Snapple Hero Shares Success Story

LOUIS BELLOTT
NEWS EDITOR

Michael Weinstein tells lots of jokes. Most people would find plenty of reasons to smile too if they had engineered a massive turnaround of what is one of the strongest brands in the world. He spoke Monday evening to an audience of well over 100 people in Olin Auditorium. His talk, entitled “How we put the ‘Snap’ Back in Snapple,” was his version of how Weinstein and his partners bought Snapple from Quaker Oats at a cut-rate price of $800 million, and then pocketed a billion dollar profit three years later.

The Snapple brand first became popular in 1992, when employee Wendy Kaufman became the face of the company in what was generally considered a “quirky and offbeat” ad campaign. Endorsements from Howard Stern and Rush Limbaugh followed soon after, and Snapple became an acquisition target. It was purchased in 1994 by Quaker Oats, but many feared the company would be sold to a competitor.

Among the challenges were a lack of leadership and a consumer focus. The advertising campaign failed to capture the attention of the younger demographic. Snapple was slowly losing its market share. In 1997, Wendy Kaufman had been hired by Howard Stern and Rush Limbaugh to help revive the brand.

The new marketing strategy focused on the benefits of Snapple and its unique flavor, rather than on the product itself. The campaign was successful, and Snapple’s sales began to rise. By 1999, Snapple was the leading beverage brand in the country, and its profits continued to grow.

Weinstein’s first task was to overcome the negative expectations Snapple had created while under Quaker Oats. “The biggest obstacle we faced was the skepticism that Snapple could ever be viable again,” said Weinstein. At the time of purchase, Snapple’s sales were declining at a rate of 20% a year and morale was extremely low.

If anyone had the experience to turn around Snapple, it was Weinstein, who had spent most of his professional career in the beverage industry. He clearly articulated his goals for the company to employees and his upbeat style and energy combined with slow improving results, created an atmosphere of confidence.

Weinstein’s first act was to return to what made Snapple so successful in the beginning.

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Renting a Car Is As Easy As Using an ATM

ROIN DALY
STAFF WRITER

Robin Chase sponsored a lecture followed by a session of questions and answers at Babson College in Olin Auditorium last Wednesday. Ms. Chase is the founder of ZipCar. ZipCar is a company that makes cars available to customers on a daily or even hourly basis.

Towards the beginning of the presentation Ms. Chase introduced her concept of the Rolling Triangle to the audience, whom she gusted as aspiring entrepreneurs. She recommended her Rolling Triangle approach as a way to view all entrepreneurial businesses. The Rolling Triangle approach is a three pronged approach: gather facts; identify the enabling structures; and develop a vision.

The first point on the triangle on the Rolling Triangle model is crowned “facts.” In the first stage, an entrepreneur must identify the facts that create the network of ideas that will inform the construction of a product. For example, Ms. Chase discovered that people who own cars spend 30% of their income on maintaining their car. This led her to conclude that people would like access to a car without the responsibility of maintaining the car.

The second point of the triangle requires that the person identify the enabling structure that will allow the realization of the idea in business. Ms. Chase identified technology as the enabling structure that allowed ZipCar to use wireless communication to facilitate the car rental-free transaction. The car from person to person.

Here is how it works: A person who wants to become a ZipCar member must register for a membership online. A member must pay an annual fixed fee along with a deposit. Daily and hourly rates determine the individual’s variable payments to ZipCar for the use of the car. Each customer’s personal account records the transaction amount and money transfers electronically. This eliminates annoying paperwork and enhances user friendliness.

In turn, ZipCar provides its members with a zipper. When a member wants to use the service she must go online and indicate the time that she wants to begin and end her trip and at what location she would like to access and deposit the car.

CONTINUED ON PAGE 3

Accounting Competition Goes Well for Team REMA

WILL HANSEN
R&D EDITOR

Last Wednesday, October 27th, five Babson students were informed that they had won PricewaterhouseCoopers’s (PWC) accounting competition. xACT. The students of team REMA, Sara Gestes, Carolina Baker, Lida Smitnov, Yuliya Kalmanovich, and Pavel Khodorkovsky, were a mixture of three sophomores, one junior and one senior. Across the country, approximately 32 schools competed.

xACT is a program which has been running for a few years, and is sponsored by PricewaterhouseCoopers. The idea is to give the same case to student groups all across the country and see who can give the best presentation based on the case.

The students are given two weeks to analyze the case, determine the problem and coming up with a workable solution. After these two weeks, the team must present in front of judges from PWC. 13 teams competed here at Babson, and team REMA came out on top. Because Babson is such a small school, 13 teams was one of the highest ratios in the country for participation in this event.

This year, the students were charged with acting as consultants for the country of Panama and a company within that country. The country is trying to decide whether to switch their accounting principles from historical cost accounting to fair-value accounting.

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Students Hold Presidential Mock Debate

ASHLEY JAIN
EDITOR-IN-CHIEF

On the eve of Election Day, Babson College Conservatives and the student center held a hosted mock debate between presidential candidates Jason "Bedrock" Brueinell (Independent), Robert "Kerry" Kearns '05 (Democrat), Scott "Badnarik" Connery '07 (Green Party, Independent), and Matthew "Nader" O'Connell '00 (Green). Moderated by Kevin Draynel, Assistant Director of the History and Society Division, the general consensus from the audience was that the mock candidates performed very well.

Topics under discussion included the war in Iraq, the war on terror, battle for the Supreme Court, the environment and energy, civil liberties, the Patriot Act and Guantanamo Bay, the minimum wage and the economy.

Dozens were in attendance Monday evening, including faculty, administrators and students. A common remark from attendees was that there should be more student forums, therefore allowing students to hear views from peers instead of politicians. All panelists acknowledged that this type of campus event should be more commonplace, therefore benefiting the student community.

Senator Kati Lukan had already decided that her vote would go towards Kerry, but "war," however, restoration is a good idea, [it] brought a lot of things to my attention in the political world that I didn't know, like how old the Supreme Court is and the next president will get to decide a lot of them when they retire.

Brueinell was impressed with the way the candidates prepared and handled themselves.

"It is easy, and understand- able, for students to be cynical about the seemingly pre-pack- aged statements made by Presi- dential candidates, but when those views are expressed by people who know, who may live in the dorms, at lunch, or in classes, it is probably harder to be cynical. Rather, students can see that their peers hold such views, are serious about them, and have the courage to stand up in front of a room of people and defend them."

The debate also opens up the possibility for students to know and further discuss such issues with their peers. Thus, I would hope, such debates make the political process and the issues more of a real experience for stu- dents, rather than being seen as simply and solely some televised spectacle, which far more often seems to be to young people to-day.

The student debaters took the positions of each party's base supporters, therefore some of their views conflicted with the candidates. For example, Badnarik supported President Bush on spending while Kearns broke from his candidate in sup- port for gay marriage.

Kearns noted the reason to have the debate was to present all sides of the issues at hand to the Babson community in a fair manner. "With the election pending, we wanted to give Babson students a chance to be- come politically involved and make an informed choice for the election."

Connery, one of the candi- dates, noted how well-prepared the other candidates were. Bedrock was well-spoken on his feet and properly presented the conservative positions. Kearns, according to Connery, was able to hold his own given he was facing a tough speaker. "I thought the debate went very well, and was well attended. I think it is essential that the college do as much to encourage political in- terest on campus as it can. Polit- ics has far too large an effect on business for a business school to ignore it," observed Connery.

Herbert Wickersham '01 com- mented, "while my vote or opin- ion was not about to be influ- enced by the debate, I think that it was a very good idea. I think that all of the 'candidates' involved did a very good job ar- ticulating and debating their opin- ions. I would like to see more events of this nature on campus. I think that they are a great way of getting your views across and hearing the other side. People our age will be running this country soon and making all of the decisions. The sooner we get educated and involved the better."

Cyrel Hacker, Associate Vice President for Student and Com- munity Services, was also en- thusiastic about the debate. He thought the students were well prepared and represented their party to a high degree of ac- curacy in platform and message. A great forum for last minute voters to hear about important issues - I think we done it early in the election cycle so people could have benefited from it."

Hopefully, other students and candidates can get involved in the future to create other debates of interest to the student commu- nity.

Save Our Stuff: Tips For Saving Data

VIKRAM OAK
STAFF WRITER

Computers crash! I know, it is probably the last thing you want to try to work with on this. They crash, and they do it quite often. The best part is, when they crash, it is always the worst possible time for it to happen. Talk to someone you know; it has happened to them.

Before I try to use scare tactics, remember the old adage, "Save early, save often." I can't stress that one step further. Every- one knows, or should know, to keep saving your files, but you forget about it when they are not working on them. If a computer crashes, more often then not, it will not save what you were doing. You sure do not want that to happen.

What about all the other files? I am talking about the type of files you see every month or so. Backup of your data is al- ways a good idea. A good way to remember when to backup your data is as fol- lows: backup your current project files every day, all of your recent data every week, and your entire hard drive every month.

Now you may be wonder- ing how exactly to perform said backup? Well, for most people, the answer is use a tape drive, some sort of re- movable media (CD-R, DVD-R, ZIP Drives) or another hard drive.

Here at Babson, there are many methods to perform a backup and keep your files safe. Many students now have CD writers, either in the T42 or the T40. Just go to an electronics store, pick up some blank CD- Rs, and burn your data onto the discs.

Another option, one that most students are not even aware of, is to use a net- work drive. Log into your computer, while connected to the network, and open up "My Computer." As you look down the list, you will see an H Drive. This drive, which is a private (meaning only you can get to it when logging into the domain) is a 200 MB folder where you can save your critical data files. This may not be able to hold the gigabytes of music and movies that most people are sure to have on your laptops, but it will hold the other types of data such as papers, projects and other academic files. A blue screen error can oc- cur at any time, and often times when you are not even working on the ma- chine. Be on the safe side, and keep your data backed up. The best words an ITSD technician can hear when a computer comes in for a major repair is "I have backed up my own data."

At ITSD, we are often asked to restore data after a hard drive breaks. However, it is not always possible to restore data from a particularly messed up hard drive, so it's always a smart idea to back up your own work.

Note: Babson College ITSD in no way, shape or form has endorsed this ar- ticle. All views expressed and conclusions drawn are that of the author.

Academic Services Spotlight

Registration Information
Recently all students received a packet containing the informa- tion that is needed to be successful in selecting courses. The Office of Academic Services will be offering extended walk in hours and late night advising to help students sort through their options and pick courses. We hope that you will carefully review the infor- mation in the packet and then, if you still have questions, come in and see us. With our new structure, we will have additional staff members on hand to help you during this time.

In the packet you should have found:
- Your degree checklist and transcript from which the checklist was derived.
- A resource guide designed by class including Frequently Asked Questions.

The Office of Academic Services will be hosting late night advis- ing opportunities so that your questions are answered at a time convenient for you:
- Thursday, November 4 – 6:30 p.m. – 8:30 p.m.
- Hollister Ball Second Floor
- Primarily for First Years and Sophomores

We will be offering extended Walk-In Hours for students to pre- pare for registration. Walk-in hours will begin at 9:00 a.m. and run until the last sign in at 11:30 a.m. We will then resume at 1:30 p.m. with a last sign in at 3:45 p.m. Please bring these materials with you to walk in and see us. You will be able to see on any day, we have designated the following:

SENIORS
November 1-3

JUNIORS
November 1-5

SOPHOMORES
November 8-9

FIRST YEAR STUDENTS
November 9-12

Please note that Course Selection and Advising will be covered in your FYE course in the week of November 1-5.

We look forward to working with you to make your course selec- tion as easy and effective as possible.
Babson Entrepreneurs Seek VC, Angel Funding

**LOUIS BELOTT**, NEWS EDITOR

Other than exam days, Friday mornings at Babson are typically reserved for catching up on much needed work. For first and second-year graduate student businesses, last Friday was reserved for sharing their start-up businesses with potential investors, venture capitalists and the Babson community.

Sponsored by the Blank Center, the fifth annual Rocket Pitch gives individuals and teams of entrepreneurs three minutes to deliver a presentation using at most three PowerPoint slides, forcing entrepreneurs to succinctly summarize their value proposition before a highly targeted audience. The pitchers are given a rapid succession with little or no break in between each one.

Though not always a perfect match, many entrepreneurs think about, and focus on, their business's most attractive differentiating factor. For Babson professor and Director for the Blank Center Dr. Stephen Miles, it's all about the concept.

The majority of the 69 businesses presenting were founded by Babson students from the past 10 years, with the remaining constant over past events given the highly specializations of the student business ethos. Many MBA students enter the program with a specific business in mind and a well-developed list of contacts. Combined with even greater interest from undergraduates, Miles has seen an increase in growth each year of its existence.

Presenters were segmented into two categories, companies and products/services. The technology presentations tend to attract more financial investors since these draw the largest outside audience. Three other classrooms in Olm Hall were used simultaneously for smaller and more focused gatherings, but were most interested. A pitchbook with executive summaries and contact information for all businesses was distributed to attendees.

"[The format] forced me to think through what really is unique about my company, and how I can best present it in a way that would interest our potential investors," says Mike Mandel, '05 whose company FabulousOnline was recently invited to present at the Blank Center.

Mandel’s experience was typical of the majority of the companies on hand did not receive offers for funding on the spot, but rather were able to make follow-up feedback with investors about their business to make it successful in the future.

**SNAPPLE CHANGES**

**Perceptions Continued From Page 1**

Kassman, Stearn and Limbaugh returned as spokespersons and the company headquarters was finally able to earn recognition. Much of Weinstein's efforts were focused on re-creating Snapple’s original image. While doing so, he also encouraged going so far as to organize outside events such as mini-golf tournaments for employees and events for the local community to engage and foster an environment that encouraged having fun above anything else.

Strong results followed, as Snapple saw its revenues grow considerably. By 2000, the company was preparing for an IPO, to take advantage of a booming market, and publicly announced some corporate debt. Cadive, Boucheppe stepped in with a $1.45 billion offer, which was enthusiastically accepted.

"It's a great story how essential drink and energy drink market are growing," said Michael Alberino, '07. "There's no right way to make it successful, any business will work as long as you're honest and hard working." They, in essence, used advertising costs and the audience on hand was similarly impressed, not only with the ad campaign but with the speed at which it took place.

"He taught us that unconven- tionality and creativity is the key," said Alberino, '07. "There's no right way to make it successful, any business will work as long as you're honest and hard working."

**CED Corner**

**Marketing Yourself**

Communication is critical in your job search. Your ability to communic- ate your qualifications, experiences, and skills in an interview is as impor- tant as your ability to answer account questions on your paper. Your interview is your chance to advertise yourself. When you write a variety of letters to employers -over letters, thank you letters, and acceptance letters - regardless of the type of letter you write, you are setting several guidelines to keep in mind.

- Customize each letter.
- Use a standard format.
- Keep the letter concise and brief. No more than one page.

**Cover Letters**

Cover letters are an essential part of your marketing package. A good cover letter can get you several interviews and generate interviews. Below is a template for cover letters.

- **Introduction:** The opening paragraph should present your qualifications for the position in a clear, concise manner and demonstrate how you can contribute to the employer what you are applying for and how you learned about the position. Remember to include your name and contact informa-
- **Body:** In the middle paragraph, you should provide details about the qualifications you listed in the previ- ous paragraph. Be specific and demonstrate how your skills and experience match the needs of the position. Be sure to answer any questions in the position description.
- **Conclusion:** Do not simply restate what appears on your resume. Instead highlight one or two accomplishments that resonate with the position for which you are applying.

**Writing Effective Letters**

**BRUCE TOFINAS MD, COLLEGE PHYSICIAN**

The past few weeks has brought a barrage of flu reports. As a medical student, you may be thinking of yourself as a physician and probably you are a potential victim. It is no sur- prise considering the recent influenza outbreak and the World Series, the Flu is back and is more prevalent than ever. The disease is profuse, confusing and inflammatory.

You will permit me to try and give this perspective. The Flu is short-hand for a viral respiratory infection, ”whether by the Influenza virus. Thervi- nal particle has a core that is fairly constant and has finger like projec- tions from the core. This aid injecting the virus into and out of cells giving rise to an injection. These projections can vary from year to year causing vari- able susceptability in patients.

There are two types of flu, A, B, C. Types A and B cause most of the sig- nificant illness. Type C is used to cause a milder disease. Immunofluorometric functional test for proteins were made to offer protection to three "ex- pected" flu infections, as judged by oc- currence at places like the CDC (Uni- Center for Communicable Diseases). You have a website where you can find various type of flu infections and how to avoid them.

**Withdrawal Letters**

Once you have accepted a position, you should write a withdrawal letter to demonstrate how your skills and experience match the needs of the position. Do not simply restate what appears on your resume. Instead highlight one or two accomplishments that resonate with the position for which you are applying.

**Simple letters are available on the web site at http://www.babson.edu/ucog.**

**Snapple Changes**

- **Perceptions Continued From Page 1**

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"It's a great story how essential drink and energy drink market are growing," said Michael Alberino, '07. "There's no right way to make it successful, any business will work as long as you're honest and hard working."

**WeCare... who still feels the cuckoo's nest?**

**Edward Baskerville, FSTQ Chair**

The topic of mental illness during the flu season has become more prevalent than ever. As students we are not functioning well mentally, we purglette a burnt turkey, stink off or become difficult to arouse, get med- ical help immediately. This may be a matter of life and death. Contact your health center and seek help if you feel ill. If you feel like you're tripping, don't be afraid to seek help, it will be one part of two illneses and other inoculation can look like the flu.

The symptoms of being sick is helpful for self-diagnosis and knowing what is going around can help you think better and not worry. This is not a way for you to think sick. You have to report the symptoms of flu - this is where a healthcare profes- sional comes in. Just remember: if you have flu like symptoms in 3 days and take some of the toxicity out of the way you feel. Unfortunately at this time, only one anti-viral medication is available. This may be a matter of life and death. If you are not functioning well mentally we purglette a burnt turkey, stink off or become difficult to arouse, get med- ical help immediately. This may be a matter of life and death. Contact your health center and seek help if you feel ill. If you feel like you're tripping, don't be afraid to seek help, it will be one part of two illneses and other inoculation can look like the flu.

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Playstation Portable to Pack the Power of PS2

CHRIS CICICETELI

This past week Sony released the formal specs and pricing for their upcoming portable console PlayStation Portable. First the price: unlike previous rumors of $300, the PSP comes to market at a very attractive $200, breaking into the price range of many more people than Sony might have purchased the less expensive Nintendo DS instead. The portable is one of the most finely designed electronic devices ever seen. Beautifully made, it is composed seamlessly with metallic L and R buttons, and buttons fit perfectly through the screen without the use of the screen is a spacious 16:9 widescreen; though it is of slightly lower resolution than standard TV.

This is not necessarily bad news, as a 4:3 inches a standard resolution screen would be hard to read; it would also be more difficult to hold up subst. What is most impres. to me is that it packs the same amount of power as the PlayStation 2, perhaps even more.

Polygon for polygon it is said to be strong enough that perhaps can even outperform the PS2 on shading and other options such as lighting and so of which should mean a more real. scene rendering. Games will run on the PSP or on a console. The media and battery life should be around 4-6 hours, which is more intense games. The screen is a space. 16:9 widescreen, though it is of slightly lower resolution than standard TV. A

The web search problem, the ability of being able to con. to the internet to downloaded new games and possibly browse the web itself, it can connect to other units wirelessly for head- to-head play when an internet connection is not available. One can easily imagine riding the T to Boston and playing Madden Football against a stranger on your cool stuff. Sony has also announced plans for some accessories, namely a camera, keyboard, and GPS unit that all connect to the built-in USB port. The GPS sold-in in particular is interesting as the size and quality of the screen is high to find on portable GPS. If they can get them down to under $1000, some pictures from Japan have been made available, despite the fact that this is nothing more than a rumor it also appears as though they may be coming out with a cell phone attachment as well, but the chances of that going beyond the Japanese market are slim. We aren’t cool enough over here yet, but that is changing fast. Beyond the ultimate gaming machine, the PSP is capable of playing movies and music; a built-in memory stick reader will handle MP3s while movies will be shipped on the same UMDS as the games. The PSP also has a built in IR transmitter for controlling A/V equipment, and could be feasibly used for that. The most important feature is the ultimate gaming machine, it’s the portable media device on the market. Expect a U.S. release early next year and a Japanese release by Christmas.

Electronic Voting Speeds Up Election

ANDREW WOODWARD

STAFF WRITER

After the election in 2000, many concerns about the voting system in the United States were raised. As we all watched a group of Floridians analyze 300s of papers for different voting makers, it started thinking about an electronic voting option.

Many experts have said that giving electronic balloting a shot, so in Tuesday’s election, electronic vot. on a scale of our country.

Opposition to the electronic system comes from many corners. Concern over "vote safety" the ability for someone to tamper with the vote is commonly raised. In theory, a computer hacker could log onto a system, turn on a device, or hook into the voting mainframes, and either change or erase data. In theory, a computer hacker could log onto a system, turn on a device, or hook into the voting mainframes, and either change or erase data.

However, the drawbacks to pa. ballots, and the manual recounts that are associated with them, have many people concerned about a repeat of 2000. And no one wants to see another two week re. count of hanging chains, and poorly punched paper.

So electronic engineers, along with software designers, set out to build fool-proof, unbreakable, and user-friendly voting machines. As a result, the electronic voting sys. tems currently being used have over two dozen safeguards against tampering.

The machine print out a record of each vote immediately after it has been entered, the terminals are all stand-alone (not connected to the internet), and the software is all heavily encrypted. The print out is designed to easily facil. itate a recount, and they are all printed on a continuous 17 line page, so that no one can steal in. dividual votes from the stack. They are computer in the afternoon of today’s election, relatively few complaints have been made.

There were a handful of instances with the touch screens which many of the units used, such as was. There were a handful of instances with the touch screens which many of the units used, such as was. There were a handful of instances with the touch screens which many of the units used, such a...
Babson Behind In Transportation Service To Boston

MYLES TYDER
STAFF WRITER

Recently, I was faced with the proposition of getting from Bentley College to Babson without a car, and over the course of the half-day that followed, I came to two realizations. The first was that, perhaps realizing that stranding students without a mode of transportation in a relatively dense area just outside of Boston was a bad idea, Babson has done an excellent job of providing a shuttle service to and from the city.

I looked at the schedule, saw that there were shuttles leaving in 15 minutes and every hour thereafter, got on, and arrived in Boston within a half hour. My second realization was, in a similar situation, Babson has done almost the exact opposite.

While getting from Bentley to Boston was a short, 35 minute jaunt, Babson to Boston was a virtual odyssey, involving a trip on the T, a two hour wait in South Station, a ride on the commuter rail, and a 15 minute walk back to campus.

Yes, like many students, Babson has a shuttle. It turns out they weren't outright lying when they told us as much when I visited in the spring of 2002. However, it only operates one day a week, and at rather inopportune times as well. So, it leads to the question: why can't Babson have a more effective shuttle?

Personally, I look at Bentley as roughly Babson's equivalent: a small school with a small campus and not a whole lot to do on or around it. In acknowledgment of the fact that Bentley has roughly twice the students of Babson, I would even be completely fine with having roughly half as many shuttle trips to compensate.

Even then, however, there would be a shuttle coming every two hours on weekdays and every 3-4 on weekdays. Even beyond that, I'd be perfectly fine with a shuttle running to only the Woodland or Riverside T stop, since they're significantly closer than Babson itself. There just needs to be something to make trips to Boston even more convenient.

I, for one, would very much appreciate a shuttle that always runs, regardless of the day or time, that can only be purchased by Babson students, and not by the general public. It would be a small price to pay for making Babson a more attractive place to attend for both scholarship students and commuters.

Is There A Popular Mandate for President Bush?

JASON BEDRICK
OPINIONS EDITOR

Many conservative and Republican pundits are rushing to declare that the people of the United States have delivered the President a mandate in terms of pro-cultural issues and foreign policy. Meanwhile, liberals and Democrats are quick to refute this claim by pointing out that the country is still divided almost in half.

To some degree, both sides are right. George W. Bush won the popular vote by about three and a half million votes, something he failed to do in his first election and something that Clinton never accomplished. Granted, the popular vote doesn't matter too much. John J. Miller of the National Review notes, it is "electorally meaningless but symbolically powerful."

Despite what appear to be deep geographical and cultural divisions, there also appears to be a growing Republican majority. The President's coattails were large indeed; Republicans increased their control of the House and the Senate — even defeating the Democratic Senate Minority Leader, Tom Daschle — a feat which hasn't been accomplished since 1896. Republicans also still control the majority of the governments of 43 states and therefore have the opportunity to appoint new Supreme Court justices.

While the high turn out and narrow margin of the midterm elections illustrate that the majority of Americans support the President, there are still strong divisions in America. With New Hampshire and New Mexico switching parties, the "blue state vs. red state" map is a lot cleaner. The entire North-East, West Coast and Lakes Region went to the Democrats while the entire South, Texas and the Mid-West threw their hats in with the Republicans.

These divisions are evidence of a Culture War. According to CNN, the top reasons voters gave for supporting President Bush was "moral values." The rift between the rural "fly-over" states and their urban counterparts appears to be precipitated upon a difference in values. Seemingly non-political issues such as the definition of marriage, abortion, public expressions of religion, and "family values" in general are polarizing the electorate.

Whatever the divide isn't just along state lines, but between the urban and rural areas in each state. When the vote is broken down by county instead of state, the map appears much redder overall.

There is also evidence of a growing conservative majority. In ten of eleven states on Tuesday, voters chose to define marriage as between a man and a woman. These initiatives had the equal support of voters regardless of age, gender or race.

Is there a mandate for Bush's policies from the people? Perhaps, but it might be more accurate to say that there is a mandate for at least majority support for conservative values. Either way, despite the President's belief that we are entering a "season of hope," it does not appear that this Univil War will end in the near future.

Bin Laden And Bush Collaborating

HERBIE WEIBUSCH
STAFF WRITER

For the past three years, Bin Laden has been playing Bush like a Marquis pock. Since Bin Laden has been playing Bush like a Marquis pock, a lot of people are asking Bush what he's doing with Al Qaeda. Al Qaeda has been saying that its ultimate objective is to destroy the US and the American way of life. Bush is saying that the American way of life is under attack from Bin Laden. Al Qaeda is saying that Bin Laden is on the way to destroying the US. Bush is saying that he's on the way to destroying the US.

Meanwhile, realizing the level of boredom that is in store for them, there are probably a total number of students who simply choose not to come here.

With that in mind, what is preventing us from getting a shuttle that, perhaps, goes to Riverside every 2-3 hours?

With the money that Babson makes, and the amount that most students pay to come here, can they really justify being this far behind the standard in these regards? As it is, I just feel like no real effort is being made, and that's definitely disappointing.

Is there a popular mandate for President Bush?

I'm not saying that all Muslims are this way. The fact still remains true, however, that the US and Al Qaeda and similar terrorist organizations are rapidly growing in popularity.

I am not advocating that Bush has direct ties to terrorists or that he will do anything to help them, however, unwittingly, furthering their goals and increased their for- war. I feel that Bush, who professes to lead the War in Ter- ror, has done nothing but help them. We see this every day, as the number of terrorist attacks and the number of Americans who fail to see it as suppressive. It is the only thing keeping the Saudi royal family, a very wealthy one, in power, and the number of people who have been killed in the war, thousands and thousands of innocent people, has been shocking. The problem with fighting terrorism, violence only begets vio- lence. But to label fundamentalists, we are prompting our own destruction.

I can't support how anyone could say that Bush has been suc- cessful in the War on Terrorism or, for that matter, how the Bush presidency has been a disgrace to the country and his reelection an affront to the American people. The War on Ter- ror is a good thing in theory, but it will have to be conducted the right way it should be with Bush as its leader. We will only come fur- ther and further away from satisfying Bin Laden's objective.
HEAD OR HEART? EAT OR SLEEP? CHICKEN OR BEEF?*

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**Unknowns Remain Concerning Mozart**

MATT SAINDON
INTERNATIONAL EDITOR

Since Mozart's death over 200 years ago, there have been many theories suggesting how Mozart died, but no one has been able to locate the site. One thing researchers do know for sure is that Mozart is buried in the St. Peter's cemetery in Vienna, Austria. Wolfgang Amadeus Mozart died on December 5, 1791. He was buried in a wooden coffin which was placed in a plot beside his father. While many people might associate this with a lower class burial, Mozart died in relative poverty at the age of 35 and was given the standard burial of his day. If not given an appropriate recognition during his lifetime as a composer because many people only recognized Mozart after his death.

At some point over the next five to ten years after Mozart was buried, his grave was dug up and moved to a more secure location. As these graves were being pushed around, the position of Mozart's remains remained in dispute. There have been many claims that Mozart's remains were dispersed in this entire unorganized process. It seems very strange to read that Mozart's grave was handled in such a poor manner. This practice of shifting graves, however, was common for middle income families of this time.

Mozart's remains were dug up, the grave digger of Mozart's site, Joseph Rothmayr, claimed to have rescued Mozart's skull from vanishing forever during this reorganization of burial plots. In 1901, the owner of this skull presented the Salzburg Mozarteum with it and explained the significance of this rather morbid gift.

There has been no evidence to prove whether or not this skull truly belongs to Mozart. The skull can determine one cause of Mozart's death, chronic haematomas, which would be consistent with the symptoms of diziness and depression Mozart was experiencing before his death. He may have died from a critically injuring fall.

Because many people have explained different stories as to how exactly Mozart died, it is still not clear if chronic haematomas was the exact cause of his death. Another composer named Joseph Mandler, also Salter, made a deathbed confession admitting he murdered Mozart. However, the owner of Mozart's Masonic Lodge assassinated him for being a rival lodge member in his opinion "Die Zauberkiste." Neither of these theories have been renewed ever since.

The Smith had been the ruler of Abu Dhabi, the capital of the UAE, since 1976. When in Abu Dhabi, the Emirates acquired independent statehood in 1971, and he was leader of the Emirates. The Crown Prince of Abu Dhabi, Sheikh Khalifa bin Zayed al Nahyan, who was the oldest son of Sheikh Zayed, has been selected as President of the UAE, and is strongly favored by the people. Sheikh Khalifa comes in with a great amount of experience, since his father had delegated many of his duties to him due to the incapacities resulting from the Sheikh's illness.

Many of the president's duties were also passed on to the vice-president, Sheikh Maktoum bin Rashid Al Maktoum, who said by the media to have promoted the country's growth in terms of wealth and also the financial, technological, and construction sectors.

Sheikh Maktoum bin Rashid Al Maktoum, current Vice-President and Prime Minister, will be the next president. A general council consisting of rulers of the seven emirates meet to elect a new president, who is supposed to be Sheikh Khalifa.

**Giant Asteroid May Strike Earth in the Future**

MATT SAINDON
INTERNATIONAL EDITOR

As scientists and astronomers calculate when and what impact the giant asteroid will strike Earth in the famous movie Armageddon, astronomers are currently performing many tests to calculate when an asteroid comparing to that size will come close to Earth.

A research team of astronomers, who work for the UK Astrometry and Photometry Program for Near Earth Objects based at Queen's University in Belfast, Ireland, are monitoring asteroids in space to see if they are on a collision course with our planet. Their key discoveries from this project may one day save Earth from annihilation.

Their data is found using large high performance telescopes, which is then sent to an international program that is dedicated to protect the earth from any critical future impact. Each month this equipment detects 20 to 40 Near-Earth Objects or NEOs. A NEO is an asteroid or comet moving closer and closer to Earth.

Since these telescopes were first put into use, more than 3,000 NEOs have been found. Each week the team uses the Faulkes Telescope North, located on the island of Maui, Hawaii, and at the end of 2004 the team will also be using the Faulkes Telescope South, located in Siding Spring, Australia.

The project’s leader, Dr. Alan Fitzsimmons, says, "An asteroid will hit us at some point in the future. Of course, these things are out there and they just randomly hit us when the Earth gets in the way.”

The project acts as a very early warning system, so scientists at the European Space Agency have sufficient time to develop a strategy for the asteroid to size of Texas expected to collide with Earth. Objects only 50 meters wide or more can make it intact to reach the Earth’s atmosphere.

Consequently, the telescopes are programmed to only identify asteroids that are 50 meters or greater in width.

These high performance telescopes are supplying astronomers with crucial data. Scientists can develop a proper plan and put into execution before a giant asteroid the size of Texas makes it through the Earth’s atmosphere, similar to what could have occurred in Armageddon. In the future, if scientists have to deal with this type of crisis, maybe the world’s best deep core drilling team will be sent into space to blast the rock from the inside.
Halloween: An Excuse To Dress Provocatively
JUSTIN PEAGRAM
CONTRIBUTING WRITER

Just this last weekend, Baboon College celebrated Halloween in a festive way; from an E-rater hypnotist show to costume party, the college commemorated the dead in a very lively manner.

Walking around the dorm on Saturday when people were getting ready to go to the costume party, I couldn’t help but notice the similarity in the costumes that most girls were wearing. Though the outfits were thematically different and had different colors and styles, one element remained constant: they were all very revealing. It seems that, as the years have gone by, girls have dropped the Frankenstei in suit in favor of a leotardy white nurse outfit (I have no idea where this naughty nurse outfit stems from).

After considering this issue for quite some time, I have come to a particularly philosophical conclusion. Some girls – the distant percentage of which is unknown to me – actually enjoy being de

graded, and use their Halloween costume as a medium to convey dangerous, previously unacknowledged truths. Halloween gives them the perfect excuse to dress amorally and have it pass as being festive, which subsequently – and conveniently – enables them to ignore the moral dimension of the situation.

Though this is merely a conjecture, I believe that shy girls, who are instinctively apprehensive about revealing themselves, typically adore Halloween for the exact reasons mentioned above. Outgoing females also love Halloween as it enables them to push the boundaries of decency. Halloween is ostensibly superfi
dicial, but it allows for a glimpse of the concealed, while preserving the dignified and maturely composed image of the child.

Teenagers, college students, and perhaps even pathic adults should call a space a space, and examine a paper alon
to Halloween as just an excuse to get intoxicated and dress like prostitutes.

What Do You Want To Do With Your Life?
VIKRAM OAK
STAFF WRITER

I have been getting asked that question for basically the last 10 years of my life. After 12 years of public school and 4 years of a private business education (valued at approximately $10,000), I wish I had the slightest clue. Most of you who know me, know that I don’t mind my accounting classes.

Some of you might as far as saying that I actually like accounting...we all know no one in their right mind could love calculating LIFO reserves.

When I walked into my Dean’s office (3rd dean in 3 years, so please forgive me for not knowing names), and walked through the painful process of explaining my credit situation, coupled with the constant fight to have my study-abroad credits allo
cated properly, we finally came to the conclusion that my concentration will be “ac
counting.” So I guess after the 90 minute endeavor (78 minutes waiting in line and the 12 minute conversations), I had an idea about what I wanted to do with my life. I am going to be an accoun
tant.

After leaving this meeting, I walked up to Olin hall for my class, and walking by the Blank Center made me real
ize something: I have spent 4 years in the #1 Entrepreneurial school in the world and I am not doing anything entrepreneurial! This both
creed me throughout my class that day. I told my girlfriend about this, to which she re
sponded with a grin, and an invitation to Trim Dining Hall.

While sitting at Trim, I had an epiphany. No longer would I pursue the CPA cer
fication, but rather, I would become a dining hall man
ger. I will start my own company, performing in my opinion, the best service possi
ble. Now I know that some of you are laughing at this idea, just as my girlfriend did, but hear me out.

It truly is the perfect ser
vice to perform. It is in line with everything I have learned in my marketing, fi
nance and strategy classes. I will force my service onto students, not allowing them to get out of the meal plan, hence securing a steady income.

Add value to my service? Hell no. The better I make

my food, the more mouths I would have to feed. My goal is to make the same, stale and horrible tasting food, and serve it in different counters to give the illusion that I am serving a feast.

I do have to keep in mind through that I cannot com
pletely serve Woodward, otherwise I might just get enough complaints to lose my job. To price the service provided, I will make it pretty fair to the customers. Why not charge around $8 per meal (if you eat breakfast, lunch and dinner) and give 25 meals at a secondary location? Hope
fully, my customers will not understand opportunity cost, so they will not realize that every time they go to this sec
ond location, they are also throwing away the $8 meal at the primary location.

So now I have it all figured out: steady demand, perfectly positioned product and a price that will guarantee profits. How can this idea fail? It really cannot. Anyone who would like to be a part of this dream of mine, and help me start this business, please let me know. I can al
ways use someone to throw stale salad into a pan and call it stir fry.

Can I afford to live off campus? Plain cheese pizza or splurge for pepperoni? $25 just for opening an account? Sweet! I can
order a couple of pizzas with that. I can’t believe how much I’m saving in credit card interest. If I should get a part-time job, I need a haircut. And quarterly, I wish I could check my account online.

It’d be

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Dear Babson Community,

I just wanted to take a moment to congratulate the Campus Activities Board on a great Oktoberfest Weekend. Everyone had an awesome time and I really appreciate the time and effort that you all put in to making this event such a great success. Your efforts often go far unnoticed, and that should not be the case. There was something planned every day and night for four days straight, and everyone seemed to have a great time. To the exiting executive board, I want to say thank you for everything you have done for the campus over the past year. Not a weekend has gone by that there has not been a CAB event going on somewhere around campus. From Pub nights to movies, to the big weekends with bands such as O.A.R., you never let us down. So on behalf of the entire campus, Thank you. Again, awesome job this past weekend... Hope you all had as much fun as I did!

Kristen McQuaid
President
Student Government Association
**Sports**

**Intramural Recognition Awards**

**SHAWN HAWTHORNE**
**STAFF WRITER**

I would like to start by thanking all of the athletes who participated in intramural athletics this fall season. The season featured more athletes than we have ever had since the introduction of our intramural program. Three-on-three basketball featured 20 individual teams, women’s volleyball contributed 16 teams, Floor Hockey hosting three squads, and Squash featured four teams. In addition to the team sports, we had 22 tennis and 13 volleyball players, and 12 Squash players. The field can only get bigger as we head into our winter season.

Three-on-three B-Ball ended in good fashion with the number one seed Brooklyn’s finest sweeping not only the regular season but the post season with a complete season record of 7-0, no one even came close to giving these guys a game. Congrats to All-Star Isaiah Davis, who took charge and carried this team throughout the season. Matt Haberle and Carson Thibler also earned All-Star honors.

In outdoor sports, the Pepper Poppers pulled out the underdog victory as one seeded Trapper Jon’s. This caps the Trapper Jon’s team title in the hurling event past two years. Congrats to the Pepper Poppers who came to play and made it happen. The team is led by Coach and Vasco soccer star Johny Hackworth, who brought the depth and key players throughout the post-season to bring home the crown.

Dan Rowe, aka D-Tizzle, held down the fort for another year with a great victory and earned All-Star recognition for the championship team. Other outdoor sports have included Outdoor Soccer included Sasha Yusek, Rob Livingston, Rodrigo Zamora, Davor Lukusic, and Sam Coons. Congrats to this year’s champ, H. L. H. T. Bell.

**Co-ed Ultimate Champions**
**We’ll House You,** placed Kipp Visi and Sophar Avery in the finals for the year. Shea Doane from the Free Agents and Ryan Feingles from the Free Agents king Fresh also made All-Star nominations.

Co-ed teams are also in order for the Big Bad Bruins for making a successful playoff run to last year. The IM floor hockey championship in three years. Kevin Guy and the IM Floor Hockey team.

Looking ahead to the Winter Season, sign-ups will be di- rectly available on IMweb and will feature Team Dodge Ball, 5v5 B-ball, Co-ed Volleyball and Indoor Soccer. Have your team ready as we will look to once again increase our participants throughout the winter months.

**Women’s Soccer Advances To Semifinals**

**ANDREW LAWRENCE**
**STAFF WRITER**

The NewMAC tournament started Saturday for women’s soccer. They entered the play- off as a fourth seed with a regu- lar season record of 9-6-2 (4-3-2 in the NewMAC). Their oppo- nents were the number five ranked team in NewMAC, who met earlier in the season at MIT and the match ended in a 1-1 tie.

Toni Pantucosco ’05 scored the solo goal for Babson late in that game, which went into double overtime. Marc McDermott ’06 played solid in net for the Beavers, preserving the tie in both overtime periods despite scoring opportunities for the Engineers. More recently in that race, the girls have not been playing as well.

Earlier in the week, the girls lost a close match to Coast Guard, MIT, on the other hand, defeated three consecutive NewMAC Cup champions in a shock- ing a huge winning streak heading into the playoffs. The file of games continued to rise as the four teams faced off against the earlier match up between these two teams. The action was minimal as both teams shut down all scoring chances for the two teams.

The games were scoreless, with both teams knowing the sur- vival of their season was to be determined in the next forty five minutes. Just as in their earlier meeting, the Beavers were first to act. Caitlin Cronin ’07 scored the first Babson goal in the 77th minute of the game. This time MIT was unable to respond.

McCormick played brilli- antly in net for the girls, stop- ping 20 shots out of the 21 third goals of the season. McCormick recorded her eighth shutout of the season. The Beavers will play Wheaton Lyons on Saturday in the semi- final rounds.

The Lyons dismantled the girls in the regular season 3-0. The game was played in the rain and the girls have maintained an undefeated record this year and will be a huge challenge for the Beavers. They have only lost in three goals all season and are favored to take the NewMAC tournament. The Babson girls will have to play spectacular de- fense and continue the offense displayed in the second half to extend their season beyond this Saturday.

**Time To Sleep Easy, Red Sox Nation**

**TIM GRASSEY**
**STAFF WRITER**

January 5th, 1920 – a date that will live in infamy. This is when the Red Sox owner Harry Frazee sold Babe Ruth to the New York Yankees for $100,000 and a $300,000 loan on Fenway Park. Since then, the entire city has had a complex, a black cloud of fame.

That cloud has blown over. The weight is off our shoulders and the Fenway faithful can now sleep easy knowing that somewhere Ted Williams’ head is not really frozen and he has Babe Ruth in a sleeper hold. We can sleep easy knowing that Johnny Pesky will have his long awaited World Series ring, which he so longed for simply being born during Babe Ruth’s last game in a Red Sox uniform.

We can sleep easy knowing that Tony Caniglione now has two good eyes and he, Carl Yastrzemski and Jim Rice have witnessed the completion of the impossible dream. We can sleep easy knowing Ed Armbrister did interfere with Carlton Fisk, and that the Red Sox really did win the 1975 series three games to four. We can sleep easy knowing that Bucky Dent’s pres- ence in the 2004 ALCS single handedly led the Yankees downfall. We can now sleep easy knowing the Bill Buckner, Calvin Schiraldi, and Bob Stanley simply underestimated the aura of someone named Moaklin.

We can sleep easy knowing that Aaron Boone watched this game while under con- tract with the Cleveland In- dians.

We can sleep easy knowing that Grady Little will not be working with Kerrigan, his Red Sox pre- decessor in Philadelphia, and that the Brockton Rox held a Grady Little bobble arm giveaway day.

We can sleep easy knowing that Alex Rodriguez didn’t come to Boston and didn’t feel so much in the season’s op- portunities.

We can sleep easy knowing that the Red Sox are the 2004 World Series Champions.

**Field Hockey To NewMAC Quarterfinals**

**CRraig ZWERLING**
**SPORTS EDITOR**

On Saturday Women’s Field Hockey (13-7 overall; 7-2 NewMAC) extended their winning streak to six games as it steamrolled 8:1 Mount Holyoke College (7- 10 overall; 3-5 NewMAC) to advance past the quarterfinals of the NewMAC playoffs. The Beavers started off the game strong and never re- lented.

Only 2:39 into the game, Andrea Tuffs ’07 buried a pass from Gina Giardina ’06 into the back of the net. The Beavers continued their attack when Erin Conroy ’05 scored five minutes later. The domination continued with two more goals from Elise Conley ’06 and Giardina before the end of the half.

After halftime, the Bea- vers remained relentless. Giardina, having a breakout game, scored her second goal of the match ten minutes in. Then, Conley sealed the game with two more goals two minutes apart to earn her fifth hat trick this season. Katie Johnson ’06 added a late goal to close out the Beavers’ scoring.

The Beavers completely outplayed and outshot Mount Holyoke 18-5 in the match. In addition, Conroy added to her illustrious Babson career totals with another hat trick.

She already has the most career goals in Babson Field hockey history and she is only a junior.

Women’s field hockey has got hot at exactly the right time. They will look to avenge their last loss which came at the hands of their next opponent arch rival Wellesley. These two teams have played each other the last two years in the NewMAC and both would love to end their season on a high note.

Wellesley has an extremely stingy defense so goals will come at a premium in this match up.

The battle will take place this Saturday at 2 PM in Springfield.

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