The Babson Free Press

Spread the Word.

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Sports
Most sport events were cancelled until Thursday April 2 due to the health situation.

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!

Bat Boy took the Stage
Izra Izraelov
Staff Writer
It is always quite spectacular when a group of dedicated talented college students are able to put on an exceptional musical production. However, it is even more amazing when the group consists of business students with an enormous amount of acting talent, managing to put on a great production while being committed to many other obligations. Therefore, the continually incredible work of the Babson Players is nothing short of extraordinary. From April 3rd to April 5th, the cast put on three performances of the musical "Bat Boy," with a riveting plot, filled with heart stopping twists and though provoking conversations.

Babson Press Release

Creative Thinking Contest Event April 15th
Babson Community on LinkedIn and Facebook

Press Release
Please join Babson Community, Babson's official group on LinkedIn. It's free and all are welcome, including students, alumni, faculty, staff, parents, and all friends of the College.

If you already have a LinkedIn account, simply join our group. If you're new to LinkedIn, go to www.linkedin.com, register, and then click Groups on the left menu to search for Babson Community.

As a College sponsored and managed group of more than 2600 members and growing, Babson Community will connect members in a variety of ways. Watch for new professional development discussion topics, job postings, the latest Babson news, occasional special announcements, and e-mail communications.

The College also maintains a presence on the popular social continued on page 6

continued on page 5

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The convincing acting was complemented with dynamic singing and equally top quality lighting and sound. Even the advertising for the event was well planned, with a number of YouTube videos containing Dean Hamno, Dean Mandel, Chief Jackson and even President Schlesinger, and fun and memorable advertisements all over campus. Overall, the Babson Players continue to be a well structured and high performance organization with a large amount of talent and internal organization.

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Babson Press Release
&
Lynn Driftwood
Contribution Writer

The Babson Creative Thinking Prize is a new competition that honors ALL forms and intersections of creativity. The prize celebrates and aims to highlight the process that innovators use to develop creative products in all fields. Undergraduate students will share their achievements and the process used to get there at a community event celebrating creative and entrepreneurial thinking at the inaugural event on Wednesday, April 15, 2009 from 4pm to 5:30pm in the Arthur M. Blank Center. This public event is open to the entire community. The event is sponsored by the Arthur M. Blank Center for Entrepreneurship. This undergraduate competition was designed to honor all forms of creativity including those that intersect with entrepreneurial thinking. The prize celebrates—and aims to highlight—the process that innovators use to develop creative outcomes in all fields. Contest entries included the submission of a single artifact that illustrated one’s creative thinking process, as well as the completion of a two-page essay describing the process in detail. The finalists are chosen based on how richly the essay narrative described the influences that affected the decision making during the creative thinking process. Their presentations will be judged on how dynamically and inspirationally the artifact was introduced and how the creative thinking process was explained to the audience. As the prize’s name captures, one’s creative thinking process was as important—if not more so—than the submitted creative artifact. The final presentations will be judged by President Schlesinger, Assistant-in-Residence Danielle Kremer and Daena Giardella, author/actor/consultant/director (her bio is at http://daenagiardella.com/pages/consulting.html). Recipients of the $4,500 in prizes will be announced at the Celebrating Student Venture awards ceremony on Thursday, April 16. Rumor has it that there were more than 25 submissions that included artwork, short stories and other creative pieces. RSVP to Kay Storen at kstoren@babson.edu to attend the Creative Thinking Prize presentations.

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The current financial state of the world economy has had a profound impact on the American way of life. Family members started losing jobs and saw their investments dwindle in value. Families are no longer able to put a son or daughter through a prestigious four-year institution as effectively as they were prior to the economic crisis. As a result, Babson, like other schools, has to deal with these circumstances in order to effectively retain the very best students regardless of their financial status. The financial services department has taken a three pronged approach to responding to the current crisis.

Babson, as an institution, has taken a very proactive approach to take care of its current and future student's needs. The majority of the individuals who receive financial aid from Babson receive aid from the Federal government in the form of Babson Level Grant. The capital for these grants comes from a combination of endowments and a small portion of the tuition incomes. In response to the growing need for increased financial aid Babson has made a strong commitment making sure that all of its students can afford this education by investing to financial aid to its federal aid and dependent students. Eight of these percent are in line with the national average for the increased demands for financial aid.

Babson has also established a list of procedures to address the needs of students whose families have abruptly lost their income in the middle of the academic year. This help was established in the form of Temporary Hardships Grants. These grants give immediate help to the students who have been drastically and abruptly affected by the current economic situation. Although the need for this type of help grew by 300%, there was enough funding to satisfy almost every individual situation. So far this program has been very successful with helping students who lost their source of income.

Babson is also switching to federal direct loans to help pay for students that received unsubsidized loans from the government. The advantage that students received this is that the interest becomes much more streamlined and direct. Also under this new direct loan model the students are over $200 a month saved from the United States government instead of private lenders making the loans much more secure. The federal government has also done its part to help students pay for school. Due to the current economic climate, Babson has pulled out a few federal programs designed to give students the best loan rates possible. The government has increased funding drastically to many of its education grants. For example, the students receiving the Pell grant from the federal government will see their aid increase from 4,700 dollars to 5,300. The federal government has also allocated millions of dollars towards state budgets which also help fund state sponsored student aid.

Many of you have also been dependent on the MEFA sponsored loans to help avoid fluctuating interest costs. The funding available for this has run out in time for most students in order to help fund the fall 2008 semester, however it did pass in September and the left over funds have been allocated for next year. So for those of you that need to apply for a loan to help pay for school MEFA is a great alternative, not just for students from Massachusetts but other states as well.

The federal, state, and Babson programs have been relatively successful at helping the Babson undergraduate students so far. The Babson financial services department is confident that they will be able to accommodate over 90% of all the students from the financial need aids. The department has also constructed a list of trusted lenders along with several other guides designed to help both students and parents better understand the federal, state, and Babson financial aid policies. These guides along with further information can be found on the financial department's website www.babson.edu/officeofaid

Transcultural Leadership Event

Nicole Smith
Editor-in-Chief

Contrary to popular jokes, the "I have it, Do you?" campaign perpetuates the notion of the multicultural health situation. In fact, it refers to an issue that is very important to the College and our way of life. With the current made up of very many different people, the "I" campaign is meant to address the way in which we work with and understand each other.

On Friday, March 27, 2009, Babson hosted a community panel that included student actors. The meeting in Sorenson was meant to begin dialogue on campus regarding subjective issues that are normally ignored in conversation. In fact, some topics that were discussed actually made members of the audience squirm in that uncomfortable way, which, in many ways, was the point of the session. The goal was to make people uncomfortable, but rather to lower that barrier and make discussions of issues in race, sexuality, disability, gender, accent, culture, language, religion and other 'difficult' subjects more prevalent so that we can all understand, embrace and/or value the differences and obstacles that others face.

For the group of actors that performed at the panel, it was very clear that this message was received. These students spent many hours preparing Friday night discussing the many issues that face different people. Near the end of the production, the student-actors were asked to share their stories and examples of how taking part in this event has affected their day to day activities. Many of the students gave very insightful answers that left a very positive impression on those in the audience. Among the audience was Babson College's President, Len Schlesinger, who said that it was very exciting to have these students bring their experience into the classroom.

What is it exactly?

The "I" refers to the ability to recognize, value, and embrace differences.

"I Have It. Do You?"

March 27, 2009 • 9-11:30 a.m. • Carling-Sorenson Theater

Whether you're a student, faculty member, or staff, you've been impacted by either your own personal experiences, or the experiences of others. Being able to communicate and collaborate with others is a key component of personal and professional success. This collaborative session will have an open discussion of diversity, culture and other issues, and will help facilitate open communication, sharing, and conflict resolution.

Join us for this lively community-wide event, featuring Babson's President Len Schlesinger and you too will be able to take the "I Have It. Do You?" pledge.

Annual East Meets West Event

Coming Soon

Wei Lin
Contributing Writer

East Meets West has been the annual tradition at Babson College every spring semester. The show is put together by Babson Asian Pacific Student Association (BAPSA) in the effort to stimulate cross-cultural awareness across campus. It was a decade ago when this tradition started. Many of you have also been dependent on the MEFA sponsored loans to help avoid fluctuating interest costs. The funding available for this has run out in time for most students in order to help fund the fall 2008 semester, however it did pass in September and the left over funds have been allocated for next year. So for those of you that need to apply for a loan to help pay for school MEFA is a great alternative, not just for students from Massachusetts but other states as well.

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For the past years, we gathered performances on campus as well as off campus together offering the audience different perspectives on Asian culture. From dancing traditional Chinese ribbon dance and playing ancient Thai instruments to singing modern Korean rap and performing Japanese hip pop dance, East Meets West have covered it all. The highlight for East Meets West has always been the Allison Carroll Award, which was given to a student who is committed to increasing intercultural awareness and best demonstrates their respect towards different ethnic groups every year. Unfortunately this year we are unable to have the honor in giving out this award, but because this is such an important aspect of the show, we are bringing back as many alumni award winners as possible to join us for this year's show.

This year, the show will be taking place on April 9th in Sorenson Theatre. We are expecting many talents such as singing, martial arts, contemporary and tradition dancing, as well as many performances. During the weeks of preparing for East Meets West, BAPSA is also funding to help improve the health and well being of Asian Americans in Massachusetts. All of our proceeds will be going to South Cove Community Health Center. South Cove has a special focus on the medically underserved by providing high quality, community-based health care and programs which are accessible and linguistically and culturally competent for these populations.

On the day of East Meets West, a group of diverse audience attends the show, including faculty, parents and students from a variety of cultural backgrounds. After the performance people will gather together in the lobby to enjoy Asian food of many types because food is an important part of the Asian culture.
International News: The G-20 is doing something...

Priyanka Chanchani

On April 1, the G-20 had an advi-bated meeting in London to discuss the future effects of the global financial crisis. The G-20's attempts have created some structure and therefore will create more opportunities for governments that require extra funds. The plan they dis-cussed highlighted and set im-portance to the role of the Inter-national Monetary Fund, which is expected to make $1 trillion dollars available to the world economy. Japan and the Euro-pean Union are expected to put $100 billion into the IMF's fund, the U.S. is providing a $300 bil-lion credit line called the "New Agreements to Borrow," and the IMF will provide $250 billion of its own money.

The summit enhanced the power of the G-20 and the IMF. The IMF has suffered from a loss in morale during the Asian Finan-cial Crisis, but it is now going through a variety of iden-tity crises due to its relationship with governments and the World Bank. However, this past week's summit seems to have reignited the fire in the halls according to a senior level official from the headquarters in Washington, D.C. This boost in confidence, coinciding with the G-20's push to change the governance of the fund, will encourage use of the fund—allowing it to grow and gain a better reputation in coun-tries that were skeptical in the past, specifically Eastern Eu-ope. Changes in practices within the IMF and shifts in lending policy have also fostered a better relationship with world markets.

The leaders at the summit also argued for worldwide regulation of both funds and the scrub-bing of toxic assets off banks' balance sheets. This measure should stimulate movement to-wards better practice and govern-ance within institutions; however, it cannot be expected to solve the problem, especially considering that the U.S. estab-lished a more lenient asset valu-a-tion policy this week in order to boost internal growth at the expense of better global regula-tion.

Lastly, the summit was in the

Accounting Rules Change to Help Banks’ Balance Sheets

Konstantin Alpovich

On Thursday, the Financial Ac-counting Standards Board voted to change the mark-to-market accounting rules to allow banks to price their stock assets us-ing their own discounted cash flow models instead of using last-trade or market prices. The change will allow banks to real-ize higher profits because the as-sets will not be priced at levels that are lower because of lack of liquidity. Instead, they will be priced in accordance to what the banks believe they are truly worth. The FASB, an inde-pendent organization that sets ac-counting standards in the United States, is facing a lot of criticism for wielding to political pres-sure. After being resistant to the change, the FASB decided to make the change after hearings with Congress where both parties pressured the organization. In response to the criticism, FASB board member Lawrence W. Smith explained, "We are an independent standard setter, and it is important that we main-tain our independence... At the same time, how can we ignore what is going on around us?" The change also brings upon many other issues that will need to be addressed in the future. For one, the change means that different banks will have different prices for the same assets. Such a sit-uation leads to increased preci-tivity, and therefore jeopardizes investor interests—even though the rule was created to benefit

Finance Page Brought to You by the Babson Investment Management Association

The Weekly Update

Stocks

Brian Murphy

The Dow Jones industrial average rose for the fourth consecutive week, capping off the best four week rally since 1933. The mar-kets were buoyed by positive comments at the G20 conference in addition to optimistic comments made by Federal Reserve Chairman Ben Bernanke. Markets performed favorably, despite the jobs report that showed the unemployment rate rise to 8.5% which is the highest since 1983. Granted, this reading was in line with economists' estimates. 8.5% unemployment is indicative of the instability in the US economy.

Additionally, Research in Motion (RIMM) posted better-than-ex-pected earnings for this past quarter. Their profit margins increased and their outlook was more opti-mistic than for the month of May. In management, the company's revenue and profitability will con-tinue to grow in the near future, and this information drove the stock up over 30% on the week to finish at $52.51.

Overall, the financials performed very well due to the news that the government would allow more accounting flexibility, especially

Commodities

Shubh Ahmed

Light Crude Oil: On Friday, oil futures dropped 0.27 cents, or 2.5%, to end at $52.51 a barrel on the New York Mercantile Exchange. However during after after hour trading oil rose 1.06% to $53.18 on news of the G-20 planning to spend over $1 trillion to shore up the world economy, which in effect has contributed to weaker crude oil prices.

Gold: The market the 7th straight week that oil contracts have trended upward. The recent rally in energy, specifi-cally oil has investors believing it is overbought and that a meaning-ful correction is inevitable. Examples of economic data de-porting these sentiments would be U.S. unemployment rate reaching a 25 year high of 8.8%. Goldman Sachs analysts believe that the oil supply and demand will again turn fundamentally bullish around mid-year, which may lead to the next oil up-cycle.

Natural Gas: On Friday, natural gas futures fell to $4.16 a million British thermal unit, finishing up 5.0% to end at $3.80 on the New York Mercantile Exchange. The bearish view on nat-ural gas has continued on weak industrial activity and the forecast

Currencies

Konstantin Alpovich

Due to signs that the economy is slowly improving, the dollar and yen both fell this week. The G-20 meeting also increased optimism that the fi-nancial crisis will soon start turning the corner to recovery. The combination of the G-20

meeting and weaker yen pushed Asian stocks higher, as the Nikkei 225 reached January highs. Developing countries fared quite well, as the Brazilian real, South African rand, and South Korean won all gained. Central and Eastern European countries' currencies, which fell last month, also gained—including the Hungarian forint and the Polish zloty.
Looking For a Great Leadership Opportunity?

Join the Babson Free Press!

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Finance, Arts, Lifestyle, Opinions, and Sports

babsonfreepress@gmail.com

Babson College Cheerleading Try-out

April 25th – Meeting and Learn Material for Try-outs – 12:30pm - 3:30pm
April 26th – Try-out 7-9pm

Please come to PepsiCo Pavilion located in the Webster Center at Babson College

Please contact Coach Chris Kandus at ckandus@babson.edu with questions

It's that time of year!
Special Good-byes are here!

This Babson tradition allows faculty, administrators, undergraduates, fellow graduates, parents and friends to send congratulatory notes and cards to graduates at the Undergraduate Commencement Ceremony.

Your message should be in a sealed envelope, with the first and last name of the candidate on it and clearly marked Undergraduate School. The Special Events staff will place your envelope on the candidate’s chair before the start of the ceremony.

Please provide a return address. Only standard-size greeting cards will be accepted.

Please submit your card or note, no later than Friday, May 1st to:
That Special Good-bye
Office of Special Events
Nichols Hall

PLEASE NOTE: We regret that we cannot accept cards after May 1, 2009.
Zipcar from page 1
gerous gases at the current rate and said that the discussion with ways in which it was possible to avoid the "cata-

strophic events" of which she was referring.

Her story of the formation of the business was quite im-
pressively. In very little time this business plan moved from idea
stages to implementation. Chase accredited this to marketing tac-
tics. While the car sharing idea was already in place in Germa-
ny, it was not very popular but thanks to a marketing strategy
that placed Zipcar on the urban, hip culture radar, Zipcars began
to take off.

From the Zipcar's about us statement on their website: "It's not just about less cars, less con-

gestion and less pollution (though we're not complaining), it's about understanding why those things are a problem, and

finding sustainable solutions," Zipcar is an example of shared or collaborative consumption but other options for collabora-
tion include spaces, work, infra-

structure, financing and play. Ms. Chase cited hotels as "room-
sharing," a basic way of utilizing capability. She then spoke of what she referred to as "Sharing 3.0," which includes programs such as Zipcars and www.couchsurfing-
.com, a program where users can find houses around the world to stay at (on the couch) while visiting the city. An example of collaborative infrastructure was one where the residents of a city were putting their wireless inter-

net routers on their roofs, giving wireless internet to the entire city. Paris also has a very popu-
lar bike share program, similar to the system in place with Zip-
car.

Chase suggested the fol-
lowing plan of action to create a successful business: 1. Iden-
tify Excess Capacity 2. Find or Build a platform for sharing that capacity 3. Reap the unexpected benefits. "The unexpected ben-
efits" is what Chase referred to as the best part of these brainstorming ideas. She cited statistics of the amount of energy that would be saved and gases that would not

be emitted if sharing programs were in place.
This event was hosted by the Babson Chamber of Commerce, part of SGA.

[ht] Hello, my name is adbarner

@adbarner little blogger

[tweet this article spoken to in a soothing voice at www.

barnerblog.com]

Wireless internet freaks me out — and it should freak you out, too. Think about it. How did that waxy video get to your YouTube? Did he fly through the air invisibly? I don’t think so.

The internet, generally speaking, has been taken as computer as a major, and that’s not as bad as it sounds, but still, I’m a little worried that while still a more naive, younger is, that it’s taking down big daddy Microsoft in im-
pressive fashion. Increasingly so, I find that whenever I access something on the internet, I will rarely wait for the page to load. For example, someone can unlock the user’s incessant need for more score. Through widgets, users are able to check the score on any given song, post it on their best friend’s blog, and check the allmighty facebook without even opening up an internet browser. It’s incredible.

But, when most of us were busy checking CNN to see if Britney Spears did anything, the mobile phone placed it’s flag firmly in the ground and proclaimed this band of dorks, "Dorkwars," in the name of Blackberry. The iPhone: The O1. You might recognize some of these in your very own Pockets. They have given users access to data at unprecedented rates. Who knew you could tweet from a bait.

FM: ON-A-BRAKE

So. In this world of instant data communication, the next step is to project what exactly we want to share with the world, and what we cannot afford to share. I am @adbarner to some, David

BABSON FREE PRESS

WEEK NINE

Babson Hosts Multi-School Student-Led Weekend Forum on Social Responsibility

Be The Change: Transforming Socially Responsible Identities Into Action

Press Release

Babson College hosted a core commitments student forum on April 3-5, 2009 to highlight how students can be catalysts in de-
veloping education for personal and social responsibility.

The forum, entitled Be the Change, was intended to rein-
force the core commitments of the Association of Ameri-
can Colleges and Universities (AAC&U), who partnered with Babson for the event.

Over 40 Students from 18 campuses that are part of the na-
tionally selected Core Commit-
ments' Leadership Consortium pitched ideas related to educat-
ing peers for personal and social responsibility. The strongest ideas were selected by a panel of judges for development by student teams over the course of the weekend, and the win-
ning idea will be given a grant up to $5000 for implementation and evaluation. This model is used with great success in vari-
ous Babson curriculums and co-
elective programs to develop and implement student business ideas.

"AAC&U is pleased to join with Babson College in provid-
ing a forum where students can meet across institutions and take on a significant leadership role in educating their peers and others about issues of ethics, integ-
rity, and social responsibility," said Nancy O’Neill, Director of Programs for AAC&U and As-
sistant Director of Core Commit-
ments. "What better group

is there to create programs that will resonate with students?"

"This forum offers an unprec-
tented opportunity for students to come together and develop real plans for change on their campuses," says Marianna Ferber, a Babson College senior and student leader on the Core Com-
mitments and Be the Change planning teams. "While only one idea will receive funding, we hope that many of them will be acted on when they return to campus and have lasting impact on their peers, their institutions and the world."

Core Commitments is a na-
tional coalition of colleges and universities asked to lead the dialogue on developing per-
sonal and social responsibility in undergraduate students. This consortium focuses on five spe-
cific dimensions of personal and social responsibility: contrib-
ution to community, perspective-
taking, excellence, integrity, and

etica.

"These dimensions have been and continue to be an important part of our undergraduate learn-
ing goals," says Dennis Harris, Dean of the Undergraduate School at Babson College. "The ideals represented in the Core Commitments are an important part of all that we do at Babson. The Be the Change forum will inspire students to shape the conversation around personal and social responsibility and become actively involved in initia-
tives related to the Core Commit-
ments dimensions."
The Who, What, Where, and When
Campus Calendar from portal.babson.edu

Wednesday - April 8, 2009
Tips to Maximize Your Job & Internship Search
Description: With so much competition, it is critical that you utilize everything at your disposal and separate yourselves from the rest... CED welcomes Eric Barren, www. ericbarren.com, to lead this interactive and fast-paced session that will challenge you to take charge of your job search and help you develop a powerful and memorable message—making your resume and qualifications come to life.
Contact Name: Michelle Lodikhos
Contact Phone: x4395
Sponsor: UG CCD
Location: Olin 220
Tips to Maximize Your Job & Internship Search
5:00 PM-6:30 PM

Yoga
Description: Gentle-moderate yoga
Contact Name: Bonnie Jeanne Casey
Contact Phone: 5636
Sponsor: Office of Spiritual Life
Location: Glavin Family Chapel
Yoga
5:00 PM-6:00 PM

Thursday - April 9, 2009
Harvard Square Church Meals
Description: Every Thursday, Babson volunteers serve about 100 meals to those in need and help clean up afterwards. At the First Church in Cambridge, Contact Name: Josh Stevenson
Contact Phone: 5555
Sponsor: Barnes Center for Public Service
Location: First Church in Cambridge
Harvard Square Church Meals
4:30 PM-8:00 PM

A Conversation with Socheata Peov
on the Cambodian Genocide
Description: Filmmaker Socheata Peov is co-founder of Broken English Productions and the founder and CEO of Khmer Legacies: Capturing Stories of the Cambodian Genocide. Her documentary film New Year Baby has won several awards, including Amnesty International’s “Movies That Matter” Award.
Contact Name: Prof. Kandice Hauf
Contact Phone: ext. 4337
Sponsor: Sorenson with CWL, H&S Div, OIP & Ugrad School
Location: Olin Auditorium
A Conversation with Socheata Peov on the Cambodian Genocide
5:00 PM-6:30 PM

Catholic Mass/Holy Thursday
Contact Name: Bonnie Jeanne Casey
Contact Phone: 5636
Sponsor: Spiritual Life
Location: Glavin Family Chapel
Catholic Mass/Holy Thursday
5:00 PM-6:00 PM

Babson Investment Management Association (BIMA)
Description: Featured speaker: James A. Raula M.S., CFA Partner and Senior Vice President, Wellington Management Company.
Contact Name: Micah Jacobs
Contact Phone: 6173659704
Sponsor: Center for
Location: Olin 101
Babson Investment Management Association (BIMA)
5:05 PM-6:05 PM

Leadership and Ethics Series Presents:
Marshall Carter
Description: President Len Schlesinger, Babson College, President Rick Miller, Olin College of Engineering, and President Kim Bottomley, Wellesley College invite you to attend the Leadership and Ethics Series: Marshall Carter, Chairman of the New York Stock Exchange & Deputy Chairman of the NYSE Euronexx speaking on "Thoughts on Leadership and Ethics: Will It Be the Norm of Business for Future Business Dealings?"
Contact Name: Jaime Dehnty
Contact Phone: x5731
Location: Olin College - Milas Hall Auditorium
Leadership and Ethics Series Presents:
Marshall Carter
6:00 PM-7:30 PM

CAI Coffee House
Contact Name: Lauren Blackburn
Contact Phone: 603-826-4116
Sponsor: Campus Activities Board
Location: Reynolds Campus Center
CAI Coffee House
7:00 PM-9:00 PM

Friday - April 10, 2009
Friends of the Homeless of the South Shore
Description: Friends of the Homeless of the South Shore consists of a food pantry, a clothing, furniture bank, and housing for homeless families. Volunteers assist with a variety of tasks from yard work to painting to construction.
Contact Name: Josh Stevenson
Contact Phone: 5555
Location: Friends of the Homeless, Norwell
Friends of the Homeless of the South Shore
8:30 AM-12:30 PM

Spring Preview Day
Description: Join us for a preview of Babson that includes an admission information session, a student and alumni panel, a campus tour and brunch in our dining hall.
URL: https://register.appyoursel-
Contact Name: Undergraduate Admission
Contact Phone: x5522
Location: Sorenson Theater
Spring Preview Day
9:00 AM-1:00 PM

Friday Afternoons at the Museums
Description: Tour the Sir Isaac Newton Room and the Roger W. Babson Museum
Contact Name: R. C. Rybikaler
Contact Phone: 4570
Location: Horn Library
Horn 321
Friday Afternoons at the Museums
1:30 PM-3:30 PM

Softball at Springfield* (DH)
Contact Name: Athletics
Contact Phone: ext. 4250
Location: Springfield, Mass.
Softball at Springfield* (DH)
3:30 PM-7:30 PM

Babson Women’s Rugby vs. Wheaton
Description: Babson Women’s Rugby plays Wheaton at home. Come see another exciting match!
Contact Name: Alyssa Smith
Contact Phone: (661) 912-4123
Sponsor: Babson Women’s Rugby
Location: Lower Fields
Babson Women’s Rugby vs. Wheaton
4:30 PM-6:30 PM

Catholic Good Friday Service
Contact Name: Bonnie Jeanne Casey
Contact Phone: 5636
Sponsor: Spiritual Life
Location: Glavin Family Chapel
Catholic Good Friday Service
5:00 PM-6:00 PM

Friday Night Live in Roger’s Pub
Description: FREE live music brought to you by the Babson Entertainment Initiative (BEI) the student organization that gets down to the business of music. Trivia contest with prizes at 9pm, concert at 10pm. Performing: Jamie & Bami
Contact Name: Kay Sorenson
Contact Phone: 781-239-5626
Sponsor: BEI/Sorenson
Location: Roger’s Pub at Babson
Friday Night Live in Roger’s Pub
9:00 PM-11:55 PM

Saturday - April 11, 2009
Baseball at Wheaton* (DH)
Contact Name: Athletics
Contact Phone: ext. 4250
Location: Norton, Mass.
Baseball at Wheaton* (DH)
12:00 PM-3:00 PM

Softball at Coast Guard* (DH)
Contact Name: Athletics
Contact Phone: 4250
Location: New London, Conn.
Softball at Coast Guard* (DH)
12:00 PM-4:00 PM

Men’s Lacrosse at MIT*
Contact Name: Athletics
Contact Phone: ext. 4250
Location: Cambridge, Mass.
Men’s Lacrosse at MIT*
1:00 PM-3:30 PM

Men’s Tennis at Springfield*
Contact Name: Athletics
Contact Phone: ext. 4250
Location: Springfield, Mass.
Men’s Tennis at Springfield*
1:00 PM-3:30 PM

Women’s Lacrosse at Springfield*
Contact Name: Athletics
Contact Phone: ext. 4250
Location: Springfield, Mass.
Women’s Lacrosse at Springfield*
3:00 PM-5:00 PM

Dare to Divo
Description: Professional and awareness drug show. Proceeds donated to a local LGBT charity.
Contact Name: Aaron Hartman
Contact Phone: aarhartman@babson.edu
Sponsor: Open
Location: Knight Auditorium
Dare to Divo
8:00 PM-10:00 PM
LIFESTYLES & OPINIONS

How American Idol Ruined TV

Amanda Medin
TV Critic

I don’t know if you all recall the year 2000, but it was a wonderful year for television. There was Friends, CSI, Gilmore Girls, and all sorts of other wonderful shows. Then, in summer 2000, Survivor happened. Sure, it wasn’t the first reality television show ever. It wasn’t even the first smash hit—a couple years before Who Wants to Be a Millionaire had been the number one show in the ratings—but it was a new fresher for Reality TV. After all, Millionaire had run in the summer, which happens to be television wasteland, and it aired at 7, which isn’t quite considered Primetime. Also, it was popular for one season, and then nobody cared anymore. Survivor was different. Survivor aired during Primetime against original programming and won. And it’s popularity only rose as the season wore on. Every network felt the need to cash in and create their own program after Survivor.

In summer 2002, FOX launched a little program called American Idol. 9.9 million viewers, it made a splash, but it wasn’t earth corporate wardrobe, make sure they have educated customer service. It is your responsibility to ask the right questions. You’ve gone to all the effort of getting the job, now make sure you look good for it.

Fan has worked in financial services for Amba Research, PricewaterhouseCoopers and Macquarie Bank. He is also co-founder of Blank Label (www.blank-label.com), a leading provider of custom, made-to-measure corporate attire for college students and young professionals.

Networking. However, word must have spread because by the fall, Idol had 22 million viewers. The top rated show for that year, Friends, averaged 24.5 million viewers. FOX knew they had something special on their hands, but they didn’t think the popularity would last, so they chose to milk it for all it was worth. They pushed up the release date for the second season and worked hard to get the show’s name everywhere, including releasing a film starring the Season One winners.

Season Two premiered to 26 million viewers, surpassing even Survivor’s highest ratings. And America had American Idol fever TV Guide Entertainment Weekly were throwing contests on the cover every week. Kelly Clarkson CD’s were flying off the shelf. And FOX was airing AI for SIX prime time hours every week.

In back in these days, TV wasn’t really a thing yet, so networks based their budget decisions solely on Nielsen Ratings. What every network realized was that any show put against American Idol would get its butt kicked in the ratings. The networks seemed to make a pact to not compete with American Idol, because they didn’t want to get defeated when their worst material any time was on or when they recalled last six hours. It seems that the networks assumed that America Idol was a phenomenon that would taper out, much like FOX thought. But it still meant that, for those six hours, there was nothing to watch other than American Idol. They sent even more people running to AI, and by the finale, not only was American Idol number 1 and 2 in the Nielsen’s (recall show was 1; performance show was 2), it was also breaking records, with the finale achieving 34 million viewers. And it just went out from there.

I’m not going to lie. I’ve never seen a full episode of American Idol. I’ve tried, but I honestly can’t sit through it. I don’t understand where the appeal is for me, but then alone SIX. I can’t come up with any reason that American Idol is in its 8th season and just starting to come down in ratings (but it’s still above 30 million viewers). Isn’t it repetitive? How can people still watch it?

No, American Idol wasn’t the first reality television show, but its impact on television is immeasurable. American Idol changed reality television from a minor fad to a cultural phenomenon. And while I’m sure if AI hadn’t done it, some other show would have caught on like wildfire, but that show wouldn’t have made Ryan Seacrest an unfortunate daily fixture in my life. If that isn’t enough reason to hate American Idol, I don’t know what is. So next time you’re flipping through the channels and can’t find anything to watch, do watch it and blame American Idol.
Babson Athletics from www.babsonathletics.com

Clark Fends Off Baseball, 8-6

First-year James Wilson (Chatham, N.J.) and senior captain David Gagnon (Harwich, Mass.) combined to pitch five innings of scoreless double relief as the visiting Clark University Cougars held on for an 8-6 victory over host Babson College in a New England Women's and Men's Athletic Conference (NEWMAC) doubleheader at Govoni Field on Tuesday afternoon. With the win, Clark improved to 10-15 overall and 2-4 in the conference, while the Beavers dropped to 11-11 overall and 3-5 in the NEWMAC.

Babson grabbed an early 2-0 lead in the bottom of the first, as first-year Travis Jonassen (Nedham, Mass.) doubled and senior Brian Scanlon (Lawrenceville, N.J.) later drew a bases-loaded walk. The Beavers added another run in the second when senior captain Bryan Evans (Bellaira, Texas) singled home sophomore Corey Higfield (East Hartford, Conn.), giving the hosts a 3-0 advantage.

Clark got one run back on a sacrifice fly by first-year Mitchell DeLorenzo (Berlin, Conn.) in the third and then threatened for four runs to take a 5-3 lead. DeLorenzo highlighted the outburst with a two-run single while first-year Nicholas Kellogg (Florence, Mass.) and Jeremy Gerber (Amherst, Mass.) also added RBI hits.

The Beavers regained the lead with three runs in the bottom of the fourth, beginning when sophomore Billy Besinger (Milford, Mass.) singled home first-year Billy Miller (Sagamore Beach, Mass.). Two batters later, senior captain Jeff Wojnar (Belair, Texas) singled in two more runs as Babson moved back in front, 6-5.

Unfortunately for Babson, those would prove to be the final runs allowed by the Clark pitching staff on the afternoon. Wilson came on and pitched scoreless frames in the fifth and sixth, allowing one hit and walking two to go with one strikeout. He then gave way to Gagnon, who went the final three innings, giving up one hit and striking out two. Meanwhile, the Cougars’ offense put up two runs in the sixth - both of which were forced in via a hit batsman and a walk with the bases full - and one more in the ninth when Gerber singled and later trotted home on an error by the doubled hit batter. In all, a total of six walks and seven hit batters helped Clark secure the 8-6 victory.

N EW S P O R T S

S O F T B A L L

Softball Splits With Wellesley; Sprague Hits First Career Homer

Host Babson College split New England Women's and Men's Athletic Conference (NEWMAC) doubleheader with cross-town rival Wellesley College on Tuesday, as the Beavers took game one, 2-1, before falling to the Blue in game two, 9-4. Babson is now 14-12 overall and 3-3 in the conference, while Wellesley moves to 11-4 overall and 7-2 in the NEWMAC.

Junior Danielle Liska (Seymour, Conn.) sparked in game one, outdueling Wellesley senior captain Barbara Jean Grunick (Blackwood, N.J.) to earn her 11th win of the season. The Beavers' righthander went seven innings, allowing just one run on five hits, walking one and striking out seven. Grunick, meanwhile, gave up just two runs on four hits, walked four and fanned 10 in six innings of work. The loss dropped her record to 8-5 on the year.

Babson scored both of its runs in the bottom of the first, as first-year Morgan Sprague (Cilton, N.Y.) knocked in senior captain Kaity Clark (Ramsey, N.J.) with two outs and sophomore pinch-runner Nicole Guiliano (North Reading, Mass.) later scored on a wild pitch. Both Clark and Guilotano had reached with one-out walks. Wellesley cut the lead in half in the sixth, as senior captain Amanda Tai (Melrose, Mass.) led off with a single and later scored on a two-run double by junior Megan Wood (Jacksonville, Fla.). However, that would be all Liska would allow as she stranded the tying run at second in the seventh to clinch the 2-1 win.

Sunday Surge Helps Golf Place Ninth At Babson Spring Opener

The Babson College golf team took 20 strokes off its opening round performance to finish ninth overall in its own 2009 Babson Golf Spring Opener at Atlantic Country Club on Sunday. Salem State College posted a team score of 303 to overcome a three-stroke deficit and win the event with a two-day total of 612. Nichols College was four strokes back at 625, while Western New England College placed third with a score of 641.

Although the event did not officially recognize an individual medalist, Worcester State's Nick Lombardi carded a second-round 71 to finish first overall with a two-round total of 145 (+5). Salem State's Nick Antinolfi shot 73 on Sunday to place second with a 147 (+7), followed by Nichols' Pat Sio in third with a 149 (+9).

After a tough opening round, host Babson rebounded with a team score of 322 on Sunday, moving up ninth place out of 14 schools in the final team standings. Junior co-captain Fernando Pinedes recorded the Beavers' top finish, shooting 78 in the second round to tie for 15th overall with 160. Sophomore Matt Foley added a stellar round of 78 to tie for 29th place with a 166, while sophomore Matt Doherty and senior co-captain Harrison Epstein finished in a tie for 47th with matching totals of 174. Although he did not earn an official final score due to a DQ on Saturday, sophomore Bryan Eggers finished the Beavers by breaking into the team's top four with a round of 80 on Sunday.

**Date** | **Sport** | **Event/Opponent** | **Time**
---|---|---|---
Wed 8 | Golf | at Loyd Flumere Tournament @ Bentley | TBA
Wed 8 | Softball | at MIT * | 3:30 PM
Wed 8 | Men's Tennis | vs. Coast Guard * | 3:30 PM
Wed 8 | Baseball | Endicott | 3:30 PM
Wed 8 | Men's Lacrosse | Mount Ida | 4:00 PM
Wed 8 | Softball | at MIT * | 5:30 PM
Thu 9 | Baseball | Springfield * | 3:30 PM
Fri 10 | Golf | vs. UMass-Dartmouth Invitational @ Allendale CC | 1 p.m.
Fri 10 | Baseball | at Curry | 3:00 PM
Fri 10 | Softball | at Springfield * | 3:30 PM
Fri 10 | Men's Tennis | at Clark (Mass.) * | 4:00 PM
Fri 10 | Softball | at Springfield * | 5:30 PM
Sat 11 | Golf | vs. UMass-Dartmouth Invitational @ Allendale CC | 8 a.m.
Sat 11 | Softball | at Coast Guard * | 12:00 PM
Sat 11 | Baseball | at Wheaton (Mass.) * | 12:00 PM
Sat 11 | Men's Lacrosse | at MIT * | 1:00 PM
Sat 11 | Men's Tennis | at Springfield * | 1:00 PM
Sat 11 | Softball | at Coast Guard * | 2:00 PM
Sat 11 | Baseball | at Wheaton (Mass.) * | 2:30 PM
Sat 11 | Women's Lacrosse | at Springfield * | 3:00 PM
Mon 13 | Baseball | at Eastern Conn. St. | 4:00 PM