**E-Tower and Delta Lose Housing**

The special interest housing approval process has been completed for the 2012-2013 academic year, with some notable changes among the fraternities and Van Winkle special interest towers. The fall semester will bring with it the reemergence of housing for the Alpha Epsilon Pi (AEPI) and Theta Chi fraternities. Theta Chi was formerly housed in Keith C and AEPI was housed in Canfield C. AEPI will be moving into Continued on page 5.

**Babson Falls In Rankings**

Daniel Girdusky
Editor-In-Chief

Babson was ranked #84 on Bloomberg Businessweek “Best Undergraduate Business School 2012” which was posted on Tuesday March 20th.

There are many publications that rank schools each year, but Bloomberg’s list is the gold standard for business college rankings. Ev.

**Applicant Standards Rise**

Hannah Esborg
Staff Writer

The Babson Admissions Department received a record of over 5,500 applicants this year seeking a spot in the class of 2016. This record number of applications is credited to the improving reputation and ambitious marketing efforts of the College. The more than 5,500 applicants represent an 8% increase from the year before and a 35% increase from 2 years ago. Babson wishes to maintain a small size; the admittance rate hit a record low of only 28% of applicants compared with 34% last year and 49% the year before.

When selectivity is such a major criterion for college rankings, statistics like this are bound to boost the prestige of the school. Continued on page 5.

**The FME Curriculum Redesign**

Ben Cardarelli
Staff Writer

Recently, the faculty and administration have approved significant changes to the FME curriculum. Over the past few years, the heart of Babson’s undergraduate curriculum has been Foundations of Management and Entrepreneurship (FME). By giving students the opportunity to create and manage their own business, FME provides a hands-on, real world experience that familiarizes students with the difficulties associated with starting up a business.

As the FME professors and the college’s administration try to keep the course up to speed with the innovative changes in the modern world, FME is in the verge of experiencing a structural redesign. Continued on page 4.

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Dumps Maritime 21-1
Pg. 12 - Men’s Baseball
Begins Play

**A&E**

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Bloomberg Rankings

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#34

Babson's 34th place ranking is the worst performance for the College in at least six years. The Bloomberg site only keeps records for the past six years. The College peaked on the list in 2010 at #17. In 2011, Babson dropped a modest three spots to 20th. This year's drop to 34 is unprecedented for Babson.

The rankings are calculated based on student surveys, employer surveys, median starting salary, and five additional criteria including student-to-faculty ratio, average class size, average SAT scores, percentage of students with internships, and the hours spent each week on schoolwork.

The survey responses are calculated for 50% of the current-year's responses and 25% from the previous two years.

President Schlesinger sent an e-mail out Wednesday morning stating that "Relatively, a significant change in Bloomberg BusinessWeek's employer survey methodology impacted Babson negatively while allowing other schools to see large gains in the recruiter ranking section. We are working to deconstruct the dimensions of this change and its impact so that we can then take appropriate actions to improve our future position in ways that advance our undergraduate program."

Additionally, Babson communicated a key statistic -- the student-faculty ratio as 32:1 instead of 22:1.

Babson ranked 19th overall for student survey responses and 72nd for employer rankings. The teaching quality at Babson was ranked A+, but received a B for "Facilities and Services Grade" and "Job Placement Grade".

ELECTION TIMELINE

April 4, 8pm,
Trim 201/202 Meet the Candidates night

April 4, 6:30pm,
Trim 201/202 Eboard Candidate Speeches

April 9-10
Eboard Elections

April 11, 9pm
Senator Election Materials Due

April 15-17
Senator Elections

Election News

Elections for the 2012-2013 SGA executive board positions will be held from April 9th to April 10th. Each student has one vote and the student with the plurality shall be elected.

Once the executive board elections have concluded, the elections for SGA Senators will be underway. The elections for SGA Senators will be held from April 15th to April 17th and all materials are due by 9pm on April 11th.

For the second year in a row, there will be an entirely new executive board. None of the incumbent candidates are seeking re-election for their position as three of the six board members are graduating seniors.

Nine members of the student body are running for the five available positions. The position of the VP of Commerce has recently undergone changes in the constitution, dwindling the number of positions from six to five.

Running unopposed are the unofficial president-elect Matt Muller and the executive vice-president-elect Kevin Kuo, both of the class of 2013.

There are two student body members campaigning for the positions of vice-president of Finance and vice-president of Communications; and three running for VP of Campus Activities.

Anthony Vasquez, a current two-year Ways & Means veteran, is running against Garick Berard for the VP of Finance position. Robert Stemborg and Tyler Blake are both seeking the position of VP of Communications.

And the three-way struggle will be between Jared Wolf, Elizabeth Chaplin, and David Yoon. David Yoon is the current VP of Commerce.

Matt Muller is replacing Winfred Fields as the President of SGA. Muller is the sitting chairman of the Campus Improvements Board in the SGA Senate.

Muller also has served as a member of the Class of 2013 Steering Committee for the past three years.

The president-elect has four stated goals for SGA next year.

Make SGA more visible and relevant to daily student life. Winfred and this year's SGA have done a great job with improving SGA transparency and usefulness to students, and I want to continue that trend.

Along with the VP of Finance, I will work to increase the amount of funding available to SGA. Not only will this be beneficial to organizations running events, this will also help SGA fund lasting changes to the campus as well.

Provide better feedback mechanisms for students. A lot of the time, people want to see changes but aren't sure who to approach about fixing problems. I'd like to make SGA the first place for students to go when they want to see improvements made, as well as help entrepreneurial students get better access to business resources and help connect them to support networks in their ventures.

I think there is a general impression that SGA isn't very useful for student entrepreneurs outside of the Chamber of Commerce, which is something I'd like to see changed.

All election information will be available on the FREE Press website throughout the next few weeks.
**Student Life**

Student Government Association Pipeline

Currently, the SGA Senate is ratifying changes to the Constitution. Progress on the Trim printer is unknown, it was projected to be installed before Spring Break. There will be changes to the landing and finance pages of Life@Babson.

SGA Elections
- **E-board:** April 9
- **Senators:** April 15

SGA working with Sodexo to have a Trim Dinner & Movie Night.

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**E-Board Candidates**

**For VP Finance**

Anthony Vasquez: Being on the Ways and Means board for two years running, I have a unique perspective into the funding process. I've operated under two separate VPs of Finance and during that time I've been able to see what works and what doesn't work. I've put in countless hours working with student representatives to help facilitate their funding needs. Additionally, I've been a member of the Committee that has rewritten the constitution to help make the process clearer and more efficient. There are many inefficiencies within the system that aren't visible to someone who hasn't worked closely within the process. I honestly believe that nobody else wants this position as much as I do.

During my term as SGA Senator I found there were several things that students wanted to be implemented. As SGA VP of Finance I intend to schedule Ways and Means dates weeks ahead of time, post presentation schedules days ahead of time, implement a system that allows for more visibility for funding spent, improve life.babson.edu for funding submissions and anything that students wish to improve upon with the process.

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**For VP Communications**

Robert Sternberg: I feel I would be a worthy addition to the SGA E-board in the role of Vice President of Communications for a number of reasons. First and foremost, I recognize what a singular institution Babson is. It seems rather obvious, but Babson is truly one of the most unique colleges in the United States right now, and going along with that, I believe it to have a truly driven, outspoken, and capable student body. Why is this relevant for the VP of Communications? Because, along with facilitating communication inside the SGA, my major objective in this position would be to engage the student populace here at Babson in a meaningful way. By harnessing not just the ability of those elected to a government position, but the ability of the Babson community more effectively, I have a solid background in marketing, particularly in the realm of social media. Expertise in social media is not just important from a technological perspective, fundamentally, the different forms of marketing has from other forms of communication is that it requires two-way communication. I plan to employ the skills I have gained from my various internships in this field, among them concise and clear writing ability, the knowledge of how to effectively engage an audience, and above all else, the ability to listen to fulfill my duties as the Vice President of Communications to the satisfaction of my constituency: the driven, outspoken, and capable members of Babson College.

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**SGA Constitution**

For the past few weeks, the SGA has been voting upon constitution changes that a board of its members have been working on. Many changes have already been ratified by the Senate, but there will be more to come in the next few weeks. All the changes below that have been ratified have been agreed upon unanimously among the twenty-six SGA members. The only exception has been one say vote in regards to the change in the role of the VP of Commerce.

Among the changes that have already been ratified include the addition of discretionary funding to each of the Executive Board members. A discretionary fund will be available to each of the E-board members prior to the changes in early fall of 2011. The discretionary fund will be $2,500 for each Executive Board member and $3,000 for the President.

Although the Constitution did not allow the spending of discretionary funds by the Executive Boards, the SGA has been questioned and spending “discretionary funds” throughout the entire year.

The amendments also eliminated the position of VP of Commerce and added different powers and responsibilities of the remaining six E-board positions. The position of VP of Commerce may be replaced with a liaison from the Babson Chamber of Commerce, which currently does not fall under the purview of the Student Government.

The Constitution Committee will now be overseen by the VP of Communications instead of the Executive Vice-President. The VP of Communications will also be held responsible for upholding the Constitution.

The VP of Campus Activities is responsible for the creation and dissemination of a weekly newsletter detailing the events on campus for the upcoming week.

Additionally, stricter attendance policies and enforcements are being put in place to mitigate attendance issues. The Speaker of the House and the VP of Communications will be responsible for upholding the attendance policies among the Senators and E-board members respectively. At the Senate meeting on Wednesday March 28th, additional amendments were made public but have not been voted upon. Many of the proposed amendments deal with finance changes associated with the Ways & Means committee.

These changes include the items that SGA will fund; the new list bars the purchase of prepaid gift cards, the reimbursement for Public Safety detail if there is an admission charge, and the purchase of ticket access for any organization except SGA and the senior class steering committee.

SGA will fund up to $10 per person for food, and $5 per person for drinks. Events that request funding for food and drinks will be required to swipe OneCard to verify the attendance.

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of two streams: Entrepreneurship and Marketing (MGM T) as well as Information Technology (IT). The proposed changes, however, would pair MGM T with Organizational Behavior (OB).

"We believe that by teaching OB alongside Entrepreneurship and Marketing, we will provide more support for the student businesses," begins Professor James Hunt.

Hunt is an Associate Professor of Management at Babson and co-founded the Coaching for Leadership and Teamwork Program (CLTP). He is the faculty member who is leading the redesign committee.

Robert Halsey
Associate Dean of Research

"There will be robust team building activities, and students will be given time in class devoted to the exploration of who they are and what they want," he continues. "This will allow students to move ahead with the proposed changes was not made until the IT professors came together with the Marketing professors, where ideas for new second year courses suddenly emerged. When he heard of the proposed changes, Professor Ganesan Shankar and his IT faculty colleagues began to think of a new IT course that would be linked up with marketing, tentatively named Marketing Analytics. "The course answers the question of how can I turn data into information for my business," explains Hunt.

"The role of IT has expanded so much with the advancements in technology, that a whole new IT direction is opening up," Hunt says.

We will be helping students in their personal lives. At every single step of this process, Halsey and Hunt have made sure that the changes were as transparent as possible. "Over 60 faculty members and well over 100 students have been involved in our discussions," explains Halsey. "We've held countless meetings and focus groups, and we consulted with current FME Mentors."

The final decision to move ahead with the proposed changes will be made in the spring of 2013 by the IT and Marketing faculty.

James Hunt
Associate Professor

"The basic premise of building the course around the businesses will not change," he insists. "It is the heart and soul of FME."

The decision to refresh the course came to fruition as many professors realized the difficulties associated with its current design. "The redeployment of the people in the businesses is extremely potent. "When the faculty began brainstorming ideas, we quickly realized we had an embarrassment of riches. There were so many things that we could do."

All the faculty members evidently agreed with the refreshment of FME, as the proposed changes were both unanimously approved by the UAPC and the Faculty Senate approved by a 22-0 count (unanimously) at the faculty meetings.

Although the changes have been decided upon, they will not be officially implemented until the fall of 2013.

For fall 2012, Professor Hunt and Professor Yasuhito Yamakawa will teach an FME "Pilot" course in order to ensure that the changes will be successful. "FME is Babson's signature course, so we want to make sure we test it for a year before we roll it out," insists Hunt.

Halsey asserts that Babson's collaborative faculty is the ingredient that has allowed the college to redesign its curriculum. "There is so much cooperation between the faculty in each of our divisions. It's absolutely incredible. Babson is the only place in the world where you could pull off what we are pulling off."
Students Life

Special Interest Housing

Continued from page 1

Keith D and Theta Chi shall be moving into Canfield C. Keith C currently houses Delta Tau Delta. Delta’s housing was not renewed for next year according to Lisa MacDonald, Director of Residential Life.

Dean Oliver, the president of Delta Tau Delta, offered no comment for this article.

There will be two more vacant “towers” in Van Winkle Hall.

The Liberal Arts tower did not reapply for special interest housing. The Entrepreneurship tower’s (E-tower) housing request was not accepted.

In the beginning of the fall semester, burnbookCREators created controversy amongst students and staff on Babson’s campus. The creators and co-founders of the website were E-Tower members. The website was a place where visitors anonymously created threads, posted comments, or recommended a thread by “burning” it to each of the four college profiles.– Babson College, Wellesley College, Boston College, and Boston University.

Near the end of the fall semester, controversy found its way back into Babson’s E-Tower. Allegations of hazing and threats required intervention from the administration and ultimately resulted in E-Tower losing its special interest housing status. E-Tower still retains its organization status.

Although the E-Tower has been going through its downs, the Residence Life Team at Babson College has been extensively understanding the situation of E-Tower.

After the issues within the tower, and burnbook, the Board of Residence Life still gave E-Tower a second chance for the spring semester, according to one member.

The member said to attend mandatory meetings, of different students from all over the world and with diverse talents and interests, they seek to maintain the character of the institution as a whole through the students which they accept.

They consider qualities beyond just a strong academic background. The intangible aspects that make a Babson student unique and successful, such as risk-taking and action-seeking, are also considered.

Application reviewers often ask another, “Would you want this student as your roommate?” to hint at the special characteristics that make up the Babson student body.

As Babson continues to market further and increase their reputation, the admissions office invites current students to get involved in the process because they know the school best from experience.

They are always looking for students to help in recruiting efforts by sharing experiences, tour guiding, and bringing knowledge of Babson to their homes.

Dean of Undergraduate Admission, Grant Gosselin, explains that “Babson students know how to best talk about the Babson experience” because they are the accepted students of prior years.

Over the years, Babson undergraduate admission has set goals to improve and spread our reputation while repsing stronger and larger applicant pools every year to fill Babson with the kind of students that give it its unique character.

Photo Courtesy of Denis Yuan

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"Weathered Waters" Rolls Into Babson

Hannah Esberg
Staff Writer

From March 28th until May 15th, the Hollister Gallery display will feature the artistic creation of Nathalie Mischak titled "Weathered Waters." At first the intricate, multicolored patterns on the wall may appear like a toy land or candy store, however further exploration reveals the depth of craft, science and innovation that went into the creation of the piece.

The presentation transforms the world of environmental science and the weather into a visually stimulating expression where such data has never before been. Simply put, she brings together the art world and the science world by considering different learning styles and the ways people think. Unlike other artists, her process begins with the collection of information at a natural site which she composites into a long list of data: times, temperatures, wind speeds, wave heights, storm patterns, and other quantifiable observations. Once this is done, she begins "translating" these numbers and patterns into visuals in materials such as paper strips, wooden dowels, ropes, and cardboard.

For the most part, the data dictates the weaving, building, labeling, and coloring that pervades each piece of the three dimensional structure. For instance, a wave height of 40 inches might correspond with a blue rod proportional to that number of inches. Then it is all pulled together into one form instead of one graphic or table as it would appear in a science textbook.

All of these data samples fit together on the wall as if an ecosystem resides there. The artist allows the art to stand alone with only a page to give context that this particular installation covers The Gulf of Maine weather and ocean.

Even the key that breaks down the components into understandable pieces lies adjacent to the rest of the display and was crafted in a spoke-wheel shape styled like the sculptures. Introducing this interpretation of art and science forces the audience to examine the very way they think.

"Weathered Waters" appeals to the senses as it challenges the receptors to see in a way they've never seen before.

The show will be up until May 15th, and the artist will be speaking April 11th at 5:00 pm in the Hollister Gallery.

Photo Courtesy of Anshita Singh
Friday, March 9th at 6:30pm in the Sorenson-Carling theater, a production of the "Vagina Monologues" was performed by a group of 21 Babson and Wellesley women. The play explores taboos such as the everyday use of words like 'vaginas' or 'cunt,' female sexual pleasure and desire, and gender and sexual non-conformity. The proceeds from the performance went towards "We of Benefit" and "V-Day International," two organizations which aid women who have been victims of domestic violence.

The Babson Media Group released the design of its new Creativity Computer Center on Friday, March 30th. The center will be located in Horn Library, and will contain 3 Mac Computers and 3 Lenovo PCs fully equipped with the software needed to produce videos and realize creative presentations. The total cost of the equipment is approximately $12,000. The Media Group hopes to meet the technological demands of students who are interested in the Arts and in Marketing.

On Saturday, March 10th, Men's Tennis hosted Nichols at the Boston Sports Club. Although freshmen tandem Ramone Doyley and Connor DeFiore (above) emerged victorious in their doubles match, Nichols won four out of the six singles matches to squeeze out a 5-4 victory over the Beavers. Babson has posted a 2-2 record since the loss, including a 6-8 victory over Wheaton this past Sunday.

From Thursday, March 8th to Saturday, March 10th, Sorenson Center's Black Box Theater presented "Eurydice." Written by Sarah Ruhl, the play retells the myth of Orpheus from the perspective of Eurydice, his wife. Babson's production was directed by Jon Dietrick, an Assistant Professor of English at the college.

On Tuesday, March 27th at 1:00, members of the Babson gay-straight alliance "Prism" and the FME Business Stamp Out Suicide (SOS) froze in place all over Reynolds Campus Center to raise awareness about suicide and the effects of bullying. SOS sells wristbands, stickers, bumper magnets, and T-shirts which serve as conversation starters. The partnership between Prism and SOS helped the company raise awareness for their 5K walk on Sunday, April 1st, and drew specific attention to the devastating prejudice that leads many students to take their own lives.

The 2015 steering Committee hosted a chicken wing-eating contest on March 7th in Trim Dining Hall. Ten first-year students and the one and only Dean Kwash each attempted to consume an entire plate of wings in mere minutes. The messy battle went right down to the wire, and Trim was filled with cheering supporters. Only a few bold individuals, including Mike Corkrum and Dom Toci, managed to clean every last bone. "Mean D'Kwash" took a more civilized approach to the contest, eating his fill with a knife and fork.

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Habitat for Humanity: El Salvador

While many Babson students relaxed on the couch over spring break, a group of nine students went to Getsemani, El Salvador to build a house and each entrepreneur.

Many of these people, the majority of whom were women who wanted to "earn $50 more a week" to send their children to school, were in the fledgling stages of creating a business. This included women who sold everything from rabbits to clothing to "flowers for decorating." Still more showed up who did not own a business, but simply wanted to learn. This included local children and teenagers who attended the classes held at the community center.

This seemed to inspire Siman as well. The children appeared to have a "better idea of business" and were "more organized." One example was a group of five children, headed by child-president Victor Andres, who sold bracelets. Victor Andres recognized that he could not sell bracelets forever, and sought other entrepreneurial opportunities. And, as Siman emphasized, "that's the whole point."

Siman plans to share his outlook on education as an impactful tool at a k'ncheen, "Education Brings Out," in Trum at 12:00 on April 13th.

As registration for the Fall 2012 courses opens this Tuesday, April 3rd through April 13th, many student struggle which course to take. The recommended list of courses to take is a combination of the most popular courses and those suggested by the Free Press. The list includes:

- Intro to Psychology
- Biotechnology
- Business in America
- Drama
- Geography

Based on the over 500 subscriptions, the most difficult courses to get into are:

- Entrepreneurial Challenge
- Babson College Fund
- The Ultimate Entrepreneur
- After the Dictators
- Applied Quantitative Modeling
- Applied Quantitative Modeling
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Sex And The Park
Sex, Love, and Dating Advice For Babson Park

My boyfriend has been hanging out in my room when I'm not there, sometimes with my roommate. I encourage them to be friends because we hang out so much, but I'm starting to get jealous. How can I talk to him about it?

Miss B. Haven

Just open your mouth and start talking. Guys aren't as sensitive around subjects in the way that girls are. They appreciate you being forward about how you feel and what you are thinking. I could bank on the fact that your boyfriend has no idea this is even bothering you. Be forward and he'll appreciate it much more. One day when you are together hanging out just bring it up. Do NOT use the four dreaded words “We need to talk.” No one likes that phrase; it is like a precursor to bad news. Also, make sure to speak with your boyfriend first and not your roommate. Honor your relationship.

Friend of the Beaver

Your boyfriend may just be trying to please you. Getting to know your friends is a way for him to show interest in you and that this relationship isn't just another notch for him. If the anxiety gets to you — just talk to him about it. He may be relieved that he doesn't need to fake interest in your friends anymore. Or he may feel like he lives down the hall and she is just his neighbor that your roommate. I wouldn't read too much into what has been happening as there are too many variables. Instead, see what happens after you two talk.

I'm insecure about the size of my penis. In the past girls have said I was a good lover, but I still feel insecure. Does size really matter?

To some women size does matter. But it is not necessarily the size most guys think of. Every woman's vagina is shaped a bit differently. Therefore a specific type will work for them. For some women length is the most important, for others it's the girth, and for some they may prefer a curved one. So yes, size does matter but knowing what to do with that size matters more. If you have a large penis and no rhythm or stamina then you still can't please most women. There is always the cliché, "it's not the size of the boat but the motion of the ocean." Women are already satisfied by you; I'm pretty sure you will not have any problems so stop being self-conscious. Self-consciousness makes for odd sex.

First let's deal with the hard facts. What is an average penis size? According to most reliable sources the average penis is between 5 and 6 inches. Now, if you fall below that range it doesn't necessarily mean you aren't packing heat. Past number two, no matter how good looking, smart, and charismatic you are — sex matters. And no matter how big you are, unless your leaving an impression between the sheets all your good looks are going to mean little.

To reconcile the two, there are a number of things that can be done. Pleasuring a woman doesn't just mean having a big dick and humping until she is done. Romantizing her to put her in the mood will make her look back on the evening in an entirely different way. And then once you are in a situation to make her feel good there is lots about leveraging your assets to your advantage. Find positions that get maximum output for your input. And believe it or not, a little oral and digital attention can go a long way toward making you one of her favorite sex partners.

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

www.babsonfree.com
Ben Cardarelli
Staff Writer

The anticipation surrounding the announcement of the Spring Concert performer was quelled when the FREE Press released a tweet ahead of the statement by the Campus Activities Board (CAB). Some students were ecstatic to hear that rapper J. Cole would be the Spring Concert performer on Friday, April 13th along with his close friend Big K.R.I.T., while others were trying to answer the question—who is J. Cole?

To answer this question, the FREE Press team investigated by reviewing his website, the tour information, and news articles about J. Cole to try and provide some information on the artist.

Born in Frankfurt, Germany, J. Cole immediately moved to Fayetteville, North Carolina when he was eight months old so that his father could serve in the United States Army. He lived in a poor neighborhood with his mother and his aunt, and was immediately forced to become the man of the house.

After graduating from high school in 2003, he chose to attend St. John’s University in New York City on an academic scholarship, where he majored in communications and minor in business. He graduated Magna Cum Laude. J. Cole’s motivation behind moving to New York was his desire to get signed to a record label. At the age of 13, his cousin introduced him to the basics of rhyming and word play.

He was inspired by rappers Canibus and Tupac Shakur, and began to spread his music using a scholarly approach to the rap game, rather than rap about sex, drugs, and violence, his lyrics touch upon his financially difficult upbringing and the poverty and hopelessness that affect the community of Fayetteville.

At age 15 he had notebooks filled with rhymes, and he used a beat machine given to him by his mother as a Christmas present to begin producing music himself. At 24 years old, J. Cole is a refreshing exception to the quick route of fame and success. After producing three mixtapes himself, The Come Up, The Warm Up, and Friday Night Lights, he was christened by Jay-Z as “the next big thing” in the rap game. He made a guest appearance on Jay-Z’s Blueprint album, before being the first artist to sign to Jay-Z’s Roc Nation label.

On September 27, 2011, J. Cole released his first official album entitled Cole World: The Sideline Story. More than 217,000 copies were sold in the first week, and J. Cole was nominated for Best New Artist at the Grammy Awards. He has built a close relationship with Canadian rapper Drake, and is currently working on a second album.

On Friday, April 13th, J. Cole will visit Babson College as part of his Campus Consciousness / location to location using a “The Sideline Story” Tour. It will begin on April 11th at the University of Rhode Island, and will end on May 7th at the University of New Hampshire. Other stops include Colby College, the University of Illinois, and at Bita water filling stations.

The tour will be fully green, as J. Cole will travel from Babson College to Bita using a vehicle that will run on biodiesel fuel rather than gasoline. As well, the plates and cups used by the fans at each concert will be biodegradable, and all of the water bottles will be redistributed to all students to use at the University of Illinois, and at Bita water filling stations.
The Portner Brewhouse: Not Your Ordinary Brewery

Photo Courtesy of Webb Chappell

Catherine Portner is a Babson MBA student with an ambitious plan to capture her family's success in the brewing industry. Portner will graduate in 2012. She is in the process of launching Portner Brewhouse with her sister, Margaret Portner, who is the co-founder, and her brother Charles who will serve on the advisory board.

The business Portner plans to execute in late 2013 or early 2014. The Shark Tank firm's interest in the Portner Brewhouse will be both a brewpub and restaurant that offers locally-brewed craft beer. Of course, the three original family recipes from The Robert Portner Brewhouse Company will be featured in the brewpub. There will also be a full on-premises restaurant menu featuring historic brew recipes, along with German-American cuisine.

The Craft Beer Test KitchenTM is the second significant part of Portner's business. It provides individual brewers who seek to join the beer industry by helping them market-test their product, and collect customer feedback and sales data. This remarkable program minimizes the risk of individual brewers who join the industry with no market research. Licensed brewers will also be able to utilize The Craft Beer Test KitchenTM.

Catherine Portner is inspired by her great-grandfather, Robert Portner, who founded the largest pre-Prohibition brewing company in the United States. The Robert Portner Brewhouse Company. He emigrated from Germany and operated the brewhery from 1869 until Prohibition was passed in the State of Virginia in 1916. The original Robert Portner Brewhouse Company was established in Alexandria, Virginia. Almost 100 years later, Catherine Portner, along with her siblings Margaret and Charles, plan to reestablish the family business.

The Portner Brewhouse and the Craft Beer Test KitchenTM in Alexandria, Virginia as well. The Alexandria location sets Portner Brewhouse strategically located from downtown Washington, D.C. It is within walking distance from public transportation and is located near one of the most popular tourist sites - Washington, D.C.

There will be a tasting event in Boston near the end of April and early May of 2012. Throughout the same time, there will also be an online launch kickstarter campaign. The campaign will be advertised on social media such as Facebook and Twitter. There will be prizes for the kick-start campaign. Some prizes include replicas of the historic Robert Portner family beer steins.

The vision of Catherine Portner is more than just financing the brewery that feature original family recipes an German-American cuisine. With the combination of The Craft Beer Test KitchenTM with the Portner Brewhouse the Portners may emerge as a multigenerational success story of the beer industry.

STEP Program Family Entreprise

The Success Transgenerational Entrepreneurship Practices (STEP) project was established in 2005 by Babson College. The project explores the entrepreneurial process among family-owned businesses across the globe. Working with people around the world, the research is conducted by scholars in 41 different universities, known as affiliates.

The mission is to understand the transgenerational nature of business families and groups by analyzing how they create new economic activity over time. The project then collects the data on the research they have conducted, and creates practices and cases that enable families to build their entrepreneurial legacies. The project defines transgenerational entrepreneurship as "the practice of family businesses passing on entrepreneurial mindsets and capabilities to create new streams of wealth in order to achieve continued and continued growth and continuity across many generations."

To do this, STEP has currently networked with 41 universities in different parts of the globe. The 41 affiliates reach out to families who own family enterprises.

Scholars from the affiliates then conduct research, and write a research case about the families. The scholars then meet together in academic meetings to discuss and present their case studies, research, and findings.

There will be two academic meetings in May 2012. One academic meeting for STEP scholars will be taking place in Montreal on Concordia University on May 10-11, 2012. The other academic meeting will be held in Jokoping, Sweden. One of the many highlights of these events will be discussions of each case, and the distribution of the findings through books, journal articles, and new cases.

Aside from academic meetings held by scholars, there are also summits. Summits are unique for the STEP Project. These special events involve the participation of the scholars and families.

Through the summits, the STEP Project delivers immediate feedback to the families participating in the research, and allows scholars to test the real time significance of their findings. Summits are held annually at the end of the research cycle of each region. Scholars and families work hand in hand to produce new knowledge about the practices of family business.

In 2011, two summits were held. One took place in Lima, Peru. Twenty-six scholars and family members met at the Centrum Business Center. Fourteen scholars from different locations of the globe participated in the research, and allowed scholars to test the real time significance of their findings. Summits are held annually at the end of the research cycle of each region. Scholars and families work hand in hand to produce new knowledge about the practices of family business.

Candida Bush, who is the STEP Academic Advisor and Director of the Arthur M. Blank Center for Entrepreneurship at Babson College was the keynote speaker of the Latin American Summit. The other four STEP summits – Asian Pacific STEP Family Summit – took place at Kaohsiung National Sun Yat-sen Institute in Taiwan. Over 170 people attended the summit. The conference collaborated with Family Wealth Magazine for a 30-page coverage of the event.

This was the first event that was held in Taiwan that focused on family business issues and collaboration and was attended by over 170 people. The other four STEP summits – Asian Pacific STEP Family Summit – took place at Kaohsiung National Sun Yat-sen Institute in Taiwan. Over 170 people attended the summit. The conference collaborated with Family Wealth Magazine for a 30-page coverage of the event.

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Men's Lax Dumps Maritime 21-1

Ben Cardarelli
Staff Writer

After losing in the Pilgrim League Championships last season, Men's Lacrosse began their 2012 campaign with very high expectations. The Beavers were playing with confidence and poise to open the year as they tallied three straight victories, including a 6-8 result at 20th ranked Skidmore. Disappointingly, the team had lost 3 out of their past 4 contests.

The Beavers (4-3) were trying to right the ship at home on Saturday, as they hosted the visiting Massachusetts-Maritime Buccaneers (3-5).

From the opening tip, the Beavers dominated the contest with their speed and their precision passing. While the Buccaneers could not generate any offense, Babson easily moved the ball around the visitors' defensive zone and looked better than their guests with shots. The score reflected the dominating performance, as the Beavers had an 8-0 lead by the end of the opening period. The first of these goals was scored at the 10:59 mark by junior captain Alex Patinkin. It was his 11th goal of the season and his 21st point of the year, moving him atop the Babson scoring list.

Senior Tom Allison added the insurance maker mere forty seconds later, blasting home his 15th goal of the campaign over the shoulder of Buc- kansers goalie Paul Paukner.

Freshman Phil Russo joined in on the onslaught by adding his 9th and 4th goals of the season, while Scott Schanutscher scored the eighth and final goal of the period off of a beautiful assist by Patinkin.

In the second period, the Beavers came out seeming uninterested and lacking motivation. Rather than try to play their way back into the game, they seemed to have lost confidence in their strategy.

Babson defensesmen Christian Cattaruzza, a freshman, and Ryan Daidjian, a sophomore, played solid at the back end to preserve the comfortable lead, allowing the Beavers to continue breaking the game open.

At the 19:19 mark of the second frame, Brad Bero scored his 8th goal of the season to extend the lead to 9-0.

After a beautiful save by Beavers' goalkeeper James Whalen, one of only six shots he faced all night, Babson's Brett McGrath scored his first goal of the season to push the team's lead to 12-0. Malon and Russo each added another goal before the end of the period, giving Babson a 14-0 lead heading into halftime.

When the whistle blew to signal the start of the second half, the Beavers picked up right where they left off. Malon scored back-to-back goals to lead team to 16-0, while senior Jamie Schmidt tallied his 13th goal of the campaign. Babson's lead ballooned to an insurmountable 18-0 advantage.

As for the Buccaneers, their lone goal was scored with 3:30 remaining by sophomore Todd Smith. Freshman Drew Prosew, who had recorded 16 goals already this season, and rookie Dylan

Baseball Season Begins

Ben Cardarelli
Staff Writer

As the snow begins to melt and the warm breeze blows through the air, Men's Baseball kicked off its season Friday, March 16th, hosting a three game series against rival WPI. In the past 20 years, Babson has finished below 500 only once and has won two ECAC Championships. Last season the Beavers had an astounding 36-11 campaign, finishing 25-13 and advancing to the NEWMAC Quarterfinals before falling to MIT. With the loss of several key offensive players, the team will need to rely on its freshmen if Babson hopes to remain competitive.

Heading into this season, the Beavers understand the challenges they will have to face with the loss of players such as David Abeln and Chris Warren. “We lost guys that can’t be replaced,” insists Travis Jonasson. He is the senior captain of the team this year, along with junior Sean Cleary. Jonasson is the leader of a very impressive season in which he batted .336 with 36 hits and 15 RBIs. “It’s going to take a whole team effort for us to stay competitive. We can’t rely on solo individuals.”

Last weekend, the Beavers began spring training by playing five games in Florida. Although the team finished with a record of 2-3, Jonasson believes that the games were a great learning experience for the younger players, and allowed the team to recognize what areas of their game they need to improve. "We have to learn from the mistakes we made last weekend," Jonasson explains. "The first few games against WPI will show if we are able to correct those mistakes and improve as a team."

Last season, the Beavers’ batting was led by Abeln. He batted a remarkable .436 with 56 hits, 9 home runs, and 30 RBIs. Abeln was the second pitcher in the rotation, posting a 1.19 ERA and 5-2 record. Along with Chris Warren’s 14 RBIs, that is a total of 34 runs that the Beavers will have to generate from other players this season. "We can’t rely on what we accomplished last season," begins Jonasson. "There are still going to be nine guys that complete our batting order. We’re not looking for one guy to pick up where Dave left off. We need every man, from one through nine, to do their job and provide us with offense."" Two players that Babson will rely on more heavily are junior Chris Kuecher and senior Billy Miller. Kuecher batted .399 with 38 hits, 4 home runs, and 31 RBIs last season, and Miller chipped in with 39 hits and 29 RBIs. "Those are our middle of the order guys," enthused Jonasson. "Furthermore, with a roster of 42 players, the 9 freshmen will be thrust into essential roles this season and will be expected to contribute. There are no warm-ups anymore," explains Jonasson. "The fall was the break in period. We are out of practice mode now and are into game mode. The freshmen are expected to come out and provide runs for the team." In terms of pitching, the Beavers will need to replace Abeln as well as Andrew Aizenstet. Aizenstet was one of the most successful pitchers in all of Division III last season, posting a 2.56 ERA and 4-2 record with 49 strikeouts. Fortunately, junior Kyle Lyon looks primed to become the team’s ace. The right-hander was named NEWMAC Pitcher of the Week during spring training, as he recorded his first career shutout in a 2-0 victory over Salve Regina. He holds an 8-4 career record and a .290 ERA over three seasons.

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