John Osher Speaks At BEE Event LOUIS SELOTT NEWS EDITOR On Wednesday October 8th, as part of the Arthur M. Blank Entrepreneurial Speaker Series, the Babson Entrepreneurial Exchange hosted entrepreneur John Osher speaking about what it takes to be a successful entrepreneur. Approximately 150 people attended the event which filled Olin Auditorium. Osher began his talk by giving his main reasons as to why he thinks most entrepreneurs fall. “In many cases the concept or opportunity is almost too good to be true, but not quite. Many ideas are not researched enough and not with enough depth. It’s critical to have an idea that’s possible, not almost possible.” Osher’s career as an entrepreneur began when he was only five years old. He enthusiastically tells a story about his parents who were art students at the time. Every week they would attend a nude figure drawing class. At the end of the semester they stored their drawings in the attic, and Osher charged his friends a nickel each to view. “Serial Entrepreneur” John Osher speaks before a full house in Olin Auditorium on being a successful entrepreneur. The event was hosted by BEE and the first of many successful events they hope to have.

Babson Introduces New Logo Design LINDSEY ALIX EDITOR-IN-CHIEF Over the last year a task force comprised of students, faculty, staff, and alumni has worked to develop an updated logo for Babson College. The efforts to create a new logo have been part of the strategic initiative to rebrand the college. The new logo is an update on the global theme used previously. While the logo is a very prominent piece of the College’s image it is not the only aspect of the rebranding crusade. The task force saw the opportunity to modernize the brand and align it with the new strategy. Beyond just the logo, the task force is working to develop a positioning statement and a tagline for the college that fits all of the various departments. Scott Timmins, Director of College Marketing, comments, “It has been difficult to find a brand that will fit with all segments of the college.” The task force has worked to build a brand family in contrast to a portfolio. Timmins explains, “A portfolio has a rather impersonal feel, while a family shows the resemblances and similar characteristics throughout.” Six key parts fit into the overall brand family of Babson: Babson College, Babson MBA, Babson Executive Education, Blank Center for Entrepreneurship, Glavin Center for Global Management, and the Center for Women’s Leadership. Each program, or center will create positioning statements that have been branched off of the centralized Babson one.

The positioning statement for Babson states the following: “Babson is the leader in entrepreneurial management education. Through innovative curricula that combine integrated coursework with practical experience, we prepare students and professionals to identify opportunities and make a difference in their chosen fields.” The search for a logo began a year ago with many different versions offered and tested among a diverse group including students, faculty, and corporate customers. Different options included using the clipper ship seal, a modern sail (modeled after the America’s Cup, with an alumnus recently won), a picture of the Tomasso Building, and variations on the Letter B. The most popular six options were chosen during the last part of the summer and voted on in the last month. The committee, resoundingly chose the global B logo. This logo the group felt used the good parts of the past logo and modernized it with emphasis on... Continued On Page 3

Strategic Plan Making Progress LINDSEY ALIX EDITOR-IN-CHIEF Over the last few months, a great deal of progress has been made in the implementation of the Strategic Plan. As revealed to the campus last spring, the President and many others have been working arduously on developing a Plan to renovate and improve the Babson Community. The main focus over the summer was taking the initiatives outlined earlier and putting a dollar amount on them. Along with budgeting each initiative, the group has set priorities on which initiatives were vital to the success of Babson. “We would love to do everything, but we have to make a list of what we can afford to do and those which we cannot afford to do,” comments President Barenton.

After establishing the costs and goals of each initiative, the group will bring together the details to present their plans to the Board of Trustees over the next few weeks. The next step in their plan will be to refine the costs and create assessments for each goal. Each initiative must develop a set of criteria to measure success. These sets of criteria will be used to judge software and determine if the plan was achieved. This task has posed a challenge for the group, since some goals are difficult to quantify.

One initiative plans to... Continued On Page 2

ITSD Warnings Students Against Harmful Viruses ASHLEY JAIN LIFESTYLES EDITOR Recent stories in the news have highlighted viruses spreading across networks, damaging data, and even shutting down whole computer systems. Depending on the virus, data can be damaged on the network or even flood the network, preventing internet access. Keeping up-to-date with the security of your system can help prevent problems like these from occurring.

ITSD has done much to keep Babson’s network protected from these harmful viruses. Norton Anti-Virus has been installed on all Babson-issued laptops. Also, for those who bring their own personal computers to Babson, the software is available at Info Desk 2 in Harr Library for you to install on your machines. Although ITSD pushes virus update files to our laptops on a periodic basis, it doesn’t hurt to occasionally open the program and update the virus definition files yourself, especially if you are not connected to the network all the time. The greatest issue comes over winter and summer break, when laptops are not on the network, so ITSD has no way of updating the virus definition files for students.

All e-mails that go through the Babson network are virus-scanned, so viruses will not likely reach students that way. Continued On Page 2

A student ITSD worker, Josh Elwell, and Greg Neufeld pose for a picture at the ITSD student help desk. ITSD warns students to update their operating systems regularly and to install wireless routers properly. ITSD will help all students with questions on procedures.

NEWS PAGE 3

Babson College has partnered with five historically black universities to develop teaching materials focusing on African-Ameri- can entrepreneurship and small businesses.

OPINIONS PAGE 7

Thus, the rankings are inherently worthless to use as an accurate measure of value.

LIFESTYLES PAGE 10

We’ve proved that it’s very easy to be happy. All you have to do is decide to be happy and stop complaining.

INTERNATIONAL PAGE 12

Sure, you have all heard the rumors. England has horrible food. Truth be told, the food isn’t great.

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Strategic Plan Progress Going Smoothly

Continued From Page 1

crease our academic reputation. However, one questions how to quantify or prove that the repu-
tation has improved. President Barefoot admits that we cannot benchmark ourselves against rankings due to the uniqueness of Babson.

Furthermore, the task force does not want to set the wrong standards and risk diluting the assessment. Some programs may be easier to assess, such as the plans for a PHD program. Possible way to quantify its success would be the number of people that sign up or research done or what they accomplish afterwards. However, setting goals leaves a lot of murky ground.

Beyond just setting budgets and goal criteria, the different initiative groups have started to put some plans into existence. In regards to the Diversity initiative, the plans for the Posse Program have been implemented.

The Posse Program is a step forward in bringing more diverse groups to campus. Specifically, the program hopes to introduce students of 70% African American, 20% Latin American, and the remaining 10% of other underrepresented backgrounds.

This program is merely one step in the whole diversity initiative. The plan also calls for more international representation from countries not historically represented.

Furthermore, it has the hopes of creating a more economically diverse population with increased funding to absorb students who need it.

After the budget is approved by the Board of Trustees, the capital campaign can begin its full momentum. President Barefoot hopes that the campaign can raise more than $250 million dollars.

To do all that is planned, it would require slightly more than $500 million, thus the need for priorities. This campaign will continue for the next 5 to 7 years.

Overall, the plan is progressing well and looks to make a positive impact on the Babson Community in the years to come.

UMass Boston Hosts Open House 2003, October 25th @ 9am

What’s next for you? With more than 100 programs to offer in graduate study, undergraduate study, and professional development, UMass Boston has what’s right for your next step in higher education. Come explore our many educational opportunities with other, like-minded students at our Open House on Saturday, October 25th, starting at 9 am. There’ll be a lot happening, and it’s the perfect opportunity for you to see what UMass Boston is all about, up front and in person. Plan it. Register today by calling 617.287.6000, or by visiting the UMass Boston web site at www.umb.edu.

UMass Boston

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October 2003

Meet friendly students, accessible faculty & helpful staff.

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Attend workshops about academic programs & services.

Discover our day, evening, weekend, and online courses.

Ask questions.

To register for Open House 2003: call 617.287.6000 or visit www.umb.edu

October 7th

ITSD Advises Students to Install Routers Properly

Continued From Page 1

Students are encouraged to take the initiative to update their laptops themselves. “There’s no such thing as being too careful,” stresses Wesley Eiser, Manager of the IT Service Center.

Patches and updates from Microsoft that are considered critical are also pushed out to the laptops. Students are welcome to bring their computers to Laptop Services to have them checked. The Windows Update feature is also another way to download critical patches and updates from Microsoft.

Another issue that Wesser considers of great importance for students is knowledge about spyware. Spyware, not exactly a virus is an intrusive software that comes with such programs as Gator, Morpheus and Kazaa. This software is able to get into those annoying pop-up windows, monitor your system, get passwords, and keeps track of your web-browsing. Although most spyware is not dangerous, some can cause serious problems. That is software available for download that can block spyware, listed on the ITSD website at (http://www.babson.edu/its).

Wesser states that ITSD does what it can to help people and educate people, as well as keep the network as secure as we can. We need help as far as people being cautious about their systems. If infected, could cause problems for the whole network.

Another important issue ITSD would like to raise is


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SATURDAY, OCTOBER 11TH

SOMEBODY RAIN

LOW 47

High 64

SUNDAY, OCTOBER 12TH

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LOW 47

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MONDAY, OCTOBER 13TH

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Babson Expands Relationships With Historically Black Colleges

LOUIS BELOTT
NEWS EDITOR

Babson College has partnered with five historically black colleges to develop teaching materials focusing on African-American entrepreneurs and small businesses. This week, Babson announced that Ford Motor Company donated $75,000 in support of the initiative.

"Edsel Ford, B'73 is a big supporter of Babson and he mentioned that this might be something Ford would be interested in," said Vice President of Advancement Tom Kimmel. "It turned out he was right. They have been very enthusiastic about working with us."

The Ford donation was not the first. The Ewing Marion Kauffman Foundation donated $40,000 in grant money and a further $40,000 was directly raised through alumni with Eric Johnson, B'72 and Aaron Walton, B'83 making significant contributions.

This donation will allow us to expand our curriculum development significantly, and allow us to delve deeper into the critical themes of the entrepreneurial process," says Dr. Stephen Spinelli, Director of the Arthur M. Blank Center for Entrepreneurship.

The five historically black colleges partnering with Babson are Clark Atlanta University, Spelman College, Morehouse College (both also in Atlanta), North Carolina A&T in Greensboro, North Carolina, and Southern University in Baton Rouge, Louisiana.

The initiative will help Babson increase its name recognition outside of the northeast and specifically among minority students. A teacher exchange program will also be implemented in the future which will see Babson professors teach classes either in person or online at the partnering institutions.

"Through our research, we found that African-Americans were more likely to start businesses and among men with graduate degrees, they were 2.6 times as likely to do so, said Adrian Alleyne, management manager for the Blank Center.

"The idea of this initiative is to use entrepreneurship as a spearhead for us to reach out to a segment of the population we feel is underserved."

"This high level of entrepreneurial activity, combined with the dearth of business cases written about African American entrepreneurs, underscores the tremendous need for the Babson/HBCU consortium," says Spinelli.

The initiative should help Babson’s new branding and marketing campaign by making the school known to students outside of the school’s traditional drawing areas, the northeast United States and internationally.

While this initiative is new for Babson among historically black colleges, outreach programs have been developed by other schools in the past. Here at Babson, entrepreneurship professor Jeffery Timmons has worked with enhancing entrepreneurship opportunities among Native Americans. While the project was not as well funded or as expansive, it still serves as a precedent for Babson to follow in the future.

John Osher Speaks During Recently Hosted BEE Event

Continued From Page 1

Osher’s business grew along with his ego, and he identified a need for a business, he would go off and start one, each one slightly larger than the last. The businesses ranged from an eating store in the late 1960s to an energy saving company. Osher invested in the energy crisis of the mid-70s. Between businesses, Osher also worked as a plumber and a carpenter and drove a taxi for a short time. All were experiences that would be of use in the future.

Osher is quick to point out that he has never had a resume or a real job. His only real skill was in identifying all the criteria that made an idea person, talking that idea and turning it into an invention and then getting it onto the shelves of stores.

Having raised $1 million in funding, Osher founded CAP toys. The company designed two products in its first year, both of which initially failed. Down on his luck and with little additional funding, Osher convinced Toys R Us to purchase the product they had previously rejected, keeping CAP Toys in business.

Osher and his associates built the business up to $120 million in sales before selling the company to Hasbro in 1997.

Osher’s latest and most successful venture was the Spinbrush, a five-dollar electric toothbrush. The company was started with an investment of $1.5 million dollars and was sold to Proctor & Gamble for $15 months later for $475 million.

Overhead was kept to a minimum as were the development costs thanks to the contacts Osher had made over the years. This gave the Spinbrush a significantly lower price point than any competing electric brushes, and the product became a huge success, breaking far beyond any expected sales projections.

Recent Babson graduate Raj Shah, '93, enjoyed the presentation. "I was already familiar with Mr. Osher, but it was good to see him in person." Rob Kearsley, '05 expressed a similar sentiment, "The talk he gave was very good. He's a very interesting person."

The next BEE sponsored event comes this Wednesday October 10th at 8pm in the E-tower; the Mostly Nigerian buffet in an area for interested persons to prepare for the Rocket Pitch, a 3 minute presentation to the Babson community and potential investors. For more information you can visit www.babson.edu/SHEP/programs/RocketPitch/

Got Blood? Sigma Kappa Asks You to Donate

REBECCA SOON
STAFF WRITER

Got blood? Then listen up, because there are thousands of people here in Massachusetts alone who need you. Everyday, the American Red Cross needs 1,200-1,400 blood donors to meet the demand. Blood banks around the country are facing declining donation rates as the largest group of donors, Vietnam Veterans, is becoming unable to donate.

The need for young donors is rapidly increasing and there's something that YOU can do to help! Donate blood to the Red Cross of Needham at the upcoming Sigma Kappa Blood Drive. This annual event takes place on Thursday, October 16 from 12:00pm - 5:00pm at Knight Auditorium. Last year the drive brought in 75 donors, and the "lovely ladies of Sigma Kappa" hope to top that number this year.

The process itself is relatively easy. Nicole Ferrin of Sigma Kappa encourages student: "even if you are not sure about donating, there is a screening process for the donation so please come and see if you can donate." Once the process begins, it only takes 5-8 minutes.

When donating, it is important to eat a hearty meal earlier in the day, and to bring enough iron to keep your body healthy after the donation. Also, you should keep in mind that it is not recommended to do anything physically strenuous for 24 hours following your donation.

"But, you ask, how do I sign up?" Ferrin says that "many of the appointments have been filled so sign up as soon as possible by calling Stacy Cyr at extension 4003." You can also just reply to the mass e-mail that was sent out on Monday.

Every blood donation can save up to three lives. Most of the recipients are either newborns needing life support or people recovering from chemotherapy. But blood is also needed and used to help surgery patients and trauma victims.

In the mass email, the "lovely ladies of Sigma Kappa" share the story of a 59-year-old needing help through surgery, a mother of two needing blood through chemotherapy, a heart patient needing emergency surgery, and a father of three who was able to live long enough to see one of his daughter graduate from college and another get married because of the weekly blood transfusion he received.

This is the second community service event in which Sigma Kappa has participated this year. On September 21 they did a 3.6 mile walk for Alzheimer's for which they collected $1,000.

During both family weekend and Octoberfest, Sigma Kappa will be selling $1 lollipops at the major events. All of the proceeds will go to Alzheimer's research and treatment. Also, if any ladies would like to become a new member of Sigma Kappa Ferrin suggests calling Katie Chew at ext. 4009 for more information.

Sigma Kappa hopes that many students donate blood at the drive because, "blood donors are...needed...that need is real...that need is now." Give Blood.

PUBLIC SAFETY POLICE

Log 9-29-03 to 10-5-2003

Monday 9-29-03
11:18 pm Student from Canfield Hall reports harassment. Report filed.

Wednesday 10-3-03
4:37 am Request for an ambulance in Putney Hall. Student who was not feeling well was transported to NWH.
1:39 pm Report of a fire alarm in Lukis Hall. Contractors were working on the system, alarm reset.
10:04 pm Request for an ambulance in McCullough Hall. Student with an arm injury was transported to NWH.

Thursday 10-2-03
12:18 am Report of a fire alarm at Olin College. Nothing out of the ordinary showing in any of the buildings on the campus.
2:04 am Request for an ambulance in Forest Hall. Student who was not feeling well was transported to NWH.
9:16 pm Student reports harassment in Park Manor South. Report filed.

Friday 10-3-03
11:21 pm Report of a fire alarm at McCullough Hall. Alarm reset.

Saturday 10-4-03
12:18 am Report of a noise complaint in Forest Hall. Officer spoke to students to keep music down due to complaints.

Sunday 10-5-03
1:57 am Report of a noise complaint in Forest Hall. Officers checked the building, nothing found.
4:07 am Request for an ambulance in Park Manor Central. Student who was not feeling well was transported to NWH.

Theta Chi Welcomes New Members

ALAN MEDVIN
PUBLIC RELATIONS CHAIRMAN, THETA CHI FRATERNITY

After a long two-week Rush process, the Eta Delta Chapter of Theta Chi Fraternity proudly extended bids to each of its five prospective members.

These prospective members are Freshmen Cade Cashin, Greame Connell, Seanie Angle, Jonathan Gelpy, and Junior Vikram Oak.

These new members bring great diversity to Theta Chi. They come from five different states and have extremely diverse talents and interests.

Cade is an accomplished musician who plays several instruments.

Keane is a highly tal-
Help Stop State-Ordered Murder

JASON BEDRICK  
OPINIONS EDITOR

Since when is murder legal? I'm not talking about the murder of unborn children, that's been legal in this country for over thirty years now. I'm talking about the state-sanctioned, indeed state-ordered murder of an innocent adult female. Terri Schiavo-Schlapo collapsed misteriously thirteen years ago at the age of 30, causing her to suffer serious brain damage. Terri is now confined to a hospital bed where she is fed through a tube, but she otherwise requires no respirator or any other life support machinery.

Terri cannot speak, but she is not in a coma. She can vocalize sounds and is responsive to people around. However, her husband and legal "guardian," Michael Schiavo, claims that she is a "brain dead vegetable" and his lawyer has referred to her as a "vegetable in a hospital bed, the tail end of the Taliban-al-Qaeda nexus."

This would be unacceptable to the leadership of Pakistan's secular, democratic, rival India, and would undoubtedly provoke only a massive military response. To continue winning the war on terror, we have to recognize that our policies are lacking a clear answer to such pressing problems presently plaguing Pakistan.

With the spectra of massive war and distortions among major nuclear and conventional powers, it is imperative that we reorient our policy to enough to remove their nuclear program and then to extricate ourselves from Pakistan before it fails and, with that, our position in central Asia. Nothing less than victory in this campaign is in the country.

I flitted with the idea of harassing their spokesperson to get the real dirt, but held off until I was ready to leave. He was caught off guard by my barrage of pain that resulted in the loss of the pump as a mainstay in my shoe collection. I mean, think about it, who doesn't have a pump?

What I did take away from the career day was that I, too, need to fight this moment, to come to Reebok's headquarters in Canton and get those same shoes into the 1991 brand new. How cool is that? You know it is.

He was quite proud of his power to buy a pair whenever he could, and I was jealous. As for the rest of the career fair, I left soon after. No job offers, it was said.

Maybe I should have worn a suit, or maybe I should have actually handed out my résumé. You be the judge.
College Rankings Lists Are Misguiding

LINDSEY ALIX
EDITOR-IN-CHIEF

This past week marked the arrival of another college ranking list, this time from the magazine Atlantic Monthly. In response to the new preferences and the atmosphere present on Babson's campus in regards to our own rankings, I would like to do my part in attempting to avoid such irrelevant lists.

The Atlantic Monthly list uses many of the criteria that the heralded U.S. News and World Report employs, such as rejections rate, median SAT scores, and class rank of its applicants. In the Monthly's list, MIT ranks number one, followed by Princeton, CIT, Yale and then Harvard. Meanwhile, the U.S. News list ranks Harvard, Princeton, Yale, MIT, and then CIT.

The diverse order of such schools using the same basic criteria brings to question the usefulness of the rankings. What do the numbers really mean and does a higher ranking really ensure a better education? The hysteria over rankings is fueled by parents and students seeking the best investment for their money. However, they are using the wrong gauge to determine what will bring the best return on their money. Choosing a school based on rank is impractical.

A school should be chosen to fit the student's personality, future goals, and present college is not something for everyone, and there are a lot of colleges for those who want to go. Thus, selecting a college must be done in an in-depth, detailed fashion.

However, the rankings in magazines have received a lot of undeserved attention from parents and students.

Recognizing the demand, magazines have developed lists in order to boost sales. Atlantic Monthly readily admits that producing a college ranking list will increase demand for its magazine. For the issue with the rankings, Atlantic Monthly printed an extra 20,000 copies.

Colleges in turn spend thousands on schemes to improve their status on these rankings. To improve the rejection rate, colleges and universities publicize their schools to more students and encourage a higher application amount from students who may not even qualify for their school.

Are these rankings worth the paper they are printed on? More likely, the trivial lists are merely marketing ploy for magazines and colleges. I pity the parents and prospective students that follow these. I pity the schools that throw money at getting high marks and the magazines that take advantage of this demand.

In regards to Babson's emphasis on their rankings, I say be proud that we are number one in entrepreneurship, but do not boast too much. The questionable rankings system should not be leaned on too heavily. Instead find other ways to celebrate Babson's achievements. I suggest that our school not compete for meaningless status.

Also, for people looking at Babson's rankings in overall lists, realize that they are flawed in showing the value of the school. The Atlantic Monthly admits that they grouped all universities and colleges together, rather than divide into subgroups as the U.S. News and World Reports does.

This conglomerate ranking of all schools does nothing for a small, private specialty school like Babson. We are not competing with the colleges of large size that specialize in other areas.

Thus, the rankings are inherently worthless to use as an accurate measure of value. College ranking lists are of inflated hype and marketing that do not accurately list the value of the education an institution may be offering.

Another Perspective on Babson Public Safety

AARON MCKEEN
LETTER TO THE EDITOR

In response to Jason Olarte-Hart's October 2 article, "Babson Public Safety Needs to Lighten Up," I would like to give Public Safety credit for their tactics on Alumni Weekend, specifically Saturday, September 29. The officers seemed to take the "only come if called" approach. The next day, I didn't talk to anybody who didn't have a great time that Saturday night. People were saying it was one of the best nights at Babson and that it felt like a real college.

I feel that this was greatly in part to Public Safety. Parties can be let to go unless there are any major problems. For example, Public Safety kept their distance until a fight broke out, told the policy they stopped in and made sure everything was okay.

After they made sure the fight was over and people were okay, they left and allowed things to continue in a relatively peaceful manner. Certain schools like Harvard should be looked at if there is a serious issue, but most people would not know where to go on a Friday or Saturday night as serious. Some might argue that allowing people to party outside the campus looking was okay. In fact, Sunday morning didn't look too pretty. However, if Babson was set-up more garbage cans around campus, I am sure people would use them.

When talking to a Public Safety officer about Alumni Weekend, he also said that he received a lot of positive feedback. However, he said that students should show a little more respect towards the campus. For example, on Monday, October 6, after the Red Sox victory, Public Safety also took a similar hands-off approach. Everybody had a great time until cans and bottles started getting thrown and the officers finally stepped in to manage things. Indeed, Public Safety has been making an effort to lighten up, and if people could cut down on the negative attention to themselves as damaging the campus, Public Safety would not have to be involved.

So in the end it seems like there is some give and take that has to be done on both ends. Public Safety could make more of an effort to let students have a good time sometimes and students could show a little more respect of the campus.

Dear Frank and Editor,

After reading your article, my initial thoughts were: another whiny Babson student who loves to complain about the school. Campus activities, policies and just about everything else. But reading your article, I am glad I thought I would give you the benefit of the doubt in your argument, but would like to offer an alternative perspective.

I am sure that some of the things you might have witnessed during the weekend were a rigorous academic environment and how the school does a tremendous job promoting the activities and careers of some alumni who are contributing in their own unique ways.

Nevertheless, many of the alumni that I visited with at Alumni Weekend were pretty close to my year (1996), and it would be hard to imagine that we would all be CEOs of the Fortune 500 and have all stopped drinking alcohol socially.

What I think you miss in your analysis and probably your own life sadly, is probably the most interesting and special part of being affiliated with Babson: relationships and friendships.

For all the complaining, late nights of studying, writing papers, and countless group meetings, the shared experience of our past helps build friendships that last a lifetime.

In my opinion, this is why Babson Alumni come back and stay involved. I am sure you witnessed Babson Alumni intoxicated and telling stories or things that you might not have pictured being associated with a late 20-something alumnus.

But guess what, being back at the school, seeing friends and classmates we might not have seen in some time, is sometimes and frankly, not being in our offices gives us every reason to kick back and let loose when we visit a large part of the world.

Personally, I have been to Boston in almost four years and I have been told that it was the most memorable experience at the school and in Boston this past weekend.

Frank, to close as I can get back to work, I suggest that you focus on some of the great things about being part of the college.

Try putting the same energy in which you feel compelled to discourage your future into the clubs or businesses you are involved with. Step and ask yourself if you have taken time to know more of your classmates and faculty.

I can't tell you many awesome friends I have who were established during my years at Babson. I am truly feely very blessed.

I wish you luck in your future endeavors and advise you cherish your time at the school and the people you meet there.

Best of Luck,
John Reale '98
Houston, TX
CD's, zip disks, and more are shown as examples of ways to back up the important files on everyone's computer hard drive. Pfister explains in his article the danger of not backing up and protecting one's files.

Pixar Bares Teeth at Disney

JACK S. PHELPS
BUSINESS & TECHNOLOGY EDITOR
Walt Disney Co., angling to extend its whale of a deal with "Finding Nemo," created Pixar Animation Studios Inc., is ready to surrender some box office treasure it expects from the team's new two films, Disney President Bob Iger said Wednesday. For months, the two studies have engaged in a high-stakes battle over the terms of a new movie production and distribution deal beyond 2006, but one sticking point has been their current contract covering two more films.

Disney had wanted to stick to the original contracts terms, while Pixar wanted changes in light of the success of its latest film "Nemo," which has earned $430 million at global box office sales.

"Clearly the relationship we have with them from a business standpoint on the next two pictures is on the table on both sides. There is value to be gained on their side and value to be potentially given up on ours," Iger told analysts in a Webcast from Orlando, Florida.

He was speaking at a launch of a new theme park ride, Monsters, Inc., Pixar, which currently splits profits from films with Disney and pays Disney a distribution fee ranging from 10 percent to 15 percent of revenues, wants to keep the profit for itself and cut the distribution fee.

Pixar has talked with other studios, including Sony Corp. 's Sony Pictures, AOL Time Warner's Warner Bros. and 20th Century Fox, a unit of News Corp. Ltd. a Fox Entertainment Group Inc., and it wants a new deal in place sometime next year for its 2006 release, the first beyond the current Disney deal.

"Particularly as we sort of near what would be the next release, there will be a lot more noise," Iger said.

Disney and Pixar both say they would prefer to work together, and each has a good hand in the current poker game.

Disney holds rights to sequel of previous Pixar films and has an international marketing machine and family-friendly brand, while Pixar has an unequalled string of hits, including "Nemo," which recently set the U.S. box office record for an animated film. Other Pixar Disney collaborations include "Monsters, Inc." and the "Toy Story" films.

Iger gave no time line for the talks and said he expected outside speculation would continue ahead of the next films. "The Incredible," which is slated for a holiday 2004 release. "The Incredible" enters around a family of super heroes, and stars Samuel L. Jackson, Uma Thurman, and Jason Lee.

Following "The Incredible" will be "Cats" in 2005.

Pixar has distributed most of its feature films through Disney since its inception in 1986, starting with "Toy Story" in 1995.

Lost Digital Generation

JUSTIN PFIITER WEB DESIGNER
As we stood up tall and did our first steps, so did the digital information age. As we started to travel to far away places and proved ourselves as citizens in society, so did the digital information age.

We live between analog decline and digital acceptance. Think about how true this is: We don’t keep photo albums because old photo albums are a hassle to manage; however, we don’t like digital because the quality just isn’t there. Half of the history of our life, including schoolwork, is scattered between the analog and digital world with no rhyme or reason.

Our life isn’t stopping, and someday we will want to look back at pictures of our friends, family members or old papers we wrote at Babson, not to mention music we ripped off of Napster freshmen year. We can find most of it now, but many computers down the road and many years from now will that be the case? I hope so.

Where and how do we store our memories? On a CD? In a file on a computer? For techies but for everyone who plans on being alive for the next 20 years this is a scary thought.

Also should we think of digital more and more because the me- chanics of how and why you store is becoming more and more ob- scure and non-usable to be downloaded and basically just a waste if you happen to lose those.

CD’s and DVD’s have a place in the future. No one has more than 15 years before you need to re- write them. Archive quality CD’s and DVD’s might last 50 years.

NBC Acquires Universal

JACK S. PHELPS
BUSINESS & TECHNOLOGY EDITOR
Just months of negotiations, NBC has finalized a deal with France’s Vivendi Universal to combine most of Vivendi’s major entertainment assets into NBC’s operations.

NBC, a unit of General Electric Co., sealed the deal on Wednesday, creating a media conglomerate in the same league as giants like Viacom Inc. and Walt Disney Co. The new company, to be called NBC Universal, will have a leading broadcast network, the Universal movie and television studio, 147 TV stations, an array of cable networks including USA, CNBC, 67.5% of Bravo, and interests in four theme parks.

With $13 billion in annual revenues, NBC Universal will be second only to the largest media conglomerates like AOL Time Warner Inc., which had reve- nues of $41 billion in revenues last year or Walt Disney Co’s $28 billion.

However, the deal gives NBC some- thing it has long desired: more chips with which to compete with Time Warner Cable Inc., which had reve- nues of $41 billion in revenues last year or Walt Disney Co’s $28 billion.

For NBC, getting control of the Uni- versal businesses is expected to bring with it greater profile for NBC’s chairman and chief executive Bob Wright. The buyout or an acquisition of a host of new businesses, including the cable channels CNBC and MSNBC, which is co-owned with Microsoft Corp., Bravo and the Spanish-language broadcast Telemundo.

In an interview, Wright said the combination with Universal would put him in a strong, for now, NBC’s dominating. While NBC was always subject to future possibil- ities, "we don’t think we need to do any- thing major," Wright said.

NBC will own 80 percent of the new company, Vivendi the remaining 20 percent.

Cash-strapped Vivendi will be able to start selling its stake beginning in 2006 over a period of several years. NBC is paying $9.2 billion in cash as part of the deal and taking on $7.3 billion of Vivendi’s debt. NBC executives say they expect the company’s revenues to grow between 5 and 10 percent per year, but, in an interview with the Atlanta Journal-Constitu- tion, media consultant Paulette Velle of Mercer Management Consulting doubted that the businesses would grow enough to make that estimate.

"I think NBC has gained a member- ship card for the top-integrated media com- panies," said Velle of a company in a full set of video entertainment assets. "What I can’t see is there is the engine for growth."

Deal capped a long and sometimes turbulent sales process which began in the spring when Vivendi said it would sell its assets as part of an effort to reduce debt and place a greater focus on its tele- communications businesses. Other poten- tial suitors included Vivendi, Liberty Me- dia Corp., Metro-Goldwyn-Mayer Inc. and Comcast Corp.

Vivendi is seeking a massive acquisition up to $10 billion, and recently made an offer of nearly $6 billion for the media company. Marie Mazzucchi which nearly bankrupted the company. Vivendi still held to sell other assets to further reduce its debt, including a stake in a joint venture with Sony called Canal Plus.

Universal Muzack Group, a largest music company, is not part of the deal and will be retained by Vivendi. Once the deal is closed NBC executives expect to make more acquisitions. Among those to be acquired or up and acquired is a host of new businesses, including the cable channels CNBC and MSNBC, which is co-owned with Microsoft Corp., Bravo and the Spanish- language broadcast Telemundo.

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NBC Acquires Universal

SO... psychology huh?

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www.babsonfreepress.com
The Movie, 'School of Rock' Gets the Led Out

CHARLES ROBERTS

CONTRIBUTING WRITER

Whether you "get" or don't get" actor/singer/composer/actor Jack Black, his performance in his latest film, "School of Rock," just might make you a fan. Part John Belushi, part Jim Carrey with his facial contortions, Black is perfectly cast as Dewey "Mr. Rock N' Roll," the founder and lead guitarist of a rock band trying to win a battle of the bands contest.

The other band members vote him out, choosing to go in a different direction to win the contest. Needing money to pay his share of the apartment rent, he receives a phone call from a private school looking for his roommate, Ned Schneebly, a substitute teacher, to fill in for a few days.

Quickly deciding to pose as Schneebly, he accepts the offer and takes over teaching 5th grade at Horace Green Prep, the top private school in the city. Having no teaching abilities whatsoever, Dewey luckily happens to hear his high-achieving charges in music class one day, and realizes they have musical talent to exploit. Through his passion for rock and roll, he quickly has the students going along with him in his bid to turn them into a rock band capable of winning the battle of the bands contest and the $20,000 prize money.

Explaning to the kids that while playing the piano, cello and guitar are important pursuits, true musical appreciation comes in the form of the electric guitar, bass guitar and keyboards. Watching Dewey gets the kids to first hold and then play these instruments while running them through the opening chords of Deep Purple's "Smoke on the Water" or the Doors' "Thank You" is truly hysterical—especially knowing that they have no idea what they are doing.

Horrified by their love of artists such as Christina Aguilera and P Diddy, he puts them on a strict diet of Led Zeppelin, The Ramones and Jimi Hendrix, to name a few, and soon has the kids playing rock and roll nirvana right along with him.

Though it's hard to believe that a school which prides itself on being the top school around would let a person like Dewey Finn teach the kids for a few weeks, undiscovered is, of course, beyond belief, the movie is done in such a sweet way that you overlook such obvious plot holes.

Dewey reaches the kids in his own off-beat ways. While infuriating their parents and fellow teachers, he gets the kids to not only believe in him but to believe in themselves.

Besides Black, School of Rock is also blessed with a strong supporting cast including Joan Cusack, who will forever be remembered as the girl from Sixteen Candles wearing the scollie sis brace to this writer, as well as the kids themselves; real musicians who can also act.

While on one level a tale of a man trying to win a battle of the bands contest, the film is also a rousing story of an "I'm a dreamer...I want to do something different..." across the deeper message of following your dreams.

Not just to blindly follow your dreams, but for you to realize there is a lot out there in the world to experience and appreciate, a message for fifth graders as well as all of us.

The film is brilliantly acted, and brilliantly directed by Richard Linklater (Dazed and Confused; Slacker). You'll find yourself cheering out loud at the end.
A Thank You Note to Everyone on Campus

BLAKE LEONG
CONTRIBUTING WRITER

Dear everyone on campus,

Thanks for always taking the time to carefully arrange the food on your plate while I stand behind you in line. I love watching you take toasted raviolis one at a time. A couple of years ago, I even got another 45 minutes and I'm glad I get to spend them watching you make sure the raviolis don't fraternize with your canned vegetables.

Thanks for always prefacing your intelligent comments in class with, "I was going to say..." and then saying it anyway. You weren't going to "say," you ARE saying. But, your regurgitation of things we've already learned may know more than makes up for that shaky beginning.

Thanks for using my dishwashing sponge to clean up the bathroom. I love knowing that when I wash my dishes, that same sponge has been used to clean the classroom sink and counter. I would have voted for my dishes in that repetitious fill-anywhere. When E. coli bacteria attack my small intestines I'll think of you.

Thanks for always standing in the middle of walkways, or hallways. It's such a burden having to stick to the predetermined paths that Babson made. However, it may be the shortest distance between two points is a six-foot slant. Thanks to you, we'll never really know what will be? At least you leave the room reservations in the library relatively free.

Thanks for not pulling your weight in groups. Thanks for letting me be the one to work for my self and then bringing it completely down. Thanks for screwing up the last group project I carefully worked on, and precisely worded.

Thanks for teaching in the most roundabout way about the most mundane subjects. You might as well have taught me how to teach--I couldn't teach a first grader to go in the bowl. It's so nice to know that my tuition dollars could pay for your Mercedes. Maybe you should drive that Benz to school and get a degree in teaching.

Thanks for giving me $119 and a fan instead of air-conditioning. I bet that's what they eat in the real world.

When I'm out in the real world and I want AC installed I'll just bring two bills and a box fan. Thanks for all the promises AC by October 2, and then not delivering through the month of December. Are you sure you need to get the AC working before you can turn the heat on? That's ok, my sweaters are underwear anyway. I'm really not paying enough for laundry as it is, a buck twenty-five a load is not enough. That's right? I'll just wash in Woolite from now on, thanks.

Thanks for wasting my tuition dollars. Thanks for PR. Thanks for countless e-mails of no worth whatsoever. Thanks for my endless assignments. Thanks for lacking the skills, coordination, courtesy, so on. Again, congratulations needed to run this school competently, efficiently, and properly.

Thanks for all of the clickiness, the elitism, the snobbishness, the superficiality, and the second-hand smoke. Thanks for the endless meetings, the constant irritation, the headache behind my eyes, and the loss of sleep.

Thanks for allowing me to assume that people never do what they say they will, never follow through. Are you sure you need to ask them to do it, they are asked, and be correct. You are all truly average, mediocre, par, and the least common denominator, and for that I commend you. It must truly have been a strain to reach as far up to you as little as you have simultaneously. You've exceeded, but not too much, just enough to get you here. And here you are. So congratulations, your goal has been reached. You got your EMW (or your Ferrari). There's nowhere to go from here but down. Congratulations on reaching the peak! Thanks for letting me share the view from up there.

But most of all, thanks for making me stronger. Thanks for pushing me to my limits. Thanks for making me see that my sense of humor is, more often than not, (in)appropriate. Thanks for putting up with sarcasm, criticism, and the occasional insult, and still take me in as a friend (if not an acquaintance). Thanks for making me appreciate my family, my friends, my girlfriend, my dog, and my roots. Thanks for giving me direction, perspective, balance, and a slightly higher threshold for irritation.

Thanks Again, Blake

Babson students crowd around cheering after the Red Sox victory in game four. The controlled crowd quieted so Seargent Pashceco could advise them to have fun, but not break anything.

Lindsey Atlee For The Babson Free Press

Frank's Message of the Week: Stay Positive

FRANK ROBERTS
STAFF WRITER

So I know it's not Halloween yet, but I'm going to wear a costume. For your information, there are 1000 worlds (200 worlds), I will be changing faces. For the rest of this article I will be "New Age Frank." That's right, now age.

What New Age Frank is going to talk about today is staying positive. I've been making some quiet observations about our campus, our students, our faculty and administrators, etc., and I've come to a conclusion. There is one major group that is constantly performing well below standards. This is the students.

Yes that's it, you heard me right, I said us, we are to blame. For once, I'm not going to blame the Deans, the President, Babson, George W, Bush, Gov. Schwarzenegger, Canada, or anybody else. I'm blaming you (and me).

Just look around you. People constantly blame Babson for being too aggressive, or the President for not changing their ways. Students have somehow found somewhere to blame other students. What we need to focus on is: We are in control and it's really up to us to change things. We need to change our attitude. We need to change ourselves. We need to be friendly and helpful and take advantage of every opportunity we get. Red Sox fans are very happy, they don't blame others; they blame everybody but themselves for it. That's a little off, ain't it?

Well I'm taking a stand. I'm going to point out the real problem to ameliorate. First of all, it's the students that are unhappy. Luckily, we are the students (I know, I know, I forgot too), so we can quickly decide to change that. As of the end of this article, we will now be the happiest school in the country, because we can decide so.

So many of you say that Babson is too dominering or whatever, but if I could swear in this article, I would. Didn't mama ever tell you not to say anything if you didn't have anything nice to say? They aren't stopping us from having fun, we're stopping us from having fun. Here's another issue: we have too much work. I'm going to of the students in that might help all of you. (1) I don't have a TV, and (2) I don't waste my days away talking on instant messenger. I never have too much work, and so now I have plenty of time to do fun stuff, and I'm happy. What we need to look at is: why don't I sound like a self-help guru, and I'm sorry. Please, chill out, drink a little more every now and then, and your life will be much better than it is. If at this point you're not with me, I have the best solution (ever). If you're not happy here, and you're not willing to try to have fun and make this a better place, then leave. Seriously, why should 1700 students be here if it wasn't fun? I think you should leave. Transfer. Go wherever you wish, just don't bring your negativity here. Rcn home to daddy with your tail between your legs, and don't let the door hit you on the way out.

Wait 30 seconds. You hear that? People are laughing. They are having fun, and it's just not because of the Red Sox. It's because everybody is happy. All we need to do to change everything about everybody and everything and focus on the positive things.

There are many good things about this place, and if you can't appreciate them, please try not to ruin them for all the happy people, like you've already done, because negativity is contagious; it spreads like Herpes in a teen-age game of spin the bottle.

At this point we've proved that it's very easy to be happy. All you have to do is change the things you can stop and complain. Now, when the Princeton Review interviews us again next year, I hope that when they Babson is the most fantastical place on earth, and that it can happen. The world is a much more post-Boston Red Sox World Series Title. Both will come true.

Phobias: What Are We All So Afraid Of?

CHARU SHARMA
ARTS & ENTERTAINMENT
EDITOR

At some time or another, there are moments in our lives where we all are overcome by an irrational fear to some degree. Fear of dying, fear of social situations, fear of cats, fear of heights, fear of looking retarded. Whatever the fear, there are always remedies, congratulations in life are we afraid to do even though we know those things will not hurt us, but our mind actually makes us hap- pier. It is this kind of irrational fear that can sufocuate and consume a person to the point where they are too afraid to do the things they really want.

Of course, in life there are fears, like if you have a knife to your throat or are standing on an edge of a cliff, you better damn well be scared. And in those situations, fear can be a good thing that triggers certain fight or flight responses like fight-or-flight, and keeps you from acting rashly or foolishly. It is not these physical fears that give us the most trouble, it is the emotional ones. Think about it what scares you more, riding a motorcycle or asking someone out? It seems we are more afraid to emotionally hurt than physically hurt.

Phobias are intense fears of something that poses no or little actual danger, but that we are doing what we really want, because we magnify all that could possibly go wrong. This holds us back and stifles our desires. We will settle to just do the safe thing because it is easier. If we don't face our fears, we risk spend- ing our lives watching on the side- lines and never experiencing how good the game really was because we were too afraid of getting hurt.

So what exactly are we so afraid of? And how can we keep it from control- ling our lives? How do we face our fears? Fear is as real as an emotion as happiness or anger and we will inevitably always have fear. We can't really control it and so it seems then that one can never truly be fearless. But may be being fearless isn't about never being scared, but how you act when you are.

As business students we all know about risk and reward. The greater the rewards, the greater the risk. When we are making an investment decision, we evaluate whether the reward is significant enough to compensate the risk. The best things in lifes aren't easy to get and are almost always a challenge, which is what makes them so gratifying in the first place. There is always a risk that you could get hurt, but the key is to consider those irrational fears of getting hurt overcome you. You want big re- wards? Then you get to take big risks.

FBS once said that the only thing we have to fear is fear itself. Of course no one wants to get hurt or fail to be rejected. There are no guarantees in life that things will go as planned. All we can do is do our very best to be prepared, take a deep breath and just do it. If we fail all we know what do in the future the next big the future we will walk around with the courage of Attilla the Hun in every situation. But since none of us have a crystal ball, sometimes you just have to learn how to swim jump in and hope that fast there is water.
Babson Mountain Bikers Tells Mother Nature to “Beat It”

KEITH WHITTER
CONTRIBUTING WRITER

On a day when snow fell, rain drizzled, fog rolled and rainbows formed, a group of 40 plus students from Babson tackled a hill named Killington on steeds of aluminum and forged steel
Waivers were signed and loved ones bid adieu, but these fearless gear heads would have no need. Gutsier than the sun, the frigid cradle, and the grip tires of the loose gravel—all these factors had to be analyzed for more than just the last year’s GDP, upcoming interest rates and tentative IOP dates. Let’s face it, fun was on the line here, and a concussion or series of stitches in the face just doesn’t tickle the fancy of most riders.

As the day progressed multiple tumbles were taken, but nothing a little dip in their warmies for gentle ridicles and shared high fives from on the trail.

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Free fall flu immunization clinics for Babson college students will be held on the following dates:

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Sponsored by Babson College health Services
Russian Club Starts Off With Tremendous Success

ANNA OAEKER
CONTRIBUTING WRITER

Late last spring, I was sitting in Trim and talking to a friend from my I.M.C T group. We were having a discussion about organizations on campus, and I was interested in the various activities that she was doing for her sorority. It occurred to me that what I was missing in my college experience was the Russian culture that I grew up with.

I immigrated to America 11 years ago and always enjoyed learning about my home country, its culture, the people, and the past. I was interested in bringing together a group of people who had the same yearning to learn and understand the Russian culture. An organized club would allow me to do this. I was also interested in letting people know that Russians share many of the same interests as Americans.

I wanted to bring this knowledge to the campus community, and to inspire more people to learn about the Russian culture through movies, exhibits, food, music, theater, and many other events. The idea was simple: how the idea of the club came about, but I was not sure if there were people interested in this idea, and if they were really inspired to get involved with it. The next day, I met a girl named Alina Murykina who shared my interest and is part of the club.

One of our first meetings was an impromptu gathering of students who gathered to start working diligently on our club. This meeting was held in the basement of the Student Union. The Red Sox games and the Bazaar Press's own Frank Roberts helped set the tone for the meeting.

We are pleased with our introduction to the first month of the club. For October and the future we are interested in organizing more events to Boston to see Russian film, ballet and theater performances, as well as to go to clubs and invite speakers. Hopefully, we will also get a chance to take a weekend trip to NYC, so that is where our current focus is most prevalent in America.

Whether in Brooklyn or in Boston, the Russian Club will continue to have prominence on this campus in working to bring knowledge and appreciation of the Russian culture to the Boston community.

The first event the Russian Club participated in was the Organizational Carnival, and many people, Russians as well as Americans and International students decided to join the club. In the first weekend of our fall semester, the Russian Club had a meeting to discuss what other events everyone was interested in pursuing.

We planned to have an Opening Russian dinner at Alina's house in Somerville, where everyone was in charge of making food, and everyone was in charge of eating it. To my surprise, about fifteen people came over, including several Olin students, and we had an enjoyable time making toasts, eating the home-made Russian food, taking pictures, and talking about life at Babson as well as life in Russia.

Our next meeting, everyone decided to have a Russian Pub Night, and it turned out to be as interesting and fun as the dinner. We decorated the pub with Russian flags, stars, and confetti, played Russian music, had the band "Belka i Medv'ed" play some songs, made toasts, played a Russian game called "Panti," and held a lottery as our first fundraiser.

This event was able to draw both Russians and non-Russians. We were proud to have brought together individuals from other colleges, such as Olin, Wellesley and Brandeis. Our Pub Night showed how Russian culture coexists along with American culture.

On Friday, approximately thirty Babson students went to M.I.T. to the RasGarveta event sponsored by the M.I.T. South Asian Association.

City of Shanghai: A Mix of East and West

City of Shanghai: A Mix of East and West

VIRAL KAPADIA
EDITORIAL ADVISOR

Shanghai is a city on the coast of China that has a mix of everything to offer. Whether you are looking for history and culture, or business and industrialization, you can find it all in the vast city of Shanghai. Like many major cities around the world, Shanghai has a river which divides the city into two. The Huangpu River separates the city east and west.

The financial center of the city is in the eastern part. The city dreams of being perhaps at one time, a regional financial center. The primary market in Shanghai is the diamond exchange. Despite these aspirations, the diamond exchange which is housed in the Jin Mao Tower, the city's tallest skyscraper of eighty-nine floors, has been declining in recent years. The government had at one point placed taxes up to sixty-six percent on the sales of diamonds, which distressed many people.

Another reason for Shanghai's failure to develop into being the regional financial center is that it lacks the manpower and the organization that are required to run a sophisticated financial center. "Shanghai is like a beautiful girl who has worn her best gown, but she doesn't have an escort, or a party to attend," says Andy Xia of Shangh, an economist for Morgan Stanley Dean Witter.

A statement made by Eric Wang, a vice president of U.S.-based consulting firm Accenture in China says, "One must remember that China only began to really initiate market reforms 10 years ago," and this is very significant, considering the city's current status.

Another beautiful nature site for tourists are the Yuyuan Gardens, which have everything from artificial waterfalls to miniature mountains. The gardens were created in the 1500s during the Ming dynasty, and have been a prominent part of the city ever since then.

The tourism and hotel industry in Shanghai, along with many other parts of China, experienced a very bad downturn due to the high number of SARS cases, and now the decreasing but existent fear of SARS infected places. Many hotels were, and some still are, offering great discounts to customers in an effort to increase rev...