Weissman Graduates

Bridget Thrash
Ben Cardarelli
Staff Writers

On May 19th, 2012 the first group of Weissman scholars will graduate from Babson College. Robert and Jan Weissman's commitment to Babson led them to establish a scholarship program that allows students the opportunity to attend Babson College. It is a full tuition scholarship and it is the only one that is available for international applicants.

The applicants have to demonstrate leadership in order to be considered for the scholarship.

Continued on page 5

Lacrosse Falls in NEWMAC Finals

Ben Cardarelli
Staff Writer

After pounding Springfield 19-7 in the NEWMAC Finals last year, Women's Lacrosse began 2012 anxious to make their way back to the NCAA Tournament for the sixth consecutive season. After a disappointing 1-2 start to the campaign, the Beavers found their groove and finished with the best record in program history at 12-2.

This past weekend, the women dominated Wellesley 24-12 in the NEWMAC Semi-finals on Saturday, before falling to Springfield 10-6 on Sunday. They will now hope to be granted an outside bid into the NCAA Tournament.

The Beavers were very motivated heading into the NEWMAC Playoffs, as they had just faced Wellesley in the final week of the regular season. Although they won the contest 13-11, the women were un

Founder's Day 2012

Ben Cardarelli
Hannah Esberg
Staff Writers

In 1947, Babson President Edward Hinckley set aside one day each year to honor Roger Babson and his passionate commitment to furthering entrepreneurship, education, and philanthropy. He chose April 18th, and the day became known as Founder's Day.

This past month, Babson celebrated its 65th Founder's Day in tremendous fashion. The day was highlighted by an Awards Ceremony in the Sorenson Theater, followed by a conversation with Scott D. Cook, Gururaj Deshpande, and Howard H. Stevenson, the three 2012 entrepreneurs inductees.

The first award that was presented was the Shelby Cullom Davis Entrepreneurship Prize. It was established in 1962.

Continued on page 11

BDE: Lights Out

Hannah Esberg
Staff Writer

The Babson Dance Ensemble (BDE) performed their spring 2012 show, Lights Out, in the Sorenson-Carling Theatre on the weekend of April 26th-28th. This show highlighted the organization of over 70 students as one worthy of respect due to their immense creativity, talent, and powerful cultural statements.

The program began with an entertaining video of dancers in light-up costumes dancing in complete darkness, but dis...
SGA Elections

Winnie Zhu
Staff Writer

The elections for the SGA E-board ended the night of Wednesday, April 10th. A total of 404 students voted in the SGA elections, which represents about 25% of the student body. Beginning in fall 2012, the SGA president will be Matt Muller along with Kevin Kuo as his executive vice president. Anthony Vasquez will take the reins as the VP of Finance and Tyler Blake will be the VP of Communications.

In addition, David Yoon, the current VP of Commerce, will be transitioning into the role of VP of Campus Activities. A change in the structure of the SGA has led to the elimination of the VP of Commerce position. Future SGA president Muller won 79% of the votes, while 21% of the student body performed a "write-in" — which occurs when students add the name of a candidate who is not originally on the ballot.

Future SGA vice president Kuo won 91% of the votes, while only 9% opposed with write-in nominations. The elections were much more competitive for the candidates running for the VP of Finance position. The two students vying for the right to oversee SGA's financials were Anthony Vasquez and Garek Berard, managed to squeeze by with a warning the right to assume the leadership role. Although both were qualified candidates, 3% of the student body still performed a write-in. The most coveted position in this election was the Vice President of Campus Activities. Three students ran for this position — David Yoon, Jared Wolf, and Liz Chaplin. Eventually, they would come out on top with 89% of the votes, only 36 more than runner up Wolf. still managed a respectable 25% of the votes (102 votes). The percentage of students who performed a write-in was 4%.

Finally, two freshmen ran for the title of Vice President of Communications — Tyler Blake and Robert Sterneberg. Blake managed to compile 57% of the votes, earning the right to be on the SGA E-board. Still, 9% who voted elected to administer a write-in half of the students who voted from each class. Nearly 80% of the Class of 2015 voted, resulting in no student being elected as a senator with less than 11% of their class's support. This is in contrast to the Classes of 2013 and 2014, who each elected a senator with only 3 and 4 votes respectively. This represents less than 1% of their class's support for the senator who will be making decisions on behalf of the class throughout next year.

The senators will be Joni-Lee Green, Alan Klipper, Nemish Kuvadia, Manuel Paredes, and Nathan Wolensky. The Class of 2014's elections were the least competitive of the three classes with less than 1.25 students voting.

For the rising seniors of 2013, the senators will be Rainy Jeroma, Christy Lau, Kate McMorris, Puja Mehta, and returning Senator Tyler Murphy.

The senators for the class of 2016 will be elected early next fall.

According to the SGA Constitution, four of the five SGA senators are elected by the class and the remaining position is to be appointed by the SGA president. Matt Muller, the new president, appointed Puja Mehta (2013), Alan Klipper (2014), and Liz Chaplin (2015).

There was a widespread discrepancy in the number of students who voted from each class. Nearly 80% of the Class of 2015 voted, resulting in no student being elected as a senator with less than 11% of their class's support. This is in contrast to the Classes of 2013 and 2014, who each elected a senator with only 3 and 4 votes respectively. This represents less than 1% of their class's support for the senator who will be making decisions on behalf of the class throughout next year.

Student Leadership Awards

| Student Business of the Year | ThinkLite, Dinesh Wadwhani |
| Advisor of the Year | Jennifer Ellis, Babson Outdoor Association (BOA) |
| Organization of the Year | Origins of Necessary Equality (O.N.E.) |
| Unsung Hero Award | Romeo Lopez, Facilities Manager |
| Student Leader of the Year (Male) | Spencer Hughes |
| Student Leader of the Year (Female) | Sonam Jiwatram |
| Club Sport Team of the Year | Club Baseball |
| Greek Life Living Our Pillars-Scholarship | Jessica Plunkett |
| Greek Life Living Our Pillars-Leadership | Jen DeLacey |
| Greek Life Living Our Pillars-Service | Abe Gladstone |
| Greek Life Living Our Pillars-Respect | Alan Klipper |
| Greek Life Living Our Pillars-Unity | Garek Berard |
| Emerging Leader of the Year | Evan Shirkey |
| Evolving Leader of the Year | Alan Klipper |
| SGA Senator of the Year (Internal) | Matt Muller |
| SGA Senator of the Year (External) | Tyler Murphy |
| Organization with the Most Outstanding Programming | BAPSA |
| Beaver Believer | Ted Grossman and Daniel Girdusky |

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SGA Senators and Executive Board were sworn in on Wednesday, April 25th.

The Trim Printer was ordered and shall be delivered in the coming weeks.

Final SGA Senate meeting will be May 2nd.

The SGA will reconvene in the Fall of 2012.

The LCD screens will be installed around campus over the summer to display the Life@Babson events.

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Minutes from SGA
A Look at the Last Meeting of the Year

The Campus Activities Board (CAB) presented their budget for the fall semester and Spring Concert at the Wednesday, April 25th Student Government Association (SGA) meeting.

The budget covered seven campus events, one off-campus event for CAB, and a miscellaneous for events in the fall semester. The total of the budget was $216,700. The budget was approved with 82% of the votes.

The events included in this budget were Fall Fest, Casino Night, PepsiCo’s Halloween Party, Knight Part, Fall Concert, Fall Comedy Series, and Spring Concert. Also included was the trip to the NACA Annual Conference for a few members of CAB.

The budget for all the fall events totaled just under $90,000, and the spring concert totaled just over $125,000. In contrast, the CAB budget last fall was $69,000 and the J.Cole spring concert cost nearly the same amount totaling $125,000. The $216,700 allocated to CAB accounts for over 36% of next year’s SGA budget.

Among the changes that CAB explained to SGA was that they eliminated the first Knight Party of the year, typically held the first weekend back to campus. In its place, CAB plans to hold a Fall Concert. To recoup the greater costs of the plans next year, CAB expressed the possibility of raising ticket prices to $18 for Babson Students from $10 this year.

At the same meeting, SGA did not approve a budget request by Babson College Radio (BCR) that was described to be fundamental to its continued operation. The BCR budget was for $2,700 and garnered only 65% of the vote, just shy of the two-thirds required for approval.

The Senate of SGA also rejected a motion to rename the Program Council to the “House of Representatives.” Lastly, the SGA Executive Board and Senators for 2012-2013 were sworn into office.

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Trim Schedule: Exam Week

**Friday, May 4**
- Trim Dining Hall: 7:15am – 7:00pm
- Reynolds’ Café: 11:00am – 8:30pm
- Dunkin’ Donuts: 7:30am – 8:00am
- Freshmen: 11:00am – 6:00pm
- Jazzman’s Café: 7:30am – 7:00pm
- Ohl Café: 7:30am – 2:00pm

**Saturday, May 5**
- Trim Dining Hall: 8:00am – 7:00pm
- Reynolds’ Café: Closed
- Dunkin’ Donuts: 8:00am – 7:00pm
- Freshmen: 8:00pm – 7:00pm
- Jazzman’s Café: 7:30am – 7:00pm
- Ohl Café: 7:30am – 1:00pm

**Sunday, May 6**
- Trim Dining Hall: 11:00am – 7:00pm
- Reynolds’ Café: Closed
- Dunkin’ Donuts: 7:30am – 8:00am
- Freshmen: 7:00pm – Midnight
- Jazzman’s Café: 4:00pm – Midnight
- Ohl Café: Closed

**Monday, May 7**
- Trim Dining Hall: 7:15am – 7:00pm
- Reynolds’ Café: 11:00am – Midnight
- Dunkin’ Donuts: 7:30am – 8:30pm
- Freshmen: 7:30pm – 8:00am
- Jazzman’s Café: 8:00am – Midnight
- Ohl Café: 7:30am – 8:30pm

**Tuesday, May 8, 2012**
- Trim Dining Hall: 7:15am – 7:00pm
- Reynolds’ Café: 11:00am – Midnight
- Dunkin’ Donuts: 7:30am – 8:00am
- Freshmen: 11:00am – 6:00pm
- Jazzman’s Café: 7:30am – 8:30pm
- Ohl Café: 7:30am – 8:30pm

**Wednesday, May 9, 2012**
- Trim Dining Hall: 7:15am – 7:00pm
- Reynolds’ Café: 11:00am – Midnight
- Dunkin’ Donuts: 7:30am – 8:00am
- Freshmen: 11:00am – 6:00pm
- Jazzman’s Café: 7:30am – 8:30pm
- Ohl Café: 7:30am – 8:30pm

**Thursday, May 10, 2012**
- Trim Dining Hall: 7:15am – 7:00pm
- Reynolds’ Café: 11:00am – 11:00pm
- Dunkin’ Donuts: 7:30am – 11:00pm
- Freshmen: 11:00am – 11:00pm
- Jazzman’s Café: 7:30am – 9:00am
- Ohl Café: 7:30am – 8:30pm

**Friday, May 11, 2012**
- Trim Dining Hall: 7:15am – 7:00pm
- Reynolds’ Café: 11:00am – 7:30pm
- Dunkin’ Donuts: 7:30am – 8:30pm
- Freshmen: 11:00am – 8:00pm
- Jazzman’s Café: 8:00am – 2:00pm
- Ohl Café: 7:30am – 2:00pm

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www.babsonfreep.com
Ben Cardarelli
Staff Writer

In the past few years, Babson has focused extensively on bringing students from around the world to its campus. The college has put international students in the limelight, sending admission counselors all over the globe in an attempt to lure prospective first-years. The added emphasis on diversity is symbolized by the cluster of flags outside of Horn Library, and it is apparent when one looks at the college's most recent undergraduate statistics. Over a two-year span, Babson's undergraduate population has increased from being 20% international to being 32% international. High school students from over 114 different countries applied to Babson in 2011 compared to 80 countries in 2009.

Furthermore, the college has increased the amount of student exchange programs that are available to students from around the Glavin Office of International Programs. One of the goals of the institution is to familiarize people with different cultures, and to leverage the strengths that each individual can bring to the table.

Babson Global, a program created by the college in 2010, aims to maintain Babson's focus on diversity and inclusiveness. Essentially, the college is looking to create educational programs in different countries by offering to provide other institutions with advice on how to design and implement a business curriculum. "The world is getting more and more global," emphasizes Shahid Ansari, the CEO of Babson Global. "We've been bringing the world to Babson, but now we want to bring Babson to the world." Shahid Ansari also currently serves as a Provost of Babson College. He is an internationally known scholar in the area of behavioral and cultural aspects of management accounting, and has taught both at the undergraduate and graduate level. The mission of Babson Global is to put the power of entrepreneurship into the hands of more people." Ansari explains. "We believe that the greatest economic and social change is entrepreneurship." Babson Global embraces four different kinds of programs, each one focused on a specific area of growth. These programs are BOTS Projects, the Global Consortium for Entrepreneurship Education, the Goldman Sachs 10,000 Small Businesses, and the Babson Entrepreneurship Ecosystem Project.

Firstly, BOTS (Build, Operate, Transfer, Sustain) Projects occur when Babson assists in the creation and operation of a new school in a different country. Babson does not affiliate itself with the school, but simply provides consulting for a certain number of years. "We are not opening branches," clarifies Ansari. "We do not want to dilute the name of the college. It is different organizations and schools that first contact us, and then we decide whether we want to pursue the opportunity." Babson's first BOTS Project is the Abu Dhabi School of Management, an endeavor that began in 2010. The school will grant MBA and Undergraduate degrees in business, with a focus on entrepreneurship.

Ansari claims that being able to spread Babson's brand in Abu Dhabi is a tremendous accomplishment, as only three other academic institutions have been granted permission to join in Abu Dhabi's educational system. The focus on promoting Babson's brand must be subtly balanced with the desire to remain independent from the foreign schools, if that is even possible. "We are in great company," states Ansari. "The only other foreign schools that are in Abu Dhabi are NYU, Sorbonne, and MIT."

Deciding to consult with a school in a foreign country is an enormous decision, and Babson must perform an in-depth analysis of the offer before deciding to begin a BOTS Project. The primary aspect that they consider is the "reputational risk," contends Ansari. "We ask ourselves: does this put the reputation of Babson College at risk? If it does, then we obviously choose not to associate ourselves with that institution."

The second program that Babson Global encompasses is the Global Consortium for Entrepreneurship Education. It is a body that allows like-minded institutions in entrepreneurship education to work on projects that relate to entrepreneurship. Currently, schools that are members of the consortium are located in Pakistan, Saudi Arabia, India, Thailand, Abu Dhabi, Indonesia, Chile, and Malaysia.

"We work together, mostly through joint research projects" explains Ansari. "This is Babson's way of creating new intellectual property. It allows us to fund research and development."

The schools have to pay a fee in order to join the consortium, which allows Babson to benefit financially. "It generates another source of income, so the college can keep a cap on our tuition," notes Ansari.

Many of the schools are located in Asia, which Ansari insists is not a coincidence. "The region with the highest growth in education right now is South Asia, so we are looking to build a strong Asian presence."

In addition, South American countries are currently placing added emphasis on education, and Babson has taken notice. "Latin America also has strong education, so we are looking into Peru, Brazil, and Mexico."

Furthermore, Babson Global also contains the Goldman Sachs 10,000 Small Businesses initiative. It is a program designed specifically for business owners with limited resources. "It's aimed at small business owners who want to grow their business," explains Ansari. In order to be selected, applicants must demonstrate a willingness to create jobs within their community, and the business must have revenues between $150,000 and $4 million in the most recent year.

Currently, the program is operating in six locations: New York, Los Angeles, Houston, New Orleans, Chicago, and Long Beach. "Babson is training the community college teachers in those locations, and then these teachers are training the small business owners," clarifies Ansari. Specifically, 14 Babson faculty members are part of the initiative.

Lastly, the final program is the Babson Entrepreneurship Ecosystem Project. It is a research project aimed at developing entrepreneurship in defined localities by fostering a climate that is conducive to business. Presently, research is being undertaken in Kigali, Kenya, and Manizales, Colombia. "We are answering the question: How do you build an entrepreneurial ecosystem in another country?" states Ansari. "In Manizales, they are trying to find ways to rejuvenate the economy. We are still, however, very much in the experiential stages."

As Babson continues to try and expand its global and international reach, Babson Global may play a powerful role in the college's future. All four types of endeavors have the potential to benefit Babson either financially, or by elevating the institution's reputation abroad. Additionally, Ansari insists that Babson has also benefited from the experience it learns from foreign colleges.

"Babson Global has given us a lab across the world to play with new ideas," emphasizes Ansari. "It allows us to think about ourselves, examine our DNA, and improve our own curriculum."

Photo Courtesy of Babson College

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Weissman Scholars

Continued from page 1

This is where the program allows room for creativity. For example, Sanjay Zimmerman, a first-year Weissman scholar, is using his stipend to build a media center at Babson. On the other hand, Jason Wilkie interned at DreamStar while Lilly and Madeleine went to Rwanda and Ghana to teach entrepreneurship. The senior class of Weissman scholars decided to donate $1,000 of their stipend to the Charles River Center as part of a philanthropy initiative.

Since the program is so young, there is a committee with current scholars and administrators who are sure that the structure is sound. The input from the more seasoned scholars is one of positivity and direction. While speaking with Cori Allen ’12, she gave this advice: “You got here by being on top of everything and there are opportunities through Weissman resources at your disposal. Lose some of your carefulness and just try everything without the perfect plan.”

One of the scholars who will be graduating this year, Shoney Yakubjanov, used his stipend in a very distinct fashion. First, he decided to fund living expenses for an internship at a clean energy firm in Waltham called GreenU. “I was following my personal passions to make a difference through an issue dear to me, climate change, and my business passions about business development, marketing, and sales,” Yakubjanov explains.

At GreenU, Yakubjanov insists that he truly loved the working environment. “The company is pretty small so everyone always eats lunch together in the park by the office and I often get to talk to the CEO, Bob Pratt,” he begins. “Thanks to him I’ve been exploring a potential career in clean energy in Eastern Europe and Asia.”

Yakubjanov completed his internship and then chose to live in a Thai village for 1.5 weeks, teaching English to disadvantaged children at a nearby temple. “A week may be a very short period, but within this time I got quite attached to this friendly little town,” he admits. “I’d be a horrible liar if I said that I’m not going to miss seeing my students waving at me at seven in the morning and hearing their Thai pronunciation of my name ‘Shaconney’!”

With the remainder of his stipend, Yakubjanov took a trip to Dubai to do an impact analysis of six nonprofits. Finally, he funded transportation costs for an unpaid internship at Hubspot, where he consults small businesses on how to increase lead generation and sales through inbound marketing.

Babson Creativity Center

Photo Courtesy of Anisha Singh

Winnie Zhu
Staff Writer

Look out for the newest resource on the Babson campus opening this month: the Babson Media Design Studio. It is located in Horn 105, a former group study room. The Studio will have its opening day on May 3rd at 2pm. After its official opening day, the Studio will be open during the library operating hours.

The Babson Media Design Studio will provide the Babson College community with the opportunity to learn and use multimedia tools. It is a place where minds can get creative and projects can happen. The Studio houses equipment ranging from Mac computers with enhanced media software to film equipment including the Panasonic Lumix DMC-GH2 camera. Sanjay Zimmerman, president of the Babson Media Group, is responsible for helping to implement the Babson Media Design Studio. He envisioned a resource at Babson that provides a creative safe haven for students. Up until now, there has not been a dedicated resource center for students to use for the development of technology based media.

It is also a place where students can come together to learn or share their knowledge. There will be more Design Consultants, who are students, faculty or staff volunteers who are willing to share their knowledge and provide feedback and mentor students. The Babson Media Design Studio also offers students an opportunity for independent exploration.

Cori Allen, Jacob Brady, Jason Wilkie, and Shoney Yakubjanov will all be crossing the streets as the groundbreakers of Weissman program. They are grateful and proud for the opportunity the Weissman family has given them to make their dreams come true.

Their devotion to this program can be seen on their website, http://blogger.babson.edu/weissman/, which tracks their experiences as Weissman scholars.
Babson Players Perform RENT

During the weekend of April 12th, 2012, the Babson Players presented the well-loved rock opera musical RENT on the Sorenson Carling theatre stage. RENT, which started as a musical that ran on Broadway and continued onto the big screen in 2005, tells the story of a Moody group of artists during the height of the Acquired Immune Deficiency Syndrome (AIDS) outbreak in the late eighties and nineties. Its story has survived the test of time and still touches the hearts of many in both movie and theatrical form.

Hannah Ebberg
Staff Writer

Having seen the play on at least five different occasions (I was once "obessed" and knew every word to every number), I came with high expectations for the Babson Players cast. Their soulful performance exceeded my expectations and clearly engaged the full house.

Even though many of the characters were portrayed by familiar faces from around campus, this was completely

outbreak in the late eighties and nineties. Its story has survived the test of time and still touches the hearts of many in both movie and theatrical form. Having seen the play on at least five different occasions (I was once "obsessed" and knew every word to every number), I came with high expectations for the Babson Players cast. Their soulful performance exceeded my expectations and clearly engaged the full house.

Even though many of the characters were portrayed by familiar faces from around campus, this was completely

ly forgotten as they became their characters. While I wished that the voices were easier to hear over the music at times, I still recognized a number of individuals with amazing vocal talent.

From the first moment, Tom Pando, who played Roger, distorted his voice which was well-controlled and his tone rang through with honesty. His ability to harmonize well with so many other performers truly colored the music.

One of these gems was Jennifer Fusco, who stole the show with its seemingly effortless clarity and sweetness, balanced with the diverse voices of the entire cast.

An unforgettable performance was Annie Maraschil's bring smiles and laughter to the audience with its punch of energy. Although Maureen typically serves as a sort of comic relief in the show, there was also something lovable about Maraschil's personal interpretation that brought a unique and perhaps needed twist to the rebellious bisexual character.

On the subject of "lovable", one cannot forget the Tom Collins by Winfred Fields and Angel Dumont Schurard by David Hines in their heartbreaking love story. Immediately when Angel emerged in her festive holiday outfit in a song and dance performance to the song Today I U, I was captivated and had the sense that the entire audience was smiling At the plot thickened, Fields and Hines became their characters, and their tragedy nearly brought me to tears regardless that I knew all along how their story would end.

Lastly, the orchestra deserves recognition for providing lively instrumental music as a backdrop for the entire performance. Though they were just a few instruments in a tight cluster, they did the work of a large band.

Regardless of the one technical issue the Babson Players worried, the house lights remained on for just a few seconds longer. The cast would have seen the standing ovation emerging as the set went dark.

Babson Dance Ensemble

Continued from page 1

appointingly the Babson dancers did not play with light and darkness as much as would be expected. Though there was not an obvious theme that flowed through the night, each number stood strong on its own, telling complex stories and creating an artistic expression of emotions before the eyes of the audience.

Lights Out emphasized the versatility of the group in a show comprised of a collection of different dance styles, emotions, music choices, and cultures. They went beyond the expected by crafting combinations of music and dance style that put a fresh twist on the familiar songs and steps.

Some of these combinations included "Just a Little New York," which included home Frank Sinatra soul with a modern twist; "Shot Through the Heart," which pulled from the film "La 20" and the tango; "Coming to America," which brought African style into the BDE setting; and "Asa Nachle Beautiful," which combined tradition dances from India with Sorenson as "Beautiful Lir" by Shakira and Boyoncé.

Where the dance group made a dramatic difference was in their story-telling, which was both complex and honest. They flipped the script and extended their statements past sexuality and relationships to make statements about even more social situations and emotional issues. A prime example of this was "A Dedication to What I Said," choreographed by Nicole Protzen, which commented on depression, drug use, and the fear of losing control.

One would also hope that, in the future, solos and duets will be recognized in the typed program, as these dancers had some of the strongest pieces, but cannot be recognized for their work. Specifically in this show, there were dancers whose hat tricks and slow roast-like moves seemed to defy human ability. Most of the special effects were put into the show with the dance and stories they were trying to tell, but the flashing lights, while a cool effect for a second, quickly became uncomfortable and distracting for the audience.

In choosing these effects, it is important not to overshadow the dancing itself.

The special guests must also be noted for their obvious hard work preparing for the show. Kids from the Barton Road After School Program gave an unbelievable step performance that was entertaining. Students from BDE volunteer at this organization once a week to teach kids between the ages of 6 and 13 basic hip-hop steps and these kids picked up on their lessons especially well.

So was it really a "Dance With Me" that the Babson women danced with a "don't mess with my strength and most of the chore put women and men on an equal playing field, such as in the dance "West Coast," where they all danced in unison. They were not afraid to be bold in their ways of portraying gender on the stage.

Respect was a powerful word for that night, every down to the Public Service Announcement video by the Arts Delegates in the Sorenson Center for the Arts. This video put into question the rowdy behavior of students in the presence of art and whether this is the legacy students want to leave behind. Perhaps this video will encourage students to be respectful of each other so they can give performances that the respect they deserve.
NEWS IN PHOTOS

On Monday, April 16th, Babson's regular classes were canceled in celebration of Patriots Day. Many students took the opportunity to travel into Boston and cheer on the 26,666 competitors who qualified for the annual Boston Marathon. The marathon covers 42km, and is one of the world's most prestigious racing events. The course follows a point-to-point route from Hopkinton to Boston, and this year the runners had to sweat it out in temperatures above 80°F. Despite the heat, 98% of the contestants managed to finish the race, led by Kenya's Wesley Korir (2:12:40) on the men's side and Sharon Cherop (2:31:50) on the female's side.

The BETA Challenge was rolled out this year, replacing the Douglas Graduate Business Plan Competition and the John H. Muller Jr. Undergraduate Business Plan Competition typically held in conjunction with Founder's Day. The Challenge, which commenced nearly two months ago, culminated on April 18th when three undergraduate and three graduate finalists presented their business ideas a final time to a panel of judges. The winners of this year's BETA Challenge were Cameron Sheldrake, Class of 2012, with his Sweet! Corn Tortilla Chips Inc., and Jay Hodich, MBA Class of 2012. Each winner was granted $20,000 in cash and "services in kind" from the corporate sponsors.

This year, Passover began on the evening of Friday, April 6th. The holiday is traditionally prepared for by clearing all of the breadcrumbs, or 'hamets,' in one's household before the eight-day holiday begins. During this period, observers do not eat bread or any food which 'rises' in order to emulate the time during which the ancient Jews walked through the desert out of Egypt. To kick this off in a more fun way, Babson's Hillel sponsored 'Breadfest' on Thursday, April 5th in Trim 201/202. The group served 'carby' local takeout, gearing students up for the long stretch of bread-less days.

On Friday, April 6th, the Luxury and Fashion Association (LFA) held their "Back to Basics" Fashion Show. The show featured different fashion styles ranging from various decades, specifically from the 1920's to the early 2000's. Entrepreneurship was incorporated into the performance, as many of the models wore tights designed by student entrepreneur Ranee Cheung. A large portion of the proceeds from the event went to Dress for Success, a charity that provides disadvantaged women with professional attire and a network of support, while the rest went to SGA. Students had the opportunity donate a piece of clothing in exchange for a free admission, and after the show the audience had the chance to talk to the designers themselves.

On April 17th, Beaver Bowl launched the celebrations of Founder's Day. The Babson history trivia contest is a team-based competition that tests students', faculty's, staff's, and alumni's knowledge about the details of Babson's founding and 93 year history. Students studied materials from the Babson Archives and Babson College: Continuity and Change, the history book about Babson. This year the was change in format as questions were multiple-choice; but still covered the typical subject matters. Questions include How many presidents have Babson had? What was the original name of the gymnasium? What was the first sport that Babson competed in? And How many tons does the Babson Globe weigh?

On Thursday, April 9th from 6:00 to 8:00 PM in the Sorenson-Caring Theatre, the Babson Asian Pacific Student Association (BAPSA) presented their "East Meets West" show with the theme of BAPSA's Got Talent, a spin on the television show America's Got Talent. The event was a collaboration of several cultural organizations, including the Korean Student Association, the Indonesian Association, the Thai Association, the Chinese Student Association, and others to celebrate their cultures through performance and, of course, food. Highlights included Pikachu versus Superman Ping-Pong, a fashion show featuring styles of clothing from different Asian cultures and time periods, and a traditional dance with candles from the women of the Thai organization. All fundraising efforts from the event, a total of $608, were donated to the Thai Flood Relief Fund.

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ENTREPRENEURSHIP

Commencement Speaker Preview

An Interview with Maria Eitel, CEO of the Nike Foundation

Daniel Giroudsky
Editor-in-Chief

As the founding CEO and President of the Nike Foundation, Maria Eitel has spent the last eight years working to spread the message of "the Girl Effect." This week, I had the opportunity to interview Eitel prior to her speech at Babson’s 2012 Commencement.

The Nike Foundation follows the same mission as its parent company Nike Inc.: Unleashing Human Potential. It is this mission that has spurred Eitel and her team to develop their strategy of targeting the female youth of developing nations to eliminate poverty in what has become known as "the Girl Effect." Many nonprofits focus their efforts on females, seeking a counterbalance gender discrimination or right other social injustices. Eitel explained the Nike Foundation’s focus upon young women is not just a social justice issue but an economic issue of monumental proportion. The focus upon girls is "to help everyone: her brothers, sisters, mother, father, community." The facts the Eitel has presented are startling yet unsurprising: "these young girls are at greater risk of school dropout, domestic violence, and adolescent pregnancy," or example, 13 percent of young women aged 15-19 are infected with HIV, a rate three times as high as young men of the same age. As Eitel simply stated, "Adolescent girls don’t take it easily through adolescence; their human potential is cut off." Many of these facts are widely known and recognized. The Red Cross, the Global Food Program, UNICEF, and countless other nonprofit organizations exist to combat the symptoms. Eitel elaborated on the goals of the Nike Foundation, which differentiates it from many similar organizations. The Nike Foundation seeks to solve the problem "upstream" instead of treating the symptoms: hunger, unemployment, and increased violence. The mode by which they seek to solve this problem connects back to their mission of "unleashing the human potential" of these young women.

The human potential of these girls are the most suppressed and thus offer the greatest opportunity. The facts associated with the Girl Effect that are truly staggering, surprising, and exciting are economic instead of social. According to a study by the World Bank, if girls in Nigeria were employed at the same rate as boys, the country would add $18.6 billion to its GDP or roughly 7% of current GDP. India loses $383 billion in potential lifetime income because of teenage pregnancy. And the truly important figure that the Nike Foundation references is that educated girls would invest 90% of their income into their family compared to the 35% for a boy.

This fact, along with the role of girls and women in developing nations giving them a "unique role in the dynamics of poverty. The economies of poverty are dependent upon them," interested Eitel.

The Nike Foundation’s multifunctional role has focused upon identifying successful programs and scaling them up to affect the 300 million girls in poverty, providing a voice for "in-country experts," driving investments, and communicating the message to decision-makers.

The organization’s communication and marketing efforts have been erudite strategized to have the most meaningful long-term impact. The first phase has been targeted to national and international decision makers, in tandem with other organizations such as "the UN Foundation, the Coalition for Adolescent Girls, [the] International Center for Research on Women, [the] Population Council, and the World Bank."

Eitel applauds the worldwide efforts to alleviate poverty, but with hesitation. "The way the world works today; there is a momentum around it [the anti-poverty movement]. That momentum does not include the possibility for girls in poverty as a part of the solution. That means disrupting the system."

In the future, Eitel would like to share the Nike Foundation’s mission with the world; but is focused upon a "commitment to impact, not change." She explained that getting attention for a cause is easy, but harnessing that attention and translating it into impact is challenging. Once there is a clear direction that the everyday person could take to change, their mass marketing efforts may be more of a priority.

A recent example of an organization which experienced that dilemma was Invisible Children with their KONY 2012 initiative. Facebook walls and Twitter trends filled up with the phrase; but soon it was realized that there was no clear direction to take to cause Change, which dejected many of the would-be activists.

The long-term nature of the communication effort exemplifies the sound business practices in place at the Nike Foundation. There is a focus upon being cost-effective and fiscally disciplined in its efforts. And although the Nike Foundation may take 5, 10, or 100 years to meet its goals, there is an exit strategy in place.

The Foundation has created a model to calculate when the change has become sustainable. "It is about making a new social norm, similar to that of abolishing slavery or suffrage in the United States," Eitel elaborates. These are fundamental norms of society which are irreversible. Can you imagine the world not being allowed to vote in the United States? Eitel demands that "we need that to occur as a social norm, to happen for a girl not completing school before she is married."

Eitel may have summed up the mission of the Girl Effect best by saying the world must know "that she [the girl] has the potential to change it, and that the world cannot imagine it existing without her."

Maria Eitel will be speaking at Babson Commencement on May 16th with Reid Hoffman, the founder of LinkedIn.

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

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

Miss B. Haven
You and your roommate should lay down some ground rules about sex in your shared space. If you two are friends already, then it should be just like rehashing your sexual exploits after a late night out. There are some major factors to consider: when developing new rules, notification, frequency, and alternative options. The two of you should work out a notification system that allows you to give another privacy when passionate moments arise. In the modern era, a sock, rubber band, or other item on the door may be unnecessary, but a text or Facebook message would go a long way to make sure that your coupling doesn’t become tripling.

Friend of the Beaver
First, develop a system. It can be the classic sock or rubber band on the doorknob; or if you want to be more discrete, you and your roommate can have a code word for your whiteboard. If you both have boyfriends it should work out that there is a fair amount of sexting going around. But, if it is a frosty winter with your roommate and her boyfriend it could affect you if a disproportionate amount of “alone” time is needed. Since you are concerned, any system that is agreed upon should be done before it becomes an issue. A more obvious solution would be to go to his room and excite his roommates, if he has any, so that there isn’t animosity in your relationship with your friend.

I like having the occasional hook up, but I don't want to be considered a slut. How can I have a good time without giving myself a bad reputation?

Let’s be clear here: the gossip mill at any college is running 24/7 and no matter how good your intentions are there is no way to avoid all talk — especially when the topic at hand is sex. But, I understand your concern and there are a couple of things you can do to minimize the damage. First, and this is a big one, no matter how big he might be you should do everything you can to make sure he doesn’t also have a big mouth; no pleasure is worth the pain of a guy who will kiss and tell. Second, make sober choices about your hook ups, that way, you are in complete control when making your decisions. Ultimately, society still frowns upon casual sex and in the end you may have to take a hit to your rep in order to reap the sexual rewards.

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

Babson is a small school and rumors spread quickly, especially among groups like sport teams and fraternities. If there is a hook up make the safe bet and assume that everyone knows about it. With that mindset you shouldn’t hook up with anyone that you would be embarrassed by because everyone WILL know. The good news is that no one is expecting you to be a nun, so have fun. Just be smart about your choices of who you tango with.
Grow your own way

No two career paths are alike. That's why we help you design your own. We'll provide the training, coaching, and experiences to help you build relationships and take advantage of opportunities that will help shape your career—at PwC and beyond. Find out how you can grow your own way at www.pwc.tv

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and it is named after the late Shelby Cullom Davis, a former United States ambassador to Switzerland who provided an endowment to Babson College to encourage the application of entrepreneurship to nonprofit organizations. This $4,500 cash award was given to the undergraduate student team that completed the most successful Management Consulting Field Experience (MCFE) for a nonprofit. The winning students were Trisha Bakeman, Allison Duckloe, and Charlotte Mergel, three juniors who worked on the Massachusetts Amateur Sports Foundation project.

The second award presented was the Student Business of the Year Award, which is given to a full-time student who successfully starts and runs an original business. This year’s candidates were Ronald Diep with SWRV, LLC, Leo Martinez with Kommon Thread, and Cameron Jacox, James Hilton, and Karran Kanodia with Jacox-Hilton. SWRV, LLC (pronounced swarev) aims to spread Diep’s Hawaiian spirit, the spirit of his home, across the world. The business works in the online market selling Hawaiian-themed shirts from a supplier called Winnie Push-

In his presentation, Diep described his achievements in the realm of customer service by emphasizing a 48-hour turnaround for emails, and highlighting that 50% of customers returned a second time for his services. Kommon Thread, which has evolved since Martinez was in high school to now include Sponsored Apparel, offers the best of both worlds when it comes to custom shirt suppliers and designs. Martinez insists that Kommon Thread “stands for innovation and people.” He worked to create a hybrid of his competitors and took his peers’ concerns into consideration as he made his dream a reality. Not only does Martinez boast that his shirts are made ethically within the United States, but along with the addition of Sponsored Apparel, he insists that Kommon Thread is able to give entire organizations custom shirts without incurring any costs.

Though each of these entrepreneurs has achieved success, this year’s Student Business of the Year Award went to Jacox-Hilton, an innovative life-insurance company. Jacox and Hilton’s idea was to change a field that most people would rather not think about—life insurance. Using a database and interface of their own creation, Jacox-Hilton allows for a better and more efficient experience from both the advisor’s and the policy holder’s opposite perspectives. On their website they state that “Jacox-Hilton’s vision is to bring innovation and entrepreneurship to the insurance industry in a way that better services policyholders and increases producer income.

Lastly, the winner of the B.E.T.A. (Babson Entrepreneurial Thought and Action Challenge) was recognized. The competition was in its eighth year and the Babson Day presentations included the winners: Cameron Sheldrake, a senior who created Sweet! Corn. Torill Chips Inc. Sweet! Corn Tortilla Chips Inc. is a corporation that markets and sells tortilla chips which use real sweet corn as an ingredient. Finalists included Leo Martinez with Sponsored Apparel and Agha Ali Gull with Trinmis.

Other events that student participated in on Founder’s Day included Beaver Bash and Mr. and Mrs. Babson, as well as Babson’s Mysteries, a live-action adventure game designed by Babson MBA students.

Ben Cardarelli
Staff Writer

Over the past three years, lacrosse has been growing in popularity around the New England region. Fortunately for Babson, Men’s Lacrosse has constantly been one of their most successful varsity programs. Established in 1976, the team has finished with a winning record in 26 of its 37 seasons. This season, after a mediocre 3-3 start, the Beavers turned their campaign around by winning seven out of their next nine games. They now hold a 10-6 record and sit in third place in the NEWMAC, behind rivals Springfield and Wheaton.

When the season began, the Beavers struggled to find consistency. Although they squeaked out two 8-6 victories over Skidmore and New England College, they were unable to separate themselves from the rest of the teams in their conference. As well, the men experienced two heartbreaking losses that threatened to emotionally paralyze the team and tear their season apart.

First, they fell 6-5 to Union in a tightly contested affair, in which the Bulldogs scored the winning goal with merely 30 seconds remaining in regulation. Then, the Beavers surrendered 8-7 to Whitman in another close knit battle, with the Poets scoring four consecutive goals to spur their comeback from behind victory. Instead of being demoralized, however, the Beavers gained confidence from nearly upsetting ranked opponents and began to find their rhythm. They posted a dominating 21-1 win over Mass.-Maritime, followed that up with a 19-2 upheaval of Mass.-Boston, and then demolished helpless Regis 11-2.

“I think it’s chemistry,” begins senior Tom Mallon. Mallon leads the Beavers with 25 goals this season, and is second on the team with 27 points. “We’re getting to know where everyone is on the field and we feel comfortable playing with each other.”

Senior Jamie Schmidt echoes Mallon’s belief that the team has grown together as the year has progressed. “Although we are facing weaker teams at this point in the season, given time our offense is beginning to click,” Schmidt insists. Schmidt has recorded 23 goals this season for a total of 31 points, and has brought great leadership to a grizzled Beavers squad. Schmidt has been a constant fixture in the Beavers offense, scoring a total of 70 goals over his three year career. “Over the years I’ve built chemistry with my teammates, with line mates like Cam Caruso.” Caruso is the senior captain of the Beavers and has added 14 goals and 17 assists this season. He has taken on more of a playmaking role compared to past years.

Mallon, on the other hand, has been a pleasant surprise for the Beavers. He had scored only 26 goals before this year, and has suddenly blossomed into a scoring threat whenever the ball is in his stick. “I’ve been putting in work in practice, and I’ve definitely seen improvement in my game and in my shot,” Mallon insists. “It’s all about the work the players put in during the offseason;” adds Schmidt. “Shooting, practice, and working on stick skills every day.”

In addition to Mallon and Schmidt, the Beavers have one of the most potent offenses in the league this season due to contributions from many of their other key players. Junior captain Alex Fatkin, for example, has posted 26 goals and 20 assists.

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Men's Lacrosse

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teams. They focus on him, and he feeds it to other guys for goals," Schmidt explains.

Two of the Beavers that have benefited the most from opponents' focus on Patinkin are sophomore Brad Bero and junior Scott Schachter. Bero has a total of 16 goals this season, while Schachter is close behind with 15. Although the Beavers have demonstrated that they can score the ball at will, their defense has also begun to gel. In the past ten games, they have not ceded more than 7 goals against. Their stability at the back is due in large part to the addition of two freshmen, Phil Russo and Christian Cutta-ruzza. Russo has 114 ground balls this season, while Cuttaruzza has posted a solid 42. "Russo's colossal," begins Mallon. "He's literally just a beast. He's so much stronger than everyone else." Schmidt acknowledges Russo's importance to the team, and also emphasizes the play of sophomore Ryan Dawidjan. "Since Russo and Dawidjan win so many ground balls, we have the ball more in our opponents' possession. He's our head-yet-quiet leader." With their success, the Beavers are currently tied for third in the NEWMAC.

Photo Courtesy of Ben Staples

Womens's Lacrosse

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happy with their performance. Springfield, and found the back of the net seven times in game even though we won, so a 15-9 victory over Wesleyan, that fueled our desire to beat. Furthermore, senior cap- them again," insists junior inam trina Babson and Col- Jameson Spang. "We wanted to see Mulligan are leaving to show them a full sixty behind lasting memories in minutes of Babson lacrosse," their final season of eligibil- ity. Mulligan has 24 goals and 8 assists for a total of season, as she has scored a remarkable 61 points. She has added 17 goals and 9 assists in Babson's all-time list, and has placed 12 points in 121 assists, which is the most her 14th on the all-time list. in the history of the program.

The Beavers ability to score goals has been getting in on the scoring, as contagious, as the senior Rachel Sierist has posted success has been fueled by 14 goals this season. After their potent offense. "Our senior Amanda Ghagan chemistry's really improved as the season's progressed," said Sierist as- sumed a bigger role with the team. "When Amanda went scored at least 13 goals in down, other rookies had to each of their regular season step up," explains Spang. victories, including a domi- "They're definitely not acting nant 19-7 dismissal of Smith, like freshmen. They're all very dynamic players that what stands out to the ca- know how to put the ball sual observer, it is Spang's in the net," claims Spang.

For example, Michelle Bero. Sier- atty has had an outstanding is second on the team with 32 season. She leads the team groundballs, only three behind with 63 goals and 73 points, team leader Bridget McCurdy, and has had various games in which she's scored mul- hipt surgery begins. Spang- tiple goals. She scored six "so this is the first year I've times in a 10-12 victory over played midfield since high

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