Babson to Unveil Business Analytics Concentraiton

In a perpetually changing world and business environment, it is essential for a business school to adapt. Babson understands this and in looking at the current business environment has uncovered competencies that are in great demand and need to be cultivated. Among these skills is the ability to think analytically.

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Is It Just Me, or did Trim Food Get Better?

On Wednesday morning I encountered two individuals who were unlike any I have met on the Babson campus. A man and a woman with prodigious hair lengths, intricate tattoos and a multitude of body piercings stood with coloured backpacks on the patio of Reynolds. They were activists. As I walked... Continued on page 6

Students Travel to Ghana

Vica Bugrimenko
Staff Writer

Over winter break, 55 students travelled with Dean Hanno to Ghana to teach entrepreneurship to students in 33 different schools throughout the country. Dean Hanno has many projects, but this is definitely his longest running project in Africa, considering this was his thirteenth year. He says his program in Ghana continues to be "one of the best experiences" he has ever had because of the great group of students and people...

Continued on page 5


Mateusz Okon
Staff Writer

Entrepreneurship is the heart and soul of Babson College. It is no surprise, then, that the school has established several programs to foster entrepreneurs. The Blank Center is home to these programs, which include: The Butler Venture Accelerator, The Summer Venture Program (SVP), and the B.E.T.A. Challenge. The Butler Venture Accelerator is the primary resource for students. The accelerator has three stages: Explore, Pursue, and Launch & Growth. During the explore stage you evaluate your ideas and create... Continued on page 2
Providing Students With Resources
Continued from page 1

The Hot Seats tends to be quite difficult for our entrepreneurs, but they learn a lot. Antoinette stresses that it is this learning that makes the summer program unique and worthwhile. "Our students realize that the "constructive criticism you get in the SVP really pushes you to improve, because you are in an environment that you don't get to experience in a classroom. You're not simply presenting to get a grade."

This learning is realized on Demo Day, the final stage of the program, where entrepreneurs present to Babson Faculty and a group of investors. The growth is visible, and the school's president, Mr. Schlesinger, has said that Demo Day presentations are some of the best presentations he's ever seen at Babson.

Antoinette believes that Len, who is preparing to step down as the school's president, has had a strong impact on the Blank Center that will transcend his presidency. "The whole focus on ETA is because of Len," she explains. Although the Blank Center is willing to provide students with all the resources they need, ETA emphasizes action. So, it is up to you. Join the Accelerator, Act. Learn. Repeat.

Babson Cast Presents
The Vagina Monologues

Christina Consigli
Contributing Writer

On February 15th, students at Babson College will rise for the The Vagina Monologues, a collection of stories and songs about women and sexuality. The Vagina Monologues is a production involving powerful acts of our own community and is also part of a larger movement involving the global community.

V-Day is a global movement to raise awareness about an issue, such as female genital mutilation. There are more than one billion women and girls who experience violence.

There is a pattern of starting up to seven violence against women.

The Vagina Monologues production will be given all proceeds to the non-profit organization Web of Benefits. This organization, run by a Babson graduate, raises money and awareness for organizations that help survivors of this violence.

There is an urgent need for these funds as 1 in 4 women regardless of race, religion, age, or socio-economic status will experience some form of violence in their lifetime. Domestic violence is, unfortunately, extremely relevant to our age group as women between the ages of 20-24 are at greatest risk to encounter this violence. Organizations like Web of Benefits support survivors of domestic violence and let them know that they have the power to rise against it. The cast of the Vagina Monologues is proud to give back to such an amazing organization.

Our cast is excited to help tell the stories of many women's relationships with their sexuality. All members of the cast are undergraduate Babson women and come from many different backgrounds, with academic years, and campus activities. Come to the Vagina Monologues on February 16th at 8pm in Sponza Theater to join the movement, support your friends in the cast, and speak up against violence everywhere.

The Triangle: Managing B-O-W Collaboration

Elizabeth Montheiz
Staff Writer

One of the many opportunities that brings students to Babson College is the chance to be included in a small community with three different schools. Although the three colleges of Babson, Olin College, and Wellesley College have had the trio of 1996, the chance to collaborate with business, engineering, and liberal arts students, respectively, has since been a unique experience for all undergraduates.

The Three College Collaborative, also known as BOW or the Triangle, was established three years ago by a director from Wellesley College. Babson's own professor, Janice Yelin, has since taken over the position of director. The plan is to keep a rotating go, meaning that the director that follows Janice will be an Olin faculty member. This will keep the collaboration even between all three institutions.

The main goal of the Triangle is to improve and facilitate students' ability to cross-register between these three establishments; currently the process is being simplified. Other elements of the collaboration are developing a more convenient shuttle schedule, allowing dining at all three college dining halls, and spreading awareness of the Sustainability Certificate program.

The Sustainability Certificate Program requires students to complete four elective courses centered on sustainability, only one of which needs to be taken at their respective university. Students must also complete an introductory course and a Synthesis course in sustainability. These six courses, combined earn the students their certification.

If a student does not feel like committing to six full credits during the regular fall and spring semesters, BOW also offers a Wintersession Program. During the winter break, in early January, students work at one of the three available schools on a sustainable project. Last year, the Wintersession Program included projects such as water system.

This year's focus was on engaging community members to practice sustainability in simple and practical ways through Practically Green, an online gamification system.

*To continue reading this article, please visit www.babsonfreep.com.
Don Your Best Suit: Internship Fair 2013

Nihal Sura
Staff Writer

Babson College will host its semi-annual Internship Fair on Tuesday, February 5th, between 2 pm and 5 pm. Representatives from the recruiting companies will set up shop at Knight Auditorium and will be looking to hire summer interns. This is the time for students to be doing their homework on prospective companies and researching for positions.

There are a host of different companies participating in the fair and they are looking for talented students across different business majors. The fair will be buzzing with Accounting, Marketing and Finance majors, who should invest their time wisely by speaking to the companies that cater to their specific concentrations.

For example, students interested in accounting should speak with powerhouse KPMG, Ernst and Young, and Price Waterhouse Coopers (PwC). These three firms attend Babson’s Internship Fair almost every year, and are constantly looking for accountants to train and mentor over the summer months. PwC is especially fond of Babson students, and hosts an annual accounting competition on campus every fall semester.

Applicants for Marketing Internships are spoiled with choices, as firms such as Blitz Media, Influencer360, and VistaPrint will be attending the fair. While the latter makes annual visits to campus, Blitz Media is fairly new to Babson. The company collects data using their own “Medialytics” methodology in order to identify the best possible marketing opportunities for their clients.

Finance Majors are in for a treat because they will be able to interact with representatives from Beaumont Investments, Middlesex Savings Bank, and Northwestern Mutual Financial Network (Wellesley Group). North western is listed by Forbes as one of the top ten places to complete a finance internship.

A few of the more unique organizations occupying a stall at the fair are the New York Stock Exchange (NYSE) and MassChallenge. NYSE will be looking to lure students who are interested in investing and securities, while MassChallenge is a private equity firm looking to foster entrepreneurship by providing budding companies with resources, and helping them build a network of contacts.

Additionally, organizations such as Bakes for Breast Cancer, Boston Ballet, and Cradles to Crayons are a few of the non-profit organizations attending the fair. These entities will be seeking to recruit students interested in amazing experience in social activities, providing invaluable insight for budding social entrepreneurs.

An observation to be made from the line-up of companies attending is that there are many technology companies looking for students with a business major background, yet who are also proficient at Computer Science. SMR consulting, Jackpots Technologies Corp., and Paytronix are all examples of companies who are essentially IT firms, but are fishing for individuals who have interests in both business and technology.

Attending the three-hour fair will be a great experience for seniors, juniors, and perhaps even a few lucky sophomores who are looking to get their feet wet in the industry of their choice.

Winnie Zhu
SGA Writer

There are a few changes that will be affecting Babson’s campus this spring semester.

Firstly, there have been amendments to the SGA’s Constitution. The amendments deal with the requirements for candidates running for SGA President and other E-Board positions. The amendment for the President position listed that the individual must be a current representative of SGA, or have at least attended a minimum of eight Student Government meetings over the course of the Fall and Spring semester. As for the E-Board positions, prior to candidacy the individual must be a current representative of SGA, or have attended a minimum of six Student Government meetings over the course of both semesters.

In addition to adjustments to the constitution, Babson has several new changes that will affect students. There will be a new Business Analytics Concentration offered on campus, and it may even be arriving as early as Fall 2013. This would provide current first-year students and sophomores with the opportunity to select this concentration. Please read Mateusz Okoni’s article for more information, or visit http://www.babsonfreee.com/.

Furthermore, there will be changes to the college’s tuition policy. Babson students with a minimum GPA of 2.7 will now be allowed to take a maximum of 20 credits while still paying a flat tuition fee. This will allow students to enrich their education, and will also provide them with the opportunity to graduate earlier without having to pay extra tuition. Finally, there are a few events in the near future to look forward to. The Chinese Student Association (CSA) is hosting their Annual Spring Festival Event, which will be on February 23 from 6:30pm-8pm. Most importantly, there will be an official “Going Away Event” for President Len Schlesinger on April 26th from 5pm-6pm. Save the date!
Grow your own way

Every career path is different. That's why we help you design your own. We'll provide the training, coaching and experiences that allow you to build relationships and take advantage of career opportunities. You decide what happens next—at PwC or beyond.

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www.pwc.com/campus
Ghana Program Continues to Grow

Continued from page 1

that it was rewarding and completely worth it, stating that "the trip surpassed my expectations and I wouldn’t trade it for anything."

Since its inaugural year, the Culture, Society, and Entrepreneurship program has come a long way. Dean Hanno’s first trip to Ghana was a much smaller venture, as he only brought along a few students and visited eleven schools. The people of Ghana were skeptical then, but now they await the arrival of Babson students every year. They are constantly demanding more and more entrepreneurial-minded students to come so that more schools can become involved in the program.

In addition to teaching entrepreneurship, the students donate computers to some of the schools in the region. This year, they provided technology to 18 different schools.

The Ghana off-campus course is indicative of one of Babson’s central themes — you start with nothing and you make something out of it. The power of entrepreneurship could not be stronger. The trip to Ghana will continue empowering students, creating the opportunity for change and improvement.

Cristela Alonzo Thrills Students

Emily Morrison
Arta Writer

On January 31st, Babson’s CAB (Campus Activities Board) was proud to present a night of comedy with stand-up comedian Cristela Alonzo in the Sorenson Theater.

show “Last Comic Standing” by NBC. In 2011 she starred in Showtime’s “Legally Brown” stand-up comedy special. She also played in the TV series “Sons of Anarchy” in 2011.

In 2012, she appeared in “The Book Club” web series by YOMYOMF Network.

Her salty sense of humor and her lively performance were met with a warm reception and plenty of laughter. Alonzo has performed for hundreds of colleges and comedy clubs across the United States, and also appeared on Conan and Comedy Central.

Born in San Juan, TX, Alonzo has been performing and writing for Comedy Central since 2006. She was a semifinalist in the 2010 season of the comedy competition American Idol in 2009. She also wrote for the 2012 short comedy series Ladies Room Diaries.

When at home in LA, Alonzo performs at her home club, the Comedy & Magic Club in Hermosa Beach, CA. For 2013, she plans to tape a CD of her performance and start edy Festival. Alonzo was also the most requested act of the 2012 National Association of Campus Activities convention, leading to her frequent appearance in performances on college campuses this year.

Alonzo also writes short films and TV comedy series. Her recent shorts include “Recycled,” “Night Council,” and “TOHP: The Musical,” a seven-minute musical about Friday-night office affairs, which won Best Film at the Boston Comedy Festival.

News In Photos

On January 31st, Lisa Giraldo’s "Algorithm Mixed" exhibit was revealed in Hollister Hall. Giraldo is known as a media artist, and attempts to research for ways to implement technology in everyday life. Her pieces on display include Fractal Maps and Plus and Minus, an interactive system that shows AIDS rates from 1990-2007. Giraldo will discuss her work on February 5th at 5:00pm in Hollister.

On January 31st, Michael Angelakis, Vice Chairman and CFO of Comcast, paid a visit to Babson. Angelakis is a former Beaver, and he spoke to students about private equity and the state of media companies around the world.
A Student Perspective on College Dining

through the door with my tail in hand. I wondered what foreign war or insider trading legislation they were protest-
ing. The female one (even anti-capitalists know how to marketed) eagerly trotted to ward me and asked as if she could like to see her promotional material. Money and Banking
started in five minutes, so I had little time to talk to her or perhaps thank her for the pamphlet. Twenty-two hours later, I read it. The pages were coloured and splattered with images of animal abuse. I learned
how chickens are raised with little access to sunlight, and I was asked how I would feel if my nipples were abusively attached to a machine that sucked my milk out of me. I read this early in the morning, during that inevi-
table time between naturally waking up and actually hav-
ing to do something. I re-
membered my decision to join the Babson Free Press and the corresponding promise to examine This week. I went there for breakfast.
As a Babson student, I have experienced many breakfasts exactly like this one. There are always eggs and cereal, usually oatmeal, and either potatoes or sausage. This morning it was potatoes. I had my characteristic eggs and sausage, and I began to think about how I would carry this explo-
ration over to my next meal.
"O l i n ?"
My roommate had just voiced his interest in eating somewhere other than Trim for lunch.
"S u r e ."

Of course! A counterpoint was a brilliant idea. It would give me perspective and make my analysis more even-handed. The cafeteria at our neighboring college is more or less the exact opposite of Trim. There is no lunch rush. We went in around twelve-thirty and stayed past one, but at least two-thirds of the tables were empty the entire time. The food is also from another universe. I enjoyed an assort-
ment of red mashed potatoes (with skin), grilled chicken, a vegetarian gyro, and com-
bined it all with several cups of delicous orange guava pas-
sion fruit juice. The potatoes were a bit over-seasoned, the chicken a bit over-cooked, and the vegetarian gyro looked disgusting. This was the best meal I had ever had at a school cafeteria.
That night, I returned to Trim for dinner. There was not much selection (I find Thursday nights notoriously under-diversified), so I settled for a simple hamburger, a few nuggets and a piece of BLT pie. I do not need to describe either the burger or the nug-
gets; every Babson student has eaten one of them. The BLT pizza is probably my favorite of Trim’s newer innovations. Bacon is a delight in pretty much any context, and combining it with may-
onnaise is unimpeachable.
In the interest of giving a more total perspective on the Trim experience, I will comment on some of the less food-related facets. On the Thursday night portrayed, hero, a film was shown. Pro-
ected on a sheet that was from the balcony was Viggo Mortensen’s 2004 tribute to American excellence: Hidalgo. To comment briefly, I do not think almost anyone would want to sit in a dining hall for two hours while craning his neck around the side of a booth and fighting the bad lighting to find out if the horse dies at the end. I struggle with stomachaches all the time. Sometimes it gets to the point where I cannot tell if I am really sick or just feeling a little heartburn. As I watched the pieces of my life gyro splinter into the plastic Stop and Shop bag that I hold by my hands, though, acid reflux seems a little unlikely. The bag had a small hole in the bottom, and I bought greenish liquid seeped onto my shoes. After a few hours of similar reactions, I decided to ask my mom to take me home. I spent the afternoon reading Pedialyte and watching Nickelodeon.
Essentially, I set out to review Trim and my home with food-poisoning-like symptoms. Perhaps that is a better review than any I could have written from scratch.
You Know What Really Grinds My Gears!

Ben Staples
Director of Photography

You know what really grinds my gears? Doors. Not just any doors. Doors that won't open. People say with a college education, especially coming from such a high caliber school, doors should open for us younger generations. Well guess what?! They aren't.

Let's think about some doors on Babson's campus that really grind my gears. How about the ones entering Trim? No, not the main entrance, but the side entrance through Sorenson. How is it possible to totally unlock one single door all the time? Then when you guess which one is open, it's always the opposite? Or how Reynolds is supposed to be a 24 hour building, yet when you swipe in and the light turns green, one of the doors is always locked??

That really grinds my gears. But no, that is nothing compared to the worst of all doors on Babson's campus. This door has been referred to as the gates of hell, the devil door, and other strange nicknames by Babson's population. I am talking about the doors to Kriebel. Why ask, why are these doors ever locked? When it is -20°C outside during a New England winter, or its raining sideways, this door gives students the blessing of shelter from these harsh conditions.

One of the worst possible feelings is this common scenario. You are coming from the other side of campus, let's say Map Hill. You love the fact that Babson has a beautiful and well equipped gym that is included with tuition. You can't go during the day, so you decide to make the trek over after dinner. It has been snowing all day long. By the time you are walking past Glavin, your hands hurt from the cold, you can't feel your face, and your only source of salvation? The hope and prayer that the door to Kriebel will be open so you can warm up for the five minute walk through the buildings. And you know what the worst part is? You never know. There is no sign. No red light to tell us it is locked. It's all about chance. So you walk over, freezing, and grip the metal handle. With one swift push of hope, you move the handle down and bam. It's locked. That feeling you get right then and there, is what truly grinds my gears.

Until next issue, stay warm.

Sex And The Park
Sex, Love, and Dating Advice For Babson Park

"Every time I go out this guy hits on me and tells me how much he likes me, but he has a girlfriend and she doesn't go to Babson. I like him, but I am confused. Nothing has happened yet, what should I do?"

Miss B. Haven

"In the grand scheme of things what you do doesn't matter either way. I say this because if you are thinking about it you are probably going to do it anyway. That being said, I will still give you some advice. If he has a girlfriend and he is hitting on you he is not someone you would want to date or be involved with. If he was going to break up with his girlfriend he would have already done it. Hooking up with him isn't going to change the fact that he has a girlfriend, it will just drive you crazy."

Friend of the Beaver

"Let me tell you honey, this won't be the last time that a guy tries hitting on you even though he has a girlfriend. To put it bluntly, many guys who are in a long distance relationship (i.e. their significant other doesn't go to Babson), believe that they can pretty much hook up with anyone they want without having to face any consequences. There is a slight chance that he actually does like you, but the more likely scenario is that he is simply looking for a little holder before the next weekend when he can get off campus to visit his girlfriend. If I were you, I would steer clear from him. Odds are that this guy's going to end up breaking your heart."

"I just broke up with my ex and he immediately started seeing another girl. When we were dating, I found out he had herpes, but he didn't tell me until after we had slept together. I think he might avoid telling his new girlfriend. Should I tell her about his STD?"

Miss B. Haven

"The problem here is why you stayed with someone who didn't tell you he had an STD until after you had sex. That is a huge red flag. To answer your question: do not tell his new girlfriend anything. Although you are trying to do the right thing, it will not come across that way. No matter how noble your intentions might be, your ex will probably twist it into you being a psycho."

Friend of the Beaver

"Wow, there are a few problems here. Firstly, to answer your question, yes, you definitely should tell his new girlfriend that he has herpes. The last thing anyone wants to do is have unprotected sex with a man who may have a genital infection. Secondly, I suggest breaking off all communication with this person. The fact that he didn't tell you he has herpes until after you had sex with him is a little disturbing, and quite honestly, horrifying. Lastly, if you haven't realized it yet, there is about a 99.9% chance that he was sleeping with this "new" girlfriend while he was still dating you. Just thought you should know in case you hadn't clued in. In fact, she may not be surprised he has herpes - she may be the one who gave it to him."

Sigma Rekap

Alice Zuo
Contributing Writer

With school back in session, the ladies of Sigma Kappa are busier than ever to guarantee the chapter a successful start to an incredible new semester.

We would like to congratulate all the women who have been elected to a position for the next year, and we are confident that these ladies will have the abilities to make our chapter expand not only in number, but in personality and character as well. We would also like to warmly welcome back the sisters who have returned from their trips abroad. In addition, best of luck to those sisters who will be out of the country this semester!

With only 2 weeks back at Babson, we have already kicked off our clothing drive for the Maine Sea Coast Mission - boxes for donations are located inside Trim and outside the Global Lounge in Reynolds. Please stop by and help us contribute to this amazing cause.

From the sisters of Sigma Kappa, happy New Year and welcome back to Babson!
**Men's Rugby Gaining in Popularity**

The following is an interview with the captain of the Babson United Rugby Club (BURC), Philip Baker-Coe.

**How does it feel to be a captain of a college club team?**

It's something I like doing, because I spend a lot of time with the club, I've put a lot of time in it during my years here and as I got more involved I kind of took on a leadership role. Out of all the work I do on campus such as schoolwork, job, etc., it's definitely the most rewarding because it's something you're very passionate about.

**What do you think of the past season (that ended in the autumn)?**

Well, we had a lot of high expectations because we just came off two undefeated seasons. But we lost a lot of players and played really tough opponents. As a result, just a few key players decided those games, not giving us the record we were looking for.

You've got a new young coach Carrick Pell. How long has he been around?

He's been here for about a year. He's the complete opposite of our old coach, William Tonery. William was pretty tough on the team, he demanded a lot from us, which made us play really well, but he wasn't really nice to us and we kind of resented him and didn't like having him around. Carrick is a lot more fun to be with, he's kind of like one of the guys, but he also knows a lot about rugby and really helps us improve our skills.

Your nickname is "Freakshow." How did you get it?

My freshman year I had very long hair and the guys decided that I was like a Freakshow from "Harold and Kumar". It stuck, but I kind of owned it and it started off from there.

**What is the atmosphere in the club? We represent a lot of different organizations; a lot of guys are in fraternities, so we don’t always hang out. But when we do, it’s very loose — a lot of guys always crack jokes and poke fun at each other. But we still show up to work when we have to.**

At the end of the regular season players get different awards. What award did you get and for what?

I got the "Iron man" award this year, which is given to a person that plays through the most injuries. I came into the season a little bit banged up from my summer team, and I play a position that takes a lot of hits, so I had some bruised ribs later on but still kept playing.

When will the team play next? In what tournaments are you going to participate in this spring?

We’re looking to play some games in our spring "shorter" season, which will have shorter length games, because it’s a little less serious. We are also looking to host our own "seven" tournament towards the end of April.

**Are there any challenges Babson United Rugby Club is facing? What are they?**

The challenge we have, that pretty much every team has, is always recruitment. It’s tough with a four-year team, where people are always graduating. Also, a lot of people are unfamiliar with the sport, so it’s hard to get freshmen into it if they haven’t grown up playing. And a lot of athletic people already play other sports here, so it’s really hard to keep bringing new talent to the team year to year.

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**Beavers Basketball Split Results**

On January 30th, Men’s Basketball hosted conference rival WPI. Although the Beavers kept the game close in the first half, the visitors cruised to a 60-43 victory. Kenny Ross led the home team with 10 points, while Russell Benthwaite and John Wickey, the Beavers usual top two performers, only managed 4 points and 9 points respectively. The loss subdued the men, who were on an emotional high after skipping by Springfield 69-65.

The Beavers will host MIT on Wednesday, February 6th at 8:00pm.

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**A Typical New England Winter**

**Some Complaints This Season.**

I can’t melt!

If I wash my hair, it becomes ice!

I want to sneeze but my face is frozen!

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**Photo Courtesy of Tamerlan Bahktiozin**

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**Photo Courtesy of Danny Uyan**

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**Photo Courtesy of Radhika Gulati**