Undergraduate Awards Ceremony

Radhika Gulati
Staff Writer

"Where is everybody? Everyone who is supposed to be here is here, and each one of you is very special," said President Len Schlesinger proudly as he opened the Undergraduate Award Cer-

emony on October 20th, 2012. These awards are given annually to the students at Babson College who arrive at the institution as interesting people, and who faculty and admininistrators believe will leave Babson as even more well-rounded individuals. Essentially, these students are seen as role models on campus; people who have excelled both in the classroom and outside of the classroom, and who have made a significant impact in the Babson community.

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The Babson Players: Noises Off

Jennifer Vittori
Student Life Writer

The Babson Players production of Noises Off premiered October 18 through the 20th in Babson's Sorenson Center. Noises Off, a slapstick comedy written in 1982 by Michael Frayn, is a play within a play, titled Nothing On, a sexual production in which "young girls run about in their underwear, old men drop their trousers and many doors continually open and shut." In three acts we see the complete deterioration of the quality of the performances of Nothing On, as well as the growing madness of the cast's director Lloyd Dallas portrayed by brilliant performances.

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Hydration Systems Reach Babson

Herbert Castillo
Sustainability Writer

It's a sunny day with a cool and refreshing breeze. All around people are smiling, and talking, and enjoying the rays. Everything is normal at beautiful Babson College. Except that instead of seeing plastic water bottles, Starbucks and Prosheens coffee cups, we see water stations throughout campus.

Photo Courtesy of Elizabeth Monteith

The Beavers Women's Soccer team (6-8-2, 5-3-1 conference) qualified for the 2012 playoffs on Saturday, advancing as the 4th seed and securing a home game against 5th seeded Clark College this upcoming Tuesday. While this season's .500 win percentage was the lowest since 2003, regular season records do not count during the playoffs. The team realized

Women's Soccer: Heating up at the right time

Jerry Jiang
Staff Writer

The career-high 38 points and 15 rebounds by senior forward Lisa Knauss, junior guard Danie Weller, and senior guard Chelsea Findlay were not enough to overcome a dominating performance by the Mountaineers in the 75-70 lost on Tuesday night in the second round of the conference tournament.

Photo Courtesy of Yancy Mosley

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First-Year Living Community

Elizabeth Monteith
Staff Writer

In order for students to enrich their college experience, upperclassmen take the opportunity to live in various specialized, “Living and Learning,” community towers. E-Tower, Green Tower, and the Greek towers all serve as binding entities for their members. Babson students who write, “I think in time they have the opportunity to live with one another to create strong bonds and friendships.”

Over the summer the idea to introduce this special living arrangement to First-Year students was created. First-Year Area Director Monica Cohen was one of the leaders in the idea to aid in the formation of the community. The creators selected incoming students of the Class of 2018 who showed a particular interest in either entrepreneurship or social change. These students would have one of two First-Year Seminar classes together, “Living Social Change” or “Living Entrepreneurship,” and live together on the second floor of Park Manor Central.

The catered FYS classes, taught by Cohen, Glad, and Thomas, focus on the particular area of interest the students had indicated. Although the classes learn the time material that the normal FYS courses do, Cohen states, “The classes have added components. My class was focusing back to social change. This additional piece is what sets these pilot FYS classes apart and create the learning and living aspect of the community.”

Since both of the classes live together it “creates a very close knit group,” says Cohen. “Although FYS is only an 11 week long course, the students will live with each other all year.” Cohen adds. The enthusiasm from Peer Mentors Robbie Williams and Kyle Tagen also creates the feel of a community. Cohen admits there may be “some bumps in the road” but hopes the First-Year Living and Learning community continues and improves in years to come.

Guest Speaker: Alison Bechdel

Vica Bugrimenko
Staff Writer

On Thursday night, October 11th, Babson College hosted the acclaimed author, Alison Bechdel, in the Babson Auditorium. She began her presentation by doing what she does best—cartooning. Cartooning, an undervalued and undersold art form, tends to be a concept that people find difficult to understand. When people think of a cartoon, they see one particular person who is a mediocre artist and who struggled as a writer, and thus to write for making illustrations in tiny boxes at the back of newspapers. Babcom had to fight hard against this negative stereotype growing up, which made it extremely difficult for her to shape her future. No art school would accept her, and finally any publishers were compelled to publish her books.

As a child, Bechdel grew up with a lot of secrets. Her family knew that she was a lesbian, but the people of one of the people of her home had to create the illusion that she was living a blissful life. In addition, she suffered from the socially compulsive disorder; when she first began writing in her diary, she couldn’t help but write very short letters after every sentence.

Her mother began writing her thoughts down for her, and a mother-daughter relationship developed. The two books she has written are based on her family—she is memoirs of the primary focus of her relationship with her parents. Her career as an illustrator began to blossom as she continually escaped into her own little world by examining the cartoons in her books, such as the Addams Family. In college, she drew cartoons to illustrate her political opinions and to shape her view of homosexuality. As an illustrator, she was outcast from her community, which she says actually allowed her to develop a different perspective of the world.

Although Bechdel initially struggled with cartooning, specifically her inability to draw the same character twice, she practiced diligently and soon her work began to get published. Her long running comic strip Dykes to Watch Out For, which was extremely popular in the 1990’s, and in 2006 she wrote Fun Home: A Family Tragicomic, which has received several readings for many of Babson’s Arts and Humanities and History and Society Foundations.

In the creative process of Bechdel’s childhood, and the fact that she shared many similarities with her father, she noted that she was always there for her in her own way, she insisted that she actually did not place any special meaning on the ending. It was just “one of those mythical things,” she explained.

Her father, a writer, and her mother, an artist, Bechdel has received in combining the two skills to become who she is today, del never imagined that she would rise to fame. “This book saved my ass in a way,” she states with a grin.

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Submit letters to the editor at babsonfree@babson.edu. All letters are subject to editing and become the property of the FREEP.

Delta Sigma Pi

Winnie Zhu
Staff Writer

There has been exciting news around campus lately, a new fraternity, Delta Sigma Pi, will be initiated next semester. Delta Sigma Pi is a unique fraternity. It is a student led fraternity that fosters the study of business on university campuses. In doing so, Delta Sigma Pi provides a social, professional development, and networking experience for Babson College and beyond.

Before the close of her presentation, Bechdel chose to respond to a few questions from the Babson students in the audience. One student asked her why she chose to pursue professional development and networking experience for Babson College as well. Many critics have interpreted the ending as Bechdel representing how her father was always there for her in her own way, she insisted that she actually did not place any special meaning on the ending. It was just “one of those mythical things,” she explained.

Her father, a writer, and her mother, an artist, Bechdel has received in combining the two skills to become who she is today, del never imagined that she would rise to fame. “This book saved my ass in a way,” she states with a grin.

The Babson Free Press is in its colony stage. After operating for a full year, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support. Currently, Delta Sigma Pi is in need of alumni support.
Reducing Plastic and Improving Health

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different organizations carrying their custom canteens, the exuberant people with their neon colored ones, and some with just the regular silver ones. All these people are sharing the common gift of fresh and clean drinking water.

Instead of our daily coffees, sodas, and sport drinks, we rejoice in the quality of our refreshing and clean tasting water. This was the vision that prompted four Babson College Students to promote the power of water and share its benefits by bringing sanitized, healthy, and free water in the form of Hydration Systems to Babson College.

Hydration systems are advanced units similar to drinking fountains that sanitize water through different treatments such as reverse osmosis, and different steps of purification like carbon filtration. When asked about hydration systems, Patrick Durkin, of the Wellness Enterprise, stated that "Hydration stations are a highly visible component of sustainability that impact everyone as they improve a product everyone needs while helping to save money and reduce environmental impact."

There were hurdles that had to be passed in order to continue moving forward with the implementation of hydration systems. One of the impeding issues that plagued the vision was the lack of convenience and practicality. Not to long ago it seemed reasonable that one could count the number of drinking fountains on one's hands. People are often hesitant to drink tap water and water out of hydration systems because they fear there are chemicals and other things that could harm their health. A common reasoning behind this is that the water tastes bad or smells different than their water or the water that comes in bottles. This is not true for the water here in Wellesley, as it is safe and regularly passes safety inspections.

Another reason was that there are already people using well-known water filters, such as Brita and CamelBak. The reality of these advertised filters is that they do in fact filter water, but not so much to sanitize it. Instead, they simply reduce the amount of chlorine to make the liquid taste better, and to reduce the smell of metals from pipes. Over the last four months, Babson College conducted a pilot test by putting four different hydration systems in four different locations around campus to have students taste and decide which one was right for Babson College. They are all phenomenal for sanitizing water, but there are other factors, like aesthetics and benefits. Take, for example, the system in Webster, which has a screen that tracks how many water bottles have been saved by refilling canteens instead of buying new ones. Some, like the system in Tomasso, sports improved benefits such as an advanced purification system, but also adds minerals like calcium, magnesium, and antioxidants to improve general health. Dallase Scott emailed a survey to all students on October 2nd that will be the determinant of which system will be implemented around Babson College.

This marks an exciting and promising venture for Babson College. With the help of ejesek, Durkin and four members of Babson College’s Green Tower, including Megan Canterbury (12), Linda Duong (12), Macey Horton (14), and Herbert Castillo (15), Babson was able to combine two important and necessary issues: Sustainability and Health.

A key figure in this initiative, Mr. Durkin spread information regarding the hydration systems and created a spark. To Mr. Durkin, "hydration stations play a critical role in unifying the sustainability and health movements. Of course, it is important to replace plastic water bottles for a myriad of reasons, but what is often missing in the campaigns to promote tap water is that if people drink more water, they will be healthier. Water is not as important to the equation as is the fact that they have missed a golden opportunity. The real opportunity here is to educate people about the different types of water and have them intentionally choose a higher quality water than either bottled or tap. Once people start to feel the benefits of drinking high quality water, they’ll never go back to systems that don’t support health and the environment."

Another key issue is the price that consumers pay for bottled water is much higher. These units soon to be all over campus are “... the bridge between sustainability and health,” explains Mr. Durkin. Babson College and its students are proud by itself attracts many supporters, when combined with personal health benefits such as encouraging more water consumption, it becomes much more compelling. The benefits of sustainability programs are most frequently noticed when they are in place, but water consumption leads to lower fuel bills. Hydration stations are different because they are so visible and everybody likes saving money while drinking high quality water.

Many walked past these machines without a second thought, but ask those who tried them, and then go out and test their capabilities for yourself. Clean water is an overlooked, especially here at Babson, but with the installation of hydration systems, there is hope that the vision of a few students is not far off.

Sigma ReKap

Amanda Cioffi
Contributing Writer

The women of Sigma Kappa Zeta Zeta have been very busy around campus this semester. On October 12th, we had our Alex and Ani Bangle Bar, where 20% of the proceeds went towards the Sigma Kappa Foundation. The Foundation reallocates the funds raised to support its main causes: Alzheimer’s/Gerontology, Sister-to-Sister, Disaster Recovery Fund, Maine Sea Coast Mission, Alumnae Heart Fund, Educational Area Grants, and Leadership Development.

We are very grateful to everyone who came out and supported our event. We love seeing Alex and Ani bangles adorning our campus.

We also participated in two walks this past month. The first was the Light the Night Walk which supported the Leukemia and Lymphoma Society. It was a beautiful walk in Boston at night-time. We raised a record-breaking amount of money in such a magical event where thousands of lit red and gold balloons filled the sky. The other walk that we participated in was the Walk for Breast Cancer. We truly believe in walking for a cause and helping our foundations that are near and dear to our hearts.

This past month, we have strengthened our relationship with the local nursing home, North Hill. We gathered every Saturday and Sunday afternoon to hang out and help the residents. We participate in several activities with them through Facebook, Tango, Making holiday cards and just having conversations. We really love going and only other each other’s company.

On October 25th, we hosted our Thursday Night Series. The theme of the night was Cute and Candy and with Sigma Kappa, “Come have some something good to eat, while decorating for those who can’t trick or treat.” At our event, we put together baskets of candy, which have been sent to Operation Gratitude to spread some holiday cheer. Operation Gratitude annually sends 100,000 care packages to U.S. Service Members deployed in harm’s way, and their children, Veterans and First Responders. We are so happy we can show our appreciation and support for the Armed Forces. Fellow sisters participated in the two school plays and we are extremely proud of them! Katie Kasper and Emma Engehan acted as thunderous creatures in the Noises Off play while sister Lena Wu helped with the set up behind the scenes. We enjoyed dinner with Hoffman and Chi Obasi sang and danced in the play Working. Both performances were wonderful affairs.

We are anxiously awaiting the initiation of our wonderful members on November 5th. We cannot wait to formally welcome them into the Sigma Kappa family. Have a great November!
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T.E.S.T: Working

Emily Morrison
Arts Writer

The Franklin W. Olin Players of Olin College came to Babson to perform Dr. Horrible's Sing-Along Blog from October 11th through the 19th. The musical is in turns humorous, satirical, evocative, and dark; the plot gains speed like a skydiver with a parasite malfunction.

The protagonist, Dr. Horrible, who is played by the very talented Myles Cooper (16), sings his way through unrequited love, heartbreak, and disillusionment. He hosts the leading lady, Chelsea Bailey (16), who plays Penny, the unsuspecting object of his affections. Also in the spotlight are Thomas Pandolfo (15) as Captain Hammer, Dr. Horrible's sidekick, and Brian Laebos (16) as Moist, Dr. Horrible's dancing sidekick. The production was directed by Iman Wohler-Biesanz (15). Overall, the performance was impressively executed and thoroughly enjoyable.

The Babson Players: Noises Off

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"13). The couples should not know that the other couple is in the house, though they mistakenly keep running into each other between scenes. While checking out the rooms, luggage and props begin to disappear due to the entrance of the burglar (Don D. Hatcher). Clothes begin to come off of the actors, and at one point there is a man running about dressed as a Olin football player. Chaos grows as couples enter and exit doors frantically trying to locate each other and their mysteriously misplaced belongings.

Act two sees we behind the set of a second performance - the play within a play - that the director Lloyd is juggling relationships with two women in production. Lloyd directs Timothy Allgood (Ali Khan '14), to buy flowers for Brooke (Kowaughchi'13), but they accidentally end up in the hands of Poppa (Jennifer Fusco '15). Women become dramatically emotional and start to physically fight over the flowers while the men try to pull them apart and cover up the mistake. While the tension backstage grows between the actors, onstage disorder becomes very evident.

Act three is downright hilarious. During the last performance of Noises Off there is a projection of a list of police officers. One robber turns into three, costumes are falling off of the actors, and sardines are thrown all over the stage. At this point, Lloyd turns to alcohol and accepts he will never be able to have the astounding performance he dreamed of. The variation between the re-hearsal performance and the last performance is horribly evident and key factors for excellent and entertaining comedy.

Current acting student Ali Khan writes that the Players “hope to see the audience leave with smiles on their faces” and this was so as the audience left the theater in a state of happiness and laughter while commenting on the production with friends and family. Overall, the Babson Player’s production of Noises Off was thoroughly entertaining and a display of mayhem and silliness throughout showed that much practice and dedication was done in preparation.
The Michael Sainovich Memorial Award:  
Cheska Mauban  
Ben Cardarelli
An award presented annually to a sophomore man or woman who, as first-year students at Babson, excelled academically and made significant contributions to the College Community. Cheska is a visionary who represents Babson with great spirit, a Posse scholar, Resident Assistant, student Assistant, and a dedicated and passionate student. Ben is a true emerging leader, Editor-in-Chief of the absen FREEP, FME Mentor, and an academic achiever.

The Babson College Outstanding Philanthropic Activity Award:  
Daquan Oliver
Presented to a student or organization who has gone beyond the norm and given more of themselves than their program or institution would possibly ask. Daquan, mentor and role model for middle school children at the Wellesley Housing Authority, was chosen as the suitable candidate for this award.

The Schöpfungbeitrag Preis:  
Sanjay Zimmermann
Presented to the person who has made the most creative and innovative impact on the Babson community. This award was presented to the founder for the Babson Media and Design Studio, Weisman Scholar and Honors student, Sanjay Zimmermann.

The Michael J. Conlon '96 Memorial Scholarship Award:  
William Hallock
Presented to a junior who exemplifies the qualities and characteristics Michael exhibited through his four years at Babson, making him such a special member of our community. The recipient needs to exhibit leadership, academic achievement, and a love for Babson. William Hallock was chosen as the perfect candidate. He is an FME Mentor, Honors student, three year member of the Varsity track team, a school record holder, a Resident assistant and a role model for his peers.

Ralph Z. and Charlotte R. Sorenson Scholarship Award for Meritorious Achievement:  
Susanna Kroll  
William Hallock
Presented to students who excel both in the classroom and in curricular activities in their sophomore or junior year. Susanna Kroll, a skilled artist, member of Women Giving Back, a recipient of the Spirit of Sorenson Award, and a perfect combination of excellence and dedication to the Babson community.

Heather Maloy Award:  
Kristen Dombrowski
Presented to a junior who exemplifies those qualities that made Heather such a special person in the Babson community. The recipient must demonstrate hard work and dedication in curricular and co-curricular life, drive, optimism, as well as a sense of perseverance through any challenge. Kristen Dombrowski was chosen as the suitable candidate for this award. She is the president of the Women's Leadership Program, member of the soccer team, and, as the faculty says, she is the perfect example of "how to do it right".

Dean's Leadership and Achievement Awards

Katherine Anderson  
Megan Brain  
Shayna Duff  
Renee Edwards  
Michael Gray  
Diego Hernandez  
Bonnie Leung  
Amy Malinowski  
Fuja Mehta  
Matthew Muller  
Benjamin Pierce  
Jessica Plunkett  
Mo Yang
Presented to a select group of juniors and seniors who have excelled in scholarship, participation, leadership, citizenship and service, and have potential for future achievement. The selected awardees were:

Setting the bar high for the rest of the Babson Community, the awardees make Babson a better place. The Babson FREEP congratulates them heartily!

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BENTLEY UNIVERSITY
Will Hallock

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> PREPARE to stand out.
Women Playoff Bound

Continued from page 1

this firsthand in 2011, as they had earned a 11-2-0 (5-6 conference) record before losing a heartbreaking game at home against none other than Clarke. Many of the regular members are experienced, only three seniors graduated during the offseason, and are determined to average the defeat at the hands of Clarke.

One of the leaders and key contributors of this year’s team is captain Amy Festa, who led the team with 29 points (10 goals, 9 assists). Amy has been playing soccer since she was a child, committing to play for a club team in high school. She has played multiple positions throughout her career, including center mid in her freshman and sophomore years at Babson, and the forward position she plays now. Like a true athlete, she excelled at basketball, which she played for four years in high school, playing both basketball and lacrosse at a competitive level. In fact, Amy had strongly considered playing basketball here at Babson. In the end, however, both her love of soccer and her need to rehabilitate from injuries during the spring season kept her off the lacrosse field.

The women’s soccer team faces an uphill battle in its quest to earn an NECW title. Though their first playoff game will be played with home field advantage, the women recognize that this was not enough in front of their supporters last season.

In addition, the rest of the playoffs will likely be played on foreign fields. The Beavers have enjoyed tremendous success at home so far this season, posting a 6-5-2 record in 15 games. This is much more disappointing than a 2-5-1 showing.

“We have a great field here, up close to the court,” says Festa. “The other teams, especially ones with a first-round bye, play on turf, which is a lot different. They’re not being said, that cannot be an excuse for failure. We must win every game from now on.”

While the team’s seemingly average record and inconsistency in the regular season may have fans worried, the Beavers’ captain believes there are reasons to be excited due to a high degree of parity within the league. “Any team can beat any team,” we’ve seen a lot of ups and downs in the regular season,” Festa calmly states. “We need to go into each game with a positive mindset in order to succeed together as a team and win games.”

Amy’s contributions to the team this year have been hard to quantify. Her 10 goals and 9 assists in 16 games can be quantified, but her leadership qualities have proven valuable to the team as well. With about an even split between underclassmen and upperclassmen, Amy decided to earn the respect of peers of different ages in order to lead a diverse team.

“All the seniors, including my co-captain Ashley Touney, do a good job of leading this team,” Amy begins. “We try to lead by example. We won’t yell at someone if they make a mistake, we want them to learn from it to avoid making it again.”

She also enjoys the closeknit bond of the team, as she feels that the women have truly bonded. “Our team dynamic is awesome,” she admits. “We’re always hanging out together, whether it be eating or in the suites. There’s no distinct between classes, and all the seniors really make sure that eligible help is ever needed.”

The season has had many tough moments, and one particular instance that Festa would like to have back is the women’s loss at MIT. MIT came strong and took a 3-0 lead by the 60th minute, before the Babson women attempted a furious comeback that ended just short at 3-2. The energy, collaboration, and determination that were lacking in the first half revealed themselves near the end of the game, but alas, one strong half was not enough to win a game. MIT (13-3-1, 8-1 conference) finished the season as the #1 seed in the NECW playoffs. This game showed the entire team what they were capable of, if they were able to maintain the form and synergy for a sustained period of time.

Amy Festa has accumulated 70 points on 29 goals and 12 assists throughout her four years at Babson, including 9 total game winners. She has received numerous accolades such as NECWAC All-Conference First Team (freshman, sophomore, junior years) and NECWAC All-Conference Second team (senior year). She has interred with Janney Montgomery Scott for the past two years and will likely be pursuing a career in the finance industry.

Win or lose in the NECWAC Playoffs, Festa has made a significant impact on the Babson Women’s soccer program, on her teammates, and on the college community. The Beaver student body will be cheering the women to success in their upcoming confrontation with Clarke.

Sex And The Park

Sex, Love, and Dating Advice For Babson Park

“How do I say no when the person I’m hooking up with has a weird fetish or is a bit too aggressive? It’s kind of awkward to say and I don’t want to how to approach it.”

Miss B. Haven

If someone is doing something to you/with you that you do not want to do you have every right to tell them. It is not something to be embarrassed about. It is not something either parties should be embarrassed about. Voice that you are uncomfortable in a way that does not offend the other person. There is no right or wrong in terms of what someone likes as long as both people are comfortable with it. There is also nothing wrong with trying something new. When one person is uncomfortable they need to stand up for themselves. Do not ever do anything you don’t want to do. Even if Rihanna is saying “na na na na na na come on.”

If you just want to hook up with guys you need to change your mindset and consequently change your confidence level. Hooking up with guys on this campus is all about how you view yourself, not how they view you. Feel good about the effort you put in and stop comparing yourself to your friends. There are definitely guys that are into all sorts of things—I suggest you use caution and find someone that is into you, and not some sort of fetish.

“My boyfriend is cheating on me with a Wellesley girl. I saw the sexts, and I also have him added on find my friends so I know where he is and he lies to me about it. How can I get him back?”

Friend of the Beaver

“‘Well, this is a tough one...either way, dump him. I don’t know if you necessarily want to get revenge on him because it might make you look bad. I think the best way to apply some form of punishment would be to just tell all of your friends (if you have concrete evidence that doesn’t sound as stalkery) and make sure girls know he cheats. He definitely did it off campus because he didn’t want people finding out, so you have the power to make that public... but should you? Ethically, he messed up, but making him feel horrible about it might make you feel better. That approach could also make you seem more accessible to other men, better ones! Honestly, dump his ass in the least dramatic way, make him feel like crap about it, and move on to better things.”

Friend of the Beaver

“Interesting. I honestly would not make any moves... I don’t even know if you are allowed to do that! Are you? I think this is something I should know: I’m assuming that they are not allowed to fraternize with the students, but they are technically their own police department so it might not be that big of a deal. I urge you to not make it awkward for them; they are working and probably have families. My suggestion, don’t try to go after any of them out of respect for their job.”

To get your question answered please e-mail sex@babsonfree.com. All e-mail addresses will remain confidential. Please do not include specific names or information that would divulge the identity of anyone.
The Power and Pitfalls of Social Media

Punnet Thakral
Editorial Writer

In today’s fast moving world, Social Media is playing an increasingly important role. It is the new way for networking in connecting people and staying updated. Befriending someone and engaging people is so much easier. A friend of a friend has become our friend too. Pictures can be shared and commented on through Facebook without having to go to printing houses and distributing them. News reaches our fingertips almost instantaneously via Twitter. Whereas it would take a long time to set up a meeting with a professional, LinkedIn provides a network association within minutes. Social media is present in our everyday life and it is hard to phantom a world without it.

Here are some facts and figures: Did you know that: 1 in 13 people in the world have a Facebook account? Did you know that 57% of people talk to more people online than face to face? Did you know that a record 750 million photos were uploaded to Facebook on New-years? Did you know that there are over a billion tweets every 72 hours? Did you know that 62% of adults now use social media?

Social Media is not only becoming predominant in our personal life, but the business world is now being exposed to its benefits. It is a tool that allows businesses to pulse the movements of their consumers. It allows them to do surveys on new products and offerings. It allows companies to monitor the satisfaction level of customers. It is becoming an important channel for marketing and sales.

Today, we have over 65% of the world’s top companies planning tweets. Small companies can compete with large companies on this platform. The wonderful aspect of this channel of communication is that it does not require the millions spent on traditional marketing channels. In addition, the communication flow is two ways – from the company to the customers and the customers to the company. Moving forward, it is a mount for companies to use social media to enhance customer experience. If managed well, it can help build trust and value for the company.

Despite its many benefits, however, Social Media has its pitfalls. From a business perspective, it can take up a lot of time. To set up an effective social media strategy requires time. Small companies need to have more time to maintain it at a high level. In addition, due to the nature of the beast – new technology, it means that a negative move by a company will quickly spread like wildfire and ultimately damage its brand image and reputation. Furthermore, with the majority of people using social media, one has to wonder how much of the time is being wasted on social media sites, leading to significantly less productive employees.

On a more personal note, high usage of Social Media reduces interpersonal skills, as individuals become more comfortable communicating online rather than face to face. Applications such as ‘Check-in’ limit a person’s right to privacy. Additionally, as we all know, not everyone on our Facebook friend list is actually our friend; many of them are merely acquaintances or people we barely even know.

Another issue with social media is that people can tag undesired pictures which are viewable to a large audience. These photographs can cause embarrassment and negative publicity to the person of concern. Moreover, companies today check the online profiles of their potential employees on social media websites. An update to a picture, status update or video can result in the immediate loss of a job offer. On the flip side, there have been cases in which employees have been sacked for leaking information or criticizing employers on these platforms.

Social Media is a powerful tool, but let’s make sure we don’t harm ourselves using it.

What will inspire us to make our way through this maze? Some don’t bother with this question? They know how to deal and see it as a ritual that needs completion. True. There is a method to the madness. The process is designed to make you learn the core aspects quickly and build on it as you progress. Seriously? Its accounting we are talking about and more than half of my class have no clue about it. As a class, we are done with the exams but not the learning, I hope.

The search for inspiration ended in the Asian Entrepreneurship Forum, when I heard Mr. Shuhei Abe’s speech. In the audience, I saw a genuine person for crafting a personal, sincere story. Moving! I did learn a lot from his experiences. The classic quote was, “We tend to underestimate ourselves. If we see goals at our current capacity, don’t expect Miracles!” It was not what he spoke, but how and where he spoke that inspired me. Think about it. Anything we need to know is already available. People rebush old knowledge with their own experiences to prove the new one.

There was one of pride in the audience during his speech. Seeing an alumni, who traversed the same path we are struggling with right now, was such a motivation of culture and respect, is the biggest inspiration anyone can draw upon. A brief moment of his interaction with a professor told me everything I needed to know about humility. In closing, George Soros’s own words to Abe – “Let’s Fight!”