Women’s B-Ball Faces First Upset
VIN FRAMLAND
SPORTS EDITOR
Following an impressive tourney run over Smith College on Saturday, the Babson ladies recently faced their first loss in the NEWMAC conference to Coast Guard. The Women’s basketball team has had an unbeatable conference play and came home to a win on Sunday. They are now 5-1 in the NEWMAC and 13-6 on the season.

The Beavers have been the team to beat, as they had no trouble handling Smith College on Saturday. Babson dominated the game throughout the opening half, only allowing Smith 14 points in the first half on a measly 25% shooting. But their shooting was accurate, and the team dominated the game.

Babson women took 30-14 lead going into the half, as Ingrid Miller ’03 added eight first-half points for Babson. Following quite an impressive half-time show, Smith came out strong in the second half, but the Babson players’ offensive numbers were too much.

Alexis Dowdick ’02 shot a 5-of-7 from the field to lead Babson with 11 points and three steals. She would receive some help from classmates Meredith Eddy ’02, who netted 10 points in 14 minutes, as well as Radiation Miller ’01 with 10 points and 10 rebounds.

Kayla Davis ’01 snaffled five steals, as Traci Truesdale ’03 and Tricia Looby ’03 each contributed eight Babson points. Despite some impressive play by Smith’s Rachel Bennett ’03, who scored 18 points and grabbed 17 rebounds, the Babson ladies would score 38 second-half points to take the 68-48 victory. Continued on Page 12

BCR Attempting to Air on the FM Band
ERIK DAY MURRAY
EDITOR-IN-CHIEF
Babson College Radio, the nation’s first college web-based radio station, is once again looking into the possibility of broadcasting on the FM band. The FCC recently announced new regulations on the airwaves, on January 20, 2006, adopting rules to create a new low-power FM radio (LPFM) service, licensed at either 10 or 100 watts. BCR management and the College administration are exploring the possibilities at this time.

“We attempted to earn a spot on the already-flourished FM band in the greater-Boston area in 1997-98 when BCR hit the web at http://radio.babson.edu,” said Adam Berger, General Manager of BCR.

With the passage of the new ruling, the FCC has said it is interested in working with small broadcasters interested in starting a non-commercial radio station. The stations must apply to the Commission just as all other commercial stations do, and abide by all rules and stipulations of an FCC license, including content, service to the community, and emergency alert equipment.

“We are very excited about the possibility of getting BCR on the air,” said Laura De Veau, Associate Director of Campus Life.

Low-power Broadcasting (LPB) of Pennsylvania has done a great deal of low-power broadcasting consulting for BCR in the past. The College is considering hiring LPB at this time to guide us through the engineering study and application process with the FCC, based on their forty years of experience.

A fully installed and operational FM station would cost approximately $10,000. Although the possibility of an FM station on campus is ideal, there is a number of factors that leave the array of options small.

The greater Boston area is dominated by high-power FM stations, therefore, leaving few-to-no “holes” in the commercial stations’ signals for a micro-radio station to exist.

LPB has informed BCR that there are possible sites as close as Framingham, but the possibility is Continued on Page 2

Stephen D. Cutler Investment Center Opens to Babson Community in Horn
ANGELO R. FRAMLAND II
STAFF WRITER
The Stephen D. Cutler Investment Management Center was officially opened for use by the Babson community this January. The Center is located on the first floor of the Horn Library, behind the main circulation desk. The focus of the Center is to support financial and investment research, and to provide primary market data services.

The center was conceived and funded by D. Cutler MBA’91, who felt that Babson did not have enough resources available towards finance and investing.

The new investment center aims to remedy this situation with a host of market data services along with new software.

The center will not function as a group study area, nor will online trading be permitted in the center. Babson professors may schedule private lectures in the center on Wednesdays.

Once again Babson competed valiantly as they played hard and they played well, forcing the game into overtime before losing out in the final 5-minute frame.

Five Spots Are Up For Grabs On E-Board
Bette, Gross Running For President, Regan Running Unopposed
MICHAEL JACOBS
EXECUTIVE EDITOR
Ten students declared their candidacies for five positions on the Student Government Association’s Executive Board last week. Of the ten candidates, three are current members of the E-Board.

"I think there is a solid group of candidates for this year’s election," current SGA President Matt Benjamin ’00 commented. "No matter who wins, I’m sure each person will be able to handle the office."

As Benjamin will graduate this spring, a new student will fill his role as President. Two juniors will vie for the position: current Executive Vice President Andi Bott ’01 and Evan Gross ’01.

"Gross campaigns on his Evan’s Seven platform."

"The platform is a result of hours of conversations with students, faculty, and administration," according to Gross.

"The issues, ranging from the curriculum and grade deflation, to opportunities for change, and from communication amongst all individuals of our community to specific campus safety concerns," added Gross, "are all issues that fellow students care in and most importantly, I believe in."

Betto campaigns on her experience. She wants to leverage this experience to “improve the campus betterment.”

In her campaign speech last night, Bette stated, "Change is not Continued on Page 3
continued from page 7

an engineering study showing a vi-
able FM station originating on cam-
pus is slim because of the signals proximity to Boston. However, BCR is looking into all options including an AM station on campus or an FM antenna broadcasting from Babson Park or an FM antenna broadcasting from Framingham from a leased location on a tower site.

At this time, BCR and College ad-
ministration, namely De Vea, ad-
visor to BCR, Carol Hacker, Dean of Student Affairs, and President Flagg are aware of a final pro-
posal from BCR concerning the $4,000 of funding needed to begin the engineering study. The study will determine the viability of stau-
ing a FM signal on campus or in
another location.

If LPF determines that BCR may apply to the FCC for a micro-station license (LP10 or LP100), the timeframe for application accep-
tance is vague. Currently, the Na-
tional Association of Broadcasters (a lobbying group for commercial radio and TV broadcasters who op-
ponently oppose the LPFM pro-
posal) has pending a lawsuit against
the LPFM proposal.
The FCC has said they hope to accept applicants in the near future, but they are at the impending Insolvency and Senate committee work, LPF has told BCR that an AM station for Babson is six or more years distant or it may never happen.
"One way or the other, BCR hopes to install and operate a fully func-
tional AM mono transmitter by

summer sessions, hawaii
6 weeks, 6 credits, as low as $2,800 (based on typical costs of tuition, room & board, books, and airfare)
Term 1: May 22-June 30 • Term 2: July 3-August 11
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University of Hawaii at Manoa, Summer Sessions

2001-2002
This program is open to freshmen, sophomores, and juniors.
The Math Resource Center Opens
The MRC, opens for the Spring Semester this Saturday, February 9th. It is located on the ground floor of Babson Hall and is open to all students on a first come, first served basis.
Attention FME Businesses:
Supervision and Delegation Skills Seminar
This Saturday at 10:00 AM in Trim 201-204/205, a skills seminar will be held. The Ef-
fective Supervision and De-
legation Skills Seminar is sponsored by the Office of Campus Life's Compass Leadership Program. RSVP to Laura De Veau and deveau@babson.edu.

Classifieds
SITTER NEEDED:
Wellness family seeking caring Babson Woods Babysitter. Thursdays from 8:30 AM to 5:15 PM. For more information call, in March, $10 per hour.
Car required. Please call Sheila at 781-257-7253.
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Regular flights leaving from New York, Boston. Contact Top holidays for details.
Springbreak@topholidays.com (212) 280-5052.

Anthony Mosca for The Babson Free Press
The men's basketball team will attempt a comeback from their recent losses when they take on Clark, Brandeis, and WPI this coming weekend.
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THE FIRM: Fortune 1000 companies worldwide turn to Information Resources, Inc. (IRI) to access the specialized information necessary for today’s competitive marketplace. We provide cutting-edge consultative business solutions to the $1 trillion global consumer packaged goods industry. These solutions focus on the fundamental areas of sales, marketing, supply chain and retail operations.

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PRE-NIGHT
on March 2, 6 – 7 P.M.
INTERVIEWS
on March 3

THE POSITION: As an Assistant Project Manager with IRI, you will work as a strategic business partner with clients to identify and address their relevant business issues. Using customized software you will learn to effectively analyze data and create presentations to improve upon clients’ strategic marketing goals.

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Peter Gernberger '03 flies around a gate at last weekend's ski meet at Loon Mountain. The team travels to Acworth this weekend and then to Berkshire East the following weekend.

Ten Vie for SGA E-Board

Continued from Page 1

always reasonable. Improvement is always workable.”

Since Boto declared her candidacy for President, students will see her Executive Vice President, Bert Ng ’02 and Josh Martin ’02.

“I am running for EVP because I believe I can be the most beneficial to the organization because of my experiences with SGA,” Ng said. “EVP seems to be the position that I am most comfortable in working to promote and improve life on campus.”

Dave Ross ’02 will challenge incumbent Mike Pogatch ’01 for Vice President of Finance.

“Having served as Vice President of Finance formerly, I know the position and believe that I can further improve the budget so that there is enough coverage from the advisors and that the program runs smoothly.”

Some of the other challenges include scheduling around all of the Peer Advisors’ other activities on campus and making sure that students understand what the peer advisors can and cannot do.

“Some people come in and want you to plan out their entire semester picking the easiest courses with the easiest professors. That is not our job. We will help you plan your schedule, but we cannot make your life easy for you,” said Johnson.

“The biggest challenge will involve getting students interested in using the Peer Advisors in situations where meeting with a Class Dean is not necessary,” said Ryan.

This year the Peer Advisors were honored by SGA, but next year the selection will most likely be based on applications. Students may schedule an appointment to meet with a peer advisor by calling the Office of Class Deans at extension 4079.

Improve on many of its aspects in a second term, Pogatch stated. “Additionally, my three years of experience with SGA will allow me to be a more effective E-Board member in leading SGA through the next year.”

In the only-three-way race this year, James Barbas ’02, Jared McNabb ’02, and Brandon Brann ’02 will compete for Vice President of Commerce.

“I know that many students at Babson have great ideas, and Babson College has the resources to help them through money, information, and alumni,” Barbas said. “I want to work with the administration and the student body to give students the resources they need to be successful.”

McNabb commented, “In the past, the position has been viewed with a lack of importance, but people need to realize that it is the number one business school in America, the V.P. of Commerce should be playing an integral part in the community, and I want to see that happen.”

Paul Regan ’01 runs unopposed for Vice President of Communications.

Regan wants to improve awareness of SGA and student relations with the organization. He also noted, “I’ve talked to each candidate, and they are all eager to take office. Everyone has a lot of good ideas for SGA and Babson.”

Polling concerns me about the candidates. I am confident that whomever you vote for will do a great job. I just hope that the new E-Board will be able to successfully work together,” added Bennett.

Elections will take place Monday and Tuesday, February 14 and 15 in Reynolds Campus Center and Trim Dining Hall.
EDITORIALS

Babson College: Immoral To The Last Drop?

ERIK DAY MURRAY
EDITOR-IN-CHIEF

Do you have good morals? If so, what are they and why are they good and who agrees with you?

American Presidential candidates fall all over themselves attempting to prove their "high moral standing" assuming that this is the most important political position next to tax policy and abortion beliefs. But does the American public really give two nickels about a candidate's supposed moral values?

Don't fool! President Clinton must be one of the most immoral Presidents of all time, at least publicly acknowledged and self admitted, yet the American people elected him to two terms. Or should I say that lobbying elected him to two terms?

Regardless, the man admitted to a little Oval Office romp with the summer intern without suffering any hardcore public approval fallout. Was it that all those soccer moms we heard so much about in '92 were jealous of Ms. Lewinsky or was it all the male chauvinist pigs in this country who were jealous of President Clinton?

No, I would have to say that when the economy is up and there is a status quo going on in government that won't upset anyone's bank account, the country doesn't think twice about a person's moral deficiencies. Can't imagine Slick Willy is losing sleep over it.

So what about this? Does the average Babson student concern himself with the moral aptitude of the SQA candidates? According to onlap.com Babson students couldn't be bothered to think once.

Recent turnover in employees at the Mobil Mart has made it a bit more difficult to fulfill the social requirement, though. Gone are the overly sarcastic, but quite humorous Steve and the witty, yet tough loid named Trevor. Still, the new employees are catching on to the tradition Babson students know as "Mobil Runs."

Whether you are looking for over-the-counter medicine to combat a cold or pre-made deli sandwiches to satisfy a craving, Mobil has what you need to go through your business items.

Of course, while you are there, you can always socialize and even feel safe, as you are more than likely going to encounter a police officer from Wellesley or even a Public Safety officer from Babson.

The Mobil Mart provides members of the Babson community with an experience unlike anything you can go through on campus. It is an escape for some, and a food and drink depot for others. Either way, the Mobil Mart in Wellesley is understood.

GIVING PRAISE WHERE PRAISE IS Due: Wellesley Mobil Mart

MICHAEL JACOBS
EXECUTIVE EDITOR

Of course, if you do not frequent Mobil after dark with a couple of good friends, you may never get the full experience.

However, if you go to Mobil on a cool, windy day, you understand all it has to offer. Mobil satisfies cravings for sugar and caffeine. When you arrive on campus, you usually feel rejuvenated to some degree although you may feel a bit nauseous from consuming one too many Slim Jims.

Mobil not only fulfills your dietary needs, but it also fulfills your social requirements. If you are one who tends never to leave your room or office, then going to Mobil on a regular basis will help keep you asure you talk to a few familiar faces and give a brief nod to a couple of like-minded strangers.

Guess where good old Babson "we're number one in Entrepreneurship" came in?

500 out of 500 and so they don't rate it on a reversed scale. Yes my fellow intelligent student, it seems we are the least moral college in the country. Be proud that we lied, cheated, and best our way down past schools like the University of Notre Dame (499), University of Richmond (468), and Morehead State (467).

I have to hand it to you Babson, when you do something; you do it all the way! Put yourself on the back and while your back is there, take that knife out too.

So what? It is impossible that only one soon to be business leader took the fall and ruined it for the rest of us. Somehow I doubt it, though. I remember back in the good old days of PME when backstabbing was common practice in order to get a leg up on the other care package company.

THURSDAY, FEBRUARY 10, 1999

And don't we all just love toogle-sip. What would some of us do without the Babson vine? I'll tell you my comrades, it isn't easy livin' in the gutter but someone has to do it...

Well I don't want to anymore. Sure there are some baseless and profoundly immoral characters running around this school but what makes us so different that the entire community is stereotyped this way? Is it our capitalist dreams of being able to one day buy and sell Bill Gates or is it a propensity to choose profit over ethics?

What do you think Babson? Have we been mislabeled or has onlap.com got us pegged. Next time you're procrastinating from homework, log on, take the test, and see where we fall. Don't let a few bad apples spoil the bunch, unless, of course, it's the other way around.

Looking for some extra cash?

Or maybe you need to build your resume...

Ever thought of working at The Babson Free Press?

Well, YOU SHOULD!

The Babson Free Press is currently seeking students for the following positions:

- Layout/Production staff
  - No skills necessary, we will train
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- Advertising Account Representatives
  - Great experience
  - Commission
  - Commission
  - Commission

Who couldn't use extra cash every week?

Call x5541 for more details or apply in person
(Park Manor Central Suite #1, next to the Pub).
OPINIONS

Brand Name: Babson's Most Potent Weakness

ORLANDO AVILA
STAFF WRITER

The Town Hall meeting was a good experience, for it is not common for a college to have such a candid conversation with its presi- dent and the administration. I found it informative and believe it represented Babson at its best. During our discussion, the topic of the "brand name" of our college came up.

For all those that have taken IMC, know that "IMC" means "Integrated Marketing Communication." Hence, the importance of the brand name awareness.

This point is not hard to make. Just travel outside Massachusetts and you will find the typical reply when we say our college name:

"Did you say Boston...College?"

Of course, we state, "No, it's B-A-B-S-O-N."

I must add that the administration's answer is somewhat familiar. They somehow associate us with a list of other parties. In this case, our name does not represent the value.

But, what I liked about the meeting was that the administration answered truthfully. They understood there is a problem, and they are taking appropriate steps to resolve it.

This seems to be one of the main objectives of this administration. In fact, they informed us that they recently hired a big advertising agency to solve our problem.

The steps that the school has taken are a good beginning, but there is still plenty more that needs to be done.

For those that think that Babson's name doesn't matter after you graduate, you are wrong. Babson's name could open many doors for job opportunities when you leave so it's your responsibility to push our administration to work on our weakness not only while you are here, but also after you are long gone.

The more recognized Babson is, the better it will be for all of us. Besides, who wants to keep spelling the name of their college?

CALLING ALL STUDENTS...
LOOKING FOR A JOB ON CAMPUS???

BABSON NEEDS YOU. VARIOUS DEPARTMENTS ON CAMPUS ARE IN NEED OF STUDENT HELP. WORKING AT BABSON NOT ONLY OFFERS STUDENTS THE CONVENIENCE OF WORKING RIGHT AT "HOME," BUT THE WONDERFUL EXPERIENCE OF WORKING WITHIN THE BABSON COMMUNITY.

PLEASE VISIT ECAMPUS TODAY TO VIEW ALL AVAILABLE JOBS ON CAMPUS. FOR ANY QUESTIONS, CONTACT KATE KOZIK IN THE OFFICE OF STUDENT EMPLOYMENT (NICHOLS BUILDING, EXTENSION 4286).
VP of Finance Candidates

Mike Pugatch

As the current VP Finance running for re-election, I must say that it has been a tremendous year for SGA. Having served on such a fine Executive Board, we were able to accomplish much more than in previous years. This is the main reason that I am seeking re-election to keep these initiatives alive. Some of our accomplishments this year included restructuring the election process for dome representatives where we received more interested candidates than in the past several years.

On top of that, we had over a 100% increase from last year in voter turnout for dome elections. In addition, SGA decided to tackle four key issues over the course of this year and have made great strides in at least two of these areas.

Sitting on the E-Board this year, I had the opportunity to have an influential role in these areas of change and support new initiatives for the future. I am running for re-election for VP Finance because I want to maintain the success of these initiatives carried forward through the coming year. I feel confident that we can continue the $300,000 plus budget of SGA and have proven my effectiveness in doing so over the past year.

One of my plans if re-elected is to move the budget up to what elections get back in the fall, their budgets will be set for the year and they can begin operations earlier. Please be sure to vote next Monday and Tuesday and re-elect Mike Pugatch for VP Finance.

Dave Ross

My name is Dave Ross and I am running for the position of Vice-President of Finance for the Student Government Association. I am a sophomore from the town of Groton, Massachusetts and have been a member of SGA for the past two years.

As a former member of the Ways & Means Committee and a present member of the Constitution Committee, I have gained valuable knowledge of Student Government. I have been a part of SGA's effort to become a more visible force on campus and try to take on a more active role in solving problems of the Student Body.

If elected I would like to continue on with some of SGA's current initiatives and increased participation in Student Government not only by members, but by all students.

I would also like to find ways to help alleviate the budget situation, which often causes many organizations to receive less funding than they would like.

How can the budget situation be solved? I would like to help organizations to do more fundraising. Explore the possibilities of changing the SGA charter to allow fundraising, and eliminate the SGA appropriation dinner.

When more funds are raised it is my goal to put them towards the Campus Activities Board and Babson College radio.

On Monday the 14th and Tuesday the 15th I would appreciate your vote for Vice-President of Finance. Thank you.

VP of Commerce Candidates

Jared McNabb

The Babson name is synonymous with business and the idea of commerce. I want that great tradition of enterprise to continue by fostering the entrepreneurial spirit. I want to support and incite the energy of business in all our students by running for the VP of Commerce.

Over two years as a SGA member, I have pondered the importance of the position of VP of Commerce and know I would be right for the job. I have been pondering various ideas, programs and ways to make this position more integrated into the organizational structure of the SGA. Some of these ideas include cataloging the various student-run companies on campus into an information booklet and responding to the needs of student entrepreneurs.

I don't simply want to approve student business concepts. I want to nurture them and incorporate SGA into providing them with structured and in some cases, funding. In this next millennium we have a wealth of determination in our students to start into the business world and to use the valuable tools that Babson has bestowed upon them. I want to be a part of that experience. I promise to bring a level of dedication, knowledge and enthusiasm to this position that has never before been witnessed. Please honor me with your vote.

Jared McNabb

James Babas

At a college that places such a large emphasis on entrepreneurial studies, promoting opportunities for student businesses is vitally important. As VP of commerce, it will be my duty to make sure that you, the student, get every opportunity to run a successful business while at Babson College.

Practical business experience doesn't have to stop at FME. There have been many successful student businesses in recent years, and I hope to add many more to the future.

The VP of commerce is primarily responsible for helping student businesses. If elected, I plan to make myself available as much as possible to those students beginning a new venture.

However, I don't plan to stop there. I believe that by promoting student businesses to the campus and alumni network, the participants can be exposed to many exciting opportunities, such as job offers. I firmly believe that with my experience working with the administration and faculty through SGA, in the past, I am the best candidate to be the next VP of commerce.

I can set our ideas in motion with the help of the campus, and help you work on projects that you would like to promote. As you know, my candidacy is to improve the response time and effectiveness of Babson's aid for student businesses, aggressively market student businesses to the local business community, and increase the development of the support system for student businesses. Help make these goals a reality by voting for me, James Babas, for VP of Commerce.

Brandle Branand

I come from a family that is comprised of entrepreneurs. From growing up in a household that owns and runs its own business, I've learned a great deal about the amount of time and dedication that comes with it. Since I was little and selling lemonade on the corner, I have been running my own businesses.

In high school, I was in a business class where we had to create and run our own business, which was very similar to FME. During high school, I ran my own DJ and landscaping companies and found that running my own business was something I would like to pursue at Babson.

Recently I tried to start a delivery service for campus, but I ran into a great deal of red tape while trying to get it started. I found that with all the bahan claims about promoting and encouraging entrepreneurialism there was very little assistance from the school and this was rather discouraging.

This discouragement is what sparked a desire to become VP Commerce for Babson. I want to help student businesses by making it easier to get them started with as much support as the school sees. The overall goal of my candidacy is to improve the response time and effectiveness of Babson's aid for student businesses, aggressively market student businesses to the local business community, and increase the development of the support system for student businesses. Help make these goals a reality by voting for me, Brandle Branand, for VP of Commerce.
Candidates for Student Government President: Gross and Botto

Evan Gross

Sophomoreları will get good meals in OLIN during the IMC break. Freshman will better integrate with PME members, and will have concentration obstacles in the PMAC office space.

物理 TOWELS AND SOAP will be in community bathrooms.

The CURRICULUM will change from cramming and memorizing, to learning how to be effective managers.

Better COMMUNICATION between faculty, administrators and students, will allow students' concerns to be heard.

The time has come for the most relevant issues affecting Babson to be addressed. These issues amongst others, are school spirit, and this platform for presidency named Evan's Seven.

After speaking with hundreds of fellow students over the past 3 years and gaining tremendous leadership experience as a member of the Steering Committee, Men's Varsity Soccer Team, Office of Campus Life, and Undergraduate Program, it's now time for changes to occur and be recognized by the student body.

I, Evan Gross, as President of SGA, will make it certain the issues are solved. There is a quote we live by on our website that says, "Don't start what you can't finish."

If I didn't believe I could make a difference in our community, I wouldn't be running for President.

My desire to improve Babson is for the betterment of the student body, and Babson will improve in the future if the changes are made.

I believe in the importance of this position and I know I will give 110% to each issue as your SGA President.

Josh Martin

My experience on Student Government since freshman year has allowed me a window to see how the school functions, as well as an outlet to invoke changes on campus.

Some major issues that I feel are plaguing the campus are: the lack of social life, the parking problems caused by the construction of the OLIN school, and the meal plan option that I feel is not as diverse as some other schools.

To solve the social life in campus I feel an underrate need. I would like to work with cab to create relationships with other campuses to advertise their events on campus, and have events that are sponsored by them. There may be a solution, but it may be a good beginning to address the problem.

The parking situation for Coleman, Van Winkle, and the suites is horrendous. There must be a policy passed so that people who want to park on the VP of Communications Candidate: Regan

Paul Regan

Although I am running unopposed for re-election, I still believe the campus should hear my goals for my next term. I was elected into office this past fall through an in-house election process.

As I took office, I realized that I was now part of an excited and motivated Executive Board. The five slim existing members, along with the entire House of Representatives, were devoted to making the SGA a more significant and active organization on campus.

Last year, I worked hard to improve campus life, and I feel in the past term at Babson as an invaluable resource for achieving this.

Furthermore, I want to encourage the student body to voice their concerns to the SGA, whether through myself directly or by attending meetings. Many student concerns do not get brought before the House.

I want the campus to be heard, and their concerns to be addressed. This is the purpose of a Student Government.

I look forward to working with the next Executive Board. I hope that each candidate realizes the importance of the position they are running for, and are motivated to continue the SGA's success.

Karbert Ng

Hello Babson Community, my name is Karbert Ng class of 2002. Everyone calls me Bert.

I attended Boston College High School located in Dorchester, MA where I learned about morality and justice. I am running for the position of Executive Vice President of our Student Government Association.

The current SGA E-Board has done many things to improve the campus, but I believe that the next board will play a vital role in updating the success of SGA and improving our campus life for all students.

In my opinion, SGA needs to continue to grow and increase its power to better represent the student body.

I strongly believe that I can help represent the power and respectability of the SGA that students have, and that I can continue to introduce new and innovative ideas to our campus.

I want to fight the battles to make this better campus for all of us.

I ask for your support on Monday, Feb 14th and Tuesday, Feb 15th.
Say Goodbye to Megahertz

BRIAN CUTLIP
BUSINESS & TECHNOLOGY

So you just bought your new PC. You're the type of consumer who uses your computer for business purposes and not just as an expensive system on the market. So you take home your new Gateway Ashtown 800MHZ, or your new Dell Pentium III 800, and get ready to blow through your applications and games with superior speed. Big deal.

The fact of the matter is that computer technology, in its insanely fast-paced growth stage, is about to reach the stretch beyond mere megahertz technology.

Industry experts predict 2011 will be the date in which the 10GHZ barrier will be reached.

Industrial purposes are also taking advantage of this technology to develop what will be a 10GHZ processor. That's equivalent to what would be a 10,000GHZ chip today.

The idea behind these super chips is that your computer will be able to operate as your personal server; a network of all your electronic appliances, and respond instantly to all your electronic commands. Industry experts predict 2011 will be the date in which the 10GHZ barrier will be reached.

So how are these engineers going to achieve 10GHZ? There are several design techniques that can be used to increase performance. Reducing the dimensions, using different manufacturing materials, and increasing levels of integration are just a few.

The most clear-cut way of boasting increased performance is to shrink the size of the chip itself. This means fitting more transistors into a smaller space. Though this isn't the easiest of tasks, it's the only way to shorten the distance between the transistors. The shorter the distance, the quicker the information travels, ultimately resulting in greater performance.

Different companies have con-
Into the Breach: Olion Construction

DOUG AMMERMANN

Let's call it: The Big Bottom Cuts

Citing a decrease in sales of TI-86 graphing calculators in the campus bookstore, Babson announced plans to reduce the connection of the Olion School of Engineering, to be completed by 2001.

Though by now students are familiar with the costs of the project to the small community, the destruction of one of the best cross-country courses in the nation, the two athletic fields, and a much needed parking lot are.

If you have a few insights, have you ever wandered into a party in the suites and wondered what weren't enough guys there? Do you feel that girls ruin your Friday and Saturday nights?

If so, the Olion School feels your pain, because carefully prepared plans, developed over a course of several years after painstaking analysis by researchers studying Babson students, will bring an influx of male students to our community. By 2001, the Babson campus will finally have a testosterone level better than that of Janet Reno.

Whoever said: "Where there's smoke, there's fire" didn't explain the Olion School of Babson will have for the local economy, mainly through the sale and distribution of alcohol. How else will the Babson student community carry the slippery slope of the ever increasing Babson ratio and resulting sex frustration than through becoming boldly and recklessly wasteful?

It was not the only money overkill. Babson students in one of the surrounding liquor stores will soon be able to afford to send their kids to a college far, far away from Babson. Heck, at least some high school senior in Framingham will be happy.

I am not saying that there will be no girls attending the Olion School, because that statement would hold no validity. Since I attended Ramsesla, an engineering school, last year, let me be the first to tell you not to get your hopes up.

"There will be more girls, but one must realize that these are not normal girls; they are engineers, not exactly a field that is hotbed of beauty and feminine grace."

As the ratio approaches 1:1, anarchy will result as students re-entire back to the lowest and grossest form of the human behavior, dating girls from Wellesley College. Don't expect anything special to arrive on campus during the fall of 2001, other than a truckload of blowup girls and a year's worth of K-Y. What I don't understand is why a college with an infamous reputation for sexual frustration among its students, (to the point of affecting admissions) would invite more guys onto campus. Didn't they shop around?

Who would turn down a school that adjourned a "Hugh M. Hefner School of Adult Entertaining"? Better yet, the "Pete Rose School of Gambling"? The Babson Board of Directors was really off the ball on this one.

Anyway, I predict that the Olion School of Engineering, will go on about as well as the Hindenburg. I feel so lucky that I am going to be here when it opens. I don't think that anyone has ever seen a college go Waco before.

How to Fail in Business Without Really Trying

SEAN CARRAHER

Managing Editor

Babson is the ultimate fear of college student, but an especially strong anxiety of those emboldened in the class with Babson's favorite acronym (and that's saying quite a lot), FME.

I won't get into the gory details of my experience with the class but, sufficed to say, if you've heard horror stories about a business, chances are it is involved my business.

I was the co-CEO of the third and final incarnation of our collective foray into the jungle of raw capitalism and all I remember about the semester at this point is: 1) Never sleeping, 2) Frequent updates over apoplecticical bad news, 3) Sym pathetic comparisons to the biblical Job.

OK, maybe my body wasn't covered in boils and every one of my friends and family members remain very much alive, but hyperbole over one's curriculum-based trials is a Babson hallmark.

While the experience of any FME group is likely to be better than mine, freshmen should not be confident that the operation of their business will be sublime.

If things do get especially nasty during your "storming" phase of group development, I suggest the use of a choke hold on your adversary. Incapacitation first, my friend. Early recognition that your business may be encountering problems that will result in a bottom line featuring a number below freezing in degrees Celsius in May is your best chance of avoiding just that situation.

In the spirit of passing on sage advice from one generation to the next, I present the following signs that your FME business is about to fail.

Top Ten Signs that Your FME Business Is About to Fail

10. When the semester started, your professors hired a clergy member from every major religion to say a prayer over your business plan.

9. All members in accounting only even when it is absolutely essential.

8. One of your CEOs keeps writing annoying "Top Ten" lists for every presentation.

7. Members of your business reply to attacks on poor strategic decisions by saying, "What am I? A business school student?"

6. You're pretty convinced although it is worth more than coins.

5. Your name: Chester. Your professor frequently says to you, "I think this business is going to fail, Chester."

4. Only ever thought about two of Porter's Five Forces.

3. You're the only person in your business to ever arrive to class or work shows sober.

2. You've only plan on attracting business from students on campus and your target market is women.

1. Nobody in your business has fabulously wealthy parents.

Of course, the Super Bowl commercial recognizing the commercial power of Chipp's smiling face.

 naval warfare.

Altered State of Reality: Superbowl Reflections

STANLEY (CHIP) MICHAEL KOTY III

Lifestyles Editor

Hey all, and welcome back! Se- mantically, wow! For all of us that made it back, it should be fun. For all the former Babson College students who left because of poor grades, I am truly sorry.

I will definitely party an extra night to commemorate all the memories that we made together. So what did you all think about that YIK thing? All that build up for nothing, what a waste.

I was the biggest pessimist when it came to that stuff. I thought that the world was going to implode. All of that stupid propaganda, terrorist stuff, biological warfare, missile crises, computer crashes, ATM crashes, stoplight outages, and of course a major stock market crash.

Hold on a second though — nothing happened, surprise! This simple fact reinforces the notion of not taking everything you read and hear as truth, but believing things only when you see them. And that's the bottom line! Anyway how about that Superbowl? The timing of the Superbowl was clutch — our first weekend back on campus after a shortened Spring Break before we started the full-swing class schedule.

I definitely have to go on record so saying I was really disappointed with some of the commercials that were run during the Superbowl. This definitely did not live up to the commercials of past Superbowls.

I mean, you usually remember a few of them the next day. Did anybody remember any of the websites that ran commercials for millions of dollars? I think there were a few in there, but it's not like they were improved. So here is a top ten list consisting of my suggestions:

Ways 1 and 2: Firms / Commercialists Could Have Been

10. More commercials that have sound (This is regarding those pointless commercialist ads that just had words on a plain back)

Did anyone remember the URLs to any of the websites that ran commercials for millions of dollars? (These just got boring)

9. Fewer commercials that feature obscure bands / obscure institutions / obscure individuals and teams (or TBS, for those just getting)

8. More commercials that hold your attention for more than 2 seconds! (Even the commercials that were run during the Superbowl)

7. More funny commercials that advertise new "blockbuster" movies, half of which are not coming near this time of the year (Just like TBS-FILM when I want to find a good movie)

6. More Taco Bell, Budweiser, Mountain Dew, Doritos commercials that tell us in the commercials and their products are always advertised in a very entertaining manner, plus who doesn't love that little dog!)

5. Fewer commercials for prime time sitcom series (I know a lot of people enjoy these commercials but are you really going to start watching something that you do not watch regularly just because it has a regular basis just because one specific episode looks funny or entertaining?)

4. Fewer commercials of large clothing chains like Wal-Mart (I know these commercials may lead one to think that the products they advertise are a good buy, but you know when you finally get the chance to go there, they never have what you were looking for. Coincidentally, you usually decide to spend more money on them than you planned, which does not you don't even need, just because you drove all the way to the store. This is definitely to be stopped!)

3. More commercials that have completely nothing to do with the product or service they are providing (I'm talking about the commercials are always interesting and usually educational)

2. Fewer commercials that have boring premises (Specifically, the commercials that feature the presidential candidates). If it's not about me, I don't care

1. More scantly clad women drinking beer (This is totally self-explanatory)

Well, that about does it for his weekly "advertising" column. Hope you enjoyed my callous disregard for people's beliefs and feelings. Remember, it's easy and don't (whatever you do) break it off, you never know when you might use it. That is all I am out.
Steel Pulse Electrifies All at the Roxy

DEIRDRE WOODY
THE ARTS EDITOR

Steel Pulse, a homegrown reggae band from Birmingham, UK, brought their talent to the Roxy last week. Steel Pulse, lead by David "Dread" Hinds, Selwyn "Rumbo" Brown, and Steve "Grizzly" Nisbett, is known for their successful and fluid mix of reggae, rock, and funk sounds. Steel Pulse was established in 1974 through the efforts of Hinds, who was primarily influenced by his friendship with his guitarist playing schoolmate Basil Gabbidon, the black militant movement in the U.S., and the reggae music of the Jamaican Rastafarian culture.

Widely recognized for their strong live performances, Steel Pulse combines sounds of conventional melodies, ethereal harmonies, electrifying keyboards, bluesy guitars, active bass, and driving drums. Their first U.S. tour was in October of 1980, and since then they have performed at venues all over the world and have accompanied music masters such as Burning Spear, Bob Marley and the Wailers, Santana, Robert Palmer, and Bob Dylan.

In 1992, Steel Pulse was invited to play at President Clinton’s inaugural party, along with Barbara Streisand and George Clinton, thus becoming the first reggae band to be invited to a presidential event.

After 25 years of experience, Steel Pulse still has a powerful control over their audience through their energetic sounds and inspiring lyrics. Unfortunately, as they are getting older, Steel Pulse is no longer able to hang into the late night hours.

The band is definitely a must for all lovers of reggae. They have produced and accompanied over two dozen albums, which are all filled with their dynamic sound and talent. However, if you get the opportunity to see these guys in person, be prepared for an early night.

http://www.diegod.com

HAVE AN OPINION?
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Ibrahima Brings West African Ensemble to Sorensen Center for the Arts

JAMES BASBAS
STAFF WRITER

A crowd of over 120 flooded the Sorensen Center Saturday night to see Ibrahima and his 10-piece ensemble produce a high-energy performance. The group included a guitar, bass guitar, bongo, sax, drums, and multiple dancers. The music consisted of Senegalese cross-rhythms in hard funk and one drop reggae.

The diverse group mostly included men and women from Senegal, Puerto Rico. They performed music with a strong rhythm plus great instrumentalists, while the dancers complemented the music perfectly.

This is the first of many events held at Sorensen in conjunction with the Black History Month celebrations. Director Burt Hash says of the events: "Each one touches a different aspect, creating a wide variety of events."

Hash credits the good turnout to student interest and the Sorensen Center's campaign to reach out to the surrounding communities. They have sent out 20,000 brochures and information packets to the surrounding communities. Hash thinks the community will find Sorensen events appealing because "they are low price, convenient, multicultural, and family oriented."

Even if you missed out on this rare opportunity to experience the talent and creativity of this West African band, you can still take part in the Black History Month's celebrations on February 18, at 8:00 PM.

A century of African-American women will be celebrated, exploring their history and search for identity through fashion and style in the Sorensen Center.

http://www.diegod.com

Touchstone Pictures/Shanghali Films' comedy, "Play it to the Bone" stars Antonio Banderas (left) and Woody Harrelson (center) as boxers Cesare Dominguette and Vince Boudreau, respectively, who get a final shot at the middleweight championship of the world. With only a few hours to get to Vegas, they take an unexpectedly circuitous road trip through the sizzling desert with girlfriend Grace Pasic (Lolita Davidovich, right).
Come Share Our World: The Caribbean

Cuba

OLIVIA MORA

My father is African American and Cuban, while my mother is Mexican. I was born in California and was reared by different African American groups and foster homes since the age of twelve; I attended all black schools. Even though I have no real ties to my Cuban heritage, I am very interested.

Everywhere you look there is a happy face. Exposed in my own family, we are a people of the land. So last summer I took a three-week business course offered by Tulane at the Universidad de Havana, Cuba. Although I hardly learned anything from the actual class meetings, the wealth of information I learned from the people is immeasurable. Something that I already knew was that the majority of the people are black, as slaves were brought there just like they were here, and I was able to visit a slave plantation in Trinidad.

While there, I discovered that tourists, from any country, are treated better than the Cuban people, since they bring in dollars to the country. Cuba has a double economy, both Cuban pesos and American dollars are currently legal.

This poses a great problem for the Cuban people. They receive the absolute minimums from their ration books, forced to buy things such as clothing, furniture, and “standard” quality food in dolars. These items are priced as they would be here in America, although the people only receive an average of two pesos a month, which translates to a little less than ten dollars.

The country may have its problems, but everywhere you look there is a happy face. Here in America, we have so much and are still not satisfied; most people are disgustingly materialistic.

The majority of people in Cuba don’t have toilet paper or tissue; they find their joy in family and friends and are willing to share the little that they do have. There is a lot that we can learn from this island with which we have had so little contact over the last four decades.

Jamaica

KERRYANN BRYAN

If you were to ask me who I am, I would say that I am Jamaican. There is just one problem with that: I haven’t been to Jamaica since I was nine years old.

Nevertheless, the culture and heritage of Jamaica is so deeply instilled in me that to define myself as an American would not fully explain who I am. My affiliation with the country of my heritage will always be with Jamaica.

It is a unique mixture of English, French, and African dialects.

Barbados

NICOLE THORNE

Barbados is a small island of about 430 square km located in the Caribbean. The population of Barbados is very small, with only about 259,000 people. The size of the island gives everyone the ability to get to know each other and try to live together as a whole. It is usually warm there all year, with only three months of the rainy season.

The family is the greatest importance to us in our lives.

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The family is the greatest importance to us in our lives.
Do you know an athlete who deserves recognition for his or her accomplishments? If so, call 5229 or E-mail us at freepress@babson.edu.

The Babson Women's volleyball team, which lost to Middlebury College, 3-0, in the final round of the New England Division III tournament, has been eliminated from the tournament. The team's season ends with a 10-11 record. The loss to Middlebury was Babson's third in a row and ended the team's hopes of advancing to the NCAA tournament.

The Men's Basketball team fell to 7-12 on the season with a loss to Wesleyan College, 86-70, on Saturday. The team was unable to overcome a 17-point deficit in the first half and was unable to comeback in the second half. The loss was the team's fourth in a row and dropped their record to 7-12.

The Babson Men's Hockey team, which was ranked 17th in the latest USCHO.com poll, has been eliminated from the ECAC East tournament. The team lost in the first round to Union College, 5-0, and was unable to advance to the semi-finals. The team's season ends with a 21-6-1 record, the best in school history.

The Babson Men's Baseball team, which was ranked 25th in the latest NSCAA poll, has been eliminated from the NCAA Division III tournament. The team lost in the first round to Amherst College, 3-2, and was unable to advance to the second round. The team's season ends with a 28-10 record, the best in school history.