What's Inside This Week:

Gary Hirshberg at Babson

Daina Ruback

Gary Hirshberg, the Chair- man, President, and CEO, of Stonyfield Farm came to speak at Babson this Monday in a conversation aptly entitled, "Stirring It Up: How to Make Money and Save the World." One-time quintessential anti-establishment hippie, Hirshberg has realized that saving the world wasn't economically viable or more importantly, profitable, it would never happen.

His conversation began with a fairly grim look at the post-industrial world, where babies born with 180 known carcinogens and hypoxic squamophores are the norm. Life as we know it simply is not sustainable, and it's because of a man-made concept called "waste." Hirshberg acknowledges nature's beauty in that it produces no waste, so why not try to model our actions more after those of our mother earth?

With this philosophy in mind, Hirshberg has grown Stonyfield Farm into the third-largest yogurt company in the country, behind Dannon and Yoplait. All your business outliers kick them out take note, as gas prices spike without signs of falling. Stonyfield has managed to save millions of dollars with its conservation and eco-friendly practices.

Admittedly, Hirshberg says his gross margins are much lower than his two main competitors, but given what this has almost no effect on his bottom line, which is on par with Dannon and Yoplait. How is this possible, you may ask? He got creative!

Where its competitors spend huge sums of money on advertising and marketing, Stonyfield spends none. They partner with non-profits and other organizations, bringing fun and creative advertising right to the yogurt lid. With just five Stonyfield Farm yogurt lids, you could adopt a cow of your very own! It would even email you to say "hi" and update you on your cow at Stonyfield.

Over and over, Hirshberg stressed that the conservation, preservation, clean-tech, etc. industry is full of great business opportunities and growing by the minute. Heck, even Babson is getting a wind turbine (don't forget to go to the dedication ceremony next Tuesday, its Earth Day! Go plant a tree or pick up trash or start a new clean tech firm).

Stonyfield has been experiencing "enviable growth" by any definition for the past several years, the entire time attempting to be as eco-friendly as possible. To achieve this "clean" status, Hirshberg stressed the importance of examining your business' entire supply chain. Reduce your manufacturing emissions is important, but don't forget about packaging, delivery, etc. — that is where the bulk of an organization's emissions lie.

During his conversation, Hirshberg also gave the audience a little peak at Climate Counts (www.climatecounts.org), a nonprofit organization of which he sits on the board. Climate Counts provides consumers a scorecard of different companies (based on 22 criteria) on their environmental friendliness. As much as we hate these IBM laptops that Babson forces upon us, as the keys fall off and power chords almost set your bed on fire, IBM scores a 70 out of 100 whereas its hipster competitor Apple scores a 2! Email yoniperp.com if you'd like to speak your mind about this poor, poor showing.

Hirshberg's book, Stirring It Up: How to Make Money and Save the World, outlines the efforts of many well-known and very successful companies that are greening their operations quite profitably. All in all, Hirshberg kept the audience interested and laughing, whilst inspiring a roomful of "b-school kids," as he said, to create something truly about business operations.

Excuses, Excuses!

Whenever we ask someone that's really interesting—why don't you write an article about that for the Free Press? We get a series of unoriginal responses. Let's DUNK 'em all now, so that we can get to the heart of the issue. We really love to find out what Babson students honestly appreciate. This is not a trick question.

**Excuse Number Seven:** I'm not creative.

**Well, well. You're certainly creative enough to come up with more than half a dozen reasons why you're just too dam good to write for the Free Press. Seriously. "Nothing happens on campus?" That's one of the most creative things I've ever heard. Be- sides, I don't mind reading boring articles.**

One person's Web 2.0 is another person's fascination with some name. There's something for everyone (and two for Dave Barner. Check out page 6) in truthly, journalistic, and — dare I say — literary articles. We can sit through 15 hours of constant MAC cramming, but we assume that Babson students don't want to read about "unre- creative" articles.

The other day in Human Rights class, with Professor Goldberg, we discussed the ne- cessities of an editorial. Sur- prise, surprise! You don't even have to be creative in the least to write one! Just answer "Who, what, where, when, and how?" (Give us bullet points. Give us fragmented sentences. That's alright, we'll edit it up a bit. People will be informed. You'll have written for the Free Press. And you might even stop pouting on the guilt. It's as easy as pie! See, I just used a cliché. Chèze's for us and make fun of you, right?"

Or perhaps another of our writ- ers would like to start bringing people to practice their speed reading skills. After the end of our iWriteWin campaign, we'll have a time to get this community involved in the free media. Start charging! That would be controversial, eh?

Wait a minute. What am I rambling about? People read the Free Press, and we have hard-core facts to prove it. We've had views of our website from all over the world. We hear feedback from staff, faculty, presi- dents, students, chiefs of police. We get student organizations to print up their events in the Free Press; they wouldn't bother it was just for the karma.

We even hear feedback from Baboonites who like this continued column, in fact. Thanks, like writing it. Writing is fun. Like this column? Write it next week! I swear, I'll let you.

And there we have two more excuses completely dead-ended. Let's not be selfish. No more heeding your articles!

Send them here babsonfreepress@gmail.com

Love,
The Babson Free Press Team with a shout-out to Passover.
The Babson College Archives

Robin Mesatti
Miss Beaver Bowl
(or so Colin Lieblich says)

Where on campus can you go to learn about Babson's history—see Roger Babson's parents' bedroom, and step into Isaac Newton's living room? Where else but the third floor of the library? There's more to do up there than take a nap! Last week, in preparation for the Beaver Bowl (The Free Press team won the whole enchilada, by the way), I took a trip with a friend to visit the Archives. I found myself in a new world, similar to the feeling I got when reading about Babson's history on the Archives website: http://www.babson.edu/archives/

You pass the monuments when you walk around every day. You wonder what your dorm used to be before it was a dorm. You question whether or not Babson students really had secretaries or if it's true that there weren't any women at Babson before the 60's. Well, you can find out the answers to all those questions and more through the Archives. I find it fascinating. And with over 50 years of newspaper articles, I know that this stuff peaks your fancy, too—at least when there are no free drinks tickets involved.

Rip (Ron Rybnikar) is the main man at Babson, if you ever want to know about the past. Who went to Babson? How many different editions of a student newspaper have there been? What are the lyrics to the Babson spirit songs? Babson has songs? Sure we do, and they aren't just rugby drinking chants or frat melodies. My personal favorite to mock is the one entitled "The Babson Pin-Up Girl Polka." My favorite that I think we should start singing again is "All Hail, Babson Institute." Both songs as seen below. Too much about music live, check out year 1948 on the timeline of the Archives.

I can't stop raving about last week's journey through Babson's history. Not only was there an iPod to win (The Free Press has been tight with Apple lately, eh?), but I had so much fun at the pub last Wednesday. I have never seen it so crowded, and I have never seen it turn out so messy. Huge success, if I might say. Though the calculations got heated, and some of the questions were challenged, the Beaver Bowl was my idea of intense school spirit. I've never heard so many "did you know?"

When I leave Babson, this I will remember. When I leave Babson, I will know to expect it to change in my absence. When I leave Babson, I will know where to look to find out the most interesting things to tell people about my alma mater. When I leave Babson, I won't really leave, because I feel more a part of it when I know where it's come from. And I can better see where it is headed. Rip was one of my favorite people to meet at Babson, and I'm glad that I have this new source of information all about my Babson. The same week as all the fun trivia, I was able to learn about an event very integral to Babson's heart.

This one of many news blogs that Rip posts on the Archive site. If you don't know all the reasons why the name Timmons is important to Babson, you're at the wrong school.

From the Archives:
Professor Jeffrey A. Timmons, 1941—2009

We were told that Professor Timmons died at home yesterday. A more thorough biographic piece will be available from somewhere on campus but I thought I'd share a few of the documents I have regarding him.

How to Shop for Venture Capital by Jeffrey A. Timmons, Babson Alumni Bulletin, Fall 1983

This Professor Practices What he Preaches by Dianne Croyell, Babson Alumni Bulletin, Fall 1983

Entrepreneurship on Campus Another Tool for Success by H. D. Damijan, Entrepreneur, November 1986, pp. 43-46.

Rip
Babson College Archives

Posted by Ron Rybnikar on April 09, 2009 10:05
http://www.babson.edu/archives/

The Babson Pin-Up Girl Polka

Words by A.A. West
Music by Richard West
Courtesy of the Babson College Archives

Lyrics of All Hail, Babson Institute:

All Hail, Babson Institute!
In days of sorrow and cheer,
We love our Alma Mater True,
And the friendships founded here.
The memories we hold so dear,
In heart we will retain.
Like a ship of victory homeward bound,
Our thoughts of thee remain.
BEI’s Entertainment Conference: Making It BIG in the Industry

Keynote Speakers:

Mike Sepso, founder & chairman, Major League Gaming

Dave Jamieson, VP Artist & Label Relations, Musicane

Amy Gray, founder and CEO, New Leaf Speakers

--- April 17th, 5pm ---

Panel followed by reception and workshops

F.W. Olin Graduate School
What's Happening on Campus

Tuesday - April 15, 2008

**Class of 2009 Transitions Fair**

**Description:** An opportunity for seniors to receive information on transitioning from College to the 'Real World.' A host of professionals representing different career outlooks will be on hand for seniors to pick up information, ask questions, and become more expert to make the transition.

**Information On:** Renting an Apartment, Shopping/Cooking For One, Babson Alumni Resources, Bible Mentors and Networking Options. Options for Transferring Data from Babson Laptops, and many, many more!

**Contact Name:** Pam Solomon

**Contact Phone:** 8-5250

**Sponsor:** Office of Academic Services/Career Center

**Location:** Reynolds Back Dining Room

**Added By:** Pamela Solomon

**Class of 2008 Transitions Fair**

11:00 AM - 2:00 PM

• What is that in Map Hill entry lobby?

**Description:** Come meet artist Douglas Weathery and hear him talk about his new art installation: in Map Hill entry lobby, 4pm on 4/15.

**URL:** http://www.babson.edu/sorocen

**Contact Name:** Danielle Kremen

**Contact Phone:** 781-239-5888

**Sponsor:** Sorority Center for the Arts

**Location:** Map Hill entry lobby

**Added By:** Katherine Sorocen

• What is that in Map Hill entry lobby?

4:00 PM - 5:00 PM

• Artists' exhibits and reception! April 15 Map Hill Residence Hall

**Description:** Two visiting artists' exhibits and reception at Babson. Don't miss out for refreshments!

Chris Nau and Douglas Weathery: Wall Cut Drawings and Room Portraits

This spring, Boston Area Artists, Chris Nau and Douglas Weathery will be creating site specific art installations in Map Hill and Putney Residence Halls. While each artist uses very different materials and methods in their work, both play with definitions of drawing and our interpretations of real and perceived spaces.

The Exhibit will open April 15th with a reception from 5pm-7pm in the Map Hill Residence Hall entry lobby. In the Map Hill Main Entry Lounge. Chris Nau will create a large scale abstraction by drawing directly on the wall with graphite and cutting through it with a jigsaw. The finished artwork is sculptural relief and drawing cut.

shocktrock piece shifts to create new surface planes and shad-

er form over expressive graphite lines. Nau's abstrac-
tions, derived from "animals, religious icons and machines" resonate with us through their combined familiarity and mystery. Douglas Weathery's interest in "questions of perception and how we construct personal space" led him to the multi-

shot panoramic portraits of Map Hill and Putney residents.

From these photog-

graphic portraits he will create mural size montages that bring together elements from various rooms as a means of representing students' diversity of self expression in addition to their experiences of compartmentalization and connections, community and fragmentation.

Date of artist's talk: in Map Hill entrance lounge: Douglas Weathery, Tuesday 4/16 at 4pm; Chris Nau, Wednesday 4/16 at 15pm.

For more information on the artists, please visit the websites below.

http://www.chrisnau.com

http://www.douglasweathery.com

**URL:** http://www.babson.edu/sorocen

**Contact Name:** Danielle Kremen

**Contact Phone:** 781-239-5888

**Sponsor:** Sorority Center for the Arts

**Location:** Map Hill Residence Hall entry lobby

**Added By:** Katherine Sorocen

• Artists' exhibits and reception! April 15 Map Hill Residence Hall

5:00 PM - 7:00 PM

**Front Edge Insights for Job Seekers**

**Description:** Front Edge Insights for Job Seekers and Human Resource Professionals

**EVENT**

Featuring President Elect Schlesinger

Heinz College's President Elect, Leonard Schlesinger, spoke Collaborate with Strategic Management and Human Resource Management Faculty Interactively with round table discussion with Strategic Management Concentration Graduates.

**Bring to life the power of a Strategic Management Concentration**

**Sponsored by:** Center for Career Development, Academic Services & Campus Life

Light refreshments served

**Contact Name:** Michelle Lederhos

**Contact Phone:** 8-4589

**Sponsor:** UG CCD/ Academic Services/MGMT

• SFS Office Hours for MBA Students

**Description:** SFS will hold office hours in Olin on Wednesday afternoon from 4:30 to 6:00 PM for MBA students.

**Contact Name:** Meredith Stross

**Contact Phone:** 4-015

**Sponsor:** Student Financial Services

• MBBA Admission

**Contact Name:** Athens Behrends

**Contact Phone:** 4-1001

• Professional Management and Tools

**Description:** From its beginning 20 years ago, the business management movement has spawned a vast array of acronymic nomenclature and strategies and products aimed at improving operational results. This session will review the landscape of popular business process management suites and process modeling and monitoring tools.

**URL:** http://cmweb.babson.edu/proc...

**Contact Name:** Jill Stoff

**Contact Phone:** 781-239-5888

**Sponsor:** Center for Information Management Studies (CIMS)

**Location:** Olin Hall

**Added By:** Sabine Schaal Process Management Technologies and Tools

8:15 AM - 11:15 AM

• Lunchtime Dialogue

**Contact Name:** Brian Greenbacker

**Contact Phone:** 781-239-5888

**Sponsor:** STAND

**Location:** Reynolds Back Dining Room

**Added By:** Jenne Erida

**Lunchtime Dialogue**

12:30 PM - 2:30 PM

• Why is this in Map Hill lounge?

**Description:** Come meet artists Chris Nau and hear his talk about making his new art installation.

**In Map Hill lounge, Wed. 4/16 at 5pm.

**Contact Name:** Danielle Kremen

**Contact Phone:** 781-239-5888

**Sponsor:** Sorority Center for the Arts

**Location:** Map Hill entry lounge

**Added By:** Katherine Sorocen

• Why is this in Map Hill lounge?

4:00 PM - 5:00 PM
ACROSS
1. Auction offers
5. Strike forcefully
10. Biblical first man
14. Slender woodwind instrument
15. Hidden storage space
16. Cable
17. A renunciation
19. An eastern continent
20. East southeast
21. Sea eagle
22. Came up
24. Used to tie a shoe
25. Flute player
26. Fleas from confinement
29. Pleasure from causing pain
30. Wanders
31. Virile males
32. Anger
35. Gawk
36. Ale
37. A type of musical notation
38. Choose
39. Angered
40. Brag
41. Paragons
43. Riding whips
44. One more than sixty-nine
46. Exploring the web
47. Captivate
48. Spiteful
49. Rested from a fire
52. Against
53. An unavoidable event
56. Regrets

DOWN
1. Augur
2. Wedding bird
3. A measure amount of medication
4. Second (abbrev.)
5. Not readily available
6. A New England state
7. Highest degree attainable
8. Third person singular
9. Female
10. Announced
11. List in store
12. Zodiac sign of the Ram
13. Intended h.-Jumps
14. Devastation
15. Crippled
20. Renown
26. Therefore
27. Used for bathing
28. Required
29. Western Samoan monetary units
31. Mountains
32. Repose
34. News
36. Thunderous verbal attack
37. Hairdo 30. City in Nevada
38. Charred
42. A negative fate
43. Small game birds
44. An American retail chain
45. Boredom
46. Cut
48. Allot (archaic)
49. Cain's brother
50. A people of eastern Europe
51. A group of cattle
54. Recent
55. Priestly vestment

A Big Thanks to Common, Toots and the Maytals, That Guy in a Silver Tracksuit, CAB, Public Safety, and Free T-Shirts for one DAM good show last weekend!!

Courtesy of listio2@flickr.com

Courtesy of panic@flickr.com
Ask the TV Snob
Amanda Medin

Drum Roll, Please... Ladies and Gentlemen, your four EXTRA web picks of the week are...

David Alan Barber  
-Web 2.0 Expert

Ask5000people.com
Do you have that one burning question that you'd like to ask the whole world? Well, thanks to Web2.0 (and the internet) you can do such a thing. No, we're not talking about creating a Facebook group to survey your friends, or even a survey maker link that you can distribute to every country. Instead, we're introducing the most fascinating world-wide survey machine in the... world: ask5000people.com. ask5000people.com was founded with the idea that the best way to predict future events was by polling an independent, world-wide group of individuals. Essentially, the site allows individuals to submit questions and receive answers LIVE. While you wait, you can see exactly where each individual answers and how they answer. Tonight, for example, I quizzed the world with: "Do you know what Web2.0 is?" [Take it by entering this in your fiery web browser: http:// www.ask5000people.com/questions-do-you-know-what-web2-0-is] Instantly, we saw feedback from all far away as Babson Park, MA! We learned via this question of the true catch to ask5000people.com: There are a lot of people asking questions out there. So, with our fingers crossed, we will sit here patiently and wait. Will we receive a good amount of answers to our question, from all across the world as the site projected? We must eagerly wait and see...

GoogleSky
GOOGLE GEEKS AND ASTROLOGY NERDS UNITE! Welcome to the future of the world. The future of the universe. The future of whatever is bigger than the universe. GoogleSky is like GoogleMapping your way through Beverly Hills... If Beverly Hills had CONSESTLATIONS!

GoToWeb20.net
Don't have the time to read this section this week? My Gosh. What do you do every week? Anyway, GoToWeb20.net is your source for (almost) every site web2.0. The newest thing about this site is that it uses Web2.0 technology in the form of metatags. You have most likely seen metatags when you've clicked on a YouTube video and then clicked on a similar YouTube video. The way those two videos are linked is through common metatags. Here is an example. Take the dancing comedian and the video that's been extremely popular on YouTube. New search for related videos. You most likely will see a video of a comedian, a video of a dancer, and a collection of similar comical musical videos.

The Babson Free Press Staff

You want to work with us.

Email freepress@babson.edu
Classifieds

Campaign Manager. Small company looking for enthusiastic student
to increase product awareness and sales with biscotti man for president campaign. PR, market-
ing, sales and research. Summer employment (Cus-
tomer Service) at bakery also available. Montione’s
Biscotti, 170 East Bacon St., Plainville, MA 508-
696-4009. email: mmmbiscotti@verizon.net.
www.montionesbiscotti.com

Check Out BEI this Weekend!

The winners of the 1st annual iWrite ~ iWin competition are:

FIRST PLACE - iPod Nano and gift card
P. MCNAMARA - 8,000 BEAR POINTS

SECOND PLACE - iPod Nano
T. WENZLAU - 6,600 BEAR POINTS

THIRD PLACE - iPod shuffle and $15 gift card &
FOURTH PLACE - iPod shuffle and $10 gift card
D. BASTARDI - 3,500 BEAR POINTS
J. SZETO - 3,500 BEAR POINTS

TIE BREAKER WILL TAKE PLACE, STAY TUNED!

FIFTH PLACE - iPod shuffle
L. COOKS - 2,100 BEAR POINTS

Congratulations! Thanks for playing!

Look out for next year’s competition!
The Babson Free Press Team

Contest Brought to you by:
Babson Sports

From babsonathletics.com

Babson Denies UMass-Dartmouth, 6-3
To Complete Home-and-Home Sweep
Beavers reach the 20-win mark for the ninth time in program history.

April 14, 2008
BABSON PARK, Mass.

The Babson College baseball completed a home-and-home sweep of non-conference foe UMass-Dartmouth on Monday afternoon, as the Beavers defeated the visiting Corsairs by a score of 6-3. Babson, ranked seventh in New England by the NCAA, improved to 20-8 with their second win over UMass-Dartmouth (20-20) in four days.

Senior starter Jeff Musante (Woodbridge, Conn.) was outstanding in the win for Babson, going 6 1/3 innings while allowing just two runs on five hits, walking one and striking out three. He retired 12 straight batters to start the game and struck out leadoff single to UMD first-year Chris Benavides (Fall River, Mass.) in the top of the fifth.

The veteran right-hander would eventually pitch out of a bases-loaded jam in that inning and then toss another scoreless frame in the sixth before finishing out the game by getting charged with the loss in the Corsairs’ two-run seventh.

Babson provided Musante with some early run support, scoring three runs of its six runs on a two-out, two-run single up the middle by senior Robert Leer (Edina, Minn.) in the bottom of the first. The Beavers added another run in the third when junior Bryan Evans (Belair, Texas) scored on a RBI-groundout by sophomore Brian Scanlon (Lawrenceville, N.J.), and a two-run homer to right by senior Steve Tahmoush (Arlington, Mass.) in the sixth made it 5-0.

UMD got two runs back in the seventh, as first-year Eric Rodriguez (Burlington, Mass.) and sophomore Jeff Macchi (Franklin, Mass.) recorded back-to-back RBI-singles to cut the Beavers’ lead to 5-2. However, Babson would tack on an insurance run in the eighth when sophomore Dave Ahern (Bedford, Mass.) walked, advanced to third on a base hit by junior pinch-hitter Jeff Woinar (Bellaire, Texas), and scored on a groundout to second by Leer.

Doherty, Pineres Lead Golf To Third-Place Finish At UMass-Dartmouth

April 13, 2008
NORTH DARTMOUTH, Mass.

First-year Matt Doherty (Tecumseh, N.Y.) and sophomore Fernando Pineres (Cartagena, Colombia) both finished in the top 10 at the Babson College golf team placed third overall at the 2008 Hampton Inn Collegiate Invitational hosted by UMass-Dartmouth at Allendale Country Club on Sunday. The Beavers’ team score of 321 was just three strokes off the winning pace set by the host Corsairs and one shot behind second-place Nichols.

Doherty posted Babson’s top score of the day, firing a 77 to place fifth overall - five strokes behind the winning score of 72 set by Neil Daugnais of Elms. Pineres was close behind his teammate in a tie for sixth place, as he shot a six-over 78.

Senior co-captain Rory Doherty (Chelsford, Mass.) finished in 32nd place on the Beavers, followed by first-year Matt Foley (East Longmeadow, Mass.) in 28th and first-year Bryan Eger (Hopkinton, Mass.) in 36th. A total of 67 golfers competed in the event, which was shortened to 18 holes due to Saturday’s opening round was cancelled due to rain.

Endicott Takes Two From Softball, 8-1 and 2-0
Beavers limited to just six hits in two games

April 13, 2008
BABSON PARK, Mass.

Endicott College junior Jackie Collier (Swampscott, Mass.) fired a one-hit shutout and senior Rachel Pearson (Gales Ferry, Conn.) drove in the only two runs with a pinch-hit double as the Gulls defeated host Babson College, 2-0, to complete a doubleheader sweep of the Beavers in non-conference softball action on Sunday afternoon. Endicott, which is the opener by a score of 5-1, improved to 24-3 on the year, while Babson dropped to 20-14.

Already armed with a 2-1 advantage, the Gulls 18th hitter, Jeff Musante (Woodbridge, Conn.) was outstanding in the win for Babson, going 6 1/3 innings while allowing just two runs on five hits, walking one and striking out three. He retired 12 straight batters to start the game and struck out leadoff single to UMD first-year Chris Benavides (Fall River, Mass.) in the top of the fifth.

The veteran right-hander would eventually pitch out of a bases-loaded jam in that inning and then toss another scoreless frame in the sixth before finishing out the game by getting charged with the loss in the Corsairs’ two-run seventh.

Babson provided Musante with some early run support, scoring three runs of its six runs on a two-out, two-run single up the middle by senior Robert Leer (Edina, Minn.) in the bottom of the first. The Beavers added another run in the third when junior Bryan Evans (Belair, Texas) scored on a RBI-groundout by sophomore Brian Scanlon (Lawrenceville, N.J.), and a two-run homer to right by senior Steve Tahmoush (Arlington, Mass.) in the sixth made it 5-0.

UMD got two runs back in the seventh, as first-year Eric Rodriguez (Burlington, Mass.) and sophomore Jeff Macchi (Franklin, Mass.) recorded back-to-back RBI-singles to cut the Beavers’ lead to 5-2. However, Babson would tack on an insurance run in the eighth when sophomore Dave Ahern (Bedford, Mass.) walked, advanced to third on a base hit by junior pinch-hitter Jeff Woinar (Bellaire, Texas), and scored on a groundout to second by Leer.