revitalize the Library. "This should facilitate connectivity and support Babson's pedagogy, as the HUB will showcase incubation spaces and take advantage of improved study rooms. Babson Hall will be demolished for this new learning environment, and Kriebel and Horber Halls will both be renovated. Furthermore, Rose insists that holistic study spaces do not have to be confined to rooms. "A number of faculty mentioned the need for reflection, not necessarily in a building," she explains. Babson's beautiful campus is itself an undervalued resource and students spoke of the need for more open and liberal learning spaces. "What Sasaki loves about the campus is the landscape; the topography is so different. There should facilitate the next," insists Mary enthusiastically. "There are beautiful areas that people don't use," Rose adds. "For example, the land behind Tomasso, which is frequently used on the cover of Babson's promotional material, is rarely used by students.

Another major implementation of the Master Plan is the "Loop Road." This will be a road that would run behind the upper athletic fields, allowing students to easily access the other side of campus. "Loop Road will open up new dimensions on campus," insists Mary, as the scenic and peaceful area near residences such as Van Winkle tend to be taken for granted by students. When Sasaki performed their initial inspection in the fall, they noticed a strange tendency concerning campus traffic. "One of Sasaki's observations was that the main road was always quiet," explains Shelley. "Students always use the other, smaller paths to move around campus." This led to the pedestrian experience element of the Master Plan. The college wants to create a pedestrian-oriented environment, so in essence College Drive will become "College Walk." "We're going to build a lot of the new facilities right along College Drive, so that they're easily accessible for our students," explains Shelley. "We hope to be able to close down College Drive from Map Hill to Bryant," to accommodate the new NCAA Division III varsity sports teams on campus, as well as the health and fitness opportunities of all students, the Master Plan will also include a remodeling of the Webster Center. "There are going to be improved facilities for basketball teams," explains Shelley. The upgrades include a new weight room, expanded areas for multiple rooms and locker rooms, and, most notably, the construction of a field house with tennis courts.

Following Babson rhetoric, social responsibility will play an essential role in the project. Sasaki and the ACCP are emphasizing a framework for sustainability throughout the program. "We are taking into account sustainability, as we are building efficiency by reducing traffic on campus," explains Mary. "Sasaki has a whole group of people focusing on issues of sustainability." Shelley insists that the college's goals go beyond basic environmental protection. "Our goal is to obtain Master Site LEED (Leadership in Energy and Environmental Design) on-campus certification," he insists. This can be acquired by reducing the negative environmental impacts of buildings while simultaneously improving occupant benefits.

Finally, is always the case with any new project or venture, the ability to implement the changes will come to funding and managing costs. At this very early stage of the Master Plan, an estimate of the costs has not yet been determined. "We are looking to identify the true costs," begins Shelley. "We will be implementing a fundraising plan, which will look to see which projects have the most benefit. As well, there will be a new campaign that will be defined."

Currently, Mary and Shelley stressed the importance of raising awareness about the re-design, and ensuring that all interested students can have their say in the project. "The primary next step is the updated Web Site," begins Shelley."There will also be a video to highlight the key features of the plan," Mary and Shelley encourage all students and faculty to periodically visit the Master Plan's official Web Site. projects.sasak.com/babson www.sasak.com,babson, in order to stay up to date on the process. The development of the site shows a future of the campus after the re-design, with a discussion board where students can offer their opinions on the project. "Our goal is to be as transparent as possible throughout the process," declares Mary.
AEPi Seeks Return to Greek Row

Winnie Zhu
Staff Writer

As the spring semester begins, special interest groups start to apply or re-apply for housing. One such group is the fraternity, AEPi. AEPi lost their housing at the conclusion of last spring. Many of the AEPi brothers went to study abroad, which led to the consequence of not enough AEPi brothers physically being on campus to fill a tower this past fall. AEPi is making hope to make a comeback this spring. The fraternity has gone through the first round of interviews, and will be going through their second round of interviews on March 2.

The main reason AEPi wants to make a comeback on campus is because of the community. The AEPi brothers had a strong sense of community among each other when they still had their tower on Greek Row. However, since they were unable to have housing, the fraternity has felt a loss of a sense of community. They hope that by returning to Greek Row, the brothers can recreate the strong sense of community AEPi has with each other, and on campus.

According to Mark Irvin, president of the Interfraternity Council (IFC) and AEPi brother, “Greek life is philanthropy and community building.” AEPi does many activities to promote community bonding within their fraternity, as well as community bonding on campus.

One of AEPi’s more well-known events is the 24-hour barbeque that is hosted once per semester. The barbeque promotes bonding among the brothers, as well as with students outside of the brotherhood on campus. This event has historically been extremely successful, and with the proceeds go to the Save a Child’s Heart fund. AEPi also hosts a Pub Night, which is going to be April 26th of this spring semester. Once again, the proceeds of this Pub Night will go into the Save a Child’s Heart fund.

There has been a sizable amount of people joining AEPi this semester, as well as returning students. As for this coming spring, there are more than enough brothers to live in the AEPi tower, if AEPi is granted housing. In fact, the process is going to be selective because there are going to be more brothers than available rooms.

AEPi is extremely prepared for their formal second interview on March 2, in which AEPi must pitch their reasons for obtaining a tower. The Residence Life board is looking for the feasibility and accountability of AEPi. The board is also looking for the mission and purpose of the designated space for which AEPi applied. Most importantly, AEPi would be asked what things the fraternity would contribute to campus. Applicants are to be notified of their status by Friday, March 9th 2012.

Entrepreneur Spotlight: James Gattuso

Hannah Eoeb
Staff Writer

James Gattuso, a junior who has been involved in the real estate market since he was about 14, recently started Mayflower Realty Group, which bought four foreclosed properties for some of the country’s top disposition companies. Though the payment of these jobs left much to be desired, the experience taught him a great deal about the foreclosure sector.

The knowledge gained from experience enabled Gattuso to get his real estate license in his early high school years of.

One of the predictable difficulties that hit Gattuso and his business stems from his youth in a market dominated by older adults.

Gattuso described that at times, people would judge him as incapable because he has never owned a home before and his life was probably shorter than some of his competitor’s careers. He stressed that this has never brought down his confidence.

On the other hand, some assume a particular brilliance in him because Gattuso was able to try and make a name for himself at such a young age. The experience of a 20-year-old in the market has hardly been seen by anyone, and he was diligent enough to discover that the license laws had recently changed, making it possible for him to get his broker’s license last February. Only a month later, Mayflower Realty Group was up and running.

As a native of Massachusetts, he has picked up clients within the area and finds that he is able to give them exactly what they want through his training and experience.

The young realtor started to build these business relations by attending mortgage sale auctions in the area and reaching out to different people who repeatedly appeared at these events. Mayflower Realty Group focuses on foreclosure acquisition, which essentially means getting houses back up to standards so that they can be sold again.

Currently, the company can be found from a Facebook page, but soon they will also boast a website to grow the client-based and visibility. Mayflower Realty Group is focusing on a subsidiary, Mayflower House Schools which is internet focused venture which hopes to capture leads for home-owners who need to sell their home fast.

In Gattuso’s own words, an entrepreneur is “Someone who has the ability to act on an idea and go through with it, to create economic and social value.” Mayflower Realty Group aims to create economic and social value by making areas better, bringing neighborhood standards up one home at a time, and offering great service at a competitive price. What he hopes will set this group apart is the reasonable pricing that still allows for top quality service.

Though this business model would appear to leave him less economically successful, he hopes to counteract a lower income per job by working in higher volumes.

One may ask why Gattuso decided to start his own group instead of joining one of the bigger real estate organizations in the area.

Gattuso states that this choice came from a desire to customize the business to his own schedule and plans, especially because he is a college student at this time. Instead of putting his venture on hold until his life would accommodate the traditional real estate expectations, he chose to do things his own way.

Though the process of driving and scouting on properties can be quite tiring, the realtor affirms that he manages to balance his school and work life in a way that has kept Mayflower afloat.

To enhance his education in real estate, he has taken advantage of every resource that Babson offers which seems connected to his long-term goals.

For support in entrepreneurial practices, he describes as “extremely hard working” and a “blend of people with different skills.”

In support of his growing knowledge in the field of real estate, he has taken Babson courses such as Real Estate Investment and Real Estate Development. Professor Michael Harrity’s course has exposed Gattuso to the commercial side of real estate, which may be a considerable way to branch out from residential in the future.

In the long term, Gattuso plans to grow his business after graduating from Babson, and saving up enough money to have multi-unit properties that generate rental income. He hopes to ride out the foreclosure wave as long as it lasts and continue pursuance of the unique opportunities he has found in real estate.

Photo Courtesy of Anisha Singh

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ADVERTISEPMENT

Martin Luther King Jr. Legacy Day

Photo Courtesy of Anibha Singh

Bridget Thrash
Staff Writer

This year on February 28th, for Martin Luther King Jr. Legacy Day, Babson brought Rinku Sen as the keynote speaker. Keynote speaker Rinku Sen began telling us about her background and why she chose to go into the field of racial justice.

Rinku Sen is the President and Executive Director of the Applied Research Center (ARC) and the publisher of ColorLines.com. A leading figure in the racial justice movement, Rinku has positioned ARC as a national home for media, research, and activism on these issues. Over the course of her career, she has combined journalism and activism to make social change.

She was not racially cognizant of her friends when she moved into new places. College made her aware of race. Rinku gave her personal story of how her friends were going to a rally and she felt that she wouldn’t be a part of the rally since it did not affect her. Her friends gave her a racial intervention so she could recognize the issues. She measures her success by the duration of her initiatives and programs.

She discussed segregating immigrants from society. Sen claims Americans only see them as working contributions to society but not as regular citizens, which does not allow them to integrate on a social basis. She told us a story of Felipe and Marie, a married couple where Felipe was an immigrant.

Recently, Felipe was stopped for failing to pay parking tickets and when the cops ran his identification, they noticed he was an immigrant. Instead of going through a normal booking process they turned him over to INS. Felipe was deported and as the breadwinner of the family this became a big hassle. During this time of trial Marie became sick.

Rinku Sen and her company stopped in to publicize this situation to halt the removal of Felipe’s parental rights. His kids were already suffering.

This perpetuates her idea that our ideology of immigrants has become so embedded in society that it becomes the norm. The speech winner this year was Christian Lewis ‘13. He gave us a great insight into the life of an LGBT person and how even though things get hard, it will one day be easier. We were shocked with the statistic that 50% of LGBT youth have attempted or been successful with suicide. The creativity winner was Ali Khan, who encouraged us with a poem about oppression after September 11th.

Both of these winners tied together their own experiences with the words of King, Jr. to discuss how society can counter oppression.

The student Leadership Award went to Rayshawn Whitford ‘12 and the faculty recipient was Elizabeth Goldberg. The Leadership Award is given to Babson community members who have the biggest influence in leading and promoting diversity on our campus.

UN PRME Art Installation

Photo Courtesy of Deniz Lyvan

Deniz Lyvan
Staff Writer

In an effort to highlight the new collaborative United Nations Principles of Management (UN PRME) cardboard art collage, Dean Hanns held his coffee in the Writing Center, which now features the artwork along one of its entire walls. The 9x9 cardboard collage is the culmination of efforts from students, faculty, and staff across Babson’s campus.

The individual squares that make up the larger square were constructed by faculty, staff, and students during the fall semester through a series of several workshops. Individuals had access to post-consumer goods in the form of cardboard pieces and were given the artistic license to create anything they wanted that represented the principles of UN PRME.

Babson has been a leader amongst US schools in the movement to establish UN PRME. By joining the initiative, Babson represents their desire to engage in socially responsible business and sustainable business education. In accordance with this ideology, Babson chose to use recycled materials to create the art project that would represent the efforts and the beliefs of the UN PRME principles: purpose, values, method, research, partnership, and dialogue.

On Friday, February 17th the Undergraduate Academic Policy Committee voted unanimously to the framework of changes to the FME Curriculum. The major changes include the removal of IT with the replacement of Organizational Behavior. The pilot course will be rolled out sometime next year.

All FREE Press photos can be seen on our flickr account, also viewable at our website www.babsonfreep.com

www.babsonfreep.com
On Thursday, March 4th, the women of campus were honored in the “Women Who Make a Difference” award ceremony. Sixty women were nominated across classifications: Undergraduate, Graduate, Administrator/Staff, and Faculty. This year's winners (from left to right above) were Professor Mary Godwyn, Linda Keen, Lisa Thomas, Amy Mon, and Roorker Deasi.

On Friday, March 2nd, eight students competed for the titles of Mr. and Mrs. Baldwin in this year’s “Get Wild” themed competition. The winners of the pageant style competition were seniors Winfred Fields and Kelsey Kneeland.

Every Thursday afternoon at 5pm, Lisa MacDonald, director of Residential Living, leads a yoga class in Glavin Family Chapel. The hour and fifteen minute long class is a combination of relaxation, strengthening, and calorie-burning poses for all skill levels.

In Sodexo's quest to improve its offerings, it held another food tasting event. This event featured different types of crepes that may be featured in Reonyold's next year. Students are encouraged to give ideas for future menu items or other dining improvements.

The eighteen FME businesses were featured at the FME Fair this year on February 14th. The event took place in Knight Auditorium with many community members attending and served as the unofficial kickoff of the FME selling season. Visitors were able to view this year's products, talk with students, and purchase their favorites.
Not Your Average T-Shirt Company?

A typical Babson spring semester brings with it many new beginnings, including the unveiling of the FME businesses. First-years are currently submerged in all things business. Start-up costs haunt their dreams as CEOs work countless hours in hopes of reaping even. This is no news to Babson students who have undergone this type of passage, but rather comes as a familiar unsettling feeling of learning. With that said, with the same experience comes the same slew of familiar products ranging from laptop accessories to music speakers and headphones. But perhaps the most frequently sold product is T-shirts. With a $3,000 budget in mind, there isn’t much of a reason to blame freshmen for resorting to apparel. Companies such as BeatTez, Oh Snap Apparel and Lazewear Apparel have been making a genuine effort to differentiate their products to the best of their innovative capacity. The question remains, which FME T-shirt is really worth buying?

"We aren’t aiming to show how much money we can make in sales, but rather, how much fun we can have," stated Co-CEOs of Lazewear, Belma Ahmetovic and Zermina Velic. "If it’s a success in memories, we’ll be talked about." These two women not only have a professional demeanor, but a mature understanding of what the FME process truly entailed. They explained their product stretched beyond being a cool light up t-shirt and aimed to represent a college mindset: a carefree, bright lifestyle. They are currently under preparations for a product launch party to attract those students frustrated with Babson nightlife and remind them that college is about living in the moment. The leaders of this company who provided a twist to the common T-shirt have only one real discriminator among competitors: BeatTez.

Shivam Katyal, CEO of BeatTez, echoed the same imaging. "Lazewear is always a concern. But we try to focus on ourselves versus them regardless of the fact that we have the same target market." BeatTez, which has encountered a rocky start with inventory delays due to Chinese New Year and communication problems in an unmotivated team, believes that they have shown progress with a successful FME fair. Outfitted with an eye-catching tent, BeatTez raised awareness at the fair which hope will translate into high attendance at their upcoming pub night, which is yet to be planned. When inquiring about what sets BeatTez apart from the competitors, Katyal explained their unique marketing, or lack thereof, being crucial in providing only awareness of the brand, but not more. "Marketing can deter the customer," he stated. Though not a statement the average marketing professor might see with, Katyal’s own FME instructors as well as Sandy Scigliano have provided a half glass full perceptive to every challenge encountered, making this experience entirely based around learning. Similar to the first two companies, Oh Snap Apparel aims to create 'Swag', as CEO Tyler Blake puts it, to remind students to dress embracing college. Providing more than just T-shirts, Oh Snap Apparel creates an outfit based off of GG to allow their target market to feel edgy. Having broken even within the first couple weeks of sales, Blake’s team has focused their attentions on an extensive marketing campaign, an entirely different approach than BeatTez. With an extensive YouTube campaign and up-and-coming celebrities such as One Veracity entering the scene, Oh Snap Apparel hopes to become the FME success story of the year. "Every company is selling something that is Babson branded," Blake feels that stamping a Babson logo on a product limits the market. "Our products are sold not only to college students but back home to local high schools, church, and temples too." Perhaps this is the secret to success. But being a leader in this flourishing company has undoubtedly also taught this bright freshman "how to critique the actions, not the person" when dealing with the members of his company. Many FME companies in the past have created seemingly mundane products, and this year with three t-shirt companies, it appears the curse remains. However, with passionate leaders and innovative approaches, the teachings of FME can undoubtedly be obtained.
# Sex And The Park

**Sex, Love, and Dating Advice For Babson Park**

I was going down on my boyfriend the other day, but I didn't want him to finish in my mouth. I've done it before but I just don't like the taste. How do I tell him?

**Miss B. Haven**

Just tell him that you don't like the taste of it so you'd prefer something else. You can also ask him to let you know before he's finishing and you can slide it back so it will go straight down your throat. This takes out the awkwardness of you trying to get him out of your mouth before he blows. A few tips, the taste of your fluids are determined by your diet. Throw in more fruit, especially pineapples, cut down on the red meat, and you're in for a tastier treat.

**Friend of the Beaver**

This may sound cliché, but honesty is the best policy. I don't know whether he strongly prefers to finish in your mouth, but sex is about making the both of you feel good and comfortable, and you shouldn't feel obligated to do anything that makes you feel uncomfortable. Be creative and you can figure out how to compromise. In relationships it's important to be open with one another, especially when it comes to what you do or do not enjoy doing in bed.

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**Play Safely**

I had a single this year, but next year I am going to be moving into a double with one of my friends. We are really close, but I am worried about how awkward it might be when one of us wants to spend time with our boyfriends. Can you give me some advice about sexting etiquette?

The best suggestion I have is to work out a time schedule for the room. Do not have your boyfriends come on the same day. Communication will always be my first point of advice. Have you tried switching it up? Some days you stay in your boyfriend's room, some days he will stay with you. He can work out his own form of sexting with his roommates if he has any. The main issue is you need to be respectful because that is her space as well. I've heard that this type of situation can break up friendships so don't allow that to happen.

The important thing about sexting is being consistent. Talk about it at the beginning of the year, and outline the points you want to discuss. Some important points are: only sexting when it is convenient for your roommate, not doing it for long periods of time, and telling your roommate a pre-determined amount of time beforehand. Remember to always respect your roommate's personal space and time. Ask if you are unsure about how he or she will feel. Stick to these rules, or you can't expect your roommate to do likewise! Remember, if you break the sextile rule, she or he is within her rights to take the privilege away. And if he or she continues to make you feel uncomfortable with his or her activities, you also have the right to ban him or her from utilizing the sextile rule.

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To get your question answered please e-mail sex@babsonfreep.com. All e-mail addresses will remain confidential. Please do not include specific names or information that would divulge the identity of anyone.

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JUNOT DIAZ: SPEECH & INTERVIEW

Wendy Sachs
VP of Content

Through the efforts of the Arts and Humanities Department, author Junot Diaz spoke at Carling-Sorensen Theater on February 22nd. In addition, Diaz took questions from students, and he also read aloud from his novel, The Brief and Wondrous Life of Oscar Wao, which won a Pulitzer Prize for Fiction, as well as the National Book Critics Circle Award.

Diaz not only tried to discuss the topics of race, nationalism, and the United States, and the role of writing and art in the modern day with students, but also to impart his own philosophies on these subjects.

From the beginning, Diaz simply filled in much like the other students, and when introduced, walked up the front steps onto the stage in a completely casual black sweater and jeans. He didn't seem to be wearing any of the masks he later mentioned most people wear in different situations. Besides being quite a few years older, and significantly more laid back, than the average college student, his laid-back manner fit in well with his demographic.

This was also extremely evident by the string of curses he let out at nearly every possible utterance. Diaz's fiction, especially his aforementioned novel, contains much proficiency in order to maintain the sense of a real character from a back-ground which would cause him or her to have such an attitude of casual familiarity.

However, it appeared to me that some students were not aware of this, as many of Diaz's students were required to attend the event that evening. While some appeared to be deeply offended, or caught off guard, by Diaz's profanity, others laughed frequently and uproariously at the seemingly vulgar humor which Diaz employed when discussing even the most serious issues, such as the current fighting in Iraq, "My little brother is a fucking combat veteran," stated Diaz. "This country loves fucking war.

Though this could be controversial as the most discussed topic in Diaz's speech, as well as questions, was race. Beyond mentioning that he feels people are naive if they believe there are no racial issues, he also stated that people don't want to talk about racism because they don't want to address privilege, and yet they converse about it with mannerisms and dress.

Diaz also rhetorically brought up discrepancies between how even the most racially sensitive view race. When asked about whether he reflects views of his racial community, he rhetorically questioned whether white people were ever asked, "How does that make the race feel?" It was not only Diaz's opinions, however, that he discussed.

A big question was, and how does Diaz write? Though he claims that Writing is a super pain in the ass, Diaz did share the story of his college days, where he worked full-time, went to school full-time, and still wrote 3-4 pages a day.

As much work as it is for him, it is clear Diaz is dedicated and finds value in sharing the experience of his characters, and occasionally his own experiences.

This act of connecting him or her to young Diaz's literature, literature, and non-profit boards including XoMoa Lounge, Firefox, and Kit, etc. Hoffman earned a Master's degree in Philosophy from Oxford University, where he was a Marshall Scholar, and Yale's first Phi Beta Kappa, and Stanford University (SFSP). Maria Kipling is the founder and CEO of Maria's Kitchen, a non-profit organization that provides meals to homeless and hungry people in the San Francisco area.

The Nike Foundation works to support the "Girl Effect", which is described as the potential of female adolescents to end poverty around the world. As stated in the Nike Foundation website, "investing in a girl stops poverty before it starts.

Before founding the Nike Foundation, Eton was chief operating officer of UNI Global, the first vice president of corporate responsibility at Nike, Inc. Her list of experiences is quite long and detailed, and some of the highlights include deputy director and special assistant to the president of the World Bank, Latin America and the Caribbean, and head of the UNICEF's Division for Children and Adolescents.

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Athletics

W. Basketball
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Bridgewater’s Shelley DePina, the MACSCC Player of the Year, tried her best to keep her Bears in the game. She posted 19 points and did a tremendous job of keeping the Beavers off balance with her ability to push the ball in transition. Over four quarters, however, the Beavers’ size was far too much for the Bears to handle. Babson point guard Allannah Wynn did a tremendous job of feeding the ball in transition to post to Wurdemann and Collins, allowing them to score easy baskets over Bridgewater’s smaller defenders. Wurdemann finished with 27 points and 11 rebounds, while Collins posted 16 points and 13 rebounds. Joining them in double digits was King, who recorded 10 points to go along with her six assists. After forty minutes, the Beavers had advanced with a 68-59 victory.

In the second round of the tournament, an even greater disparity was their nemesis, the Amherst Lord Jeffs. Amherst had eliminated the Bears from the NCAA tournament for the past three seasons, and had done so fairly effortlessly. In 2010 they overcame Babson 80-65, and in 2011 they dismantled the Beavers 68-49.

The Lord Jeffs were looking formidable again heading into the matchup, ranked No. 1 in the nation and coming off of a dominant 84-30 victory against St. Joseph’s College in their first round matchup. This time, the Beavers would trade punches with the Lord Jeffs right until the final buzzer. Again, Amherst would prove to be too much for the visitors, hanging on for a 61-48 victory.

The duo of Wurdemann and King played tremendously in what would end up being the final game of their college careers. Wurdemann posted a double-double with 13 points and 12 rebounds, while King joined her with 19 points and 11 rebounds. The final piece of “The Big Three,” Sarah Collins, did her part as well, scoring 12 points and pulling down 15 rebounds to solidify her reputation as one of the best centers in the Division 3 ranks.

All three players were leaned on heavily during the game, as they each played the full 40 minutes of the contest. A key reason for the Beavers’ loss was their inability to protect the basketball. They finished with 19 turnovers on the night, and ultimately could not overcome the easy fast break points that the Lord Jeffs were able to accumulate in transition. Amherst played phenomenal defense to force the turnovers, as their smaller players were able to frustrate the Beavers by playing a press defense. They were pressuring the ball through the half court, making it difficult for Babson’s guards to dribble the ball freely. Additionally, they chose to double-team Wurdemann and King whenever they got the ball in deep post position, leading to difficult shots.

The Lord Jeffs were led by NESCAC Player of the Year Caroline Stedman’s 15 points, and pushed the game out of reach in the final minutes with huge three pointers from Marcia Vogt. With the loss, the Beavers 2011-2012 campaign has now come to a close. Rather than reminisce on what could have been, it is time to pause and commemorate the careers of Nikki Wurdemann, Kathleen King, and Kelly McKenna.

These three athletes recorded more victories in Women’s Basketball than any other class in program history, going 104-17 over the last four years.

Wurdemann finished her brilliant career as the Beavers’ all-time scoring leader with 2,042 points, and ranked fourth in rebounds with 1,017. She is the first Babson student—male or female—in history to post over 2,000 points. King’s outstanding career comes to an end with 1,783 points, third on the program’s scoring list, and 1,107 rebounds, second on the all-time list. She finished just 15 rebounds shy of first place in program history, a record held by Joanne Choate (1986-90).

Her selflessness and her defensive ability are also illustrated by her 299 assists, fifth place in program history, and 246 steals, third on the all-time list.

Although Babson has lost three remarkable players, they will be able to rebuild next season around Collins. She averaged a double-double this year, posting 16.6 points per game and 11.2 rebounds per game. She also passed the 1,000 point milestone earlier in the season, becoming only the fifteenth player to do so in the history of the program.

As she is taller and longer than Wurdemann and King, she is more of a force on the defensive side of the floor. She posted 86 blocks and 56 steals this season, and led the team with 350 total rebounds.

Key Statistics
This Season
PPG (Point Per Game) N. Wurdemann 18.0
S. Collins 16.4
K. King 15.6

RPG (Rebounds Per Game) S. Collins 11.4
K. King 9.8
N. Wurdemann 9.6

Alpine Skiing
Continued from page 1

Three skiers this season. We have the lowest point scores.

The aforementioned is senior captain Greg LaFrance, who has had a big influence on Dachos and fellow freshman Nate Hoffman. "Greg’s definitely a leader," emphasizes Breakstone. "The younger kids look up to him. The captain has to run the team workouts as well, so it’s a lot of responsibility." LaFrance posted his best results early in the season, finishing in 12th place in the slalom at Pico Peak and in 13th place at Jiminy Peak.

After the team finished combined for third in the first week of February at Crotched, they booked their ticket to the Regionals. This is already an impressive finish for the Beavers, who are operating under rookie head coach John DeWit. He was an assistant with Babson for four years prior to his promotion, so the team has responded to his guidance very well. "It hasn’t been too different," explains Breakstone. "He helped out a lot last season, so the team has a pretty similar feel. He is still new enough, though, so we’ve all been learning together."

The skiers are very proud of their recent accomplishments, but they are trying to stay grounded. "Potentially we have the ability to win regionals," begins Breakstone, "but that is not our goal. We want to stay focused and just try to make nationals." In order to do so, the Beavers will have to perform exceptionally well; only the top 5 teams advance to the National Championships.

The team ended up finishing a strong fourth place at Regionals guaranteeing them a spot at nationals for the fifth straight year.

All Region honors were given to Breakstone for finishing 12th in the overall individual standings, while LaFrance and first-year Kevin Dachos were honored after a tie for 153 place.

The "little known of team," will be heading to nationals from March 6th – March 10th.

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