President's Welcome

Dear Students,

Welcome and thanks for choosing Babson. Now that you have made the transition from an applicant to a student, you have the opportunity to make this school "your Babson". What distinguishes this College in a very profound way is that your educational experience is not just about the 14 hours a week of classroom learning that goes on, but about how you can make the most of the 168 hours a week you have on this campus.

We not only want to provide an environment where you're learning all you can about entrepreneurship and business, but we also want this to be an environment where you're living it at the same time, where you're engaging in a whole portfolio of student activities, and where you're pursuing your interests of all kinds.

We want to make sure that you have for this institution - THE educator for entrepreneurship of all kinds - plays out for you in all sorts of ways and spaces. This is an institution that is devoted to refining your capabilities to act on the world-and your ability to act as individuals, as students, as aspiring business people, and as entrepreneurs, is critical to building effectiveness in a world of extreme levels of uncertainty. Simply sitting around thinking about things changes nothing. The only way things change is if you act.

So make this your Babson. Go out and do the things you really care about and make a difference. Again, thanks for choosing Babson; now make it yours.

President Len Schlesinger

A look at the new Forest Hall common area, see page 8 to see the old space

Big Things Over the Summer

A look at all things new on Babson's campus.

Dennis Hanno
Dean, UGrad School

It's hard to imagine that the summer is already coming to an end and a new semester is about to begin. I hope you had a fun and relaxing summer and that you are ready to dive into all that Babson has to offer. My summer was one of the busiest I have ever had with all kinds of big things going on here at Babson. Let me recap just a few things that you will probably notice.

We keep on climbing! The good rankings news continues to come in for your school. For the 14th straight year, US News has ranked Babson number one in entrepreneurship. We also rose from number 25 to number 23 in the overall business school rankings (keep in mind we are number 17 in BusinessWeek). And one of the most authoritative guides to colleges (the Fiske guide) has picked Babson as one of ten business schools to "have on your radar screen."

There have been a lot of renovations. Take a close look as you walk around campus. There has been extensive work done on some of the residence halls (check out Putney, especially) and you will see new outdoor spaces that have been designed to provide great meeting spaces for you. The new areas outside of Keith and Coleman will be especially great places to congregate and enjoy each other's company.

Big stuff in Reynolds. The biggest news about the Reynolds Campus Center is that the building is now open 24 hours a day, seven days a week. This plan, developed with the leadership of the Student Government Association, will make sure that you have a place to escape any time of day or night. And the food hours have been expanded, too, with food available in Reynolds until midnight on Sunday through Wednesday and until 2 AM on Thursday, Friday and Saturday. There is even a new room with network printers in Reynolds, providing you with 24 hour access to this important resource. No more long lines to pick up those papers from the library printers in the morning!

Speaking of food... If you were here last semester, you know that we opened up a new dining option by allowing you to eat at the Olin College cafeteria. That plan will continue with some modifications this year. Their cafeteria isn't big enough to handle the large number of Babson students who were making frequent use of this option, so the plan now allows for Babson students to eat 20 meals over the course of the semester at Olin rather than Babson. If you have Olin friends, they can join you in Trim any time—they have unlimited access to our facility.

No more Ugrad emails. Well, almost no more upgrade emails. I know many have gotten tired of the steady stream of club and organization announcements that fill up our inboxes, not to mention that emails are such a technology of the past! We've invested in an entirely new system of communication for clubs and organizations that is really easy and fun to use (see page 10).

Can you find me? Along with several other offices in the Undergraduate School, I have moved the location of my office over the summer. I'm now on the second floor of Hollister and the Center for Career Development occupies the space where my office used to be on the first floor. Perhaps the biggest change is the shift of the Office of International Programs into the second floor of Hollister and the relocation of the Berenson Center for Public Service and Multifaith Programs into the first floor of the Glavin Chapel. There are so many moves that I can't keep them all in this email, but I'm sure you'll find us.

Our goal is to help you have an incredible experience and to realize your potential—to make your dreams come true. We are excited that you are back and I can't wait to see you soon and to work with you throughout the coming academic year. Go Babson!
From Day One: A Babson Initiative

A look at Babson's newest project.

Next Tuesday, August 31, is going to be a special day in Babson College's history and I want you to participate in it. Read on below to find out about something that has never happened on our college campus before — setting the tone about what is important from day one.

This event is sure to be highlighted in the media and will give you a chance to engage with everyone in the community on important topics just as the semester begins.

I am very excited to invite you to participate in a new day of activities at Babson: From Day One: Making A Difference. On August 31, led by the Lewis Institute and the Office of Sustainability, we will provide a daily marketplace of creating social value on and off campus. This campus-wide set of activities will introduce you to resources and opportunities that can influence your thinking about how you make a difference. You do not have to wait. Take action now.

From Day One will set the tone for the academic year and perhaps for your future. It will hopefully be the first of many experiences that you will have at Babson this year as you prepare to create economic and social value for the world. It promises to be a thoughtful, engaging and exciting day!

Some highlights of From Day One include:

- On and off site community service volunteer opportunities with local and greater Boston non-profits, coordinated by the Berenson Center for Public Service.
- Poptech Video Podcasts: these 15-minute conversations on social innovation and creating social enterprise will play on a continuous reel every hour starting at noon through the evening in Horn Library.
- 20 roundtable discussions with social entrepreneurs and providing corporate social responsibility (CSR) leaders from Fortune 1000 companies.
- Eat, Drink, and Be Sustainable — continue the "From Day One" celebration on the Babson Sustainable Kitchen. Under the culinary magic of Chef Sam Mansfield and the Sodexo team, we will be using recycled materials, sustainable cooking methods, locally grown vegetables, and free-range meats to provide you with a sustainable dining experience.
- Learn how to get more sustainably through Babson's Office of Sustainability (the evening's dinner option will be free for students with meal plans).

From Day One Agenda

Tuesday, August 31, 2010

- 1-3 p.m. Service Projects
- 3 p.m. Board buses for return to campus. At service sites.
- 4:15-5 p.m. Roundtable #1 Corporate Social Responsibility roundtable discussion with leaders from: Reynolds and Sorenson
- 5-7 p.m. The Babson Sustainable Kitchen Reynolds
- 5:15-6 p.m. Roundtable #2 Corporate Social Responsibility roundtable discussion
- 7-8 p.m. Keynote address by Ron and Arnie Koss, founders of Earth's Best Organic Baby Food Carling Sorenson Theater

From Day One:

When I was a Freshman, I wish I knew...

As a freshman I wish someone had told me how much you can learn from joining an organization. I joined the Campus Activities Board as a freshman because I wanted to have something to do outside of classes and I wanted to meet new people. What I did not expect was that I would learn so much about the business world in such a fun setting. Through my experiences with CAB I have been able to take my learning from the classroom and apply it and expand my education. I recommend that everyone looks into joining some sort of organization because it offers a fun way to expand your education.

Courtney Heimann, President of CAB

From Day One:

When I was a Freshman, I wish I knew how important it is to take advantage of the resources Babson provides. From stopping by a professor's office hours to making appointments at the writing center, the people here at Babson are more than willing to help students with any issues they have. These resources are provided so that students can get the best out of their education because we don't take advantage of them.

Michael Gray, Resident Assistant

From Day One:

When I was a Freshman, I wish I knew the goal isn't to get an A. Academic achievement is always important. College and high school are dissimilar in many ways. No longer is the focus upon technique or memorization. Attention is given to application and conceptualization. When theories and principals are applied to living breathing organizations and businesses it is impossible to predict the results. To cope with the challenges in the real world you must reach outside of your comfort zone. Failing, at some point, isn't a possibility, it is a probability. Ultimately, to succeed you must fail. That is the lesson that Babson has taught me, most brutally and most importantly.

Daniel Girdusky, Editor-in-Chief
Our Students Make Babson Great

Welcome back! I hope you all had a great summer and are as excited as I am to see the Fall semester begin. Dean Hanno has highlighted all the "big news" about the undergraduate school in his welcome letter. This will undoubtedly create a lot of buzz and excitement on campus as you each discover all the new and exciting opportunities and experiences that await. Many staff and faculty have been working very hard to prepare for your arrival, and to continue to make this community such a special place to live and learn. However, what really makes Babson and our community such a great place is each of you.

Babson is so special and

FME Flashback-2010

A look at the FME offerings from the class of 2014

Daniel Girdusky
Editor-in-Chief

of Management and Entrepreneurship vetted sophomores. Of the long list of figures that the class of 2013 is familiar with, the one significant missing value has been their profit. At the end of spring semester each company reconciled their accounts with Babson and after repaying their $5,000 loan, their profits were donated to the charity of their choice. The full chart can be seen below.

FME 2010 Profits

Budd-e-Zone
Kudos Shirts
B-Ray
Diskover Shield
Fresheen
Boost Bubble
E-Z Wash
Threads and Ink
Y.O.U. Calendars
Germ Stoppers
Babson Country Club
TH2O
Lokay
Totes2Promote
Click
Write-On

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Babson Bus Schedule

FRIDAY
Leave Hollister Lot 5:00 PM 7:20 PM 10:15 PM 11:30 PM 1:00 AM 2:20 AM
Woodland T Station 5:20 PM 7:40 PM
MFA 5:45 PM 8:05 PM
Copley Square 6:00 PM 8:20 PM
Theater District 6:10 PM 8:30 PM 11:00 PM 12:15 AM 1:45 AM 3:00 AM
Downtown Crossing 6:20 PM 8:40 PM
Quincy Market 6:50 PM 9:10 PM 10:45 PM Midnight 1:30 AM 2:50 AM
Hollister Parking Lot 7:15 PM 9:40 AM 11:15 PM 12:45 AM 2:15 AM 3:30 AM

SATURDAY
Leave Hollister Lot 5:00 PM 7:20 PM 10:15 PM 11:30 PM 1:00 AM 2:20 AM
Woodland T Station 5:20 PM 7:40 PM
MFA 5:45 PM 8:05 PM
Copley Square 6:00 PM 8:20 PM
Theater District 6:10 PM 8:30 PM 11:00 PM 12:15 AM 1:45 AM 3:00 AM
Downtown Crossing 6:20 PM 8:40 PM
Quincy Market 6:50 PM 9:10 PM 10:45 PM Midnight 1:30 AM 2:50 AM
Hollister Parking Lot 7:15 PM 9:40 PM 11:15 PM 12:45 AM 2:15 AM 3:30 AM

SUNDAY
Hollister Parking Lot Noon 1:30 PM 3:00 PM 4:30 PM 6:00 PM
Wellesley Post Office 12:05 PM 1:35 PM 3:05 PM 4:35 PM 6:05 PM
Hollister Parking Lot 12:10 PM 1:40 PM 3:10 PM 4:40 PM 6:10 PM
Woodland T Stop 1:30 PM 2:00 PM 3:30 PM 5:00 PM 6:30 PM
Hollister Parking Lot 12:50 PM 2:20 PM 3:50 PM 5:20 PM 6:50 PM
Natick Collections 1:05 PM 2:35 PM 4:05 PM 5:35 PM 7:05 PM
Hollister Parking Lot 1:20 PM 2:50 PM 4:20 PM 5:50 PM 7:20 PM

Babson's Hours of Operation

DINING SERVICES
TRIM DINING HALL
Monday - Thursday 7:15 am - 8:00 pm
Saturday 11:00 am - 7:30 pm
Sunday 11:00 am - 7:30 pm
REYNOLDS FOOD COURT
Monday - Wednesday 11:00 am - 12:00 am
Tuesday 11:00 am - 11:00 am
Wednesday 11:00 am - 11:00 am
Thursday 11:00 am - 11:00 am
Friday 11:00 am - 8:30 pm
Saturday 11:00 am - 8:30 pm
Saturday & Sunday Closed
FRESHENS
Monday - Wednesday 11:00 am - 12:00 am
Thursday 11:00 am - 11:00 pm
Friday 11:00 am - 8:30 pm
Saturday 8:00 pm - 2:00 am
Sunday 7:30 pm - 12:00 am
DUNKIN DONUTS
Monday - Wednesday 7:30 am - 8:00 pm
Thursday & Friday 7:30 am - 2:00 am
Saturday & Sunday 9:30 am - 3:30 pm
JAZZMAN'S
Monday - Thursday 8:00 am - 9:00 pm
Friday 8:00 am - 2:00 pm
Saturday Closed
Sunday 4:00 pm - 9:00 pm
PANDINI'S
Monday - Thursday 7:30 am - 8:30 pm
7:30 am - 2:00 pm
Saturday 7:30 am - 1:00 pm
Sunday Closed
ATHLETIC RESOURCES
WEBSTER CENTER
Monday - Thursday 6:00 am - 11:00 pm
Friday 6:00 am - 9:00 pm
Saturday 9:00 am - 6:00 pm
Sunday 12:00 pm - 11:00 pm
MORSE SWIMMING CENTER
Monday - Friday 11:30 am - 1:30 pm
Monday - Friday 5:30 pm - 7:00 pm
Saturday & Sunday 12:30 pm - 3:30 pm
LUNDER FITNESS CENTER
Monday - Thursday 6:00 am - 10:30 pm
Friday 6:00 am - 8:30 pm
Saturday 9:00 am - 5:30 pm
Sunday 12:00 pm - 10:30 pm
ACADEMIC RESOURCES
HORN LIBRARY
Monday - Thursday 7:30 am - 12:00 am
Friday 7:30 am - 7:30 pm
Saturday 8:30 am - 5:30 pm
Sunday 9:00 am - 12:00 am
ACADEMIC SERVICES
FIRST YEARS/New Transfers
Monday Wednesday 2:00 pm - 4:00 pm
1:30 pm - 3:30 pm
Thursday 9:00 am - 11:00 am
Sophomores
Wednesday 1:30 pm - 3:30 pm
Thursday 9:00 am - 11:00 am
Friday 10:00 am - 12:00 pm
Juniors
Monday 1:30 pm - 3:30 pm
Tuesday 10:00 am - 12:00 pm
Seniors
Monday 10:00 am - 12:00 pm
Thursday 2:00 pm - 4:00 pm
Math Resource Center*
Monday 4:00 pm - 10:00 pm
Tuesday 4:00 pm - 10:00 pm
Wednesday 4:00 pm - 10:00 pm
Thursday 4:00 pm - 6:00 pm
Friday & Saturday Closed
Sunday 6:00 pm - 10:00 pm
WRITING RESOURCE CENTER*
M/W 11:00 am - 10:00 pm
T/R 12:00 pm - 10:00 pm
Sunday 3:00 pm - 10:00 pm
*by appointment
AUHILLARY SERVICES
STUDENT MAILROOM
Monday - Thursday 9:00 am - 6:00 pm
Friday 8:30 am - 4:30 pm
Saturday & Sunday Closed
ONECARD OFFICE
Monday - Thursday 9:00 am - 6:00 pm
Friday 8:30 am - 4:30 pm
Saturday & Sunday Closed
BOOKSTORE
Monday - Thursday 9:00 am - 6:30 pm
Friday 9:00 am - 5:00 pm
Saturday 11:00 am - 3:00 pm
Sunday Closed
CAMPUS SERVICES
OCL - Office of Campus Life
Monday - Friday 8:30 am - 4:30 pm
Saturday & Sunday Closed
OIP - International Programs
Monday - Friday 8:30 am - 4:30 pm
Saturday & Sunday Closed
ITSD - Walk-In Support
Monday - Thursday 7:30 am - 9:30 pm
Friday 7:30 am - 6:00 pm
Saturday 12:00 pm - 4:00 pm
Sunday 12:00 pm - 8:00 pm
The Babson Number Trail

51,916
Tuition cost per student per year

138
Minimum number of credits to be completed to graduate

157
Number of registered organizations at Babson

17
Babson’s best business school rank in BusinessWeek

10
Dollars spent per replaced OneCard

3.00
GPA needed to maintain a B average

25,880
Amount of money made by 2013 FME students

8,760
Number of hours public safety is open each year

1919
Year in which Babson was founded

LOGIC PUZZLE
Cocktails
The 50-50 Cocktail Bar is famous for its choice of fifty different cocktails - each named for a US state. Five friends are each having a different cocktail (one is a Nevada Knockout). The drinks are shown lined up on the bar. Can you match each cocktail with its position (1-5) and the person who ordered it?

1. The Kentucky Kick cocktail, ordered by a woman, is No 3 and is directly between Darlene’s drink and the Washington Whammy.

2. The Alabama Slammer is pictured immediately right of Dan’s cocktail.

3. Carrie’s cocktail is some way right of Stella’s drink (which isn’t immediately next to Greg’s cocktail which is immediately left of the Colorado Cliffhanger).
Action Ahmad

Jawad Ahmad doesn’t wait for success to find him. Every day, he’s showing the world what he’s made of. Every day, he’s feeding his life, his career and his future.

Feed your future at www.pwc.tv
Babson’s Unique Offerings
A look at some unique opportunities at Babson

Kirsten Lenthe
Editor

As an incoming freshman, you are no doubt going to be overwhelmed by all the different programs and activities that exist here at Babson. In the past, Freep has highlighted several unique opportunities that we believe are of particular importance and we wanted to revisit some of these recommendations now that we have a whole new group of students entering our community.

One of the places on campus that we featured last semester was the Cutler Center. A valuable resource that often goes underutilized, the Cutler Center is a great place for any student interested in improving their knowledge of business resources and databases. The Cutler Center, located in a back corner of Horn Library, offers Bloomberg certification as well as assistance utilizing different databases including Argus and Factiva. The Bloomberg certification program is especially useful and is becoming more and more popular.

It is a self-regimented program that allows students to work through the certification program at their own rate. Students can simply go to the Cutler Center where they have access to individual sections that require reading and then the completion of a short quiz. Each unit takes about 30 minutes to complete but upon certification, students can competently utilize the Bloomberg program for real-time market information including data, news, and market analyses. Overall, the expertise in a multitude of business databases that the Cutler Center offers will certainly set you and your resume apart. It is never too soon to check out this hidden gem in the library and get started on associating yourself with the Cutler Center and all it has to offer.

Another great opportunity on campus is the Bernon Scholar Program. For a student interested in community service and giving back, the Bernon Center and more specifically, the Bernon Scholar Program, is a great program to consider. The Bernon Center for Public Service helps organize weekly volunteer events for students interested in giving back to the community. The Bernon Center also helps put together service programs aimed specifically towards freshman which are a great way to introduce you to the community service atmosphere on campus. The Bernon Scholar Program is open to students entering their sophomore or junior year who have previously shown great dedication to volunteer programs at Babson (such as the freshman volunteer program). This scholar program is especially great with the increased emergence of social entrepreneurship. However, admission into the program is pretty competitive and the program is somewhat demanding of its students. Requirements include participation in the Community Engagement and Service Retreat, the completion of 2 courses with a service learning component, completion of at least 200 service hours, and the completion of the Bernon Scholar Capstone Course. For more information on the program, go to http://www3.babson.edu/Centers/Bernon/scholar_program.cfm and for those interested in more Bernon Center activities, the Center is located on the 2nd floor of Royalties in the Campus Life Suite.

The newest opportunity available on campus that the Freep has highlighted is the business honor society, Beta Gamma Sigma. This inter-national honor society is described by Jennifer Ericson, staff contact for the society, as "the highest recognition a business student anywhere in the world can receive in a business program." With the introduction of Beta Gamma Sigma to Babson Campus, we are welcoming a century old tradition that brings along a great networking system, strong alumni resources, and a continual focus on the importance of ethics in business leadership. To become a member of Beta Gamma Sigma, a Babson student must be either a junior or senior and be ranked amongst the top 10% of their class. Induction takes place each spring with the first Babson induction occurring this past spring semester. Although as incoming freshmen, the class of 2014 does not yet qualify for induction into Beta Gamma Sigma, junior year is not that far away. Beta Gamma Sigma is a fantastic opportunity newly available on Babson Campus, is a great honor to all those inducted and we encourage this year's incoming freshmen to strive for such an achievement.

First semester freshmen year is full of new opportunities and chances and it is impossible to participate in everything. You will no doubt be inundated with different experiences and we have listed just a few that we encourage you to try. For more information on any of the three opportunities highlighted in this article, simply go to the Babson Freep website, http://www.babsonfreep.com and search for the previous articles to see more about Valuable Resources. The Cutler Center by Katy Carmel, The Bernon Scholar Program by Nikolaj Zandvliet, and Babson New Business Honor Society by Pompo Tangchithintr.
Life @ Babson
Continued from page 1

Through the event function of Life @ Babson, events can be posted, with flyers, to the homepage bulletin board that everyone logs into. Events can also be seen on the group’s webpage. The individual profiles can then RSVP to your events. This will enable a club to effectively plan when ordering food, selecting an appropriately sized venue, and requesting funding. There is also a tool to confirm whether someone actually attended your event. Groups may prevent the results of the event tools to allow Ways & Means to better track the success of organizations’ events and more effectively distribute funding.

Groups can also perform administrative duties through the new tool such as re-registering their organization.

Life @ Babson seems to be a great device in the short-term, but hopefully its effects will improve campus life in the long term as well.

The longevity of many clubs, that do not have direct staff involvement, is threatened by the graduation and transition of officers. Constitutions, important information, and critical documents are lost between the shuffling of classes.

Life @ Babson provides a digital headquarters to store important documents that every member of the organization can easily access. Groups can post important information for new members to help them gain familiarity with the organization. These documents will remain as officers transition in and out, allowing the next leaders to easily pick up where their predecessors left off.

Mark Hewitt, coordinator of Activities and Leadership, announced the release of Life @ Babson to leaders of organization by e-mail. Mark wrote that “Life @ Babson will continue and encourage further use of entrepreneurial thought and action in your student organizations, provide better customer service by having everything accessible 24/7, and to be more sustainable as there will be no more paper forms!”

All the solutions and benefits that Life @ Babson can solve rest upon whether students adopt this new resource. To assist in increasing the pace that students accept this tool, the Office of Campus Life will have training sessions soon.

Renovations at Babson
A look at the changes made to our campus this summer

Upper left: Forest Hall prior to the renovations completed this summer. The new lounge (shown on page 1) features a wall mounted flat screen T.V., new couches, new coffee tables, and a new location for the air hockey table.

Lower left: This picture shows the old location of the Deans’ Office. The Deans have moved to the second floor of Hollister, while their old space is now occupied by the Center for Career Development.

Right: More than serenity, the students at Babson wanted printers. To the right you see a photo of the former serenity room, which is now another printing center on campus. Students no longer have just the library as an option.