What's Next?: It's Your Move. Are you in the Game?

Erin Conner
Staff Writer

A record number of company representatives assembled in the PepsiCo Pavilion for Babson's 2006 Career Expo last Wednesday. Babson's Center for Career Development is responsible for sponsoring the three hour event. The department featured an online workshop preceding the event entitled Making the Most of the Career Expo. The workshop was helpful tips to students, such as proper attire, how to prepare a resume, and how to feel confident when conversing with company representatives. Special thanks to the Career Development Director, CCD for her hard work and making the 2006 Career Expo a success.

The Career Expo takes place annually and offers students a chance to network, practice interview skills, and make valuable connections. It is an opportunity for students to increase their brand name on the campus, identify potential new hires, and to network with all of applicants in their hiring pools. It is for juniors and seniors looking for internships, co-op, as well as sophomores and even freshmen looking to secure internships that may very well lead to job offers in the future. Some opportunities to offer. That's a huge compliment to you and our Career Development staff.

Back to Babson and the Career Expo are great examples of events that give you an opportunity to engage in an all important activity - networking. At any event on campus I assure you that there are always visitors and members of our campus community you will never host who will meet you. It's important to realize that the informal opportunities to network, like back to Babson, are probably just as important as the formal opportunities. I can tell you from my own personal experience that just about every career decision I have made has been influenced by some personal relationship or network that I have developed totally independent of any job search or direct professional motive. You never know who you will meet (and when you will meet them) who might open new doors for you. And one thing is for sure: you will never have the doors open for you. And one thing is for sure: you will never have the doors open for you: don't take advantage of opportunities to meet people and network. We think it was Wayne Gretsky who said, "You miss 100% of the shots you never take." This is certainly relevant to any conversation about net-work.

Networking involves more than just being at an event. Networking is about meeting people, and, more importantly, getting to know them. Babson students and employers swarmed Pecos' patio during this year's Career Expo. Sponsored by the CCD, Babson hosted the great opportunity for students.

One student commented, "The fair offered exposure to companies within multiple industries. Although most of these were accounting/finance related, working a mess pot provided good background about their organization and was helpful in giving advice about the job process. I was able to get my re-sume looked at by the local department that I am interested in (even though they were not recruiting at the position at Babson) within one of these companies."

It was an exciting year based on diversity and size; the Expo getting to know you. Sometimes this is not easy, and you have to be bold. I would encourage you to do is at the next campus event you attend introduce yourself at least one new person you have not yet met. I know it may sound strange, but walk up to them and say, "Hi! I'm (your name) and I'm pleased to meet you!" As one student new on campus myself, I can attest to the fact that the reaction will be a pleasant one in most cases. Do not be shy! It is always great to meet new people, and before you know it you will have a new connection. You never know what connections might lead. You should seize the many opportunities to make new connections that exist for you every day. We do to different events to meet new people, introduce yourself to faculty and staff you meet and converse with them, figure out ways to have people get to know you. Let me provide you with some encouragement and an opportunity to do this. Be the first undergrad to stop into my office and introduce yourself (you have to find my office and find me), and I'll reward you with a $20 gift certificate to Bertucci's. Hopefully, you'll turn right around and invest in that new networking opportunity.

I'll see you around campus soon - and hopefully in my office!

Get Involved on Campus

Nicole Smith
Managing Editor

Sitting in the Office of Campus Life, Assistant Director Jennie Erdle struggles to make a difficult decision. Despite the many tasks involved in her demanding job, Erdle is currently pondering a different type of question, "Which of the new organizations would you join if you were able?" I had asked of her. "They all just impress me to no end," she replied. Eventually, Erdle determines Erdle. "I have to say I was able to make a decision that would interest them, an option that is open to any student. In taking the road less traveled, these students are bringing their organization and ideas to the Babson Community. In speaking with these students, it was interesting to find that although the steps to make an organization can seem intimidating, they each have a plan and that they had, expected the key component being commitment: Commitment and passion will enable you to accomplish anything you'd like much more easily than you may have thought out or spur of the moment.

Babson is a new organization, student groups have to complete a registration packet from

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The Babson Free Press is available for home or office delivery in most main US cities. Call 1-888-222-2222 for subscriptions and advertising information.
One of the many foundations of Greek life on campus is community giveback, and an important component is our participation in the form of community service. Sigma Kappa, one of Beeson’s sororities, dedicates many of its activities every fall to go fighting against Alzheimer’s. Last Sunday, the sisters of Sigma Kappa Sorority gave up their morning time to participate in the 14th annual Alzheimer’s Memory Walk. The sisters have been fund-raising for this walk for the past few weeks, and they proudly raised $1,141.17. Proceeds will be donated to the Alzheimer’s cause, but the sisters are also beginning their lollipop sales and penny collection for the Alzheimer’s foundation. If you would like to donate please contact the philanthropy sister, Stephanie Rogers, or stop by the Sigma Kappa tower, Canfield D. We would love to see you!

NEWS

Sigma Kappa
Rebecca Soon
Co-Editor in Chief

Greek life on college campuses is often misunderstood by those that don’t have the pleasure of being involved. Externally, it can often look like a college clique that parties on weekends and has weird rituals. But for those that are in the know, being a part of a sorority or fraternity can mean having a great social network, a system of support, and so much more. Congratulations to all in the pledge class of Fall 2006! The lovely ladies of Sigma Kappa is proud to announce their new members, who anxiously await initiation in November.

Rebecca Players ’16
Patricia Michaelian ’10
Christina Medenica ’10
Brianna Pecor ’10
Nicole Wilson ’10
April Survey ’09

Congratulations! AAE Awards Eric Yale!

The Admissions Assistant Program would like to recognize Eric Yale as Member of the Month for the month of Sept. Eric Yale has demonstrated commitment, enthusiasm, and professionalism since he has been a part of the whole organization. Please join us in congratulating Eric Yale on his great job giving tours.

Organization’s Continued

Benny Belvin, II
Assistant Dir., Undergraduate Internship Programs

As you have probably heard from me, ad nauseum through countless emails and class presentations (all of which I know you are very much attentive to), an important aspect of your success strategy is: You need an internship. It requires a plan that involves a combination of preparation, persistence, and professionalism. Preparation because luck favors the prepared; preparation because practice makes perfect and persistence, because well, this stuff can get on your last nerve.

However, frustration often arises when you practice the very methodologies that you learned, but receive no results. I mean, what do employers want? How do they seek in a potential intern? Are you doing the right things to prepare for internships in industry-specific areas? Well, if you are listening to our advice... then of course you are. Yet, sometimes it is great to hear it from the perspectives of those who are working moment by moment to recruit talented individuals such as yourselves. For this reason, I invite you out to IN TERNSHIPS 101.

Internships 101 is held in our premiere internship event of the fall semester and features a panel of outstanding companies and great workshops. It is a chance for you to get the inside scoop on:

1:00 pm Saturday, October 13th:
Programs and Career Services: What are they and what do they mean in real life? What are some of the expectations you can expect from these programs? How can you get involved?

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**What's Up Wednesday?**

Nicole Smith  
Managing Editor

We all have speech to write and practice, statistics homework to attempt and a plan and a research paper to start. But the experienced upper classes have been through that. You know that you'll get it done... as long as you don't stress out. It's important to be successful and even emotional, to remain uninterested and focused. Providing that you have the ability to accomplish all the demands of school while still somehow achieving your goals. What's Up Wednesday's topic is the idea behind the 'What's up Wednesday' program.

What's Up Wednesday's begun last year as a way to provide quick and simple outlets of fun on campus. Different campus departments could reserve a night and conduct an activity that may or may not have something to do with their lesson plans. Activities range from educational events led by professors and faculty to sports games and even Horrific House-themed events during holidays.

For the faculty, this is an opportunity to bond with students in a more attractive, fun light than just the classroom scene," says Melody Davis, Residence Director and What's Up Wednesday sponsor. For the students it's a great way to unwind. Mrs. Davis described a recent What's Up Wednesday activity, during which each student could make their own fish tank. "It was just for fun, they could paint and put them together and take them home for 15 minutes, that's all you need to do."

Of course, some activities are longer than others. One great characteristic of this program is its ever changing face. From week to week you don't know what to expect. From painting and arts to goldfish and gingerbread, students can expect something new and different every week. What's Up Wednesday October 4th was sponsored by campus Nutrition, who showed students interesting ways to keep the pounds off while eating at Trim with Utivity Eating @ Trim. Next Wednesday will host a different domestic violence awareness event.

Although this semester is already planned, next semester is in the making. savory, and what's up. Davis encourages any individual or student group with a "What's Up Wednesday idea" to email her. If you're part of a band, you know of a band, you plan to build a Popsicle house or you just need a suggestion of board games, let her know. Contact Melody Davis at melodydavis@nbcolab.org or extension 5324.

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**Knock Their Socks Off!**

OD Corner  
Elle Parpao  
Associate Director, CEC

On September 27th, CCD launched the recruiting season with Career Expo 2006. In the weeks ahead, numerous employers will visit campus to conduct interviews with qualified candidates. Competition does not end with the interview; the next challenge is the interview. The keys to successful interviewing are preparation and practice. As you prepare for your interviews, it will be helpful to keep in mind that the interview view is not one-way street.

While the employer is using the interview as one tool to evaluate your qualifications, the interview is also an opportunity for you to collect information about the employer, to learn more about the position, and to assess whether the organization is a "fit for you." Here are some suggestions to help improve the interviewer's "sokk." Before the Interview: Do Your Homework. It is interesting to find out about candidates who have some knowledge about the organization and positions. Interviews that demonstrate a strong interest in the company and the position are the most memorable. Visit the Career Resource Library or to view the CCD web site for helpful information about the industry and company profiles.

Practice Makes Perfect. Employers often use communication skills. We encourage you to participate in a virtual practice interview (visit the CCD Web site for details) or to schedule a mock interview with a Career Advisor. Other "practice" strategies include writing down answers to general interview questions and reviewing your responses or tape recording yourself.

During the Interview: Dress The Part. First impressions are important, so plan your interview attire in advance. Wear a suit and make sure your shirt is pressed and shoes are shined. A professional look and body language is an important part of being a professional too. Be sure to give a firm handshake, make eye contact, and to stand up straight. Some gestures and body language are very negative messages, e.g. slouching or arms folded across your chest may suggest that you lack confidence or are not a team player.

Keep Your Eyes On The Ball. A common mistake among candidates is that they do not answer the questions asked in a timely fashion and, consequently, all questions. Don't jump in with a quick response. It's alright to think and organize your thoughts before responding to "touchy" questions.

After the Interview: Go The Extra Mile. Take the time to send an employer a fol- low up thank you letter or email. This extra effort on your part will impress your interviewer with your determination as an employee for his/her time and to emphasize your interest in the position. You should help "stand out in a crowd."

For additional resources for interview preparation, visit the CCD web site at www.nbcolab.org. The CCD Contact Center at ext. 4215 to schedule an appointment.

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**DormItem.com Joins Babson Businesses**

Eric Conney  
Staff Writer

Babson's Daniel Scudder, '08 has recently founded DormItem.com. This exciting online business offers free classified ads for its targeted Boston college/graduate audience.

The site, launched during April of 2006, was inspired by the networking and social side of college. DormItem is not. Scudder puts it, merely a "Col- lege Craigslist." The strongest difference lies in the explicit scope of the site; the site currently features over forty colleges with hundreds of students currently contributing various items to be sold or traded such as couches, desks, chairs, computers, liquids, fridges, and other dorm related necessities. The focus is on a single region cut down on shipping (or traveling) costs for parties engaging in business transactions and is a convenient way to connect one of the America's most expensive institutions.

In Babson tradition, DormItem is innovative. The site was pro-
grammed professionally with very new technology referred to as AJAX. This web program uses language that allows users the luxury of never having to click to a secondary page. Everything loads on the homepage, and the site therefore is able to function much like a desktop application rather than a normal website. Scudder commented that "the search function on the site is one of a kind on the web, and makes searching easy and fast." It is a truly unique experience in which one has to engage in fully to comprehend.

In addition to the unique AJAX programming, the site's layout is worth of particular note. The main page is in a series of tag clouds. A tag cloud is a collec-
tion of associative words or tags which are inputs or outputs to a search or listings. With this feature, people can find what they're looking for efficiently.

Founder Dan Scudder notes, "The tag clouds are a big differentiator for DormItem.com because other college classified sites have categories that users have to browse through and click around through. This poses a problem for the seller, because if they list their item in the wrong category or their term doesn't fit one of the preset cate-
gories, a buyer may never find their listing."

The popularity of tags are or-
ganized by bold and size of the type. More popular tags are bolder and larger, while less es-
Sential tags become smaller and less noticeable to the scanning eye.

Those unique features give DormItem a sense of authority as it begins finding a place in the world of free online classifieds. It currently stands as the num-
ber one alternative to ridding the Boston college dorm of excess or finding the essential item to decorate with. The business has not yet received space in the Under-
graduate Hatchery and plans to expand nationwide to other re-
commendation communities. DormItem currently has positions open; please visit the site for more details or contact Daniel Scudder of Babson Col-
lege at info@dormitem.com or 617-418-4151.

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**What Do Employers Really Want: 101**

Benny Belvin, II  
Assistant Director, Under-
graduate Internship Programs

As you have probably heard from me, ad-nausea through countless e-mail and classroom presentations (all of which I know you are very much atten-
tive to), applying for internships requires strategy. It requires a plan that involves a combination of preparation, practice, and per-
sistence. Preparation because luck favors the prepared, prac-
tice because practice makes ex-

cellence, and persistence, because well, this stuff can get on your last nerves.

However, frustration often arises when you practice the very tactical bears, but eventually results. I mean, what do employ-
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tening to our advice... then of course you are. Yet, sometimes it is great to hear it from the perspectives of those who are working moment by moment to recruit talented individuals such as yourselves. For this reason, I invite you out to INTERNSHIPS 101.

Internships 101, held annu-
ally, is our premiere internship event of the fall semester and features a panel of outstanding companies and great workshops. It is a chance for you to get the inside scoop on the internship search process and ask questions that you may have been dying to understand. Afterwards, you are welcome to network and con-
nect with the panelists who are... ALL LOOKING FOR INTERNS!! It really is a fun event and I hope that it will assist you in getting closer to and more comfortable with the process of acquiring an internship. So, to answer the question of what employers want out of an intern? Well, someone that is innovative, analytical, has an interest in the field, and... howe everDJO

Tell us about your internship opportun-
ities, whether dreams or absolute night-
mares! freepress@babson.edu
Chief Lehman Bros. Market Strategist Visits BIMA

By Alex Turzak
B&K Editor

The Babson Investment Management Association kicked off a new semester with its first guest speaker of the year. Henry "Chip" Dickson, former Chief U.S. Market Strategist at Lehman Brothers visited Babson's campus and shared his knowledge of the markets and investment management with the students.

Dickson, a Babson undergrad and graduate alumnus, was presented with his "Alumnus of the Year" award at the event. His expertise in that field helped land Dickson at Smith Barney as a regional bank analyst where he distinguished himself as one of America's "All Star Analysts". Dickson then moved on to Lehman Brothers where he was named the position of Chief U.S. Market Strategist. Just recently, Dickson decided to leave Lehman Brothers as a result of another investment career.

The program began with Dickson discussing what it takes to make it onto Wall Street, with a number of tips for many Babson students. Dickson elaborated on the importance of having superb quantitative and analytical skills. Dickson said: "You need to believe in yourself and your abilities to make it in Wall Street."

Dickson began his presentation with a discussion on the current state of the market. "The market is certainly in a bear market," Dickson said. "It is important to understand that the market is not going to just recover overnight. It is going to take time to build back up." Dickson also discussed the importance of having a diversified portfolio. "It is important to have a diversified portfolio in order to minimize risk," Dickson said.

Dickson then went on to discuss the importance of having a long-term perspective. "It is important to think long-term," Dickson said. "You cannot expect to make instant profits in the market. It is important to have a long-term perspective and understand that the market is going to have ups and downs." Dickson also discussed the importance of having a "risk management" strategy. "It is important to have a strategy in place to manage risk," Dickson said.

Dickson ended his presentation with a discussion on the future of the market. "The market is going to continue to be volatile," Dickson said. "It is important to have a long-term perspective and understand that the market is going to have ups and downs."

China's Stocks Ready To be Competitive

By Louis Ayala
Staff Writer

China's stocks are ready to be competitive. This is due to the fact that China's government is taking steps to make the stock market more competitive and attractive to foreign investors.

In recent years, China has taken several steps to deregulate the stock market and attract foreign investment. These steps include lowering barriers to foreign investment, increasing the availability of financial products, and improving the transparency of the market.

China's government has also taken steps to increase the role of institutions in the market. This includes expanding the role of mutual funds and other institutional investors.

In addition, China has taken steps to improve the quality of its listed companies. This includes increasing the disclosure requirements for listed companies and improving the enforcement of securities laws.

Overall, these steps are helping to improve the competitiveness of China's stock market. As a result, China's stocks are now seen as an attractive investment opportunity by many investors around the world.
Marimba soloist
Dog walker
Urban cowgirl*

Learn more about Erin Towery and tell us more about you. Visit pwc.com/bringit.
Your life. You can bring it with you.

*connectedthinking
Gastronomist
Tango dancer*
Wine connoisseur

Learn more about Xavier Flores and tell us more about you. Visit pwc.com/bringit. Your life. You can bring it with you.

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Run Lola Run

Eoin Daly
Arts Editor

Run Lola Run is a film by German screenwriter and director Tom Tykwer. It stars Franka Potente (Gloria, The Bourne Identity) as Lola. It was released first in 1998.

Tykwer is a self-taught director. He is often grouped with the likes of Lars von Trier (Dear Wendy) and Wim Wenders (Paris, Texas). These three directors include common themes in their films that are ubiquitous in European cinema.

Despite what may be seen, quintessential European films (or even the European perspective in general) need not include critiques of American culture. American is just another of the most relevant landscape to highlight the music of European film, mainly some sort of quip about the alienation of the individual from a disPassionate society.

Paris, Texas for example is about a man suffering from amnesia who attempts to assimilate himself into a culture dominated by materialism and devoid of a spiritual dimension. Run Lola Run certainly contains themes common to European films.

It is a non-linear story, it repeats the same 20 minute interval three times with minor differences.

Each 20 minute interval begins from the same starting point. Lola's boyfriend, Manni (Moritz Bleibtreu) is involved in a smuggling operation. His final task is to deliver 100,000 German marks to his un forgiving boss by 10:00 am, or he will surely die. Lola, the orange hair punk, is supposed to pick Manni up, but he is late. Lola is not late. One stroke of bad luck leads to another and the by the time Manni calls Lola he is about to phone with a big problem. They need to come up with 100,000 German marks in 20 minutes.

Lola tells Manni that she will find a way to come up with the 100,000 marks. Manni vows to a shopping mall if Lola is not able to find him at 12:00 with the money.

It is at this point that the alternative-reality sequences begin. Lola has no other choice but to drive to the shopping mall and then... nothing happens. The track begins to pump.

Each time the story replays with minor differences. Although the differences are minor, they have drastic effects upon the final outcome of the story.

What do we make of this movie? First, it is unique. Non-linear, non-linear. This film is a series of images, still frame shots, filters, and slowing the film down are some techniques that keep the movie visually engaging.

Second, the message is worth considering. Are outcomes about fate or fortune? If an exact sequence of events is required to produce a single outcome, then fate seems as though randomness could make fate inescapable. We are just lucky. At the same time, we could look back at our lives and create a single coherent story. Thus, we could inform a sense of fate into our outcomes.

The real aim of the film is to raise questions about fate and fortune. Our efforts are required to derive direction, but within our path there are deviations in outcomes that are somewhat beyond our control.

How Sonichuds is Changing the Music Industry, One Artist at a Time

Heather Kolenda
Contributing Writer

Today's independent musicians are using technology and seeking innovative venues for their music to connect more directly with traditional and non-traditional consumers. Once limited solely by the whims, tastes and limitations of the recording industry, promoters and commercial radio, now anyone with ambition and access to the Internet can reach a wider audience without commercial endorsement.

But posting your music on a Website and hoping it will find an audience is still a long way from taking charge of your own career. Musicians who hope to make a living through their craft must reach new audiences and interact with decision makers who hire musicians for live performances or special-purpose assignments.

The trick isn't just to post your music and hope someone listens, but to personally manage access to opportunities. Musicians need to reach promoters and commercial consumers, as well as recording companies, club owners, festival managers, radio stations, online music media and the many other people who select or purchase music.

Thinking "outside of the CD case" also means finding new markets for independent music, such as independent film producers, college and trade show music coordinators, gaming industry designers, cell phone companies and anyone else who understands the relationship between music and marketing.

Now there's an easy, practical and effective solution to help achieve those goals: Sonichuds (www.sonichuds.com) is a groundbreaking online service that already serves as a facilitator for more than 20,000 musicians and 6,500 promoters and other people who select, purchase and listen to music daily in the U.S. and in more than 100 countries.

Through an Electronic Press Kit maintained on the Sonichuds server, artists in a passively (annual membership is only $50/year) build and distribute text overviews and samples of their work, with options for streaming video, high-resolution photographs and more. Members also receive regular customized emails alerting them to festivals, competitions, film and television options, college and trade show opportunities and myriad other chances to connect with potential buyers. They can then make these connections online — it's cheap, fast and effective.

Sonichuds was founded in 2001 by Panos Panay, a Berklee College of Music graduate and former agent for a successful music management company. Started in his apartment, this innovative service now employs 35 people out of a funky art space in Boston's Back Bay. In 2005, Panos was named one of the "Fast 50 Entrepreneurs" by Fast Company magazine, but he's never lost touch with his musical roots and fierce commitment to independent artists.

Panos' philosophy is that with helpful services like Sonichuds and tools like the Internet, artists can build their own reputations without letting others make choices or limit who has access to their music. For a free tour demo of the Sonichuds site, visit them at www.sonichuds.com.

What do you know? (Save the date)

Nicoe Smith
Managing Editor

Discussions of the stock-market, marketing strategy and corporate policy may be interesting in small doses. However, if you are in the business world, it will be the extra stuff that puts you ahead, makes you successful and proves you are eligible for whatever deal you may be trying to transact. Your knowledge of culture, you're awareness, you're ability to hold a decent conversation, these are factors that make you attractive. The best way to get to that point is to experience new things, go to new events, allow yourself to try something you may not typically do. I challenge every student, faculty, staff member to go to at least one event on the Babson campus that you normally may not have attended. Do it for you, to better yourself.

This fall, I'd recommend and strongly encourage all of you, to attend the Upcoming Concerts featuring one of our very own professors, Michelle Abadis. This wonderfully talented singer will be on stage in the Chapel on Saturday, October 14th at 7:30, RSVP 781-283-2000 for more info, or e-mail, Naes Smith, at namich@babson.edu. This will be an enriching experience and is to benefit the Global Outreach through Entrepreneurship program. Everyone wins!
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The Turning Point for Writing in the Collegiate Presses

Nick Gibbi
Staff Saturated

As a concerned reader (and writer), I am compelled to break the mildly taciturn acceptance of an egregious error. Our society did not become great, nor did it have greatness thrust upon us, through negligence and indolence to detail. We achieved greatness through a pursuit of what is true, or truthful. Our society was not Colbertian (pronounced kol-bur-shun) abstraction.

A fine financial institution's student-run newspaper cannot allow a violation of truth to go unnoticed. Indeed, from the first week by the hefted name Scott Meyer, a contributing writer, "Contributing Editors" in our staff rule, the title is meaningless in its function and usage and again this fact we call truism. It contributes nothing and sucks our society dry.

This Turning Point. I groveled this "Turning Point"—apparently the verb 'to grovel' is the second, newest word in the English language, after 'truism' and uncovered an interesting quibbling: the Turning Point is a division of language. Without being pompous or embarrassed by my own ignorance, I can honestly say that I have never met or read anyone who was able to convince me of the legitimacy (logical, commonsensical or otherwise) of the latter conjecture.

I will assume that thoughts (or ideas) come to us as poetic sparks: quasi-sensory phenomena where the complexity of a given situation becomes lucid or where missing the link to a seemingly unolvable problem is discovered. Long before the theory of relativity was empirically proven, Albert Einstein knew it to be true. The reason why his self-assuredness generated much disdain and skepticism in certain circles. Einstein knew he was right because of the elegance, the simplicity, and the divine nature of his insight (translated into a mathematical equation). Years later, much to the chagrin of the few remaining cyllones, the theory of relativity was validated by empirical evidence. Chapus, Mr. Einstein!

A Philosophical Journey

Though the "like" rant has been articulated by innumerable people in the past, my recent experience has been so vast and yet available, expression has provided me with new insight into the distance factor. Before divulging my line of reasoning, I am compelled to say I have an almost pathological distaste for words and sentences or as I can get the groundwork.

It is fair to argue that thought in and of itself does not require language (words, strictly speaking). This view, propounded by Plato 2500 years ago, is not the only way to interpret epistemology (theory of knowledge). Some people might hold forth a counterargument suggesting that all thought comes from language. Though Plato, in a certain way, embodies this maxim through its obsession with preconceptions and its networking paradigm.

On a side note, economics and probability theory had not yet been developed in Ancient Greece. The concept of correlation, even though it may not hold any metaphysical truth, does prove relevant to the topic at hand. To elucidate my point: while poor diction does not explain the concept, this ignorance, this supposition alone does not preclude most ignorant people from also having limited language skills. In reciprocal words, most intelligent people tend to read abundantly and use mindless expressions such as "like" with less frequency than the hot pothole.

The "like" Argument Explained

Apart from the aesthetic argument (which, in my opinion, shouldn't even be here), let us consider the following: If "like" was eliminated from the lexicon of the successful college student, firstly, it impeded the fluidity and coherence of communication. By placing a "like" in the middle of an idea, or a sentence, the orator is interrupting the natural cognitive process. Admittedly, most people are able to avoid the distraction of searching for the right word (only when this word does not come do they resort to "like") and finish their train of thought. The listener, less familiar with the inner workings of the orator's mind, may not be as acute in deciphering the idea being conveyed to him. This is most relevant in business, where one cannot retract to audoempathy to explain a proposal—words, and mostly spoken words must be correct and comprehensive.

The second, and in my opinion, more important reason why it is imperative to stop using "like" is that this word, by its very definition, constrains human ideas and indirectly hinders thought. As mentioned above, a person can use "like" as a stalling tactic when searching for a word. But, this verbal blight can also force an unsuspecting victim to use a simile when a proper word already exists. For example, a person may use "like" to help describe a certain object or emotion. Not knowing the proper word to describe an object, he will employ "like" to give his listener a vague idea of what he is thinking. The listener eventually understands his friend, and they proceed with their lives as though nothing happened. In reality, something did happen. The speaker lost the chance to use the right word to describe the situation. If "like" is used prodigiously enough, it renders much of the language superfluous at the expense of proper communication.

This indirectly limits your thoughts and ideas as well. With a newly simplified lexicon similar to that of a five year old child thanks to the word "like" that is peppered amidst constructive words and sentences—distinct ideas begin to fragmentally emerge, and so forth. Creativity and insight start ebbing. The two latter faculties are still present within each person (defying this contradicts the language discussion above), yet the use of the word "like" clouds our cognitive powers and tricks them into going on auto-pilot in stormy weather.

The good news in this plight is reversible, since language in and of itself does not affect the mental foundation. We must restrain ourselves from using "like" and have our friends point it out to us when the words slips out. This exercise is tedious and may seem inauspicious at times, but its benefits are well worth the labor. With this expression eradicated from the vocabulary of intelligent students, creativity and imagination will prevail over ignorance and banality.
**Opinions**

**Babson Students are Not Happy**

Bobin Messeri  
Contributing Writer

This year, I have been going to student government meetings at Babson every Wednesday night upstairs in Prim at 7:30 pm. No, it really was not because I wanted to get intensely involved in student politics or that I thought they were even an association that had any power to actually make any decisions. But once I began to go, I began to notice that my friend was doing so and signing in for Babson politics. It seemed to me that it was only fair that I sit next to and make inappropriate comments. However, these folks tend to find some interesting and relevant things to talk about during these meetings of theirs. On my mind lately (and I hear many other students' minds as well), has been this discussion that was brought up at the most recent one. This discussion was about whether Babson students continually rate as, well, sad, par. Certain things are being done about this to say the least, and are rumored to be in the want to make the best of what they can do for these statistics to rise. Why are the ratings so low? The quality of life on the Babson campus low? Why are Babson students not happy? I must say if this were a study being done in some place that is, dealing with a hand party.

Of all the privileged children of the entire world, not just America, students at Babson probably are not some of the most! Some kids here in can even afford to come. Is that not an overt signal that per has said group of persons need not look solely how to make money, but also to make us happy? I wonder if there happens to be a direct correlation between the way in which a stud lent has come to Babson and their satisfaction on campus. What if the study concludes that is the problem likely goes be

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**Coalition of the Willing Welcomes Typhoid**

Scott Meyer  
Staff Writer

Last Saturday, my breakfast taste slightly different. I asked an mom, who regular makes my complete breakfast, was that wonderful ingredient I tasted? Maybe it was possible to taste the love in their cooking? After drinking from the sterilized beverage she had in hand, she said it was probably some spilled whisky from when she opened the bottle at 3:17 AM. I did recognize the taste now that she mentioned it, but that wasn't all of it. I turned on one of the seven televisions we have in the kitchen. Upon the screen came a headline that would explain the wonderful flavor I tasted.

"Osama bin Laden dies of typhoid August 29th!"

I ignored the question mark at the end of the sentence and began cheering. Great things like this don't happen all the time. Only the work of a courageous and forthright leader could bring this great event to fruition. I grabbed the remote and turned to Fox News, my own source for fair and balanced news. Speaking like a true general was my Commander in Chief posed in the center of my screen. He was addressing me, letting me know in casual speak that he was in charge.

"He said, "Great people of America. There is no better time then now, to introduce our covert member of the 'Coalition of the Willing'. Typhoid has been working close with CIA Intelli- genes, Military Intelligence, and Al Qaeda to root out the mastermind behind the horrendous attacks of September the Eleventh."

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**Leveraging your Leveraged Leverage**

William Hurley  
Staff Writer

At Babson, we are often asked to "leverage the course concepts," "leverage your strengths," "leverage your resources," and my personal favorite: "leverage your skill set." The problem is that the word "leverage" is absolutely meaningless. It can be used in just about any situation to make it sound better. How do you leverage your skill set? You don't. It's not exactly synonymous with, "doing your best," "playing to your strengths" or anything. It is, however, quantifiable goals everyone strives to achieve.

It's midnight on Sunday, with a paper due the next morning. You have two of the required six pages done and need to "stretch" what you've got. What do you do? Add the word "leverage" where possible; not only does it take up space, but it is an impressively sounding word. In sum, the word "leverage" is the panacea for struggling writers and procrastinators everywhere.

Every day I exit my class in Olin Hall, I see a huge sign that reads, "LEVERAGE in big letters. I look at the sign every week and still have no idea what it means. Leverage what? How? Why? I secretly urge for the prompt removal of this sign.

I make one notable exception to the above when discussing the concept of "financial leverage," usually associated with leveraged buyouts. The use of this word actually makes sense because it is a ratio between the relatively easy to quantify ratio at the most basic level, [asset/equity]. No subject.

On one of my friends dared me to use the word "leverage" at least twice this year. While I despise the word and will not fulfill this dare (especially after publishing this article), I must admit that I've used the L-word in the past. Under duress, distress, or just stress, it may also incidentally squeeze itself into essays I write in the future, but always within the context of a larger article. Likewise, whenever my friends and I look at the word "leverage" in class readings, newspapers articles, etc., we immediately forward the passage to each other and get a good laugh.

Yes, we all take two or three semesters of finance and the word "leverage" is certain rhetoric but you are supposed to use it in these courses. Luckily, the L-word looks great, but upon closer inspection, the word almost always dilutes the strength of the writer's argument.

So, let's leverage a clean slate, and from here on out, I am leveraging our homework to avoid leveraging the word "leverage."
For Every 1,000 that join this group I will donate $1 for Darfur.

Ian So
International Editor

By reaching 400,000 members that might be only $400, but the significance of the group just furthers what a powerful marketing tool Facebook is for the college student segment of our population. The best way to reach them is through the group page, not CNN but Facebook; the website many Babson students check most often is Facebook. I checked the email. Around 150 Babson students are in this group. Along the same lines, another group has created a group titled, by joining this group, I pledge to donate $1 to Darfur. This group has already surpassed 3,000 members and $3,000. I encourage everyone to join this group.

Although such Facebook groups may reach a large audience of college students, Jennifer Chi a senior at Babson comments on the superficiality of the group. She states, "I doubt people would research it. They would probably just go "oh another killing going on". Not knowing the details about it." To see if that was true, I performed an unscientific survey and massaged six people of this Darfur group. I asked them the question, "Which African country is Darfur in?" Of the six people, two of them know Darfur is in Sudan.

In response, let me share some information on Darfur. The conflict has been ongoing since February 2003 between Janjaweed militia group and non-Bagarray tribes. Somewhere around 400,000 people have died from ethnic cleansing, armed conflict, and refugee displacement. More than 2.5 million people have been uprooted from their homes. After brief stability earlier this year, conflict has resumed in the area. International attention has been lacking (the assessment was that 2005 brought out strong backing from the powerful Western nations, the situation is untenable is unable to send a meaningful peacekeeping force. One UN official described efforts by international community as, "keeping people alive with our humanitarian assistance is making a difference." One could say the average American's lack of interest in Darfur is a reflection of our own governments lack of interest.

North Korea's upcoming nuclear tests: a threat?

Nikolai Stoddard
Staff Writer

North Korea's intent to test nuclear missiles is, at least as I see it, more of a political move than a military one. With countries like China, Vietnam, and Cuba affirming their intention to South Korea and Western global hegemony, it doesn't come as a surprise that this country, which has engaged in a long rebellion against western influence, is still strong and as far as I know, its intentions and will not yield. I don't think this is as much a threat to world peace as it is a threat to the above nations' interests and their relations with North Korea. I personally don't think that North Korea has the technological or economical resources to effectively undertake an offensive nuclear program. But by claiming they are, and by even testing some of their nuclear weapons, they demonstrate their refusal to cooperate with the western world. In some ways, I can't disagree with what there's doing - it's not fair for one country to bully another country based on its own policies and "values." I don't think that western countries have taken the appropriate tact with Iran and its nuclear policy, and I feel that Russia has a better stance on it, and I believe that France's recently revised position is a step in the right direction. North Korea just needs to look past what it perceives to be a political threat from the outside and by conducting their test is asserting their power of will.

The Babson Free Press

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It's A Bullpen Overhaul at the Fens

Jeff Peterson  
Staff Writer

Last week I enlightened you with some potential moves the Boston Red Sox have to improve starting pitching. Let's now turn to the starting pitching staff was for the Sox this past season, the bullpen had its troubles. The bullpen was not easy to nail down by taking a look at the pitchers who might be returning next season.

Major League Baseball is not easy to put together a great bullpen that can perform consistently and get your team out of jams. Theo Epstein knows this better than anyone, as he has spent a great deal of time understanding and constructing another solid bullpen. I was actually in favor of many of the idees he has taken over the years. Matt M instruit was a great gamble for Theo to take. A solid arm who had a couple of good seasons. However, he turned out to be a bust. Hey, you win some, you lose some.

Epstein was more or less forced to use Hansen this season due to his contributions, but not compliments of "uber-agent" Scott Boras. Hansen

David Nikel  
Staff Writer

Two weeks ago I wrote about my concerns regarding the Patriots and their potential to be a good team who beats up on weaker teams instead of their opponents but wouldn't be able to stand up to the elite. They proved me wrong with the Packers in Denver (if you even want to consider the Broncos as an elite team). This week their game against the Browns will tell us about this weekend's pummeling of the Bengals otherwise.

I could go into the reasons why those who hold that opinion are wrong, such as the Bengals ineptness when it comes to shutting down anyone's running game since they have a solid offensive line. However, I'll take the time at the quarter-pole to take a look at the league's playoff contender teams, the type of teams the Patriots will have to beat to advance in the playoffs.

First, in the AFC, the Colts (4-0) have established their position as aConference contender again. Their offense is one of the fastest in the league and their defense is just as good. The running game has shown a little trouble in the last few weeks, but the Colts will have a Hall of Fame kicker come playoff time and are still loaded with offensive weapons. The Ravens are still undeated thanks to an early easy schedule but don't understand a team that has always been

Will the Patriots Make the Playoffs?

Just a quarterback away the last few years. The Ravens now have that quarterback in former league MVP Steve McNair, who has shown he still has plenty left in his tank.

The Broncos and Chargers stand at 2-1, and their fates will be determined at the quarterback position. The Chargers' defense, led by defensive Roy Shawne Merriman, has looked good, but there's no question that the offense is backups. The Chargers' offense remains solid and their running game is always good. The question is whether Jake Plummer will keep his job or if Mike Shanahan will turn to rookie Jay Cutler.

The only team I see capable of a playoff run are the Bengals, Jaguars, and Steelers. With Rud Johnson pounding his way over, by, and through tacklers, he needs the ball to run the ball, which could become more of an issue later on in the season. The Bengals also have to contend with the ball to football pitching that is still on the field.

The Jaguars are only 2-2 after a hard fought loss to the Colts and a tough overtime win against the Raiders. Nonetheless, they are still an physical a defense as you will find in the NFL. They have to find a way to consistently put 17 to 21 points on the board. Mean-

Sports

Thursday, October 5, 2006

The Barson Tree Free

Brandi's Blur

Branding Leaguette  
Contributing Writer

No surprises in the NFL this week. T.O. took all the headlines outshining himself again with another bogus media sensation of unpreceended proportions.

The Madden cover claims his latest victim, reigning MVP Shaun Alexander. And, of course, our beloved Patriots managed to rebound from a tough loss to best Cincinnati, thriving as always in the underdog role. Expect the good times to keep rolling, but be prepared for a contentious Miami game this weekend.

As the Dolphins continue their slide, it will only go downhill into New England on Sunday. This game is a make-or-break game for the Patriots. Hollins can win, they'll only go one game out of the division lead, despite all of their shortcomings. If the Patriots can win, it will be three games, and they'll continue to look stout for the slimming Dolphins.

The Patriots are riding a high after the big win in Cincinnati. They can't afford to lose this game to Miami, I expect the Patriots to put together another "grind ten out" win against Miami. I don't expect the Patriots to score too many points. Once the Pats get a lead, they'll rely on the running game to keep the Dolphins scoreless. I expect the Patriots to win, so I expect Delhomme to take some shots deep down the field against the Patriots.

The Dolphins don't have much left to lose, so they will pull all out of the stop sign plays, run the option, and try to get mental mistakes from the Dolphins. Miami will be running to win, so expect Culpepper to take some shots deep down the field against the Dolphins.

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