What's Inside This Week:

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Ask The experts

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Those fun Sudoku puzzles can be found on Page 6
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For more, such as current updates, polls and babsonTV, check out babsonfreepress.org and don’t forget to add our Babson Free Press facebook application to your profile!

CAB Coffeehouse guest serves up SOUL Galore
LaShonda Cooks
Staff Writer

I must admit, I knew exactly what to expect when I made my way to the back dining room of Reynolds for CAB’s weekly Coffeehouse. The word “coffeehouse” alone makes one envision soothing mellow tunes, and people sinking into ridiculously comfortable couches casually nodding their heads to the beat in between sips of their cappuccinos. This image completely dissipated as I heard Jesse Dee singing to the top of his lungs over a heavy bass, an acoustic guitar, and a full-out drum set. As I quickly slid into the nearest seat, I couldn’t help but focus on the overwhelming loudness of the performance. However, after the first song, once I stopped worrying about the impending damage to my eardrums. I was genuinely impressed. Donning a plain tie, an untucked button-down, jeans, and sneakers, Jesse Dee is probably one of the most inconspicuous soul singers I’ve ever seen. His songs range from foot-stomping tunes to heart-rending ballads and absolutely everything in between. Believe it or not, one of his songs, reminiscent of “Go-Go” music from the seventies, prompted an impromptu dance party in which the entire room started dancing around, doing the swim—actually getting lost in the music. I kid you not. After leaving the Coffeehouse, I had a new perception of his performance, I was genuinely interested in finding out more information about the person (and individual) and his outstanding band. Below is a brief profile on this artist:

Band Info:
Jesse – guitar and vocals
Matthew Joy – guitar
Jim Larkin – bass
Matt “Pie” Basilevich – drums
Latest Release: Better Sweet Batch
MUSICAL INFLUENCES: Al Green, Otis Redding, Sam Cooke, Erita James, John Legend, James Hunter, and Al Green
Jesse Dee and I got to talk about their upcoming performance, I was about to check out some of their music on his Myspace page: http://www.myspace.com/josedee

Knotwit: Get to know it!

Nicole Smith
Co-Editor in Chief

Former undergraduate students, Ben Wald and Dean “Tyleo” Jenks, are pursuing their dreams online. Having left Babson last year, Ben as a sophomore and Tyleo as a junior, the two are now stationed in Chattanooga, Ten-
nessee, operating Knotwit.
Knotwit is an online community of students from Babson and other colleges and universities. The site has grown to over 200 registered users from 17 countries around the world.

Babson Executive Education 3:30 P.M. Leadership Forum Hosted by the Alumni Association The Business of Wine 101 A 9 a.m. Soccer Golf Outing New England Country Club For more information, contact Jon Anderson at 781-299-4251 11 a.m. William Craneobshnak Alumni Hall Dedication Alumni Hall; by invitation only Noon Half Century Luncheon President’s House Noon Keynote Luncheon Meet the Millennium: The Baby On Board Generation Babson Executive Education: Leadership in Social Entrepreneurship The Next #1 2 P.M. Consulting and Professional Services Career Affinity Group Life Science Career Affinity Group Babson Alumni Entrepreneurship Forum with e-tower Lifelong Learning and Babson Executive Education

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Alumni Weekend:
A schedule for all!
Wednesday, September 24 2:30 p.m. Forth Park Tour $50 per person 6 p.m. Reunion Pregame Reception $60/person Registration required: no walk-ins accepted
Thursday, September 25 10 a.m. Campus Tours by reservation 1 p.m. Back to Class 6 p.m. Reunion Welcome Dinner $50/person
Friday, September 26 2:30 a.m. Registration Under the tent at Alumni Hall Alumni College All days: $15/person Tickets include:
7:30 A.M. Babson Alumni Technology Council and Financial Services Career Affinity Group Real Estate Career Affinity Group 10 A.M. Consumer Products and Retail Career Affinity Group Babson Alumni Energy and Environmental Group Babson’s Faculty Presents—Social Entrepreneurship: The Next #1 2 P.M. Consulting and Professional Services Career Affinity Group Life Science Career Affinity Group Babson Alumni Entrepreneurship Forum with e-tower Lifelong Learning and Babson Executive Education

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A Brief History of a Student Org

Robin Messerli
Senior Editor

It has occurred to this veteran member of the Student Anti-Genocide Coalition (whose name?) that no one on campus actually knows what the organization has done in the past. Here, I'll attempt to swamp some of the events and fundraisers we've done throughout the years, just in case you've been waiting to hear about our track record before getting involved. Most notably, STAND has been an organization on campus that is able to shift toward member goals. In three years, we have raised money for the Genocide Intervention Network, for humanitarian aid, for setting up school programs in refugee camps, and similar things. We've been to New York City and Boston for rallies and concerts, and we have been to an array of events in the Boston area—from art auctions to lectures at Harvard. One of my favorite rallies was in NYC during the fall of 2006. We saw OAK, Big and Rich, Citizen Cope, and Rwandan drummers among other acts.

STAND also has met Chad from State Radio and hosted a number of Puts Nights. There's no limit to the creativity that has come out of STAND members to date. We've spent a few nights sleeping in tents on the quad to simulate the refugee situation. We learn as we act on the crisis in Darfur, hold lunch-time dialogues, raise aware-

Alumni Schedule from page 1

9 a.m. An Hour with the President and Alumni Association Annual Meeting.

9 a.m. Alumni Games Times vary; former varsity

3:30 p.m. Multicultural Affinity Group Discussion.

4 p.m. Class of 2003 Class
dance.

4:30 p.m. MBA Reception.

11 a.m. Trim Sit.

10 a.m. Multisport Fest.

11 a.m. Trim Sit.

4:30 p.m. MBA Reception.

9:30 a.m. Multisport Fest.

11 a.m. Trim Sit.

10 a.m. Multisport Fest.

11 a.m. Trim Sit.
Free Rice is a sister site of the world poverty site and partner with the world’s largest and arguably most efficient non-profit, the World Food Program, which operates in more than 80 countries worldwide. Though Free Rice gets this week’s website about-out, make sure to browse www.freerice.com for

College is Tough

A Freshman’s Perspective

Anonymous

Freshman

Just like being a waiter or running a business, college is tough. No matter what school you go to, no matter what concentration you have, and no matter who you are, college is tough—especially as a freshman. It has been three weeks since I started classes, and already I am beginning to feel the pressure that comes with being a college student (when I say that, I still think a bit, thinking I am really cool for finally being a “college student”). Any upperclassmen should be rolling their eyes right now, thinking that I have no idea how hard it can get, and they are right—I don’t know how hard it will get. It is very easy for any junior or senior to look back at their Babson years and say all that they have been through... and laugh at me. I am willing to bet, though, that most, if not everyone, reading this (especially those laughing at me) felt the same way as a freshman. Confused, pressured, and at times, a bit freaked out. You all know that it is true. Let us not even try to deny.

But for some people, life as a freshman can be even harder than the average. Take myself for example. On the outside, I appear to be just your average, everyday, naive freshman, but alas, I am not. On top of being on the honors program (a status I have to keep in order to retain my scholarship—which is rather important—the loss of my scholarship means goodbye to college until this writer has a few extra bills in his pocket), I am trying to manage two jobs and some semblance of a social life. Besides hitting the books, I am working full time between two different jobs. On Monday, Wednesday, Friday, Saturday, and Sunday, I wait tables at a restaurant in downtown Wellesley. On those days, no matter how my day has been going or what assignments await me back in my dorm, I have to put on my 100-watt smile and do my best to be friendly and make conversation.

They teach us to try to figure out why the customers are eating at our restaurant, and what their names are. If you have talked to them enough to figure those things out, you have probably established enough of a rapport to be leaving that night with some good tip money in hand (which is what it is all about — I am not in it for the $2.60 an hour). At times I feel kind of sad about being so outgoing to make money, but hey, with where I am right now in my life, I don’t have time to worry about being a genuine or nice person all the time.

On top of that, in kind with almost all of those who applied to Babson, I am competing in the wonderful world of entrepreneurship. I have been running my own business for a few years now, and I am fiercely dedicated to it. It’s the kind of thing where, even if it were making no money (which it is) and I have to take other jobs to help foot the costs of it, I will. The company is my baby, and I would go to the end of the world for it (and, possibly even back, depending on where the “end of the world” is).

Who knows, you may also run across a smart, sexy word that you’ll want to use to make your cover letter stand out above the rest! Be the first to send a print screen of you on Free Rice and the Free Press will take you to Lemon Thai.

The Babson Free Press

Website of the Week
The Babson Free Press Team
www.freerice.org

If you haven’t spent any time on this website, we just can’t imagine where you’ve been! Free Rice is a classic site, though relatively new, that has now donated almost 40 billion grains of rice to the World Food Program with the help of everyone but you, apparently!

The premise of the game on this website is that for every vocabulary word that you correctly match with one of four others, you enable Free Rice to donate 20 grains of rice through its advertisers.

We’ve all noticed that food prices have increased with energy costs, and perhaps some of us have been paying attention to the many political situations yielding aid in hotspots such as Burma (Myanmar) and Sudan. 20 grains of rice may not seem like much, but our challenge to you is to reach 1,000 grains in 15 minutes—we assure you, it’s possible and really adds up! Another genius aspect of this site is its dual goal to provide some free word-education to a person with internet access.
Feed your future

See how many ways there are to create your own path at PwC.

Begin at www.pwc.tv
People You Should Know
The Chief-Jackson Edition

The Babson Free Press is not biased, but one of our favorite people on campus is the Chief of Police, John Jackson. A cool dude who keeps students safe on campus—who could ask for anything more?

We've all had reasons to call into Public Safety. From your own, while needing a jump-start, to getting locked out of your dorm, to needing help with an "all-night" friend over the weekend, the man behind the scenes, making sure his officers can help you out is Chief Jackson. Here are eleven questions that we asked him so that you can get to know him better:

1. Name: John Jackson
2. Job Title: Director, Public Safety
3. Job Description: Responsible for the development, implementation and assessment of an integrated Public Safety program for Babson College and Olin College. Provide leadership for safety and security functions, community relations, fire protection systems, departmental budget, and key access controls for all academic, residential, administrative, recreational, and laboratory facilities. Designs and implements a comprehensive community policing program for Babson and Olin campuses.
4. Tell us a little bit about your background: (where you grew up, what positions you've held before now)
   I was born and grew up in Watertown, Massachusetts, where I currently reside. After high school I enlisted in the U.S. Air Force for four years and was stationed in Mississippi, Massachusetts.

People You Should Know
The Chief-Jackson Edition

New Professors at Babson
From www.babson.edu/newsroom

New Faculty for 2008-2009
Babson College begins the academic year with six new full-time faculty members with diverse backgrounds and areas of expertise. Arts and Humanities:

Joanne Baldino, Visiting Assistant Professor of Philosophy, earned a PhD from the University of Wisconsin—Milwaukee, with a focus on comparative East- West philosophies. She has taught at schools including Northeastern University and Wesleyan University. Her teaching and research interests include Asian and Western conceptions of self and economic justice.

Virginia (Jenny) Rademacher, Assistant Professor of Spanish & Portuguese, Language Program earned a PhD in Spanish language and literature from the University of Pennsylvania, and a MA in International Affairs from the University of Pennsylvania. Her research interests include Spanish and Latin American literature, her research interests include the theater, and interdisciplinary approaches to literature and culture.

Economics:

Nestor Azeno received his B.A. in economics from Universidad Pompeu Fabra (Spain) in 2002 and his Ph.D. in economics from New York University in September 2007. While he was a graduate student at NYU, he was a research assistant at the Latin American Economics Research Group at Morgan Stanley and as a summer intern at the International Monetary Fund. He has taught intermediate Macroeconomics, Money and Banking, and Principles of Macroeconomics at NYU. His research interests are in International Finance and Monetary Policy.

Entrepreneurship:

Julio O. De Castro, Professor of Entrepreneurship, The Lewis Family Distinguished Professor, Prior to coming to Babson, Julio was associated dean of research and professor of strategy and entrepreneurship management at Instituto de Empresa in Madrid... He has teaching experience in entrepreneurship and strategy, and will be teaching in our freshman Foundations of Management and Entrepreneurship course this year. Julio's research examines entrepreneurial and cross-cultural aspects of firm management and strategy, and he has published extensively in top entrepreneurship and management journals. He has consulted for many firms, with a particular focus on innovation. Julio has a Ph.D. from the University of South Carolina, a BS in industrial engineering from Universidad Catolica Madre Y Maestra, and was on the faculty previously at the University of Colorado.

History and Society:

Bill Yousman — Visiting Assistant Professor of Media Studies received his Ph.D. in international affairs, communication and culture at the University of Massachusetts, Amherst. Bill has a long tenure teaching experience and has taught courses in television criticism, propaganda and persuasion, journalism, analysis of popular culture, film and media history, media literacy, film and politics, gender and society, and cultural studies. Bill is an active scholar with several refereed articles, book chapters, book reviews, and co-produced videos. His book, Primo- Time Television: Televising the Representation of Incarceration, will be published next year.

Management:

Ankush Chopra — Assistant Professor of Management earned a PhD in Management and MA in Business Administration from Duke University, as well as an MBA from the Indian Institute of Management. He has research, teaching, and consulting experience in the areas of strategy, innovation, and organizational and business transformation. He has over a decade of international experience in companies like Amazon, Microsoft, and Gamble, CitiBank, and Reliance Industries.

Yayyy! Baby Goats this weekend!
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**The Who, What, Where, and When**  
**Campus Calendar from portal.babson.edu**

**Wednesday - September 24, 2008**

- **Doing Business @ Babson**  
  **Description:** This event is by invitation only.  
  **Contact Name:** Beth Schrick  
  **Contact Phone:** 4005  
  **Location:** Reynolds 241  
  **8:30 AM - 11:00 PM**

- **BFRF Research Chat**  
  **Contact Name:** Susan Chern  
  **Contact Phone:** 5339  
  **Sponsor:** Babson Faculty Research Fund  
  **Location:** Needham Room, Olin Hall  
  **12:00 PM - 1:15 PM**

**Career Expo: Make an Impact**  
**Description:** OFFICIAL KICK-OFF TO THE RECRUITING SEASONS!  
**Contact Name:** Kate Andreouota  
**Contact Phone:** 4228  
**Sponsor:** CCO  
**Location:** Webster Center  
**3:00 PM - 6:00 PM**

- **Men's Soccer at Framingham State**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Framingham State  
  **4:00 PM - 6:00 PM**

**PILOTES**  
**Description:** all levels  
**Contact Name:** Andy Dutton  
**Contact Phone:** 781-239-5650  
**Sponsor:** Athletics  
**Location:** Webster Center - Common Dance Studio  
**4:45 PM - 5:45 PM**

- **World MBA Tour**  
  **Contact Name:** Jillian Cote  
  **Contact Phone:** 6139  
  **Location:** Seattle, WA  
  **5:00 PM - 9:00 PM**

- **KickoffWLFE Ice Cream Social**  
  **Contact Name:** Jean Whalen  
  **Contact Phone:** 781-239-5001  
  **Sponsor:** CWL  
  **Location:** Olin Hall / Needham Whalley Room  
  **7:00 PM - 9:00 PM**

**Mid-Autumn Festival**  
**Contact Name:** Jenny Seto  
**Sponsor:** BAPSA  
**Location:** Reynolds Back Dining Room  
**7:00 PM - 8:00 PM**

**Thursday, September 25, 2008**

- **Fast-A-Thon**  
  **Contact Name:** Nancy Khoo  
  **Contact Phone:** 347-370-8837  
  **Sponsor:** Babson Islamic Organization  
  **Location:** Babson Campus  
  **5:00 AM - 7:00 PM**

- **MBA Mentor Breakfast**  
  **Contact Name:** Joan Whalen  
  **Contact Phone:** 781-239-5001  
  **Sponsor:** CWL  
  **Location:** Reynolds 241  
  **7:30 AM - 9:00 AM**

**Fundable Business Models for Web 2.0 Companies**  
**Contact Name:** Andrea Ross  
**Contact Phone:** 781-239-4304  
**Sponsor:** TCN & Blank Center  
**Location:** Olin Hall  
**8:00 AM - 10:00 AM**

**Wednesday, September 24, 2008**

- **Women's Tennis vs. Nichols**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Webster Courts  
  **3:30 PM - 5:30 PM**

- **Women's Soccer at Bates**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Upper Fields  
  **6:00 PM - 6:00 PM**

  **(First Year Service in Action Program) Harvard Square Meals**  
  **Contact Name:** Josh Stevenson  
  **Contact Phone:** 781-239-5565  
  **Location:** Harvard Square Meals (Cambridge)  
  **4:30 PM - 8:00 PM**

- **Babson Investment Management Association (BIMA)**  
  **Contact Name:** Julie Bentley  
  **Contact Phone:** 781-239-5518  
  **Sponsor:** BIMA  
  **Location:** Olin Hall, Room 101  
  **5:05 PM - 6:05 PM**

- **PricewaterhouseCoopers LLP Info Session**  
  **Contact Name:** Arline MacCormack  
  **Contact Phone:** 5818  
  **Location:** Reynolds 241  
  **6:30 PM - 7:30 PM**

- **Cancer Treatment Centers of America**  
  **Contact Name:** Arline MacCormack  
  **Contact Phone:** 5818  
  **Location:** Global Lounge, Reynolds Campus Center  
  **7:00 PM - 8:00 PM**

- **Field Hockey at Gordon**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4240  
  **Location:** Gordon  
  **7:00 PM - 9:00 PM**

- **Blue Dinner**  
  **Contact Name:** Ashishb Lahkani  
  **Contact Phone:** 382-463-0695  
  **Sponsor:** Babson Islamic Organization  
  **Location:** Reynolds Center  
  **7:00 PM - 9:00 PM**

**Friday, September 26, 2008**

- **FMI Rocket Pitches**  
  **Contact Name:** Sandy Siciliano  
  **Contact Phone:** 781-239-4223  
  **Location:** Tomasso Hall  
  **8:15 AM - 12:15 PM**

- **Friends of the Homeless of the South Shore**  
  **Contact Name:** Joshua Stevenson  
  **Contact Phone:** 781-239-5565  
  **Location:** Friends of the Homeless, Norwell  
  **8:15 AM - 10:15 AM**

- **Men's Tennis ITA Championships at Williams**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Williams  
  **9:00 AM - 11:00 AM**

**Beginner-Intermediate Squash**  
**Description:** clinic  
**Contact Name:** Andy Dutton  
**Contact Phone:** 781-239-5650  
**Sponsor:** Athletics  
**Location:** Webster Center  
**12:00 PM - 1:00 PM**

**Saturday - September 27, 2008**

- **Men's Tennis ITA Championships at Williams**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Williams  
  **9:00 AM - 11:00 AM**

- **Women's Tennis ITA Championships at MIT**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Williams  
  **9:00 AM - 11:00 AM**

- **Cross Country at Williams**  
  **Invitational**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Williams  
  **11:00 AM - 1:00 PM**

- **Women's Soccer at Springfield**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Upper Fields  
  **12:00 PM - 2:00 PM**

- **Women's Volleyball vs. UMass-Durham**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Staake Gymnasium  
  **12:00 PM - 2:00 PM**

- **Bi2Connect - Back To Babson**  
  **Contact Name:** Andrea Ross  
  **Contact Phone:** 781-239-4304  
  **Sponsor:** Blank Center  
  **Location:** Upper Athletic Field - Under the Tent  
  **12:30 PM - 2:30 PM**

- **Men's Soccer vs. Coast Guard**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Upper Fields  
  **1:00 PM - 3:00 PM**

**Women's Rugby Match**  
**Description:** vs. BC  
**Contact Name:** Andy Dutton  
**Contact Phone:** 781-239-5650  
**Sponsor:** CAB  
**Location:** Lower Fields - Harrington Rugby Pitch  
**1:00 PM - 3:00 PM**

- **Field Hockey vs. Springfield**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Upper Fields  
  **1:30 PM - 3:30 PM**

**Men's Rugby Match**  
**Description:** vs. Maine Maritime  
**Contact Name:** Andy Dutton  
**Contact Phone:** 781-239-5650  
**Sponsor:** CAB  
**Location:** Lower Fields - Harrington Rugby Pitch  
**3:30 PM - 5:30 PM**

- **Women's Volleyball vs. Roger Williams**  
  **Contact Name:** Athletics  
  **Contact Phone:** ext 4250  
  **Location:** Staake Gymnasium  
  **4:00 PM - 6:00 PM**
Babson Free Press

Friday Night Live
The Place To Be!

Brought to you by the Babson Entertainment Initiative

Have you made it to a Friday Night Live in the pub yet? Do you like real music, live music, and doors that are a little less sticky than on a Thursday night? Well, all the usual Pub-goers, who like leaving before the crowds make it impossible to get a dollar draft, have consolidated around Friday nights to set the perfect pub mood.

Enjoy actually getting a pool table! Wish you had more room to dance without some guy groping you or spilling beer on you? Are you one of the good people on campus who hides out on a Friday night? Well, we at the Free Press want you to stay! We know a couple of acts that you'd be missing out on if you didn't make it to FNL. Here's what you've missed already and what you can't wait to see. Shows start at ten.

October 3
McAlister Drive and Strike Package
Bravo

October 17
Cabaret

October 24
Dear Havana

November 7
Afroman

November 14
Dear Havana

December 12
Rude Boy Riot

The Babson Free Press Staff

You
Robin Messerli
Nicole Smith
LaShonda Cooks

Amanda Medlin
Jazz Brodmeyer
Andre Roman

You want to work with us.
Email freepress@babson.edu

Classified Ads

CAMBRIDGE ASSOCIATES LLC
Investment Performance Associate (IPA)
Arlington, VA
Collect and analyze performance data for 150-200 alternative investment funds consisting of VC, PE, oil & gas, real estate, non-U.S. global PE, distressed securities, and fund-of-funds partnerships. BS in Accounting/Finance and proficiency with Excel and Access required.

Apply through Career Services.

babsonfreepress@gmail.com

Need
A Resume
Boost?

Join the Babson Free Press!
Opportunities available in:
Finance, Arts, Lifestyle, Opinions, and Sports
It doesn’t feel like work when you’re part of our team.

We're building the perfect line-up.

If you want to play on our team, contact Erica Fagan at 617.428.5421.